

ISPCA

CARING FOR ALL ANIMALS



Protection and Redress: A Consumer Viewpoint

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Introduction

- Ireland's largest animal welfare organisation
- Three animal centres
 - Longford
 - Cork
 - Donegal
- National Cruelty Helpline
- Inspectorate Service
- Dog warden services
- Advocacy and engagement





ISPCA Donegal Animal Rehabilitation Centre

Donegal
Animal Rehabilitation Centre

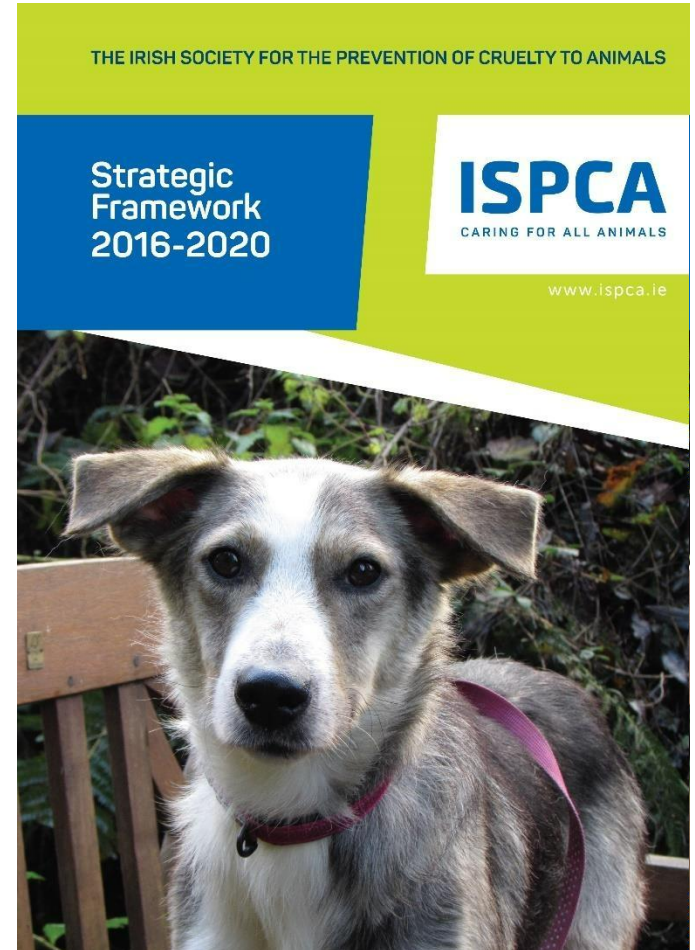
WARNING





ISPCCA Strategic Framework

- Four pillars for animal welfare
- Prevention and Enforcement
- Rescue, Rehabilitation & Rehoming
- Education
- Advocacy & Engagement
- Also to support our 17 affiliated member organisations



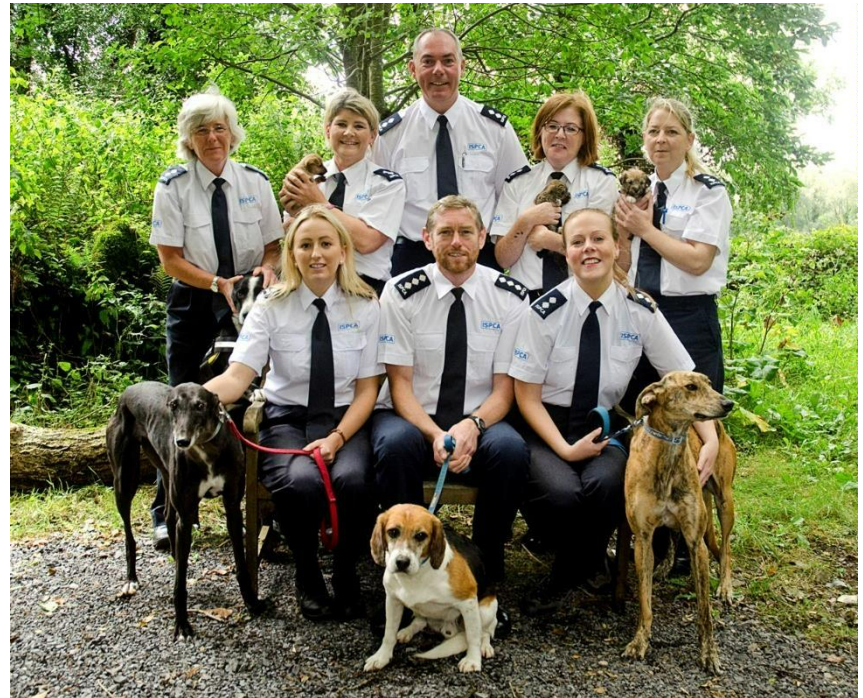
ISPCA Inspectorate

- 9 Uniformed Inspectors
- 17 counties
- Authorised under Animal Health & Welfare Act since May 2014
- Over 95,000 calls received
- Over 20,000 investigations
- More than 5,000 animals seized / surrendered
- 120 prosecutions initiated
- 65 finalised



Inspectorate Report 2017

- 21 prosecutions finalised
- 17 through DAFM
- 4 An Garda Síochána
- All successful
- 2 custodial sentences
- 7 disqualification orders
- 1 restriction order
- 19 fines totalling over €20,000
- Costs imposed in 11 cases totalling over €13,000



Advocacy & Engagement

- Strong & credible voice for animals
- Engage with key stakeholders
- Companion animals
- Farm animals
- Wild animals
- Animals used in entertainment, sport & research
- Effective campaigns



Dog Breeding in Ireland

- Dog Breeding Establishments Act 2010
- 6 or more female dogs, 6 months or older, capable of breeding
- Licensed by local authority
- Inspection regime variable and inconsistent
- Poor provision for offences
- Guidelines (2012), open to interpretation
- Inconsistently applied
- No cap on numbers of breeding females (up to 300 currently)
- Poor record keeping
- License breaches common
- Non-compliance
 - Improvement notices
 - Microchipping

Impact on Consumers

Case study 1

- Buyer responded to advert for Cavachon puppy
- For daughter who suffers from anxiety
- Met in 'neutral' location
- Within 48 hours puppy was sick
- Died of parvovirus after seeking veterinary assistance
- €1350 vet bill

Case Study 2

- Buyer responded to advert for Maltese puppy
- Met vendor at neutral location
- Picture on advert not the same dog bought
- Within 24 hours puppy was breathing heavily
- Enlarged heart, euthanised to prevent suffering
- Contacted breeder who refused refund

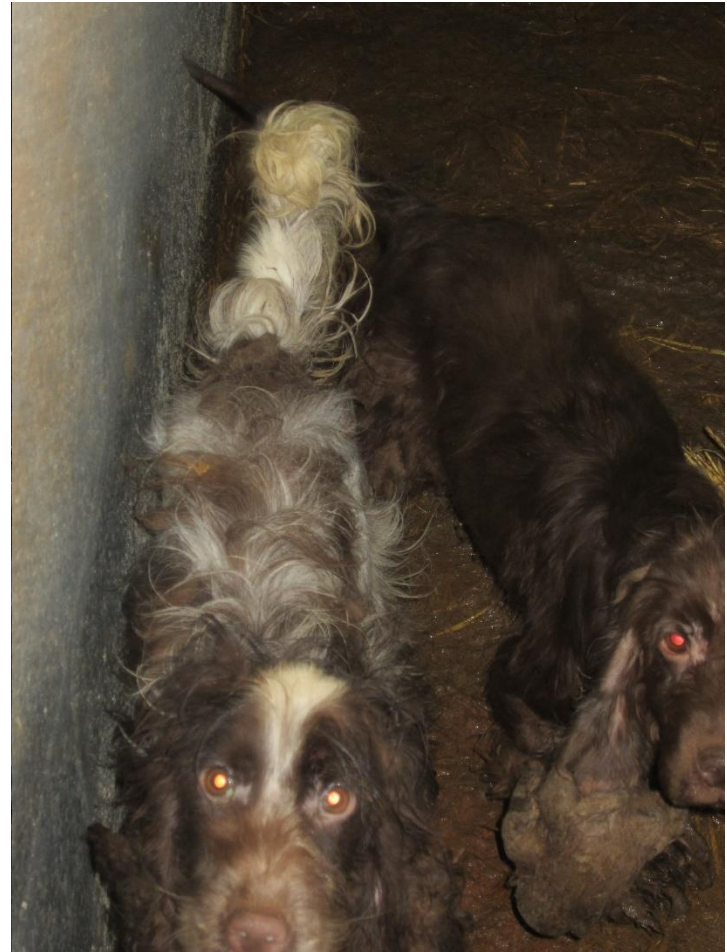
Impact on Consumers

Case Study 3

- Buyer responded to advert for Cockapoo puppy
- Went to vendor's house
- Saw litter, but no mother
- Sick within 48 hours
- Survived
- Vet bill of €1200
- All three case studies relate to same breeder
- Multiple adverts
- Multiple names / mobile numbers
- Licensed by local authority
- 300 female dogs
- No receipts
- No refunds
- No guarantee
- No redress for consumers

Enforcement

- April 2015
- Licensed breeder
- Raided by ISPCA & An Garda Síochána
- Horrendous conditions
- 340 & 11 horses seized
- Prosecution initiated
- Guilty plea October 2018
- To be sentenced in February 2019





Enforcement

- Operation Delphin
- Multi-agency approach
- ISPCA, USPCA, SSPCA, RSPCA, DSPCA, Customs, Police etc.
- Disrupt illegal exports to UK
- Identify offences
- Over 400 dogs seized at ports



Lobbying for change

- New Guidelines (July 2018)
- Come into force 1st January
- Less ambiguous
- Stronger language (e.g. must, not should)
- Socialisation, exercise, husbandry
- Training for local authorities (including animal welfare)
- More consistency
- Review of DBE Act
- Definition of DBE (reduce from 6 to 3 female dogs)
- Introduce cap on numbers?
- Introduce new offences
 - Breach of license conditions
 - Failure to comply with improvement notice
 - Failure to keep accurate records
- Powers of seizure (currently can only ask to reduce numbers)



Promoting responsible pet
advertising

Promoting responsible advertising

- Significant problem with over breeding
- Puppy farming
 - 85 licensed DBEs
 - 30 -100,000
- Government no intention to ban on-line sales
- IPAAG launched 2015
- Promote responsible advertising of pets and equines
- Minimum standards



Promoting responsible advertising

- Volunteer Monitors
- Ads breaching standards identified and removed / modified
- Illegal behaviour identified
- Co-operation with websites
- Making it harder for rogue breeders
- Educating the consumer
- Enforcement
- Full traceability needed

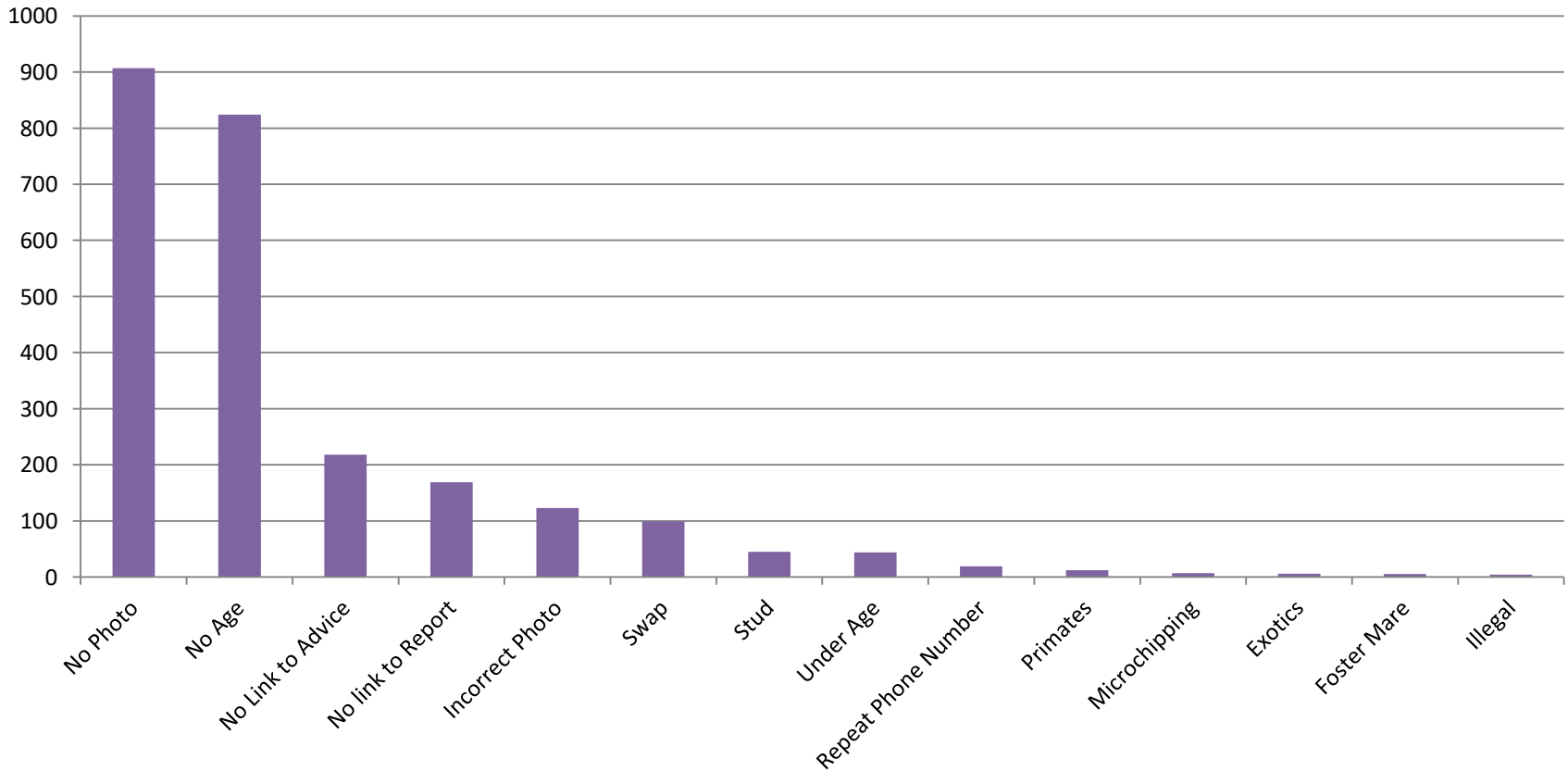


Promoting responsible pet advertising

- Measuring success and compliance
- Volunteer monitors (see role description)
- Review adverts on daily / weekly basis
- Preferably with consistent effort
- 16 websites
- 12 month period
- Ensure compliance with minimum standards
- 2837 adverts reported
- Some websites more cooperative than others
- Some have failed to respond
- Adverts for dogs were most common ads reported (39%)
- Main non-compliance was either no photo or no age indicated (>60%)

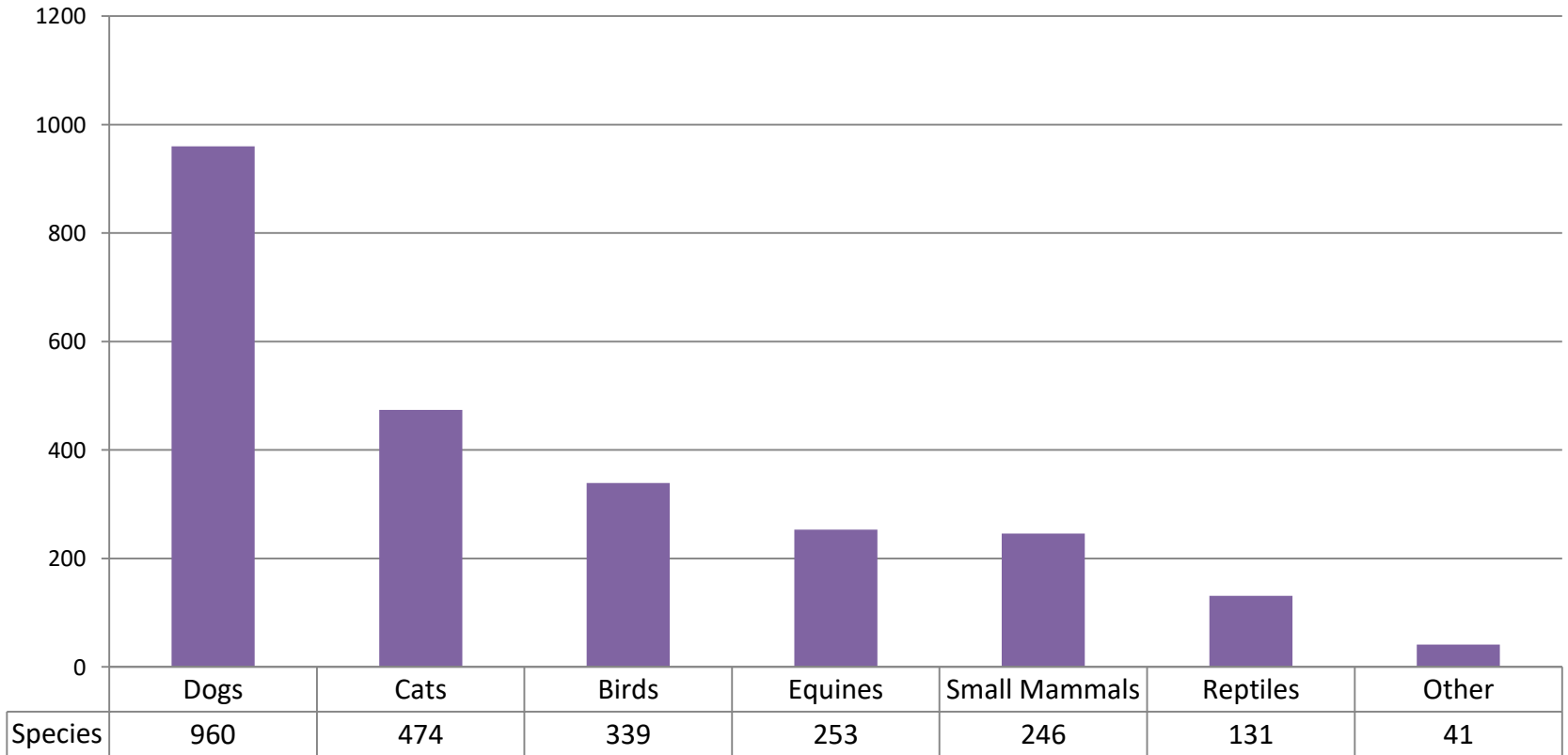
Promoting responsible pet advertising

Primary Reason for Ad to be Reported



Promoting responsible pet advertising

Number of Ads Reported by Species



Promoting responsible pet advertising

- Google ads used to target searches Oct – Dec 2017
- Over 1 million impressions
- 26,000 clicks to website
- CRT = 2.4
- Repeating this year
- Target ads showing illegal behaviour
- Continue to work with main website (85% of ads)



Promoting responsible pet advertising

- Challenges?
- Funding
- Traceability – microchipping, licensing
- Websites outside jurisdiction
- Non-cooperation
- Facebook!
- Variable legislation across EU
- Will self-regulation work?
- Is more regulation needed



#PuppyDotCon



#PuppyDotCon

- Campaign to raise awareness about dangers of responding to online pet advertisements
- Thought provoking video was released which demonstrates how easy it is to be fooled by unscrupulous breeders
- IPAAG encouraged members of the public who decide to buy a puppy or other pet online to do their research first



#PuppyDotCon Checklist

- When responding to an advert:
- Is the puppy's age listed as 8 weeks or over?
- Is there a photograph of the puppy?
- Does the advert say the puppy is:
 - Microchipped?
 - Vaccinated?
 - Treated for parasites?
- Can the puppy be seen with it's mother
- Can the puppy be seen at the breeder's property?
- If the answer to any of the above is 'NO' then do not proceed!



IPAAG
Irish Pet Advertising Advisory Group

Puppy Checklist

IPAAG always recommends you adopt from your local rescue. However, if you do choose to look for a puppy online, make sure to do your research.

While there is no way to be absolutely certain a puppy advertised online comes from a good breeder, here are some warning signs to look out for.

Ensure the website is signed up to the IPAAG Minimum Standards. If the advert contains any red flags, click away and don't respond.

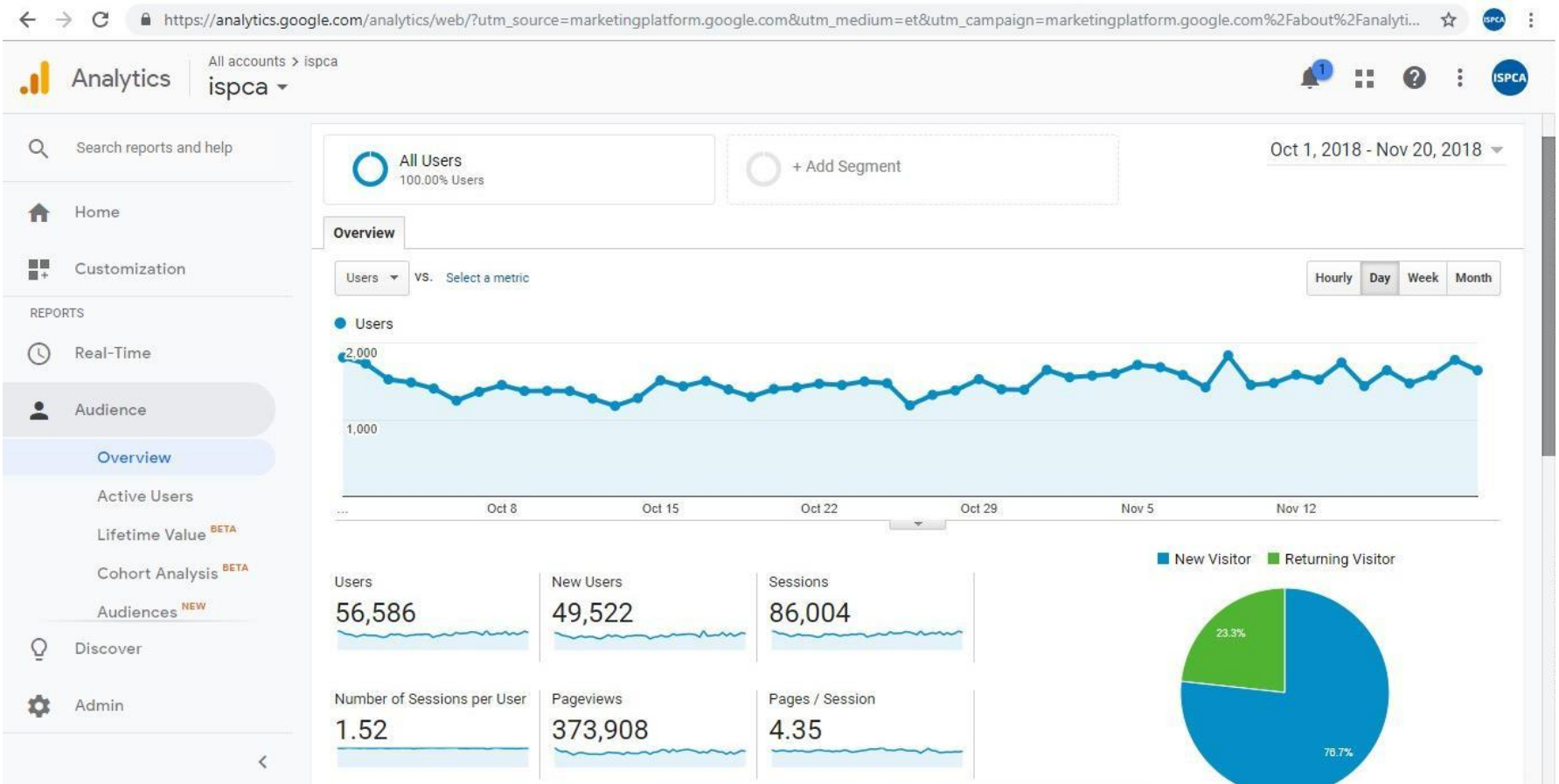
- Is the puppy's age advertised as 8 weeks or older?** Yes No
Puppies cannot leave their mothers before 8 weeks of age **🚩**
- Does the advert include a photograph of the puppy?** Yes No
The puppy should not appear too young (eyes should be open & clear) **🚩**
There should be no visible welfare issues including docked tails/clipped ears, puppies that are underweight or present health issues, or puppies kept in excessively small crates **🚩**
- Does the advert say the puppy is microchipped?** Yes No
This is a legal requirement before the puppy is sold, or at 12 weeks of age, whichever comes first **🚩**
- Does the advert say the puppy is vaccinated?** Yes No
Note: Puppies should be vaccinated by a vet at 6-9 weeks of age, with second round at 10-12 weeks
If the puppy is younger than 6 weeks and the advert says he/she is vaccinated, do not respond **🚩**
If the vaccination certificate the breeder provides is not signed and stamped by a vet, it is likely fake and you should walk away **🚩**
- Does the advert say the puppy has been treated for parasites?** Yes No
Do not buy from a breeder who has not treated their dogs for worms/fleas at all **🚩**
The breeder should be able to tell you which specific treatment was used **🚩**
- Can the puppy be seen with the mother?** Yes No
Never accept any excuses for not being able to see the puppy interacting with the mother **🚩**
- Can the puppy be seen at the breeder's property?** Yes No
Never agree to have the puppy delivered or to meet in a neutral location such as a car park **🚩**

Visit ipaag.ie for more information

Impact of campaign

- More than 100,000 views on social media
- Total reach over 1.5 million
- Shared with EUPAAG
- Link on main Irish website





Solutions?

- Strengthen dog breeding regulations
- Robust enforcement of regulations
- Consumer awareness & redress
- Continue to engage with online platforms
- Encourage compliance with minimum standards
- Introduce full traceability
- Consistency across Member States
- EU legislation?



ISPCA

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