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

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Brussels
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!)**

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Our Euro Puppy Family

We are proud to have served more than 5000 families in almost 100 countries around the world. See if you can find testimonials written by our customers in your country and city.

Today's featured puppies & dogs for sale

Wanda
- Akita Inu
- Champion bloodline: Champion sire/dam: 
- $2,150 USD ($1,900)
- Details »

Micro
- Bolognese
- Champion bloodline: Champion sire/dam: 
- $1,700 USD ($1,537)
- Details »

Wild Thing
- White Swiss Shepherds Dog
- Champion bloodline: Champion sire/dam: 
- $2,600 USD ($2,351)
- Details »

Popular Breeds
- Beagle
- Boxer
- Doberman Pinscher
- Dogue de Bordeaux
- English Bulldog
- French Bulldog
- German Shepherd Dog
- Golden Retriever
- Great Dane
- Havanese
- Labrador Retriever
- Miniature English Bulldog
Online Petshops

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 & kittens:
- 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 transportation 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.
#dogforsale

Twitter and Instagram
« Rescue » forums

Kyra
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.

Adoption sous contrat de l'association - L'Arche d'Éternité - Siret : 517 669 719 000 18
Adopter un animal n’a jamais été aussi simple

Phone apps

The safest and easiest way to find and buy top quality, healthy puppies online.
Classified ads
Classified ads
Classified ads
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.

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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

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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

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

<table>
<thead>
<tr>
<th>Costs only for the puppies</th>
<th>PROFESSIONAL BREEDER</th>
<th>NON-PROFESSIONAL BREEDER</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vaccination and basic care</td>
<td>40 €</td>
<td>40 €</td>
</tr>
<tr>
<td>Chipping and passport</td>
<td>50 €</td>
<td>50 €</td>
</tr>
<tr>
<td>Quality food for 2 months</td>
<td>170 €</td>
<td>170€ (can be lower)</td>
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<tr>
<td>Breeding certificate</td>
<td>25 €</td>
<td></td>
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<tr>
<td>Yearly payment to the mandatory agriculture insurance scheme</td>
<td>3.000 €</td>
<td>375 €</td>
</tr>
<tr>
<td>without VAT</td>
<td></td>
<td></td>
</tr>
<tr>
<td>VAT</td>
<td>20% 762 €</td>
<td>&lt;260 €</td>
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</tbody>
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<tr>
<th>Mother/Father dog/ Reproduction costs</th>
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<tbody>
<tr>
<td>Purchase price of the mother dog and care for her until 24 months</td>
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<tr>
<td>Purchase price of the father dog and care for him for 15 months</td>
</tr>
<tr>
<td>&quot;Renting&quot; of a dog for reproduction</td>
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<tr>
<td>without VAT</td>
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<tr>
<td>with VAT</td>
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<tr>
<th>Other costs</th>
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<tr>
<td>Non/late sold puppies caring costs</td>
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</tbody>
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<table>
<thead>
<tr>
<th>SOLD PRICE</th>
<th>PROFESSIONAL BREEDER</th>
<th>NON-PROFESSIONAL BREEDER</th>
</tr>
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<tbody>
<tr>
<td>1600-2000€</td>
<td></td>
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<table>
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<tr>
<th>BENEFIT</th>
<th>PROFESSIONAL BREEDER</th>
<th>NON-PROFESSIONAL BREEDER</th>
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<tbody>
<tr>
<td>Almost none the first litter/ Less than 20% after</td>
<td></td>
<td>Almost 50% the first litter/ More than 80% after</td>
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</tbody>
</table>

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
Online classified ads platforms avoid responsibility

- 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...

**Terms of Use**

**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, marketable 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.

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**§ 8 Haftungsbeschränkung**

2. Gegenüber Unternehmern hat 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 Vertragszwecks gefährdet (wesentliche Vertragspflichten), nur, wenn und soweit Marktplaats BV, ihren gesetzlichen Vertretern, leitenden Angestellten oder sonstigen Erfüllungspflichten 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 Erfüllungspflichten.
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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...)

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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

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BUT MAYBE FUTURE IS ALREADY NOW?
No need to visit animal fairs now; cows, buffaloes available online

Neena A 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 websites display classifieds for cattle. (Photo credit: Wikipedia)

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
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 alligators for sale (below). We are family owned and operated. You may rest assured that you will be purchasing 100% live animals. We guarantee anything and everything we sell. We are the best source you can buy some of our captive bred Alligator.

Choose: | cb Hatch | Options: | No Freight Charge |

Quantity: | T | Add To Cart

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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, you'll 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

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BUT MAYBE FUTURE IS ALREADY NOW?

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BUT MAYBE FUTURE IS ALREADY NOW?

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Please ensure that you contact us before purchasing any of the horses or ponies. This is to ensure that you are aware of the animal's health and welfare; this is imperative both for the overall health 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 increase in price when purchased. If this isn't mentioned on a lower priced animal then you can take it that this is not included in the price. If you wish to contact us on Kerry@irishsporthorses.ie

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Vietnam

Yemen

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Zimbabwe

Ship to a different address? *

Country:
THANKS FOR YOUR ATTENTION

QUESTIONS ARE WELCOME

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