

What if OATA didn't exist...?

Without OATA, what products and species would no longer be available to sell?

- Coldwater fish such as sturgeon, koi and goldfish
- Soft corals and live rock
- Banggai cardinal fish
- Fish medicines
- Tropical fish from Singapore and Malaysia
- Aquatic plants like oxygenators, water hyacinth and water lettuce

Barley straw extracts for ponds

Set up in 1991

We estimate
we've saved the
industry more than
£250 million in the
past 23 years



For every
£1 spent on
OATA membership
we've saved the
industry £100



Directors' Report

Your trade association is guided by a Board of 18 directors, elected by members from across the industry, and currently includes wholesalers, importers, retailers (both larger groups and smaller independents), and pond consultants. They volunteer their time at Board meetings held four times a year, and on various sub-groups to support the OATA staff on specific issues, including livestock, finance, and PR and marketing.

This year your Board has been discussing diverse issues including:

- the great changes the internet is making to all levels of trade
- how Primary Authorities can help standardise and uphold good pet shop standards
- the resourcing of our research project into the diversity and impact of wild trade on producer communities

Many directors also have other involvement; assisting with our staff's comments on government consultations; assisting on the boards of related organisations such as the AQUA show; helping in the recruitment process for our new staff and providing input on new initiatives, such as the planned Pond and Aquarium Contractors' group. If you'd like to get involved with our Board, do ask the office about our New Blood arrangement for an insight into directors' work.

As with any industry, we need to keep encouraging the next generation who can bring further fresh ideas and vigour, not only to inspire new customer trends, but also to keep our profession adapting and evolving to meet the increasing challenges that lie ahead. If you know of newcomers and others in the trade who should be on board with our association, but aren't yet, please do prompt them to join up. It is only together that we can have the resources to represent our industry to best effect.

Thank you for your continuing support of OATA. I hope that this report reassures you, highlighting the breadth of issues dealt with by our association and its staff this year. The year ahead will have its own share of hurdles and threats for our trade, and your backing is greatly valued.

Chief Executive's Report

OATA is here to protect and promote the industry and we will continue to do that. And it's inescapable that, without our members, we couldn't be successful.

In the last year there have been calls to ban reptiles, 'exotics', wild caught animals and, most recently, puppies and kittens from pet shops.

Pet shops are the most publicly visible animal husbandry establishments in the country. They are licensed annually and customer footfall in store each year must come close to or even exceed the entire UK population, yet by comparison as few as 0.5% of UK farms receive welfare inspections, while animal rehoming centres are not subject to any licensing.

Yes, there are complaints about pet shops. Some may be valid, in which case for those businesses the time will arrive when we the industry must demand they 'shape up or ship out'. Our industry will always be judged by the least good operators. Those who are inherently not up to the mark – rather than being caught on a bad day – are one of the best arguments anti-trade groups can throw at us. Let's try to make sure no pet shops can ever trade below a 'good'

standard and show that many complaints against us are vexatious and made by those who are politically and philosophically opposed to animal-keeping.

The best defence our industry has against such groups is the standards of husbandry, staff training and investment each of you make. There is no room for complacency so 'keep up the good work'.

Keith Davenport



Time to shout #handsoffmyhobby!



Imagine a world where aquatic retailers only had Golden Rudd and Golden Tench to sell to customers. Where would the industry and hobby be then? That might seem like an extreme result but taken to its logical conclusions that could be the outcome if campaigns from animal welfare organisations on the keeping of exotic pets are successful.

So we decided to make 2014 the year to fight back and proclaim #handsoffmyhobby with our own special campaign aimed at both hobbyists and the industry in the run-up to the European elections in May 2014.

We urged fish lovers and businesses to be loud and proud about their hobby and career after we noticed the Brussels-based Eurogroup for Animals was urging MEPs to sign up to its animal welfare pledge before the European Parliament polling day.

Sounds innocuous - who wouldn't sign up to support animal welfare? But when we dug a little deeper – worried by the group's loudly stated Exotic Pet Campaign – we saw the pledge was part of a broader manifesto about pets for MEPs to campaign for, including a call to 'ban the import of wild-caught animals and restrict the number of exotic species that can be imported and traded in the EU, in line with EU policies which tackle related concerns including human health, animal health and the protection of the environment'.

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about their
hobby

While a ban on wild-caught animals was concerning enough – particularly if you are into marines – it was also the call to limit 'exotic species' that sounded like the death knell to the fishkeeping hobby. Why? Because the definition of an exotic species is 'a plant or animal species introduced

into an area where they do not occur naturally – a nonnative species'.

Our fear is that this catch-all statement would cover tropical marine or freshwater fish, corals, soft corals or other invertebrates because all these are either wild-caught and/or exotic (which means they're not native to Europe, even if captive-bred in the EU) effectively wiping out the hobby across the continent.

So we asked hobbyists and businesses to lobby their MEP in the run-up to the Euro elections to let them know about the implications of signing this pledge. By polling day on May 22, 2014, just 36 UK signatories had put their name to the pledge – a mixture of MEPs and prospective candidates. We estimate that all 73 UK MEPs were contacted about our campaign and we saw the responses from

24. What was most interesting is that many didn't think fish would be covered by any ban – despite Eurogroup for Animals' Exotic Pet Campaign which definitely includes ornamental fish.

And even though the EU elections are behind us, our #handsoffmyhobby campaign continues. Eurogroup for Animals has turned its #votes4animals campaign into #act4animals and it now intends to follow up on the pledge MEPs signed up to.

And we know the issue of wild caught and exotic pets is being discussed by a wide range of organisations – including several UK veterinary

societies.

Animal welfare should be paramount for everyone. But there is also a bigger picture when it comes to wild caught animals traded legally. Many remote river and coastal communities in some of the poorest parts of the world rely on the income they get from supplying the aquarium trade. It can bring economic, social and environmental benefits to those communities. This is the story that we need to continue to shout about through our #handsoffmyhobby campaign.

Find out more about our #handsoffmyhobby campaign on our website.

Wildlife trafficking conference

It's not often a fancy invite pops through the post. So our Chief Executive Keith was very pleased to find he'd been included on a guest list alongside Prince William and representatives from foreign governments across the world. The invitation was for a reception in February 2014 at the Natural History Museum hosted by The Rt Hon William Hague, then Secretary of State for Foreign Affairs, and the Rt Hon Owen Paterson, then Secretary of State for Environment, Food and Rural Affairs, to launch an international conference on the illegal wildlife trade. In the scheme of things, we're a tiny trade association so this invite shows we are seen as a credible organisation.

HRHs Prince Charles and Prince William both spoke at the conference, which highlighted the UK Government's position on illegal wildlife trafficking. And it's a campaign we wholeheartedly endorse.

But we also want to highlight that not all wild caught animal trade is illegal. Illegal trafficking – not legitimate trade – is the real problem and we hope this message isn't lost in the high profile and laudable aim to protect elephants, rhinos and tigers to avoid their extinction. We support all action against wildlife crime. Indeed we've have played our part in helping authorities tackle illegal activities within our own industry, such as smuggling endangered corals and clams.

Keith says



Plants, products and legislation

Five aquatic plants were finally banned from sale in the UK in April 2014. We welcomed this and had proposed this way before it became law and we played our part making sure the industry had cleared shelves of all stock. It's taken a year for the DEFRA ban on Water Fern (Azolla filiculoides), Parrot's Feather (Myriophyllum aquaticum), Floating Pennywort (Hydrocotyle ranunculoides), Australian swamp stone crop (New Zealand Pygmyweed) (Crassula helmsii) and Water Primrose (Ludwigia grandiflora) to come into force. But in April 2014 the plants could no longer be sold.

Keith says

"The voluntary ban requested by OATA had already reduced the sales of these species long before a law could be enacted."

But we remained on the case of barley straw extracts, to make sure these popular algae clearing pond products are removed from the EU Biocides Regulation which came into force in September 2013. OATA won a reprieve for the items after officials said they would look into the information manufacturers had to supply to enable the products to remain on the shelves over the longer term. But we continue to campaign for these products to be removed altogether from the regulation. The products only sell for a matter of pounds making it uneconomical to try to prove how the products work. Continuing to include them in the Regulation is really a sledgehammer to crack a nut.

OATA report highlights pet shop licence discrepancies

Pet shop licensing standards continue to be inconsistent despite professional guidance, as our report published in March 2014 revealed.

We made Freedom of Information requests to 400 local councils across the UK to find out how they dealt with the licensing of pet shops, which is usually the responsibility of Environmental Health departments. A total of 311 responded and the results reinforced what we have been told anecdotally by our members for years.

Less than a third of local authorities use the 2013 Model Guidelines for Pet Vending Licensing issued by the Chartered Institute of Environmental Health. These guidelines are the most recent in a series put together by various professional bodies, with our support. Yet, a year after their issue, few council officials were using them as the basis for their inspection visits to pet shops.

In fact, our survey of councils showed that two-thirds of local authorities use a whole variety of other guidelines from several different organisations when they visit a pet shop, which hardly guarantees any kind of consistency on welfare standards for the animals or for the customers who visit pet shops every year.

We also found the fees they charge for an inspection vary enormously – from the cheapest fee of £20 to the highest charge of £462 (the average fee is £131.86). And a surprising plethora of people carry out these inspection visits, from dog wardens to vets, environmental health officers and even licensing officers who cover pubs and restaurants. Hardly the right people to know about fish welfare, unless they've had specialist training.

We also discovered that a third of councils carry out no or limited checks to see if the premises they are visiting is a bona-fide business. According to our report almost five percent of 'businesses' issued with a pet shop licence are in private dwellings, which is legal. But only about a fifth of councils ask if those premises have the relevant planning permission, are registered for business rates and if they have public liability insurance.

Why should unlicenced or unregulated 'garden shed' dealers claim to be part of the industry, while vastly undercutting the bona-fide businesses which have to fork out for all the associated costs of running a retail shop? It doesn't make for a level playing field.

We spread the word widely about our report, which you can read in full on our website. We circulated it to Neil Parish MP, Chair of the Associate Parliamentary Group on Animal Welfare, Tracey Crouch MP who is Chair of the Pet Advisory Committee, and Shadow DEFRA Minister Huw Irranca-Davies. We also made sure it was sent to the House of Commons' Environment and Rural Affairs Committee, representatives of the Chartered Institute of Environmental Health and to Tim Morris of the Animal Health and Welfare Board

England.

And we've discussed it face-to-face with Angela Smith, shadow spokesperson for the Labour Party on animal welfare.

We'll also use the report in our work with lobbying group ProPets, which we helped to set up with other pet industry trade association to provide a strong, united voice to promote responsible pet ownership. We have our sights set on the forthcoming UK election in 2015 and our aim is to see our views reflected in party manifestos in the lead-up to polling day next year (see page 8).



Pet Code of Practice

We joined forces with the Reptile and Exotic Pet Trade Association (REPTA) in February 2014 to launch a new Code of Practice for traders and pet owners to help encourage responsible pet ownership and prevent pets becoming a problem in the wild.

The vast majority of non-native pets in the UK are ornamental fish and reptiles so the code outlines people's responsibilities when they keep animals that are foreign to the UK, in particular the need to make sure they do not escape into the wild and cause a problem to native wildlife.

The issue of non-native animals and plants escaping into the British countryside is coming under growing political scrutiny with the forthcoming European alien invasives regulation and a parliamentary enquiry by the Environmental Audit Committee, which reported in June 2014. As the ornamental fish and reptile industries may import more non-native species than any other trade it's vital we play our part in ensuring that what we bring into this country stays safely in the aquarium, tank or vivarium. We highlighted this Code when we went to the Montreal meeting to discuss progress on the Convention on Biological Diversity.

Keith says

"The message is simple – we want people to understand how important it is not to release or allow their pet to escape into the British countryside because it's cruel and can damage our native wildlife. And we need retailers to play their part in making sure owners understand this message and help them to be prepared for what's involved in caring for their new pet."



AQUA 2013

We had a great time catching up with old friends – and making some new ones – at October's AQUA2013 in Telford. The show was packed with exhibitors and visitors all keen to show off and find out the latest news from the aquatic industry.

We took the chance to showcase our work on behalf of the industry and signed up a record-breaking number of new members. What was really interesting was the number of new retailers opening up on High Streets up and down the UK. And they told us that signing up to become an OATA member was a vital job on the list.

We were also proud to give a posthumous Lifetime Achievement award to one of our founding members David Keeley. David, who ran Underworld in Loughborough for many years, helped set up OFI UK in 1991, which later became the Ornamental Aquatic Trade Association. We were pleased that his widow Jenny was able to join us at the show dinner to receive the award.

Making pets political



OATA is a member of ProPets, a coalition of pet trade associations, and in the run-up to next year's General Election this group is determined to make pets political.

Our Chief Executive Keith is currently chair of ProPets and has helped the group to pull together a five point call to action aimed at UK political parties. It is asking them to recognise the benefit pets bring to society in the manifestos they will launch in coming months.

In a document already sent to key politicians and the biggest political parties, ProPets is asking them to:

- Recognise the value of pets to society
- Support secondary legislation under the Animal Welfare Act 2006 to ensure good consistent countrywide inspection regimes, based on good husbandry practise, for pet shops and other relevant activities, such as breeders and re-homing centres, where pet welfare might otherwise be compromised

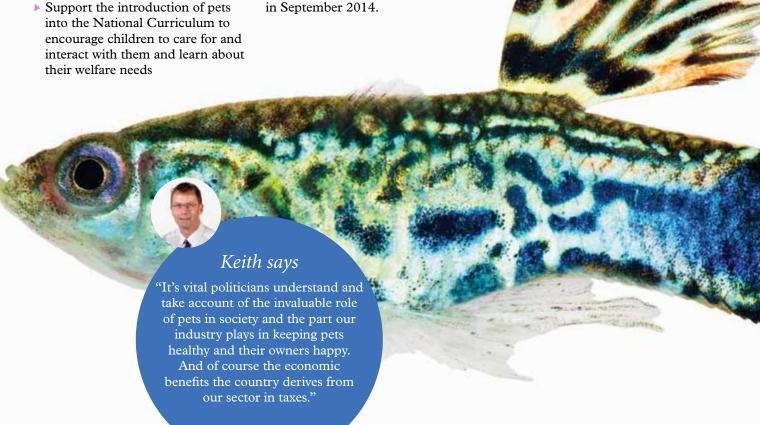
- Agree to all animal welfare and cruelty prosecutions being approved by the Crown Prosecution Service
- Give greater recognition to the role of trade associations in developing government policy and achieving consistency across a broad range of policy areas

The group will follow up this initial work with more information on the benefits of pet ownership which will be sent to candidates standing for election.

And it took its message right into the corridors of power after being invited to present to the Associate Parliamentary Group on Animal Welfare (APGAW) in October 2014. It was particularly important for the industry's voice to be heard at that time after a Commons debate on banning the sale of puppies and kittens in pet shops which took place in September 2014

One key point being made by ProPets is the need for better inspection standards for pet shop licensing. This is despite the fact that pet shops are already the most publicly visible animal husbandry system in the UK, through annual inspections and the sheer numbers of customers visiting pet shops each year, which is equivalent to the entire UK population.

Other members of ProPets are the Horticultural Trades Association, National Office of Animal Health, Pet Food Manufacturers' Association, Pet Industry Federation, Pet Product Retail Association and the Reptile and Exotic Pet Trade Association.



ILFA review

February 2014 saw the introduction of a new order made under the Import of Live Fish Act (ILFA). The review could have had serious consequences for the industry because ILFA governs what fish can be imported, sold and kept in the UK.

But we're a well-respected organisation with good connections so we were right at the table when negotiations started with the Centre for Environment, Fisheries and Aquaculture Science (CEFAS) which had the job of overhauling the legislation for DEFRA.

White lists, which usually start with a blank sheet of paper with entries only going onto it once risk assessments have been carried out, would not normally get our support. But CEFAS created a list based on a book produced by Ornamental Fish International, taking the view that the vast majority of what is currently traded could go straight onto the list. We joined CEFAS staff, along with OFI's Alex Ploeg, to go through each species in preparation for the final Statutory Instrument which came into force in February.

This open, pragmatic and collaborative approach to creating the white list was a new and very welcome way of working which we believe has resulted in a good outcome for the industry.

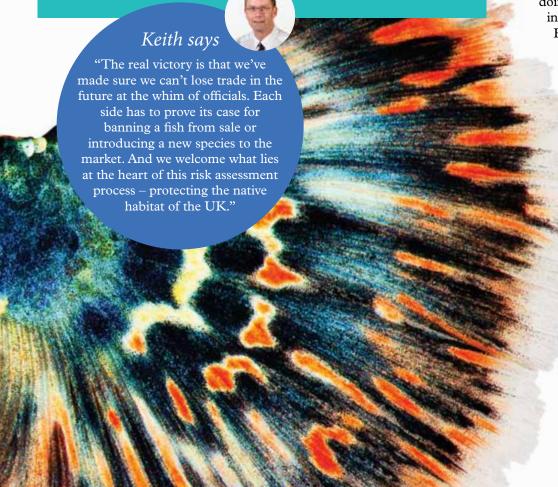
Our key victory was making sure risk assessments must be carried out if species are to be taken off or added to the list from now on. This means officials cannot remove a species without demonstrating the risk it poses to the UK countryside and it equally gives importers and retailers a clear process to follow if they want to introduce a new fish to the trade. This approach has already proved useful with traders making their cases for several fish to be allowed into the UK.

Global reach

The UK pet industry got a big pat on the back at a global gathering on biodiversity for the part it's playing in helping to tackle the issue of invasive flora and fauna. There's no doubt the aquatic industry moves more plants and animals around the world than any other industry. So we must continue to show a big commitment to explaining to customers the perils of releasing non-native plants and animals into the wild.

So it was very gratifying when government representatives from Canada, Sweden and the UK highlighted the positive working relationship with their national pet industries, including OATA, in raising customer awareness of their responsibilities towards their native countryside. The accolade came at the Subsidiary Body on Scientific, Technical and Technological Advice (SBSTTA) meeting, held in Montreal in July 2014, which was looking at progress on the Convention on Biological Diversity.

OATA helped to produce a document for the meeting which pulled together examples from across the world of the industry doing its bit. The UK cases included work by Pets at Home, Anglo Aquatic Plants Ltd, Peregrine Livefoods, The Non-Native Species Secretariat and the joint OATA/REPTA Pet Code of Practice. It's this commitment that gives OATA and its members a lot of political credibility globally to show we're part of the solution, not the problem.



We're all wild about wildlife

Wildlife has certainly been making the headlines this year, from issues like crime and trafficking to the ethics of keeping wild caught and exotic animals as pets.

We're all involved in an industry that earns its money through wildlife in some form. Without the fish, corals and other invertebrates there would be no need for the dry goods, medicines and kit needed to set up and run an aquarium. While wild caught fish are primarily found on the marine side, with some freshwater, the whole industry co-exists as a whole and there would be a domino effect if any part is compromised.

Our industry is coming under increasing fire over the issue of wild caught and exotic animals – and the ethics and practicalities of taking these creatures from their native habitat to display for pleasure in Western homes.

We were happy to lend our voice to the international conference on wildlife crime, attended by HRH The Prince of Wales and HRH The Duke of Cambridge, highlighting the plight of white rhinos, elephants and tigers. And we were pleased to see that the Declaration published at the end of the London Conference on the Illegal Wildlife Trade, attended by more than 40 countries, acknowledged the important role played by the private sector – industries like ours – in fighting illegal activity. It is after all

wildlife trafficking – not honest trade – that is the real problem with wildlife crime. Criminal smuggling and trafficking of wildlife should never be confused with honest trade which should also play its part in fighting smuggling and criminal activities, as we have done in the past.

It is perhaps this unfortunate juxtaposition of words that can also muddy the water when it comes to the issue of wild caught and exotic pets, another issue rapidly rising up the political and social agenda. We're seeing more and more organisations campaigning on this particular issue, such as British-based veterinary associations which feel it's important to have a position on the matter and organisations like Brussels-based Eurogroup for Animals, with its explicit campaign to reduce the number of exotic animals kept as pets.

Through our #handsoffmyhobby campaign, we are trying to raise awareness that wild caught fish do bring economic, social and environmental benefits to the often remote and poor communities where they are caught for the aquarium industry. It's by no means a perfect system and it's for all companies involved in this part of the industry to make sure the fish they supply are

caught sustainably. But if you take away this important wage from some of the poorest people on the planet where are the alternative incomes? And can we be sure the alternative is 'better'?

We believe there is a good news story to tell about wild caught fish. But part of the problem is the piecemeal nature of any research showing these positive benefits. So to help shine a light on this we have commissioned a British university to report on the benefits of wild caught ornamental fish and present some case studies from around the world to show the human face behind the trade. We intend to bring all it all together in one report which we can then use to raise awareness in the future.

This is a long-term issue for the industry so it's vital to marshal the facts to help us fight the battle over the coming years. To make sure ornamental fishkeeping has a future in the UK we all need to stand up and continue to say #handsoffmyhobby.



Keith says

"We believe there is a good news story about wild taken fish so getting the facts together first is vital to help us show these benefits."

This is a key issue that will face us for the foreseeable future.

Join OATA – and 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 offer high quality training/qualification packages on fish-keeping for staff and individuals which are recognised by local authorities
- 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 broad range of information on our website
- We seek to promote high standards of husbandry and welfare within the industry with our Code of Conduct
- We find deals to help business, such as our credit-card machine scheme, dispute resolution service, free legal helpline and insurance broker audits
- We promote the hobby of fishkeeping through our online videos, social media and our work with the press

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 01373 301353





About OATA

We believe OATA is an organisation that punches above its weight. Our small staff of four can only achieve what they do with the support of our voluntary Board of Directors who each 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

Gabriela Solano Assistant to the Chief Executive

Ray Valovec Office Manager

Pauline Davey PR & Marketing Executive (part-time)





Directors (as at September 2014)

James Allison Chairman Aquapic Solutions

Mark Evenden Vice Chair Devotedly Discus Ltd

Devotedly Discus Ltd

Richard Hale Vice Chair Berry Ring Herpetological and Aquatic Supplies Ltd

Kevin Barton ALF (Aquatic Distributors) Ltd

Matthew Bubear Casco Europe

Pete Carey Pets at Home Ltd

Robert Edgecock Independent Aquatic Imports Ltd

Jane Flaherty
JMC Aquatics Ltd

Neil Hardy Neil Hardy Aquatica Ltd

Simon Langdale Maidenhead Aquatics

Ruth Low Gordon Low Products Ltd

David Pool FishScience Ltd

Kevin Rose Lynchford Aquatics Ltd

Andrew Stagg NT Laboratories Ltd Paul West

Tropical Marine Centre Ltd

Ben Windeatt TETRA

Peter Wheeler Aquajardin Ltd

Mark Winter Aqua Pacific Ltd

New Blood (non-voting)

Philip Lawton Kidsgrove Tropicals

Barry Allday The Goldfish Bowl

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Annual General Meeting

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

All OATA members are welcome.

What if OATA didn't exist...?

If OATA hadn't gone into battle, what extra costs would businesses have to shell out for?

- Higher CITES charges
- More regulations on electrical equipment for ponds
- The need for imported fish to be tested EUS free
- » More checks on courier vehicles carrying fish
- Added red tape over transport regulations
- Higher border inspection charges at UK airports



The voice of the ornamental fish industry

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