

# STOP GREED BREEDING

Action pack



# WELCOME

## Thank you for downloading Naturewatch Foundation's Stop Greed Breeding Action Pack!

Greed breeding is breeding pets for profit with no regard for their welfare. It includes puppy and kitten farming, illicit backyard breeding and unscrupulous trading. It affects thousands of dogs, cats and rabbits every year.

### We need your help to end it.

In this pack, you'll find simple tips and easy actions that you can take to help end the exploitation of pets in England and Wales.

Whether it's learning to spot the signs, starting a conversation or contacting your local council, YOU can make a difference and help **#StopGreedBreeding**.



# How you can help stop illegal breeding and selling

## Spot the signs

Illicit breeders and sellers can be very clever at making themselves appear legitimate, but there are red flags that we can all look out for to avoid being duped.

Illegal breeding is typically caused by the breeder's desire to make a large profit from the animals they're selling, usually at the expense of the animals themselves – something we call '**greed breeding**'.





## WHAT TO LOOK FOR... in advertisements

You'll probably find there are hundreds of sellers advertising animals for sale in your local area, and it's likely at least some of them will be doing so illegally.

Dog breeders who need a licence should include information about their licence in any adverts, but unscrupulous greed breeders often try to present themselves as small-scale family breeders to avoid the rules.

If you happen to notice the same user is frequently posting litters of animals on selling websites, you can use your local council's website to search for their register of licensed breeders and sellers.



If you can't find the individual or business you're looking at on the register, it may be that they're exceeding the legal threshold of the animals they can breed or sell!

If your council doesn't publish a register, contact them directly to ask if you can check if someone is licensed and they should be able to tell you.



The Welfare of Animals (Licensing of Activities Involving Animals) (England) Regulations 2018

Public Register of Licensed Businesses

Dog Breeders

| Business Name | Licence No. | Postcode Area | Telephone Number | Star Rating |
|---------------|-------------|---------------|------------------|-------------|
| Golden Days   | AWLA/123456 | PM7           | 01632 123456     | 2 stars     |
| Happy Tails   | AWLA/789012 | PM4           | 01632 789012     | 4 stars     |





## WHAT TO LOOK FOR... when dealing with a breeder or seller

- If you're buying a puppy or kitten under six months of age, the person selling them to you should be the person who bred them – it's the law.
- The breeder should allow you to see young animals with their parents, or at least the mother.
- Breeders should allow you to visit the animals in their home and make repeat visits. Each time you go, the animals should be at the same address and remain with their mother.
- They should also be able to provide paperwork about the animals' health status and veterinary care, so you can ask the breeders whether this is available and what checks they will be doing prior to the sale.



- The animals you visit should be used to people and in good health. Of course, as young animals they may be a little nervous, but the animals should not seem completely new to being approached and handled. Fear is a warning sign that they might have not been brought up in a high-welfare environment where they've been socialised.
- Other warning signs include runny eyes and noses, animals who are underweight, and animals who are subdued and generally seem unwell.

One thing to remember is that if you are looking to buy an animal from a licensed breeder or seller, the licence details should be on display when you visit!

*If it's not, ask to see it.*



## How to take action



### REPORT YOUR CONCERNS

If you have first-hand information about suspected illegal breeding or selling of dogs, cats or rabbits, you can report your concerns to us [here](#).

**Please note:** Urgent animal welfare issues must be reported to the [RSPCA](#) and not to us. Concerns about other kinds of crimes should be reported to the relevant emergency service.





## TELL YOUR LOCAL COUNCIL

Local authorities are responsible for issuing dog breeding and pet selling licences, so if you suspect that someone is breeding and selling pets illegally, you can tell your local council.

You can find your local authority's details [here](#). Some will have dedicated reporting information, but for others, you may need to use their general contact information.





## SPREAD THE WORD TO OTHERS

It's important that as many people as possible are made aware of the signs of illegal breeding and selling, and the risks these crimes pose to animal welfare.

We encourage you to spread the word about greed breeding with your friends and family so we can all work towards ending animal suffering. You could share this action pack with them or information from our [website](https://naturewatch.org).

If you'd like some leaflets to share, email us at [info@naturewatch.org](mailto:info@naturewatch.org).





## MAKE AN OBJECTION TO A PLANNING PROPOSAL

Sometimes, breeding and selling businesses make planning applications for things like building animal accommodation or to change what a property is used for.

You may find out about a planning notice you disagree with in your local area and this usually happens in one of the following ways:

- A letter through your door if you're close to the development site and the council think that you could be directly affected.
- Word of mouth from your neighbours that have received a planning notice.
- A site notice where the development will be.
- An advert within a local newspaper.
- Your local council's online planning portal.



Not everyone will receive a personal notice about planning, so if you do come across a planning proposal, you may want to make sure the people in your surrounding areas are aware through community groups so that they have the opportunity to express their concerns.

Also, it's important to remember that 'puppy farms' won't be labelled as that on the council planning proposal. You will be more likely to see terms such as dog 'breeding' or 'rearing establishment'.



# Our tips\* for taking action if you're concerned about a planning application

It's important that you ***personally*** object to the application if it's in your area, as an objection from each household carries much more weight than one joint petition from those living locally.

Local objections are also much more powerful than objections from people who don't live nearby. Generally, one objection per household is enough, rather than one per person.

\*Nothing in this document constitutes legal advice.

Accordingly, Naturewatch Foundation does not accept any liability for any loss arising from reliance, or failure to rely, on this document or any part of it.



*When you write your objection, you will need to focus on planning issues.*

Unfortunately, concerns about animal welfare and other ethical issues are not taken into account when planning decisions are made.

That being said, you could try other strategies to raise the profile of any ethical concerns, such as engaging local media.

Sometimes, applicants will withdraw their planning proposal if there's backlash in the local community.



# Writing your objection

Think about the facility itself – its location, the surrounding area and the roads that serve it:

- Will it have a negative impact on any listed buildings or the character of an area?
- Is the proposed development likely to create noise or excessive odour?
- Do you think that the roads will suffer from additional traffic due to the new facility?
- Is there anyone whose privacy will be affected directly by the building work? If so, encourage them to submit their own objection containing their concerns.
- Will trees need to be cut down for the building work, or will important conservation areas be lost?
- Will there be any overshadowing because of it or general loss of light?

# Submitting your objection

To submit your objection, you will likely need to visit the website of the relevant local authority and search for their planning portal.

Use the planning application reference number to find the proposal and there will then be an option to object.

You may prefer to write a letter, which you can make out to your local authority (but first check who is responsible in your area for planning!) including your reasons for objection.

**Make sure that you include your household address as local objections carry much more weight.**

Make sure you submit your objection on time and you will normally only have a period of weeks to submit your views.

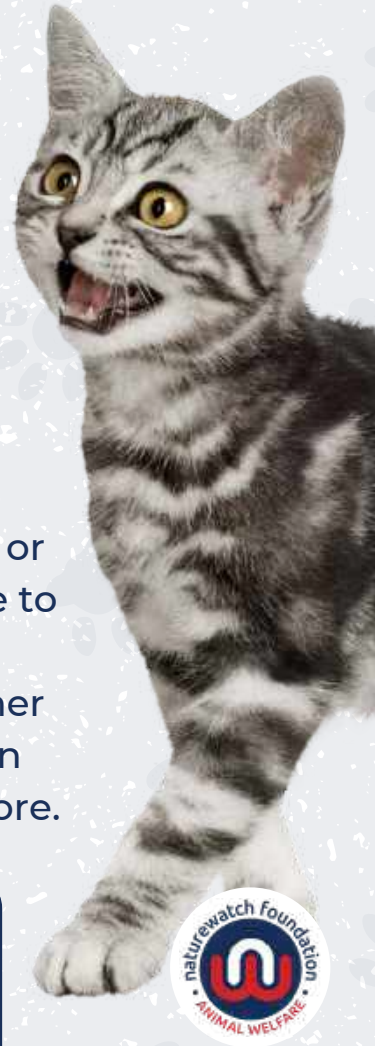


## After taking action

### Once you have taken action, keep an eye out.

- If you've reported a breeder or seller to us, we may ask you for more details.
- If you've spoken to the council, they may reach out to you about the information you've shared.
- If you've engaged with others about greed breeding, online or in person, there might be an opportunity to signpost people to more information.
- If you've objected to a planning proposal, you can follow other peoples' objections and the outcome online. There may even be local meetings you can attend as an observer to learn more.

**Thank you for taking action.** Caring about animal welfare enough to take meaningful action really can make a world of difference for animals.



## Who we are

Naturewatch Foundation is a charity that has been speaking out on behalf of animals since 1991 by:

- Campaigning peacefully against animal abuse.
- Lobbying to improve animal protection legislation.
- Raising awareness through education.
- Coordinating the World Animal Day movement to raise the status of animals around the world.



© Naturewatch Foundation 2024

49 Rodney Road, Cheltenham, Gloucestershire, GL50 1HX

01242 252 871 | [naturewatch.org](http://naturewatch.org) | [info@naturewatch.org](mailto:info@naturewatch.org)

Naturewatch Foundation is a registered charity in England and Wales (1039679) and is registered in England and Wales as a company limited by guarantee (02944372).

Registered with



FUNDRAISING  
REGULATOR

