November 12th, 2015 Brussels

The online trade of dogs and cats in Europe

The imbalance of the dog/cat market in favour of the smugglers and non-professional breeders

Sophie Duthoit

EU Legal Research Officer
VIER PFOTEN / FOUR PAWS European Policy Office

More Humanity towards animals



THE EUROPEAN INTERNET MARKET

- **Online Petshops**: still rare 2 years ago, booming now
- Facebook groups, Instagram, Twitter (hashtags #dogforsale)
- Hidden sales on "Rescue dogs" adoption forums
- Phone apps
- Classified ads: Most common way to sell animals on the Internet

Internet market: at least 50% of the companion animal market (more than 80% in some countries!)



Online Petshops



Online Petshops













and CO.





PUPPIES AVAILABLE KITTENS AVAILABLE Pop Up Pups - Pup Up Kittens Supplies & Nutrition PROMOTIONS

OUR WEBSHOP

Kennel Dog, Cat and Co

Export and Service E-payment Gift card

Opening Hours Driving directions Home Delivery Service

W soboty i niedziele



Export and Service

Export conditions:

Regulations of the Flemish Government, Environment, Nature and Energy Department concerning the export of domestic animals are very stringent and depend on the importing country.

We have a choice of several conditions and formulas for exporting.

Do not hesitate to contact us should you have any questions.

Warranty:

Our warranty follows the rules given by the Flemish Government, Environment, Nature and Energy Department.

All pups & kitten:

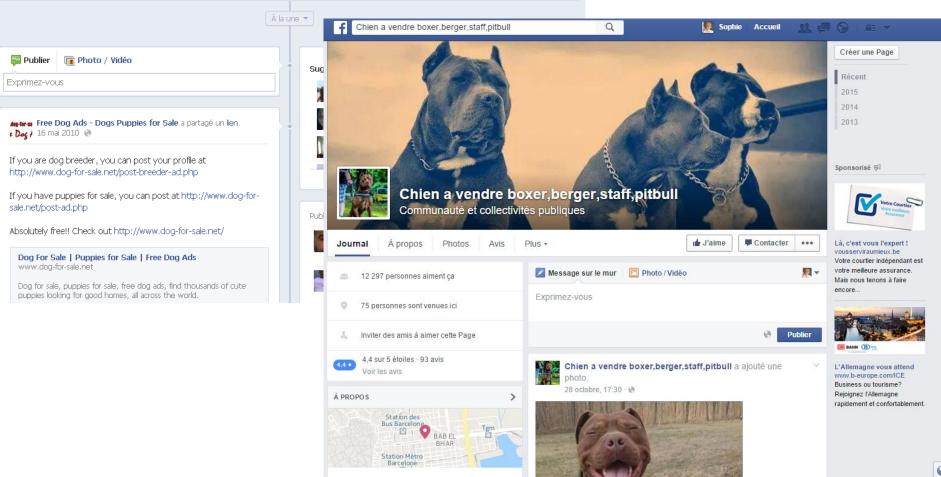
- are wormed and vaccinated against most of viral infections.
- · Identification is applied by an implant of a microchip or by a tattoo. This information is registered at the service for the registration of domestic animals (DogID or IDchips) allowing you to find a lost animal.
- Guarantee against viral infection and congenital abnormalities prepared in accordance with Article 30 of the Royal Decree of 27/04/2007 During the warranty period the buyer can make free use of our veterinary service (after agreement from management)

Home delivery:

If needed, we can deliver to your home thus saving you the trouble of the transportion of your pet. You can ask your request by e-mail (click here) or by fax 02/463.25.07 or by phone 02/466.50.44.



Facebook groups





InstaDpils @InstaDpils · 27 oct.

no renatsgaiduks - 😡 #beagle #puppy #beaglepuppy #dog #lovelydog #forsale #dogforsale #beagleforsale

Voir la traduction



RETWEETS 2

favori 1



15:01 - 27 oct. 2015 · Détails

#dogforsale Twitter and Instagram

Instagram

Q Search

Get the app Log in

#dogforsale

TOP POSTS



















« Rescue » forums

Bienvenue, c'est votre première visite? INSCRIPTION

















Affichage des résultats 1 à 15 sur 127 * Page 1 sur 9 1 2 3 ... * Der

Les chiets de Roumanie - refuge de Lénuta - sous assos L'Arche d'Eternité - C'est une amonce d'adoption Les chiets de Roumanie - refuge de Lénutasous assos L'Arche d'Eternité - dans le forum Adoption Chien, dans la catégorie Adoption et Protection animale ; ...



BEST

TRAIN

PARTAGER OUTILS DE LA DISCUSSION RECHERCHER DANS LA DISCUSSION AFFIC 08/02/2013, 19N27 L'ARCHE Les chiots de Roumanie- refuge de Lénuta- sous assos L'Arche d'Eternité -D'ETERNITE » "JA FIGV ICE Crabe Danseur Informations sur l'animal Situation actuelle Nom: Noms des chiots à l' Lieu: Autres pays **AVAILAB** Type: Chien croisé croisé indeterminé Situation: En refuge Taille: Petit Sexe: Femelle Âge: 2 ans 6 mois Nº d'identification: à venir Stérilisé ? Non Compatible: Chiens måles, Chiens femelles Chats Enfants Association: LArche Déternité Localisation: NOISY LE Contact Conditions GRAND Messages: 9.770 Nº Teléphone: Salia: 06.15.16.18.05 E-mail: contact@archedeternite.org Acceptés Date d'inscription: (évrier Familles d'accueil: Billets dans le blog: 3 Frais d'adoption: 250

FARES Book nov

Message mis à jour le 06/07/14:

Les chios <u>actuellement au</u> Les chiots actuellement au refuge :

Adoption sous contrat de l'association - L'Arche d'Éternité - Siret : 517

Kyra

669 719 000 18

Femelle née en août 2013, environ 11 mois Ok chiens, dynamique et affectueuse. Très joueuse et sociable.

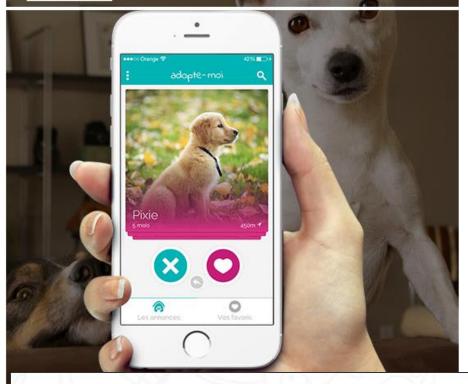
FRAIS D'ADOPTIONS : 250 euros

Arrivera en France, stérilisée, identifiée, vaccinée selon le protocole Roumain - vaccin antirabique, passeport Européen.

ADOPTION ACCEPTÉE DANS TOUTE LA FRANCE : Oui, mais les familles doivent venir chercher leur animal à l'aéroport Roissy-Charles-de-Gaulle, le jour de son arrivée.



Adopter un animal n'a jamais été aussi simple







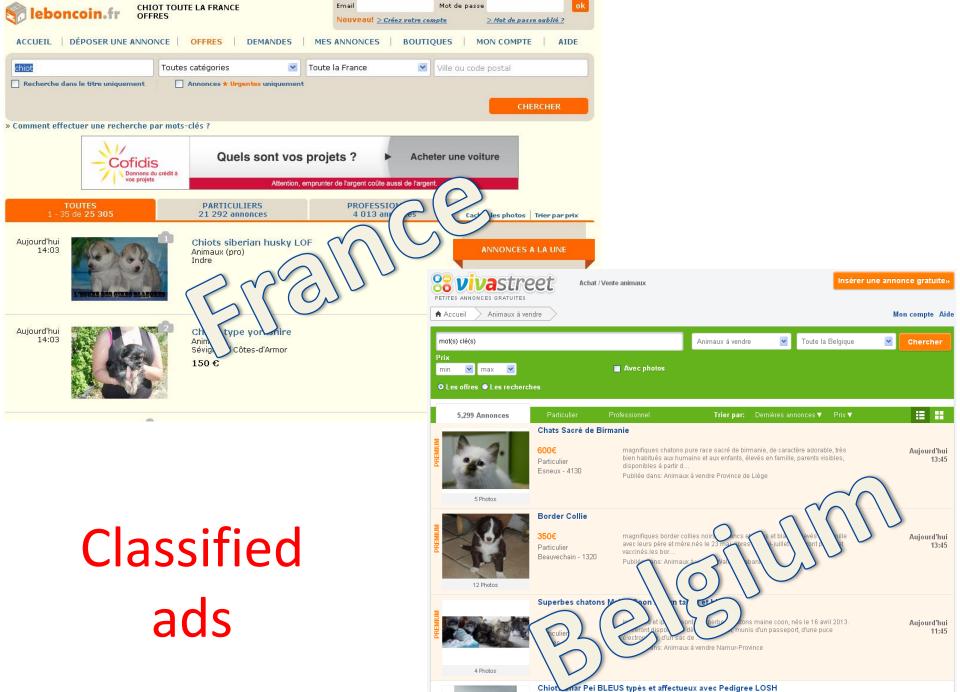
Phone apps



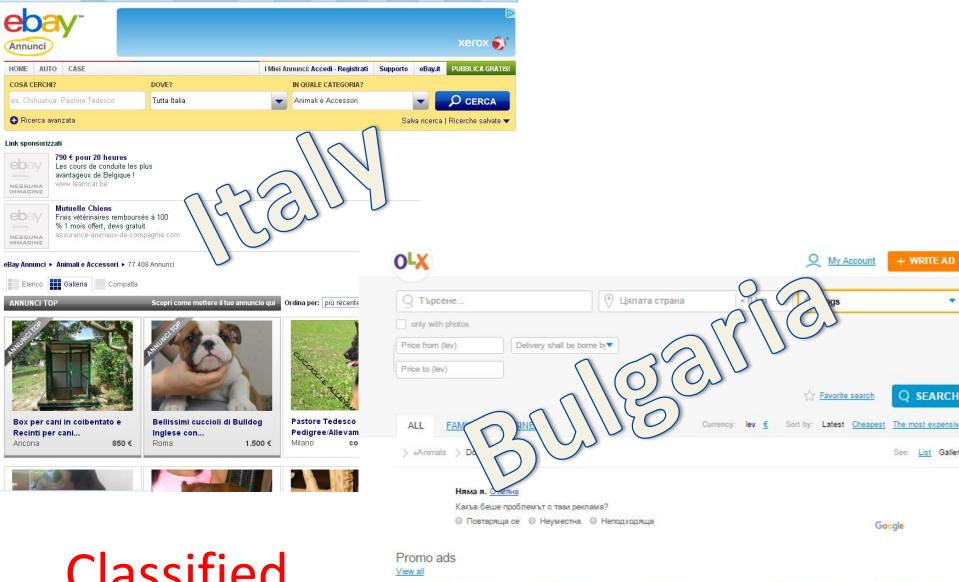


Classified ads





aunarhaa målaa tràa affastuaur, tima bruah (paila plua langa at daunaavaallanta)



Classified ads

View all THRONG Fox Terrier

150 lev









ONLINE ADVERTISERS

- Majority:
 - Private (non-professional) breeders
 - Puppy mills and illegal puppy trade
- Shelters and rescue organisations
- Minority:
 - Professional (licenced) breeders



ONLINE BUYERS

Profiles

- UNINTENTIONAL ONLINE BUYERS = didn't plan to buy an animal when surfing on the Internet
 - **Emotional unintentional buyers**: buy because they have been seduced by a "cute" picture
 - Cognitive unintentional buyers: buy because of a "cute" picture + an extra element coming from reason (e.g. advertised as a good companion, or as a very good price)
- **INTENTIONAL ONLINE BUYERS** = went on the Internet specifically for buying an animal, having a specific appearance or a very low price
- SPECIFIC CASE: ANIMAL COMPULSIVE RESCUERS ('Animal hoarders'): Internet ads exploit the vulnerability of these people, especially fake rescue ads. They can also get easily animals even if they've been condemned.

More humanity towards animals

ONLINE BUYERS Why do they buy online?

DUE TO HABIT:

Nowadays everything is available online (online shopping, dating websites, kids adoption websites etc.)

EASY AND CONVENIENT:

It is easy to find immediately available dogs, sellers, to compare prices from anywhere (home, work etc.). Moreover, it is almost anonymous

LARGE CATALOG:

Ads from all over the world and possibility of home delivery

CHEAP PRICES:

As the Internet market is flooded with puppy smugglers and private breeders, prices are very low compare to the ones of serious breeders

EMOTION:

Targeted advertisement can lead to impulsive/ non intended buying



UNSCRUPULOUS NON-PROFESSIONAL BREEDING Unfair competition to professional breeders

Case study/ Data from France

Non-professional breeders vs professional breeders

6 000 occasional private dog breeders

Unknown number of private breeders (estimated that at least 50% dog owner will sell a litter in his dog's life)

5 352 licenced breeders

Profits

Enquiry of 2014: private breeders are earning 4 times more money than professional breeders

=> No VAT, no professional tax to pay, no keeping/ breeding requirements to follow/ Equals able to offer animals at a very low price

More humanity towards animals

BREEDING COSTS: comparison of professional with unscrupulous non-professional breeders in France

	Full price	Price by puppy (8 pups per litter)	Full price	Price by puppy (8 pups per litter)	
	PROFESSION/	PROFESSIONAL BREEDER		NON-PROFESSIONAL BREEDER	
Costs only for the puppies					
Vaccination and basic care		40 €		40€	
Chipping and passport		50€		50€	
Quality food for 2 months		170€		170€ (can be lower)	
Breeding certificate		25 €			
Yearly payment to the mandatory agriculture insurance scheme	3.000€	375€			
without VAT		660€			
VAT	20%	762 €		<260€	
Mother/Father dog/ Reproduction costs Purchase price of the mother dog and care for her until					
24 months	3.000€	375€	not more than 500€	63 €	
Purchase price of the father dog and care for him for 15 months	2.800€	350€	not more than 500€	63 €	
or "Renting" of a dog for reproduction	1.500€	188€	not more than 300€	38€	
without VAT		1385€ or 1223€		<386€ or 361€	
with VAT	20%	1662€ or 1468€			
Other costs					
Non/late sold puppies caring costs	150€/month	150€	150€/month	?	
SOLD PRICE		1600-2000€		600 €	
BENEFIT		Almost none the first litter/ Less than 20% after		Almost 50% the first litter/ More than 80% after	

Montagne des Pyrennées (45-50 kilos dog)

PRIVATE BREEDING Loss of earning for the States

Case study/ Data from France:

VAT

Classified ads = 312 Million Euros of VAT lost each year for France (20% VAT for professional breeders)

No taxes

As advertisers can be anonymous, no possible control for the States of the real incomes of private breeders and smugglers



ONLINE TRADE Health risk and no protection for the buyer

The 2012's Kennel Club Enquiry (UK)

- 20% puppies bought online die before they get to 6 months old
- 12% of puppies bought online end up with serious health problems that require expensive on-going veterinary treatment from a young age

=> In comparison, 94% of puppies bought direct from a professional breeder were reported as having good overall health



ONLINE TRADE Lack of Consumer Protection

This means for the buyer:

High costs:

- High veterinary costs if the animal is ill or suffering behavioural issues due to poor breeding/keeping conditions
- Quarantine fees if the animal is found to be illegally imported.
- Potential fraudulent trading online leading to the buyer giving money and not receiving the animal

Health Risks:

 Risk of zoonotic diseases such as rabies if the animal is unvaccinated and imported from a country with rabies

Emotional cost:

 The emotional cost of having to see an animal become ill and in some cases die due to irresponsible breeding and trading. Distress for the family/children

More humanity towards animals

Online classified ads platforms avoid responsability

- In general, the website owners (such as eBay inc./ Marktplaats) state they are only the **host** of the ads and not the author of the content
- They avoid responsibility by a declaration in the Term of Use that says they do not guarantee the « legality, quality or safety » of the sales...

Liability. You agree not to hold us responsible for things other users post or do. As most of the stuff on eBay Classifieds comes from other users, we do not guarantee the accuracy of postings or user communications or the quality, safety, or legality of what's offered. We also cannot guarantee continuous or secure access to our services. Accordingly, to the extent legally permitted we expressly disclaim all warranties, representations and conditions, express or implied, including those of quality, merchantability, merchantable quality, durability, fitness for a particular purpose and those arising by statute. We are not liable for any loss, whether of money (including profit), goodwill, or reputation, or any special, indirect, or consequential damages arising out of your use of eBay Classifieds, even if you advise us or we could reasonably foresee the possibility of any such damage occurring. Some jurisdictions do not allow the disclaimer of warranties or exclusion of damages, so such disclaimers and exclusions may not apply to you.

Despite the previous paragraph, if we are found to be liable, our liability to you or any third party (whether in contract, tort, negligence, strict liability in tort, by statute or otherwise) is limited to the greater of (a) the total fees you pay to us in the 12 months prior to the action giving rise to liability, and (b) 100 US Dollars.

6.2 Nous ne donnons pas de garanties

6.2.1 2ememain.be ne peut pas garantir que les produits et services qui sont offerts par les Annonceurs sur le Site Internet correspondent en tous points aux attentes de l'Utilisateur.

6.2.2 Vu que la plupart du contenu du Site Internet émane des autres Utilisateurs, 2ememain.be n'offre aucune de garantie concernant:

- a. l'exactitude et la précision des Annonces et autres messages;
- b. la qualité, la sécurité et la légalité des produits ou services offerts;
- c. la capacité des Annonceurs de contracter, et la capacité des Utilisateurs d'acheter de produits ou services; et
- d. la capacité des Utilisateurs à payer le prix convenu pour les produits ou services achetés.
- 6.2.3 2ememain.be n'offre aucune garantie quant à la disponibilité ou à la sécurité du Service.

§ 8 Haftungsbeschränkung

- Die Anzeigen auf eBay Kleinanzeigen stammen von Nutzern. Marktplaats BV übernimmt keine Garantie oder Gewährleistung für die Richtigkeit der Anzeigen oder der Nutzerkommunikation sowie für die Qualität, Sicherheit oder Legalität der angebotenen Waren oder Dienstleistungen.
- 2. Gegenüber Unternehmern haftet Marktplaats BV für Schäden, außer im Fall der Verletzung solcher Pflichten aus dem Schuldverhältnis, deren Erfüllung die ordnungsgemäße Durchführung des Vertrags überhaupt erst ermöglicht, auf deren Einhaltung der Vertragspartner regelmäßig vertrauen darf und deren Verletzung die Erreichung des Vertragszewecks gefährdet (wesentliche Vertragspflichten), nur, wenn und soweit Marktplaats BV, ihren gesetzlichen Vertretern, leitenden Angestellten oder sonstigen Erfüllungsgehilfen Vorsatz oder grobe Fahrlässigkeit zur Last fällt. Im Fall der Verletzung wesentlicher Vertragspflichten haftet Marktplaats BV für jedes schuldhafte Verhalten ihrer gesetzlichen Vertreter, leitenden Angestellten oder sonstigen Erfüllungsgehilfen.
- Gegenüber Verbrauchern haftet Marktplaats BV nur für Vorsatz und grobe Fahrlässigkeit. Im Falle der Verletzung wesentlicher Vertragspflichten, des Schuldnerverzugs oder der von Marktplaats BV zu vertretenden Unmöglichkeit der Leistungserbringung haftet Marktplaats BV jedoch für jedes schuldhafte Verhalten ihrer Mitarbeiter und Erfüllungsgehilfen.
- Außer bei Vorsatz oder grober Fahrlässigkeit gesetzlicher Vertreter, leitender Angestellter oder sonstiger Erfüllungsgehilfen von Marktplaats BV, ist die Haftung der Höhe nach auf die bei Vertragsschluss typischerweise vorhersehbaren Schäden begrenzt.
- Eine Haftung für den Ersatz mittelbarer Schäden, insbesondere für entgangenen Gewinn, besteht nur bei Vorsatz oder grober Fahrlässigkeit gesetzlicher Vertreter, leitender Angestellte oder sonstiger Erfüllungsgehilfen von Marktplaats BV.
- 6. Die vorgenannten Haftungsausschlüsse und Beschränkungen gegenüber Unternehmern oder Verbrauchern gelten nicht im Fall der Übernahme ausdrücklicher Garantien durch Marktplaats BV und für Schäden aus der Verletzung des Lebens, des Körpers oder der Gesundheit sowie im Fall zwingender gesetzlicher Regelungen.

BALANCE OF INTERESTS

RESULT:

Online trade of animals is leading to serious Animal Welfare, Animal Health, Human Health and Consumer Protection concerns

HOWEVER:

- Prohibiting online trade of animals might lead to the creation of a giant black market ('darknet') which would be impossible to control (such as apps, Facebook groups etc.)
- ❖ Internet does not mean systematically fraud: it can be a chance for serious breeders to present themselves and their dogs/cats in a responsible way

=> As long as consumers desire to buy animals online, the online trade will continue to exist



SOLUTION STRATEGIES Recommendations

COMPLETE BANS

- **❖** Ban of online trade of animals on non-specialised websites (such as social media)
- **❖** Ban on home delivery of animals purchased online
- ❖ Ban in trade of animals by unscrupulous private persons / breeders having no knowledge on animal breeding and/ or not officially registered as breeders (but possibility for shelters to advertise in a responsible way)
- ❖ Prohibition of targeted advertisement for animals online



SOLUTION OPTIONS Recommendations

STRICT CONTROL OF ONLINE TRADE

- ❖ Mandatory registration of sellers on the classified ads websites with verified data (such as credit card, phone number...)
- ❖ Obligation to give evidence of the seller's identity (NGO, breeder, private person...) including the professional/ tax number
- Obligation to give some information on the dogs/ cats sold (origin, chip number, passport number...)
- ❖ Minimum welfare/ health requirements (at least 12 weeks old, vaccinations...)



SOLUTION OPTIONS Recommendations

EDUCATION OF THE PUBLIC

- Duty of the websites to inform the buyers
 - about risks of Internet sale of animals
 - on responsible ownership of dogs/ cats (e.g. with check lists to tick, welfare information about the species/breed)

TRACEABILITY

- Traceability of sellers with mandatory registration/licensing system
- Traceability of the animals with mandatory I&R and clearly shown origin



WHAT TO EXPECT IN THE FUTURE: Booming of the online trade of all kinds of animals leading to:

SPREAD OF DISEASES AND ZOONOSES

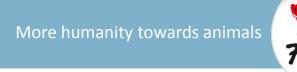
ANIMAL SUFFERING

MORE AND MORE ANIMAL ABANDONMENT

MARKET DISTORTION
AND UNFAIR COMPETITION

IRRESPONSIBLE BREEDING AND BUYING

NO CONSUMER PROTECTION



BUT MAYBE FUTURE IS ALREADY NOW?



Vache dexter genisse veau taureau noir ou rouge

Mise en ligne par **Au pays des animaux** le 3 juillet à 09:27. Ceci est une annonce de professionnel. Numéro Siren : 490718129





available online

Neeraj Mohan, Hindustan Times, Rohtak | Updated: Oct 06, 2015 21:33 IST



Though the online sale and purchase of cattle is a new phenomenon in Haryana and Punjab, it was already popular in several other parts of the country as many a website display classifieds for cattle. (Photo credit: Wikipedia)





G+Share in Share

Gone are the days when cattle lovers had to wait for annual animal fairs to sell and buy cows and buffaloes. Now, the Internet is enabling farmers to search and select the cattle of their choice based on their profiles on the online classifieds.

The new platform also helps them save time and money that they earlier spent in search of cattle. They can now contact the seller directly by getting the required information on the online outlets. These outlets provide a long list of animals and dairy farms where farmers can find the desired cows or buffaloes. A review of these online outlets shows most of the entries are from Haryana, Punjab and Uttar Pradesh.

New trend in Punjab, Haryana







Former Rajastha fasting for liquo state



BJP leader who to behead Sidda



Alligator for Sale





66

I just want to thank you for my amazing alligator - "LillyGator" Your customer service was fantastic and it's comforting knowing if I ever do have a question, y'all always reply. You made good on your promise, and I received the most beautiful, healthy, alligator. She lets everyone handle her, she eats fantastic, knows her name and is doing great both on leash training and being trained to respond to a dog clicker. I purchase the pellets from you, and Lilly does great on them. She is just amazing!!! I have and will continue to recommended your site to many others and have absolutely nothing but good things to say about your company.

—Angela Lance

7

American Alligator

Alligator mississippiensis

We have some spectacular captive bred American Alligators for sale at the lowest possible prices. These incredible reptiles, often called "gators," are beyond impressive. Males can attain a total length of up to 14', while females top out closer to 10'. There is something so primitive about these reptiles, and watching them attack prey in a watery fury is beyond entertaining. Please check the list farther down on this page to make sure your state allows alligators. We will not ship gators to the below states.

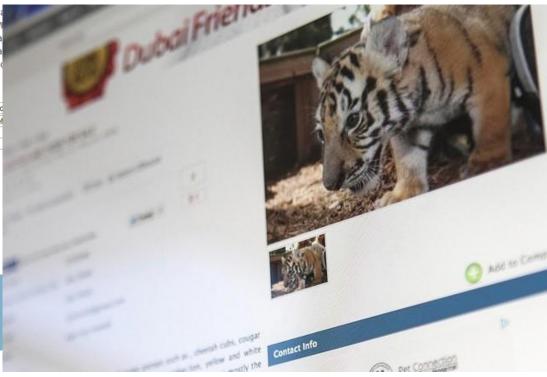
We also offer a sale (below). Wi from us, you a 100% live arriva to buy some of a gator.

Choose: cb Hato Options: No Pref

Quantity: 1

Add To Cart

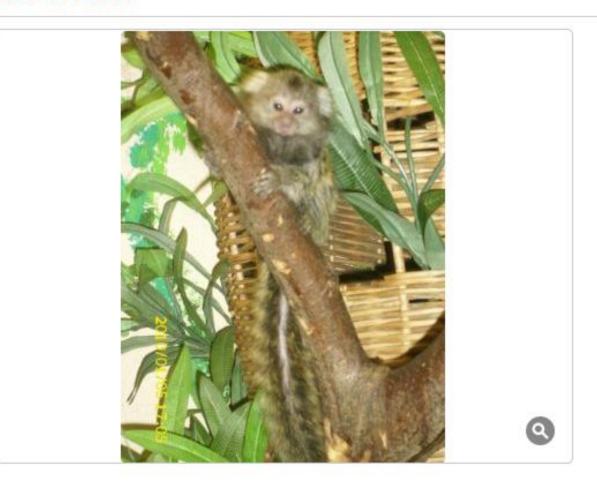




66

Weißbüscheläffchen,Affe

Preis: 500 EUR











Details

Weiterempfehlen:







Standort:

71577 Baden-Württemberg - Großerlach

Erstellungsdatum: 25.05.2013

Anzeigennummer: 120399009

Art: Weitere Kleintiere





Horses For Sale Sold About Us Tack Feed Buyers Seller Home

horses

Please ensure that you contact us before purchasing any of the horses or ponies. This is to ensure that you aspirations; this is imperative both for the welfare of the horse or pony and your satisfaction and safety.

Most prices of horses and ponies, include transport/delivery within Ireland and the UK and a significant Inv then purchase. If this isn't mentioned on a lower priced animal then you can take it that this is not included us on Kerry@irishsporthorses.ie

Show 12 Products Sort by Default Order

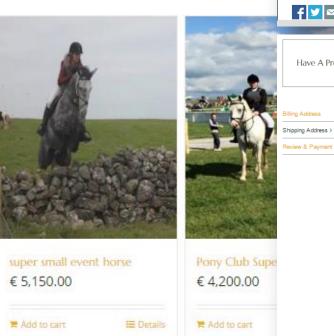


148cm top showjumping pony for sale

€ 12,500.00

Add to cart

E Details



You Have 11	tem In Your Cart				
Product		Price	Quantity	Total	
	148cm top showjumping pony for sale	€ 12,500.00	1	€ 12,500.00	×

Home / For Sale / Cart

Cart

f y ∞ 0 + 3

eview & Payment

Promotional Code?	Cart Totals	
ode APPLY	Subtotal	€ 12,500.00
	Shipping	Free Shipping ▼
	Total	€ 12,500.00
		UPDATE CART

Have A Promotional Code? Coupon code

Country *:	
Belgium	
Select a country	
Australia	
Austria	
Belgium	
Bosnia and Herzegovina	
Brazil	
Bulgaria	
Canada	
China	
Croatia	
Cyprus	
Czech Republic	
Denmark	
Estonia	
Finland	
France	
Germany	
Greece	
Hungary	
Iceland	

irishsportnorses.ie/product-category

THANKS FOR YOUR ATTENTION

QUESTIONS ARE WELCOME



