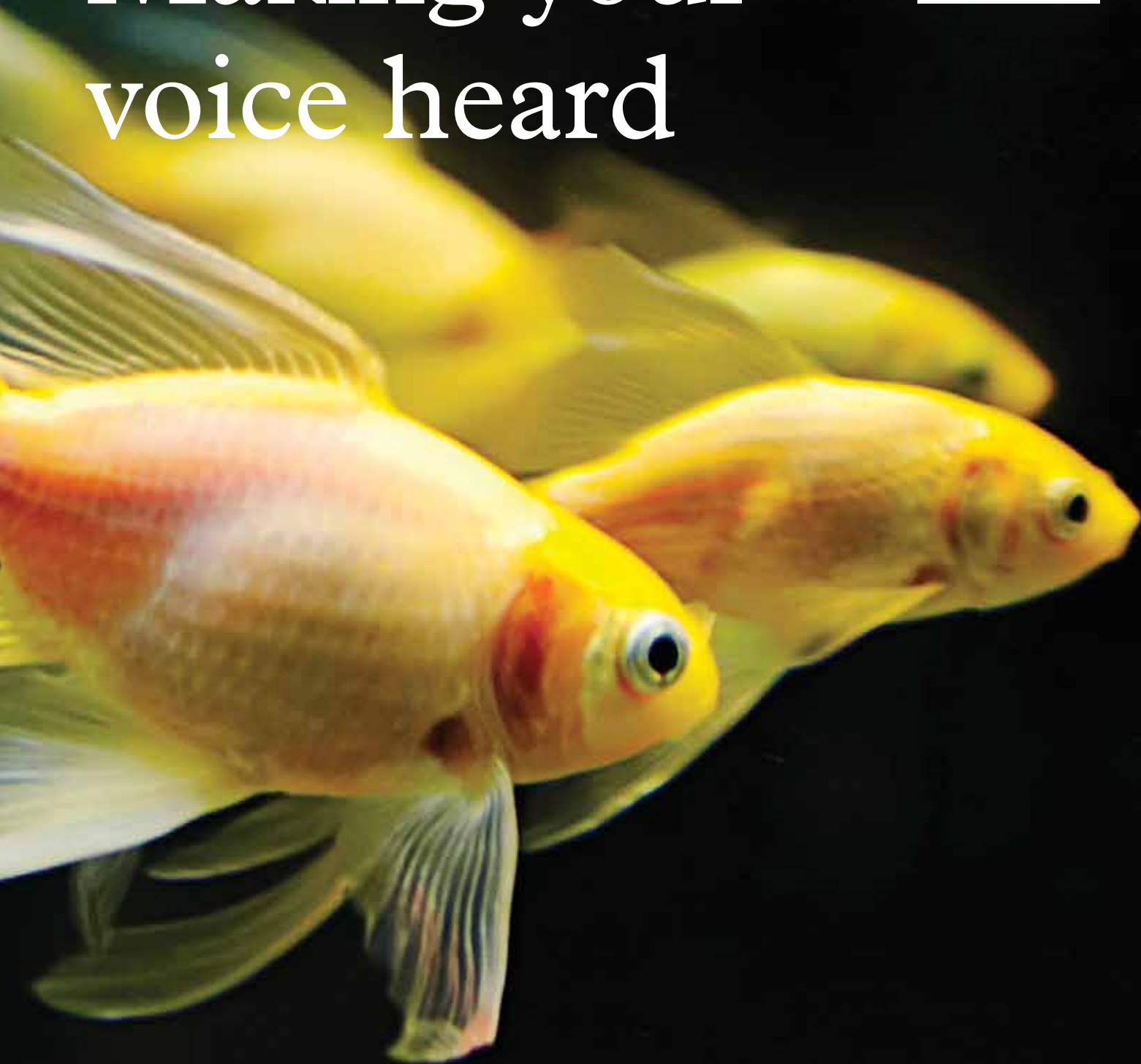


Annual Review
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Making your voice heard



ORNAMENTAL
AQUATIC TRADE
ASSOCIATION





The voice of the industry

We are ‘the voice of the ornamental fish industry’ in the UK because we’re the only organisation dedicated to protecting and promoting the interests of aquatic businesses. Our aim is to help businesses keep the widest range of stock, from fish and aquariums to plants and medicines, to sell to their customers. We also aim to equip our members with deals and information to help them to run a successful business.

“Without OATA the UK aquatic industry would be smaller and less well regulated than it is today. Everyone who works with any species of fish, or simply enjoys keeping them, is indebted to OATA.” Paula Reynolds, Lincolnshire Fish Health Laboratory Centre

Global reach

Our job is to represent the UK industry but it’s a global village now.

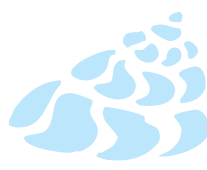

We are often invited to sit at the table by UK, European and even world organisations. We also work in partnership with our counterparts especially in Europe and America to make sure the industry voice is heard at every level. We have a powerful voice for such a small organisation.



11

things to know about the Ornamental Aqu

Taking care of it



Our comprehensive library of free care sheets are there for retailers to make available alongside the fish and aquatic products they sell. The leaflets give customers the information they need to successfully keep a wide range of fish, marine invertebrates, plants and reptiles as well as how to set up ponds and aquaria. We also make it easy for people to download the information straight to their smartphones with QR codes.

Strength in numbers

As a trade association, our membership is the backbone that keeps us strong. We have more than 700 business members and we pride ourselves on the breadth of that membership. We have about 170 independent retailers and some of our biggest pet shop retailers like Pets at Home, Dobbies and Maidenhead Aquatics have joined us, along with importers, dry goods manufacturers and pond businesses. That gives us a strong voice when it comes to representing the industry at UK, European and even global levels.

“Joining OATA is not an expensive thing – it’s an important thing. When it’s your business, you need someone in your corner, to keep you fully informed and fight the issues that may affect your livelihood.”

Phil Hendry, Real Reefs



Making a show of the industry

We're behind the successful AQUA show held every other year in Telford. It's the biggest trade show just for the UK aquatic industry and it's where retailers find out the hottest trends to tempt customers in the future. This year, stand space sold out in record time. Profits from the show are ploughed back into the show and giving discounts to our members.

There's an App for that

Our Troubleshooting Fishkeeping android app for smartphones continues to help fishkeepers solve basic problems with their fish, aquarium or pond. Aimed at those new to the fishkeeping hobby it's all part of our work helping to make this pastime even more popular.



"Ideal for beginners, covers basic topics often asked by new fish-keepers."

Online review

Training

Having well-trained staff who know what they're talking about will make any business more successful by improving the customer's experience. We offer two training courses to help people gain a specific fishkeeping qualification that's highly respected in the industry. Our Certificate and Advanced Diploma are suitable for people working in the industry or for the keen hobbyist interested in furthering their own knowledge. Our advice is that at least one member of staff has completed the Advanced Diploma course.

"It's improved my ability to engage and advise customers about any issues they may have and enhanced my confidence when selling products as I have a greater understanding of how they work. Aquatics shops are reliant on a good reputation to be successful, these qualifications lead to improved fish care and customer advice, which inevitably leads to a better reputation and more customers." Stefano Barbato, Aquatics Customer Advisor with Dobbies Garden World

atic Trade Association

Fighting for our members

We have tackled a number of illegal pet trading incidents across the country after our members have contacted us for help. We are happy to take on members' concerns about businesses or individuals without pet shop licences or which are trading in fish or plants that they shouldn't, like apple snails.

Saving the industry

This year alone we estimate we've saved the industry nearly £4 million through our work preventing three plants from being banned by DEFRA and our lobbying over border inspection post charges. (See *The Big Stories* on page 8). Coupled with the ongoing savings, that's got to be worth the membership fee if you're in the aquatic business.

Our videos are a hit

We can't quite believe how many hits our YouTube videos still get. We're past the 800,000 mark for our seven 'How to' videos, aimed at people wanting some advice on how to set up freshwater and marine aquaria and to keep fish successfully. This year we shared the videos on our Facebook page and encouraged retail shops to use them for free on their own websites. Again, it's all part of our work to promote fishkeeping as an enjoyable leisure pursuit.

It's good to be sociable

Have you liked us on Facebook, are you following us on Twitter or have you found our LinkedIn page? We're using these social media platforms to spread the message about our work – and other interesting tidbits we find fascinating. Find us at facebook.com/OATALtd, twitter.com/OATALtd and linkedin.com/company/oataltd





Directors' Report

This is your trade association and we are here to make your voice heard where it's needed. You'll read elsewhere in this report just what OATA has achieved during the past year. So here we wanted to outline just what we do to make that happen – and how you can play your part.

We have 18 Directors on our board who represent a cross-section of the industry – from wholesalers and importers to retailers and pond consultants. You can find the full list on page 15. They are elected by our members at the yearly Annual General Meeting, usually held in November, and we meet four times a year as a Board. In between that, Board members sit on sub-groups to support OATA staff on certain issues. Our main groups look at livestock issues, the finances and PR and marketing. So all the big stories you'll read in this report have been

discussed by Directors both at the Board and in sub-groups, giving informed advice on the direction OATA staff should follow on these issues.

But this trade association would be nothing without its members. So if you have a strong opinion about the way we do things then we're always interested in welcoming new faces to our Board. We have a New Blood system where you can come along to Board meetings to see what's involved. If this interests you then give the office a ring and we'd be delighted to see you among us. This year we also decided to ask our members – and the industry as a whole – for your thoughts on what we do. Our survey turned up some interesting insights – albeit from a small sample. Generally, it seems our concentration on lobbying to keep products, fish and plants for sale is

what you want us to do. And it's what others who are not members identified as being our main role as well.

We have also taken the decision to continue to invest in a member of staff to support Keith in his work. You'll see in this report that we need to gear up to tackle some big issues coming out of Europe which could have a significant impact on our industry. We need to be ready for that by beefing up our team in the office. And we're investigating new deals for members and other ways to maximise our income.

Enjoy the report. It's been a busy year where much has been achieved. But there are still big battles looming on the horizon for which we need our members' support. Thank you for that continuing support. We can't do it without you.





Chief Executive's Report

Our industry is a 'social good'. We have our detractors but this statement remains true, I think.

We've pulled some interesting statistics together which show:

- ▶ there are nearly 50,000 people in the UK working in the pet industry – that's a lot of tax and national insurance going into government coffers
- ▶ pet owning families spend an average £105 million a week on pet care – that nets the government nearly £2 billion a year in tax
- ▶ owning a pet saves the NHS £1.4 billion a year.

And let's not forget the economic, social and ecological benefits the aquatic industry brings to other countries, by providing sustainable livelihood alternatives to logging in rainforests or destroying reefs for building materials.

After more than 20 years in this job I am more convinced than ever that the industry has a really good story to tell and OATA shouts about these benefits very loudly in all our negotiations. But, despite these benefits, there's no avoiding the black clouds gathering on the horizon for our industry. Increasingly, if we're not careful, we

could end up as being seen as one of the 'bad guys' because of the quantity of non-native plants and animals we import into this country.

Where you think you have a 'right' to trade in these items, there are contrary voices growing in power that say our industry is a threat. These critics are becoming more successful in pushing their messages about the potential harm our industry could cause to the UK countryside if all involved do not act responsibly. So my feeling is that what many see as a 'right' to trade could increasingly actually become a privilege. Without actively becoming part of the solution and working to avoid problems by raising awareness, we may not be able to carry on forever as we are.

I'm sure this won't be a palatable view. But I spend a lot of time in meetings with all sorts of organisations, from government agencies to conservation charities. That in itself is a good sign and shows the credibility we have globally. But what I hear is that our industry needs to get better at taking responsibility for avoiding problems that the wider community has to pay to clear up. There is no doubt our industry moves more living organisms – plants and fishes –

between more countries than any other industry in the world. And with a changing climate these living things – and the pathogens and pests that hitch a ride – may find our native shores a nice place to put down roots.

The European Union is planning two regulations on invasives and animal health, both of which could have huge effects on the industry. At the moment I am sitting at the table making your voice heard about the benefits we bring to the economy, not just in the UK but globally. But OATA is a small organisation in comparison to other lobby groups which want to ban pet ownership completely. I need a stronger hand to play and that's where OATA members can help.

I'm sure people are bored with hearing me bang on about the invasives issue. But it is the biggest threat to our industry. It truly does have the potential to shut down business if we don't collectively shout even more loudly the 'never release plants or animals into the wild' message by displays in retail outlets, by labels on dry goods and on every aquarium sold. If you haven't really done much about this it really is time to get on board.

Keith Davenport

OATA has been talking to the European Commission for years about the biocide claims made for barley straw products – which stop algae growing in garden ponds.

Ban on barley straw



In 2005, we extracted a promise the popular sellers would not be included in the revised Biocides Regulation. So imagine our dismay when we discovered their inclusion when the updated Regulation was published in 2012.

What's the story?

Barley straw pouches and bottles of extract are popular with gardeners because they see them as a natural, safe and inexpensive way to control algae in their pond. And for retailers it's one of those products that people buy several times a year, so it keeps them coming in for a browse when they might be tempted by what else is on offer.

The Biocides Regulation requires that products making a particular chemical claim have to show the evidence for that claim. The problem for barley straw manufacturers is that pulling together all the necessary evidence would be expensive, making the product commercially unviable. That meant potentially all these products would come off the shelves when the Regulation arrived in September 2013.

It's well-known that when organic matter rots in water it produces chemicals that slow down the algae growth, which can choke up ponds and reservoirs. This process happens naturally but adding barley straw helps to speed things up. Water companies add tonnes of the stuff to reservoirs every year, a use which incidentally is not covered by the new Regulation.

So at the beginning of 2013 the fight was on to get barley straw out of the Regulation – just as the Commission had promised. We took the story to the press, even getting the Royal Horticultural Society to cover it in its member magazine *The Garden*. We urged everyone to write to their MP. We lobbied the Health and Safety Executive, which enforces the Regulation. And we badgered the Minister with our message that including barley straw was just 'bonkers'.

Our persistence paid off – to a point. The European Union confirmed it would look at including barley straw products on Annex 1 – which allows for a much simpler method to prove they work. And while the evidence is examined for this – likely to take years – the products can stay on the shelves.

We also used this as an example in our response to the Government's Red Tape Challenge.

What now?

While it's good news barley straw products can still be sold, this issue will only raise its head again. We are now pressing for:

- Barley straw products to be removed completely from the Biocides Regulation.

What's the story?

Non-native plants that invade the countryside have a doubly devastating effect. These plants have escaped from garden ponds and put down roots in wild waterways across the nation. Clearing them away costs the UK economy and they choke out British flora and fauna. So it was welcome news in January 2013 when DEFRA put its official foot down and said no more, banning the sale of the five plants: Water Fern (*Azolla filiculoides*), Parrot's Feather (*Myriophyllum aquaticum*), Floating Pennywort (*Hydrocotyle ranunculoides*), Australian Swamp Stone-crop, also known as New Zealand Pygmyweed (*Crassula helmsii*), and Water Primrose (*Ludwigia grandiflora*). Retailers ignoring the ban – which comes into force in 2014 – face a £5,000 fine and a possible prison term.

But what did concern us when the sales ban was first suggested was the inclusion of curly waterweed (*Lagarosiphon*), water hyacinth (*Eichhornia crassipes*) and water lettuce (*Pistia stratiotes*). Banning these three plants would have been a major blow to the trade, losing an estimated £3 million a year in sales. So we campaigned long and hard to make the proposed prohibition list as short as possible, while not losing sight of the need to address the issue of garden pond plants appearing in the wild.

Our work with DEFRA meant these three plants were removed from the banned list and can continue to be sold which we think is a really positive outcome for traders in difficult economic times.

What now?

The issue of non-native plants and animals finding a comfortable home in the UK countryside – to the detriment of our own species – is not going away. In fact, we see it as THE issue that will colour the future of the aquatic industry. And, as such, everyone who makes a living in this industry needs to get a handle on the part they can play in preventing non-native species from invading our countryside.

We recommend that retailers, importers and manufacturers:

- ▶ Talk to customers about the *Be Plant Wise* campaign every time you sell fish, plants or dry goods
- ▶ Put up *Be Plant Wise* posters and leaflets in shops and premises
- ▶ Share the message regularly on your websites and social media
- ▶ Include leaflets with all dry goods products and put online messages about not releasing plants or pets into the wild. OATA is happy to help with more information on this.

Big plant ban

It's been a long time coming but in 2013 the Department for Food, Environment and Rural Affairs finally announced a sales ban on five aquatic plants. Old news for us because we've been telling the industry for nearly a decade not to sell some of these particular non-native plants. But the list of banned plants would have been a lot longer if it had not been for our intervention.

We always knew the fees charged by the Animal Health and Veterinary Laboratory Agency for processing fish imports at UK airports were low. But when the government agency announced its new charges it turned out we had quite a battle on our hands to find out the sums it had used to work out its new fee regime.

Battle

over border inspection post charges



What's the story?

One of the many fees charged to UK aquatic importers before their boxes of beautiful fish can start the journey to shop tanks comes from the AHVLA. Shipments of fish are transported from the arriving planes into Border Inspection Posts at airports. Here, AHVLA staff check all arrivals have the right paperwork before releasing them to the companies waiting to get them on the road to eager customers.

Each batch of fish needs an individual Common Veterinary Entry Document, known as a CVED. To check each CVED incurs a fee and, for many years, this amounted to around £6.60p. But the new Government mantra is full cost recovery. So AHVLA announced a new charging regime to reflect the costs involved in checking the paperwork.

The new fees were due in October 2012 with importers facing a £48.71 charge for every CVED, rising to £73.52 from April 2013. Now that is quite a hike from £6.60p. So we got on the case, asking for a breakdown of how the new charges were calculated.

And that's where the fun began. Months of emailing back and forth, a Freedom of Information request and a complaint to the Information Commissioner finally resulted in some figures that we still question. And all the while AHVLA kept the £6.60p fee, saving importers a tidy sum.

We always knew the £6.60p charge would go up but our tenacious badgering kept it in place for longer than we could have hoped – nine months in fact.

We estimate that from October 2012 to April 2014 – when the next review is due – we will have saved companies more than £450,000 through our actions.

And, along the way, we highlighted the variable service at Border Inspection Posts, hosting a meeting at Heathrow between our main importer members and a senior AHVLA director to thrash out the issues on both sides.

What now?

We haven't laid aside our battle fatigues just yet. We are now pressing:

- ▶ For AHVLA to introduce a set of service standards for importers to expect. We say that if AHVLA wants to charge a higher price for what it does then it needs to be more accountable to its customers. Standards vary hugely at airport border inspection posts from week to week so we want a formal service standard that AHVLA staff have to stick to.
- ▶ For AHVLA to reveal its calculations for the new charge to see if we can bring it down any further.
- ▶ To see if the AHVLA monopoly can be broken.
- ▶ To identify if the cost of inspections for tropical fish are proportionate to the risks posed by their importation.

What's the story?

Anyone involved in the aquatic industry will know ILFA and the licences needed to import and sell some non-native fish. Behind the legislation is the wish, which in principle we support, to protect native animals and environments by controlling the import and sale of species that could survive in the wild.

All legislation gets reviewed from time to time so it was no surprise when ILFA came under the spotlight. But what DEFRA proposed sounded very drastic. It put forward a plan to revoke all orders made to date and introduce a black list of about 20 orders of fish – which equates to a large proportion of all tropical fish – which effectively bans them from import and sale. Alongside this a 'white list' would operate, outlining the species of fish that could still be traded.

Now we are not in favour of white lists. By their very nature they're very prescriptive so if a name isn't on the list it can be torturous to get it on. We did take some comfort when we heard officials were using a document produced by Ornamental Fish International to come up with the initial list.

We joined forces with OFI to sit down with Fish Health Inspectorate (FHI) staff who had the task of putting together this white list for DEFRA. What won't be on the list are coldwater fish like Hillstream Loach. There has been a small trade in these types of fish but most of the big importers – on our advice – have avoided selling these species for some time because we know they have the potential to survive happily in British waters. The whole invasives issue is such a political hot potato we saw no point in arguing over a small import market when there were bigger fish to fry.

Our bigger concern was for sturgeon. This has a good pre-existing trade – probably worth about £1 million a year. But the Environment Agency (EA) is keen to ban the keeping of this fish. We maintain the problem of these fish popping up where they shouldn't is not down to the aquatics industry introducing them to fishing lakes. We have continually kept on the EA's case at its unwillingness to take any action against the angling community.

Despite our aversion to the white list idea we've been pleasantly surprised by FHI's pragmatic approach which started with the view that historical trade is a good predictor of risk so if there's been no known trouble from a species in trade the presumption was that it could continue.



All-white for the industry?

We've all heard the swanky nightclub mantra 'if you're not on the list then you're not coming in'. And the same will soon be true for some fish after DEFRA launched its review of the Import of Live Fish Act (ILFA), which governs what fish can be imported, sold and kept in the UK.



What now?

While we await the final decision from DEFRA we'll continue to press for the actions we made clear following our meeting with FHI to thrash out what goes on the white list. We're asking for:

- A list of the criteria used in the risk assessment process is made available.
- A description of how hybrids will be treated.
- A clear policy statement is made to specify how species are removed from the list. We want to make sure any risk assessment process is implemented in exactly the same way as it will be to include a species on the list.
- A system is developed to help officials at border inspection posts to be able to rapidly check consignments against the list. This should include a list of synonyms so that importers do not fall victim to changes in taxonomy.
- A mechanism is introduced to make sure brackish or marine species that can also exist in freshwater are not unintentionally covered.

Sparsholt award

Congratulations to Jon Wing from Sparsholt College in Hampshire who was presented with the OATA (UK) Award during the College's Presentation Day at Winchester Cathedral.

OATA has sponsored this award for many years to recognise the best student who has excelled in their ornamental fish studies. Jon is now volunteering at Bristol Zoo Water Gardens and hopes to work in public aquaria in the future.



Exotic trade ban campaigns

It seems ornamental fish are attracting attention in potentially all the wrong places. We're noticing growing scrutiny of our industry from animal rights groups which have traditionally focused their attentions on mammals and reptiles. Look at Holland where, along with Belgium, only certain mammals can be sold or kept. And the list doesn't include well-established favourites like chinchillas and degus. Definitely alarming news for those countries' pet industries. And it shows the power of animal rights groups. The authorities in those countries have said they'll move onto reptiles, birds and fish next. Our concern is obviously that success like this in one EU country could inspire similar campaigns in the UK. The Eurogroup for Animals, based in Brussels, has also launched a campaign to try to ban the trade in exotic animals – including fish.



Antibiotic resistance

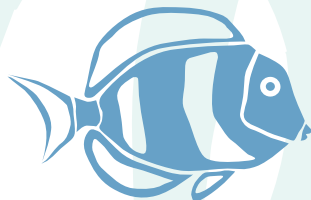
Antibiotic resistance in bacteria that can be found in fish remained in the spotlight this year with the publication of various scientific papers. Antibiotic resistance is a major issue for the UK government and is ranked alongside terrorism and climate change – that's how seriously the issue is being taken. The government has set up a number of groups to examine antibiotic resistance in six animal groups, including fish. We've been invited to be part of this working group which will give advice and feedback on government policy in this area. It's great news that our voice will be heard at such an influential level.

Other

Eco-Design Directive

Aquarium, garden and fountain pump manufacturers hopefully won't see many changes to the way they make their water wares when the updated European Union Eco Design Directive comes into force.

We've read and commented on the proposed Directive which aims to influence the way energy-using items are designed, made and sold in a bid to reduce energy consumption and other negative impacts on the environment.





CITES convention 2013

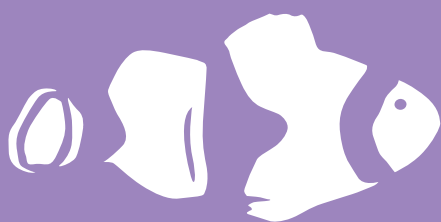
Freshwater stingrays did not make it onto the protected species list at the international convention on trade (CITES) meeting held in 2013. The deciding body agreed there was not enough evidence to show continued trade would endanger them. But it does demonstrate that discussions at a world level can have an impact on our industry. Ornamental Fish International represented the industry at the Bangkok meeting. CITES' next meeting is in 2016 and it is likely fresh proposals to limit the trade in other fish species will be made which we'll monitor in the run-up to the convention. We are continuously lobbying within the UK and we work in partnership with other trade bodies across the world, such as Ornamental Fish International (OFI), to ensure well-reasoned and researched decisions are made at these types of meetings.

2012-13

news

Pet shop licences

The variations in pet shop licence conditions continue to cause problems to our members. As a small trade association we don't have the manpower to police conditions in shops so we work with the authorities that do. Over the past few years we've worked with other pet trade associations and responsible welfare groups to come up with guidance for environmental health officers. This year the Chartered Institute of Environmental Health agreed to circulate the document to their members to use when assessing pet shop licences. While not mandatory, *Model Conditions for Pet Vending Licensing 2013* does at least set out national standards which, coupled with new provisions about Primary Authorities in the Enterprise and Regulatory Reform Act 2013, will give companies, particularly franchises, a greater ability to fight back against inconsistent pet shop licence conditions across the country.



Bio-piracy

Who has the copyright on fish? Countries like Brazil have been asking this question for years.

Once a fish leaves its native country is that the end of the transaction? An international protocol, which the EU has signed up to and is likely to enter into force in late 2014 or early 2015, could mean if you subsequently breed those fish commercially without what's called 'prior informed consent' and on 'mutually agreed terms' then the answer could be no. The originating country might in future be able to in effect claim royalties on what will be regarded as their genetic property. We're monitoring what's going on with this issue globally because at the moment it's not clear if breeding fish will be an issue. If it does then that could push prices up for everyone.



Law review

This year, we've got involved in several reviews of different laws, making sure the industry is represented. The national body that reviews law to streamline what's on the statute books has turned its attention to wildlife law. It produced its recommendations at the end of last year and we gave our comments on these. We've also given our response to the review of these laws by the House of Commons' Environmental Audit Committee. And we took part in the Government's Red Tape Challenge when it examined regulations concerning animal and plant health. We used barley straw products, border inspection post charges and pet shop licensing as examples of how tickbox administration in these areas are not really contributing to the relevant legislations' aims. What's important in all these cases is having our saying and making sure our presence is felt.



The big issues

A ‘many-tentacled monster’ regulation

Another regulation which has come out of the EU for consultation is one that covers such a huge range of issues to do with plants and health it's nothing short of a monster.

What's the story?

A whole suite of draft regulations have been published by the EU and at the centre is a ‘control’ regulation which will apply to all the other subject specific pieces of proposed legislation (see diagram). It's got a huge remit. And that's what worries us. Will it have unintended consequences we can't yet even imagine as it tries to cover everything?

From the diagram it's possible to see that this suite has many tentacles. Between them all these regulations cover the import and trade in everything from fish, invertebrates, plants (including seaweeds) to micro-organisms whether or not they cause disease. It covers them whether they are deliberately imported and traded or if they are ‘hitchhikers’. So any part of it could impact the businesses in our industry either directly or indirectly because it could affect which species are available and the conditions under which they may be imported and sold.

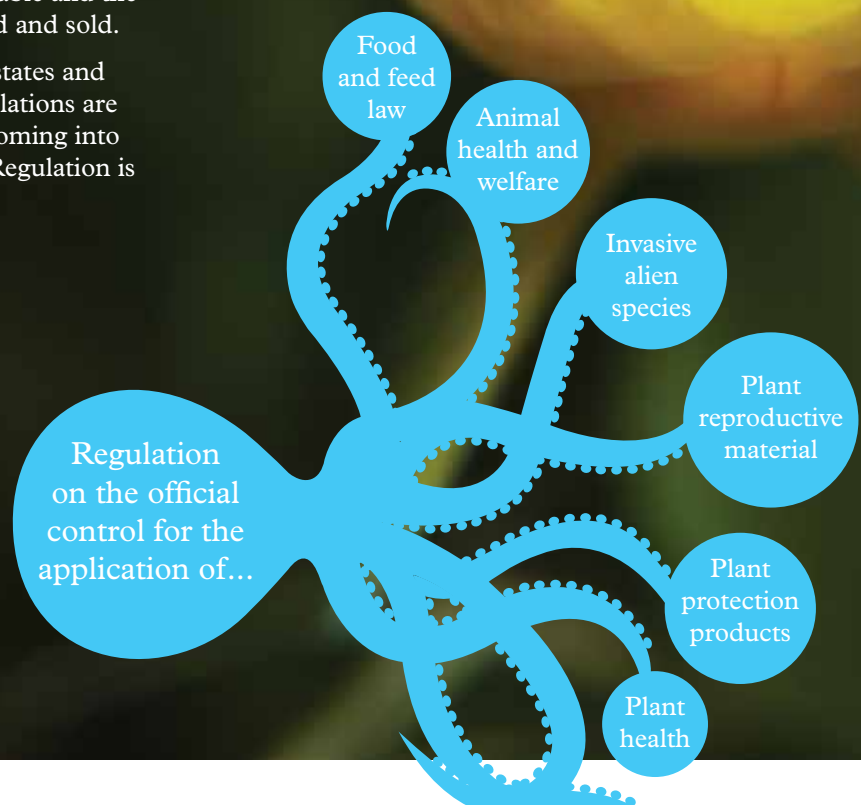
EU regulations apply within all EU member states and override national legislation. Most of the regulations are due on the statute books in 2014/15, finally coming into force in 2018 – although the Alien Invasives Regulation is tabled for implementation more quickly.

What is OATA doing?

We are ploughing through the thousands of pages of this new piece of legislation. The devil is always in the detail so it's important to search out the areas we think will most affect the industry. Then we'll write our reply – which is discussed at our Board – before we put forward our views.

We're pushing for:

- » Whatever measures that are introduced to tackle particular areas of concern within our industry should be proportionate and well-targeted so that they do not unfairly impact the aquatic trade to the point that it becomes uneconomic to implement any new processes.



for 2014

The invasives issue

Non-native species – whether fish, plants or invertebrates – setting up home in our countryside is THE issue for our industry. Some would even go so far as to include diseases in this area as well. Everyone involved in the aquatic industry needs to muscle to the front of the queue to tackle this one because the potential is that large parts of our industry will shut down if we don't.

What's the story?

Think we're over-reacting? The writing's on the wall for all to see if you want to read it. We've already witnessed the EU-wide ban on the import of Golden Apple Snails. Sales of five pond plants have also been stopped in the UK by DEFRA in 2013. There's often antagonism shown by the angling industry over the issue of KHV. And the new EU Invasives Regulation, recently put out for consultation, will introduce the first European-wide framework for managing non-native species.

Our initial reading of this new EU legislation has given us some concerns, which centre on:

- » There appears to be no provisions to regionalise any listings. It's the dreaded 'one size fits all' solution that seeks to make legislation simple but ignores the biology of the species and the different conditions across Europe.
- » The flip-side of this is that the regulation appears to sweep aside all current controls restricting some invasive plants and animals. While this might sound like a good thing we think it could actually make things worse, which ultimately could bring our industry into disrepute. Again, we think controls should be regionally introduced to fit with local conditions.

- » As an EU Regulation it overrides UK law. Decisions may be made by committees in Brussels rather than officials who know and understand the unique issues of ecology and trade patterns of the UK as an island, rather than part of a continental landmass.
- » A list of 50 species of 'EU-wide concern' will be prepared based on risk assessments, which means species will be banned from import, sale and from being kept. At the moment, we think water hyacinth looks like a candidate for this list. Hobby owners will be able to keep specimens until they die but commercial owners will be required to dispose of specimens within two years by either destruction or donation – for example to zoos – but not by sale.
- » Some of the species which could find their way onto the list of 'species of EU-wide concern' include micro-organisms such as *Trichodina nobilis* which can be found on many ornamental fish.

What is OATA doing?

We are reading our way through the legislation before we put together our initial response.

We'll be pushing for:

- » Proper evidence to back up any claims for removing the ability to trade in species.
- » Any proposed bans to take into account local conditions. We're already working with Ornamental Fish International, which represents the interests of other European countries, to fight blanket bans.



Join OATA – and feel the benefit

*It can be a cold harsh climate out in the business world.
But join OATA and we're sure you'll feel the benefit.*

Strength in numbers

We make the voices of our members heard at local, European and even global levels because we represent a broad range of businesses involved in the industry. So membership support is vital to our continued success. By joining OATA businesses are helping to keep the industry alive.

What does OATA do for the aquatic industry?

- ▶ We lobby and challenge UK, European and world bodies/governments to make sure fish/plants/invertebrates/dry goods/medications remain available for sale.
- ▶ We help our members to keep up-to-date with the latest news that could affect their business through our monthly e-newsletter and the members' area on our website.
- ▶ We offer high quality training/qualification packages on fish-keeping for staff and individuals which are recognised by local authorities.
- ▶ We seek to promote high standards of husbandry and welfare within the industry with our Code of Conduct.
- ▶ We promote the hobby of fishkeeping through our online videos, social media and our work with the press.
- ▶ We find deals to help business, such as our credit-card machine scheme, dispute resolution service, free legal helpline and insurance broker audits.

As a member, you benefit from:

- ▶ Practical help and information to help you stay ahead of the competition, including a monthly email newsletter and regular updates on the big issues that could affect your business.
- ▶ Our credit/debit card package deal to help cut the cost of taking payment by card.
- ▶ Free legal help at the end of a phone line when businesses need some advice fast.
- ▶ A free audit of insurance arrangements to take the hassle out of getting the best cover.
- ▶ Discounts on our fishkeeping courses to give businesses the best-trained staff.

Find out more about becoming a member:

Visit www.ornamentalfish.org

Give us a call on 0870 043 4013

About OATA

We believe OATA is an organisation that punches above its weight.

Our small staff of three can only achieve what they do with the support of our voluntary Board of Directors who bring their particular industry expertise to our work and our members.

Our Board meets four times a year and we have a programme of New Blood, offering others the chance to take a seat at the table. If this interests you then email or talk to our Office Manager Ray Valovec.

Staff

Keith Davenport
Chief Executive

Ray Valovec
Office Manager

Pauline Davey
PR & Marketing Executive
(part-time)

Directors (as at September 2013)

James Allison
Chairman
Aquapic Solutions

Richard Hale
Vice-Chair
Berry Ring Herpetological and
Aquatic Supplies Ltd

Mark Evenden
Vice-Chair
Devotedly Discus Ltd

Kevin Barton
ALF (Aquatic Distributors) Ltd

Matthew Bubea
CASCO Europe Ltd

Pete Carey
Pets at Home Ltd

Robert Edgecock
Independent Aquatic Imports Ltd

Steve Fairburn
Biodiversity

Jane Flaherty
JMC Aquatics Ltd

Neil Hardy
Neil Hardy Aquatica Ltd

John Healy
Dawngame Ltd

Simon Langdale
Maidenhead Aquatics

Ruth Low
Gordon Low Products Ltd

David Pool
FishScience Ltd

Andrew Stagg
NT Laboratories Ltd

Paul West
Cranswick Pet and Aquatics
(Trading as Tropical Marine Centre)

Peter Wheeler
Aquajardin Ltd (Gloucester)

Mark Winter
Aqua Pacific UK Ltd

Annual General Meeting

This year's AGM is being held on Wednesday 13 November at 12pm at The Littlebury Hotel, Kings End, Bicester, OX26 6DR. All OATA members are welcome.

Contact our office

By phone on 0870 043 4013

By email on info@ornamentalfish.org

By fax on 01373 301236

By writing to OATA, Wessex House,
40 Station Road, Westbury, Wiltshire,
BA13 3JN

A company limited by guarantee and
registered in England No. 2738119

Registered office: Wessex House,
40 Station Road, Westbury,
Wiltshire, BA13 3JN

The voice of the ornamental fish industry



ORNAMENTAL
AQUATIC TRADE
ASSOCIATION

Ornamental Aquatic Trade Association Ltd

Wessex House, 40 Station Road, Westbury, Wiltshire, BA13 3JN

Tel: +44(0)8700 434013

Fax: +44(0)1373 301236

Email: info@ornamentalfish.org

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