



The Pet Industry

Helping CBD Parties to meet the 2020 Aichi Biodiversity Targets

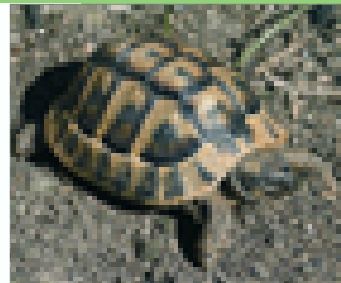
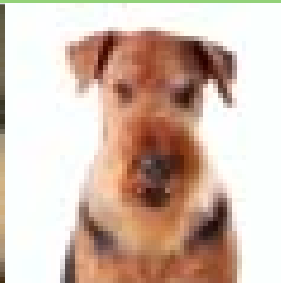
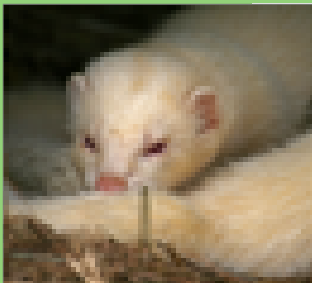
Together we can achieve more

“Target 9: By 2020, invasive alien species and pathways are identified and prioritized, priority species are controlled or eradicated, and measures are in place to manage pathways to prevent their introduction and establishment.”

Prepared for the CBD SBSTTA, Montreal, Canada, November 2011



Contents	
A snapshot of the industry4
“Together we can achieve more”5
Australia6
Canada7
Global8
Netherlands9
Norway	...10
United Kingdom	...11
United States	...14
Resources	...16





The pet industry is already raising awareness of invasive alien species issues to its customers in hundreds of millions of households globally and has launched many independent voluntary initiatives or collaborated with governments around the world.



A Snapshot of the Industry

- More than half of households in Europe, North America and Australia keep pets.
- That's over 150 million homes in which half a billion people come into contact with pets.
- 100's of millions of members of the public visit pet stores each year.
- The pet industry employs many people and contribute significant tax revenues to exchequers. For instance, in Europe, several hundred thousand people are employed and the industry is estimated to provide tax revenues of more than €10 billion per year.
- Pets are good for peoples' health. A study in Germany identified that pet keepers visit doctors less frequently than others in the population, saving €5.5 billion per year.

Together we can achieve more!

Successful collaboration can:

- promote buy-in from the industry
- facilitate rapid communication to many hundreds of millions of pet keepers
- provide more rapid reaction to new developments than is often possible with legislative change
- influence public behaviour by for instance ensuring that they know that releasing pets to the wild is not giving them their freedom, but is cruel and most will die from starvation, predation, disease or cold.

Some examples of successful collaborative initiatives can be found within the following pages. The pet industry stands ready to help parties meet Target 9 of their Aichi Biodiversity target.

AUSTRALIA



The Pet Industry Association of Australia - PIAA



A flyer from the New South Wales Government and distributed to the public by ornamental aquatics retailers to help inform them on the issues of releasing pet fish and plants into the wild.

CANADA



Pet Industry Joint Advisory Council (PIJAC) Canada

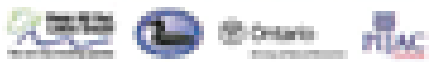


NEVER RELEASE

AQUARIUM PLANTS, WATER OR ANIMALS

IT'S BAD FOR YOUR PETS, IT'S BAD FOR THE ENVIRONMENT!

INVADING SPECIES HOTLINE
1-800-563-7711
www.invadingspecies.com



The escape and release of animals and plants from aquariums, terrariums and water gardens can harm the environment. If these aquarium species survive in the wild, they can cause the loss or decline of native plants and animals.

If you have aquarium pets and plants that you no longer want to keep, you can...

- Donate them to a pet store, school, another hobbyist, museum, zoo, or volunteer to give them away free.
- Find a home for an unwanted aquarium pet through the Fish Rescue Program — contact the Canadian Association of Aquarists Clubs (www.caac.ca).

Never release aquarium pets and plants into our lakes, rivers and wetlands. It isn't good for your pet, and it can harm our native fishes and their environment.

GLOBAL



Ornamental Fish International



Invasive Species, the Australian way

Ornamental Aquaria as Invasive Species in the Tropics

Invasive Alien Species in the Aquaculture Industry

Invasive Alien Species
Ornamental Aquaria Industry
Program for May 2011

ORNAMENTAL FISH INTERNATIONAL
International Ornamental Fish Association
Ornamental Fish International

OFI produce a journal three times a year and have published many articles raising awareness of invasive alien species.

OFI have also organised a conference on IAS.

THE NETHERLANDS



The Dutch Pet Trade Association



*“Geen exoot in de sloot!” -
“No exotics in the ditches!”*

“Convenant Waterplanten” - The Aquatic Plant Covenant

An agreement between the Dutch Government, Dibevo and its members to not sell selected species of plants.



“Stichting Dierbaar” - A certification scheme for wholesalers and retailers. Certified members agree to not sell IAS.

NORWAY



NZB - The Norwegian Pet Trade Association



Published articles on invasive plants and animals in the pet trade magazine for Norway, Sweden, Finland and Denmark, *PetScandinavia*.

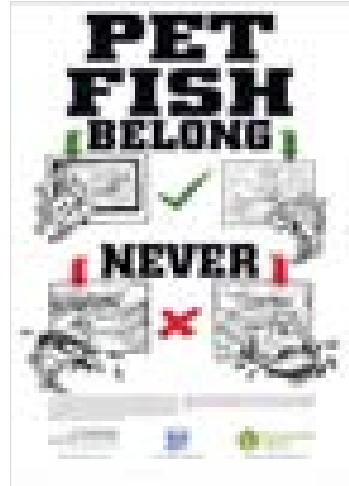
NZB are also currently working in collaboration with the Norwegian Government to produce a wide range of materials to raise public awareness of IAS.

UNITED KINGDOM



The Ornamental Aquatic Trade Association

“Pet Fish Belong” & “Keep Your Pond Plants In The Garden” posters distributed to aquatic retailers through the UK for over 10 years.



Fish transportation bags all bearing the message **“Ornamental fish and plants bought for aquariums and ponds must never be released into the wild”**. Millions of these bags have been used by members of the public to take their fish home.



All of our 40+ fish and reptile care sheets carry the statement **“Never release your aquarium or pond animals or plants into the wild”**



UNITED KINGDOM (continued)

The Ornamental Aquatic Trade Association



The **OATA Biosecurity Document** provides to help promote the health and welfare of organisms in trade. By doing so, it reduces the potential for the trade to act as a pathway for hitchhikers.

The OATA Code of Conduct also states **“Customers should be advised that aquatic organisms must never be released or disposed of in the wild”**

“Be Plant Wise” Campaign

The Department for Environment, Food and Rural Affairs (DEFRA), the GB Non-Native Species Secretariat (NNSS), Ornamental Aquatic Trade Association (OATA.), The Horticulture Trades Association (HTA) and Plantlife collaborated in this campaign.

Hundreds of retailers displayed campaign materials for public viewing. The **Be Plant Wise** campaign educates pond and garden enthusiasts on identifying potentially invasive plants and controlling their spread through appropriate ways of disposing of surplus plant material.



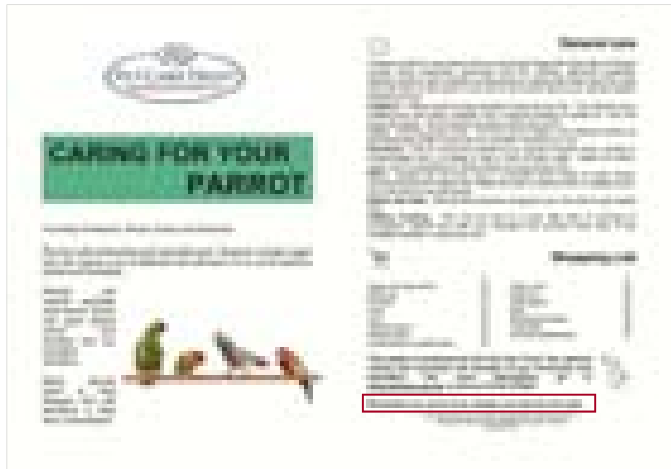
UNITED KINGDOM (continued)



Industry collaboration at regional level to produce a **code of conduct.**



The Pet Care Trust



Pet care advice leaflets produced by the Pet Care Trade Association all bear the statement “**Remember you must never release your pet into the wild.**”

UNITED STATES



“Keep Your ‘Phibs Bd Free” & “National Reptile Improvement Plan” - minimising the possible spread of exotic pathogens to wild animal populations.





“Habitattitude” - informing the public about releasing unwanted pets to the wild and the damage it causes to the natural environment. A collaborative project between PIJAC, NOAA Sea Grant College Program and the US Fish & Wildlife Service.



“Pet Pathway Toolkit” - A collection of best management practices that aim to identify and minimise the escape or release of potentially invasive pet species. A collaborative project receiving financial support from:

American Pet Products Association (APPA)

Department of Environment, Food and Rural Affairs (DEFRA UK)

Ornamental Aquatic Trade Association Ltd. (OATA UK)

Pet Industry Joint Advisory Council (PIJAC USA)

PIJAC Canada

The U.S. Fish and Wildlife Service (USFWS)

LINKS, REFERENCES & RESOURCES

Scan the QR Codes to view the on-line resource

Dibevo - The Dutch Pet Trade Association

www.dibevo.nl

- 1,600 members within the entire Dutch pet industry



• • •

European Pet Organisation (EPO)

www.eponet.org

- 12 member trade association in 10 European countries including the major economies.



• • •

Norges Zoohandleres Bransjeforening (NZB) -

The Norwegian Pet Trade Association

www.nzb.no

- 150 members representing approximately 80% of the Norwegian Pet Industry



• • •

Ornamental Aquatic Trade Association (OATA)

www.ornamentalfish.org

- 700 members throughout the UK, representing the interests of ornamental aquatic retailers, importers, manufacturers and wholesalers.



• • •

Ornamental Fish International (OFI)

www.ornamental-fish-int.org

- 200 members in 46 countries



• • •

Pet Care Trust (PCT)

www.petcare.org.uk

-helps to promote responsible pet ownership, to educate the public and to help raise standards of the UK pet industry.





The Pet Industry Association of Australia (PIAA)

piaa.net.au

-The only trade body within Australia with over 800 members

• • •

Pet Industry Joint Advisory Council Canada (PIJAC Canada)

www.pijaccanada.com

- Addressing the issue of invasive alien species in Canada since 1998.
- Over 500 members and regularly reaching thousands of pet related businesses across the country.

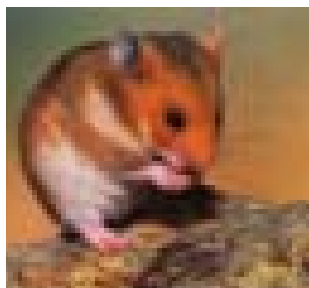
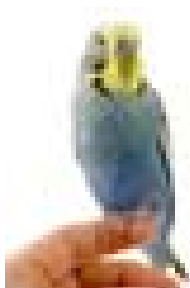


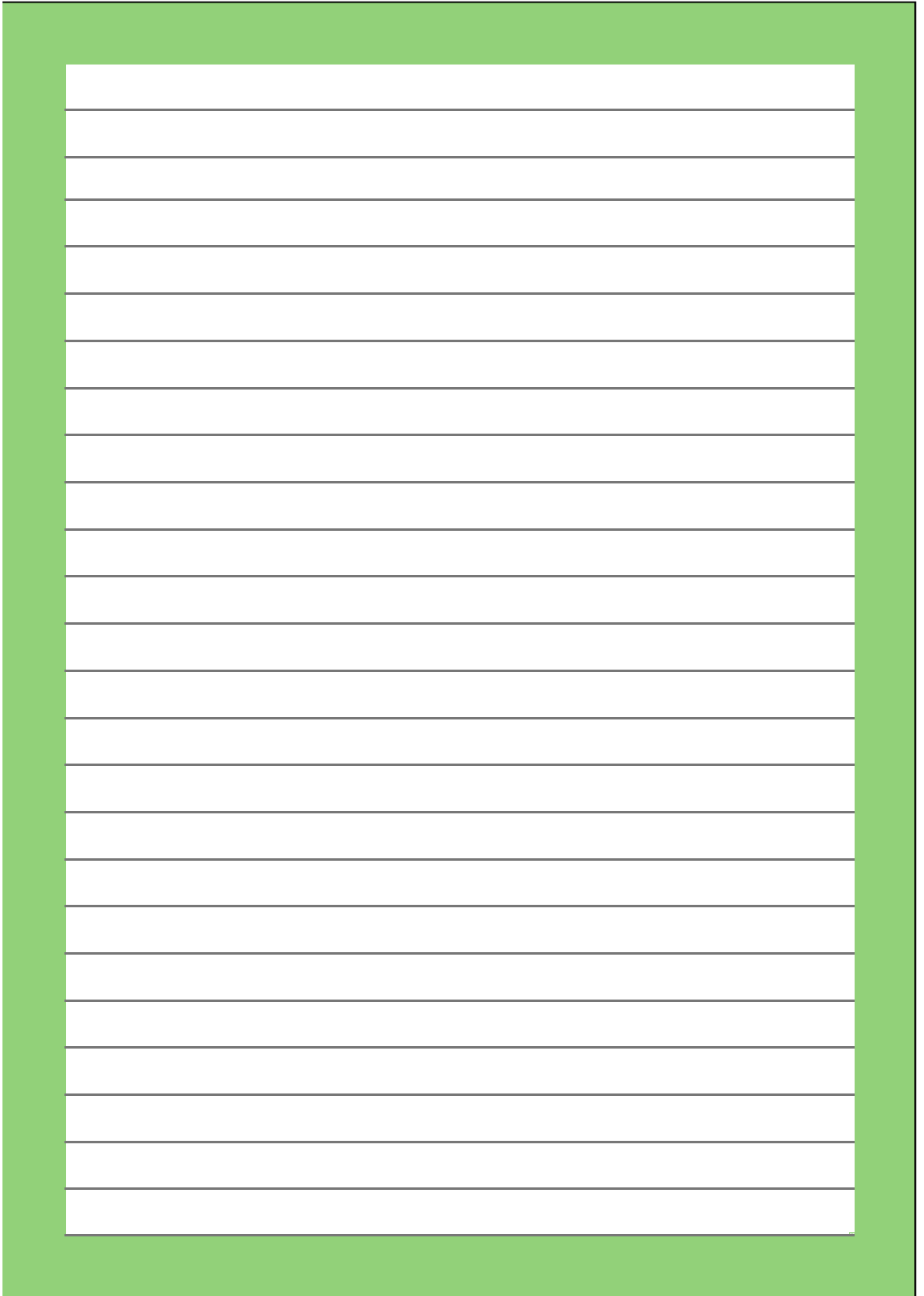
• • •

Pet Industry Joint Advisory Council (PIJAC USA)

www.pijac.org

- For more than 40 years PIJAC has represented the pet industry on the State, Federal and International levels through advocacy, education and information. PIJAC membership is open to all segments of the pet industry, and organizations affiliated with companion animal ownership and welfare.





Supported by:



*Representing 10,000's of
Businesses in over
50 Countries*