



### **Position Statement: The advertisement of unborn animals**

During a period of moderation at the end of 2022, a number of adverts were flagged advertising for sale expected litters / unborn animals.

**PAAG believes that unborn animals should not be advertised for sale on classified advertising websites.**

There are several reasons why advertising animals that have yet to be born should not be permitted.

- There are concerns that adverts for unborn animals could be used to defraud buyers, who might be encouraged to pay a deposit ahead of the birth, before knowing the outcome of the birth or knowing if the parent animal even exists
- There are concerns that adverts for unborn animals may be linked to unregulated Canine Fertility Clinics
- Even with prenatal scans, it would not be possible for an advertiser to know how many animals would be available for sale until after birth
- The PAAG Advertising Standards state that adverts must include a photograph, the age and sex of the animal for sale which would not be possible if the animal was yet to be born

PAAG understands that responsible breeders may wish to gauge interest in a planned litter before a mating takes place to ensure that there is demand for the offspring once they are born. These adverts should be listed in a separate section.

PAAG also acknowledges that waiting lists are often held by individual breeders. However, these are usually set up before mating takes place, serve a different purpose and are unlikely to appear on classified websites.

*Approved by:* All PAAG Members

Date: 24<sup>th</sup> April 2023