

Together we can achieve more

This update has been created with the help of:



Three years' progress

Together we can achieve more

An update on how the pet industry continues to help CBD parties to meet the 2020 Aichi Biodiversity targets

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. June 2014
in follow-up to our 2011 position

Trade Initiatives

Across the globe, the aquatic industry has been introducing initiatives to help its customers understand the importance of not releasing non-native plants & animals into the wild. Here are some new examples of what's been happening over the past three years.



Aquarium Industries

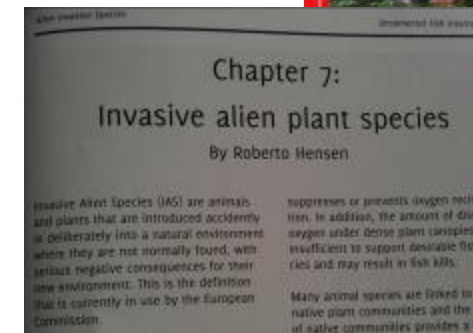
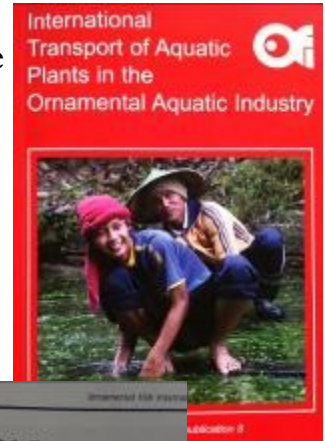
To give your fish the best possible start in your tank, please do the following:

- Before starting, check your tank water pH, temperature and general hardness to ensure it is suitable for your new fish. If you are not sure, visit the Aquarium Industries website for Care Tips: www.aquariumindustries.com.au
- Float the unopened bag for 2 – 5 minutes (not longer) in your tank to equalize temperatures.
- Pour the contents of bag through a sterilised net, capturing the water in a container.
- Carefully release fish from the net into your tank and discard the waste water appropriately.
- Help care for our environment: Please dispose of dead or unwanted fish appropriately. Do not dump unwanted or dead fish into sewerage or stormwater where they may introduce harmful diseases

For more information on caring for these and other fish, visit www.aquariumindustries.com.au

Aquarium Industries (AI) is one of the largest wholesalers of ornamental fish in **Australia**. They produce plastic fish bags which carries advice to help prevent the spread of non-native species. As a significant wholesaler in Australia, this message is therefore seen by fishkeepers all over the continent.

Ornamental Fish International (OFI) has included chapters on invasive alien species in the latest editions of its education publications used by the industry **across the world**.



PIJAC in **Canada** has joined forces with the Invading Species Awareness Program and Big Al's Aquarium Services to launch an awareness campaign targeting aquarium and water garden enthusiasts in Ontario called Keep. Care. Be Aware. Instore aquarium stickers with QR codes enable customers to get information and advice straight to their smartphone.



Scan for Species Information

Keep. Care. Be Aware.



This poster has been produced by the **Norwegian** Pet Trade Association in co-operation with and financed by the Directorate for Nature Management.



What the poster says

Do not release plants and animals from pet shops in nature.

If you release plants and animals from pet shops in nature, this might harm the indigenous species. It may lead to local species being displaced from their habitat, or expose them to diseases and parasites that can cause extinctions.

It is your responsibility that this does not happen!

For more information contact the staff [in the shop] or read more on www.nzb.no and www.dirnat.no/fremmedarter



The posters are used in shops across the country



The **UK's** OATA and REPTA (the Reptile & Exotic Pet Trade Association) have worked with the Department for Environment, Food and Rural Affairs to produce a Pet Code of Practice for owners and traders.


It offers guidance on how to be a responsible pet owner and includes information on not releasing pets into the wild.



Helping to prevent the spread of invasive non-native species

Pet Code of Practice

Advice and guidance on the responsible keeping of non-native pets, for people owning or keeping pets, including traders



A **UK** livefood wholesaler uses its advice leaflets to remind customers about how to dispose of unused insects.

Receiving Livefoods during cold weather

Livefood will often arrive looking as if it is dead. It is essential that you carefully follow the instructions to ensure that your livefoods arrives as intended.

An essential guide to livefoods

Livefoods are bred under controlled conditions to be used as food for pet animals. To avoid any potential risk of damage to native ecosystems they should not be deliberately released into the wild under any circumstances. Please dispose of uneaten insects and waste in sealed, escape proof containers.

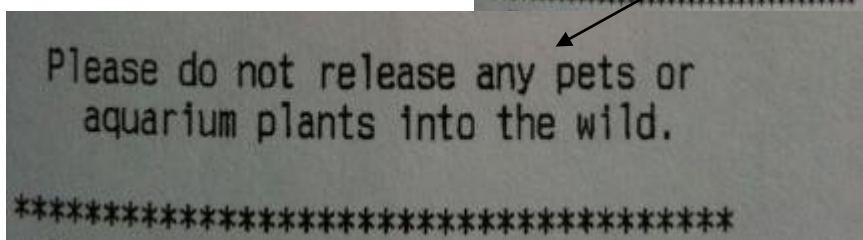
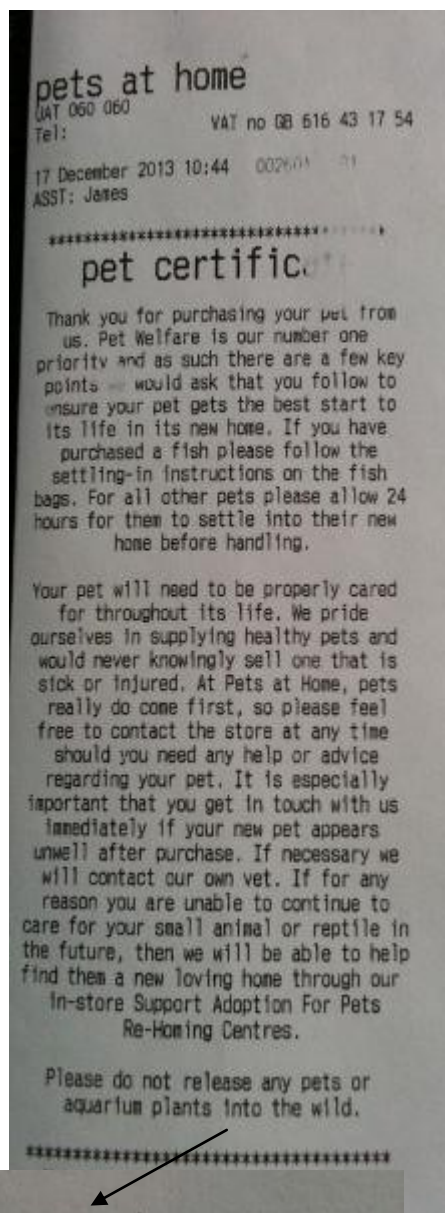
Beware of aliens...
Although the insect species sold as livefood do not pose a significant risk to native ecosystems they should not be released into the wild. Unused insects and waste should be disposed of in sealed containers.

Livefoods are bred under controlled conditions to be used as food for pet animals. To avoid any potential risk of damage to ecosystems they should not be released into the wild under any circumstances. Please dispose of uneaten insects and waste in sealed, escape proof containers.

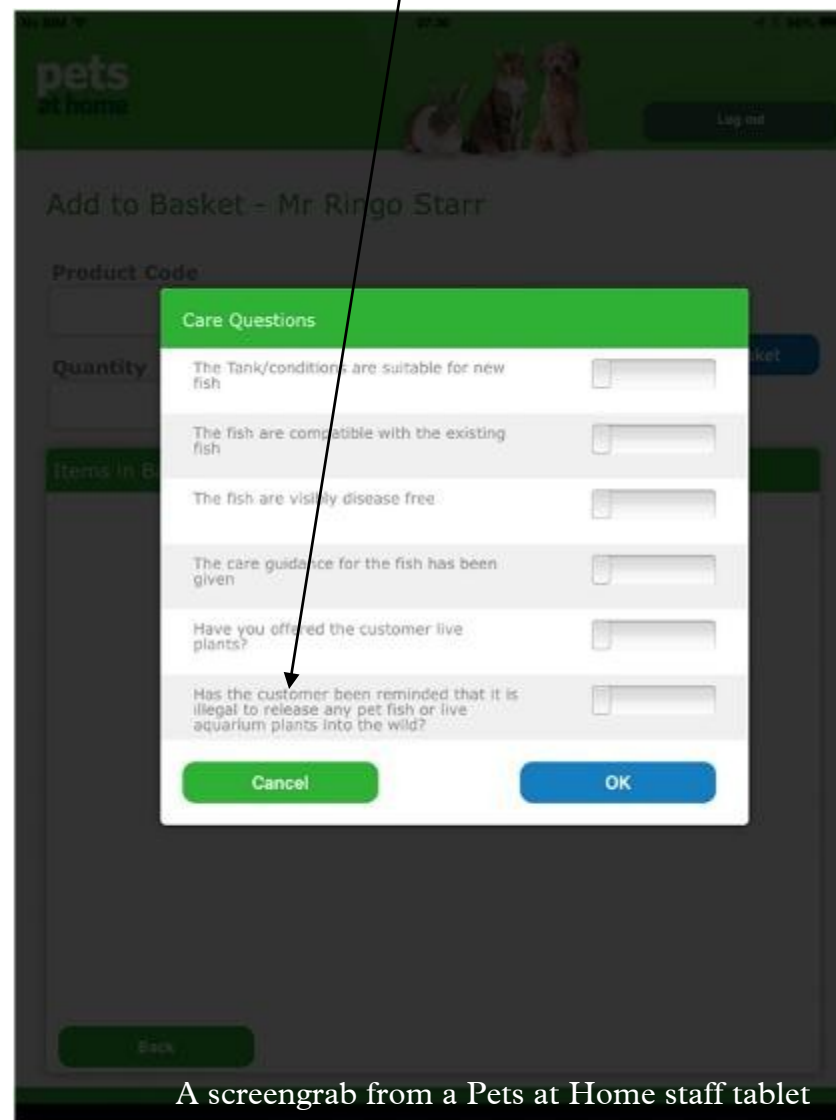


Pets at Home is one of the UK's biggest pet store retailers, with more 350 stores.

It now includes a statement on its till receipts, handed out with all purchases, about not releasing plants and animals into the wild.



Pets at Home staff are also prompted to ask the below questions when they sell animals or plants to its six million customers a year.



A screengrab from a Pets at Home staff tablet



Anglo Aquatic Plant Co Ltd has included the Be Plant Wise logo on all its signs that go into individual aquatic plant pots. The business, one of the largest growers and wholesale suppliers of aquatic plants to the **UK** retail trade, also got a letter of thanks from a Department for Environment, Food and Rural Affairs minister.

In addition, the company includes a special section on its website all about invasive species.

The **UK's** Non-Native Species Secretariat (NNSS) has produced a QR code for its website.

Some market-leading plant growers in the UK are planning to use this QR code on the labels of all of their plants.

A large proportion of buyers of plants will then be just one click away from finding out more about non-native species and how to avoid the spread of non-native aquatic plants.

