

Say No To Puppy Dealers

Trading
Standards
Scotland

DIGITAL TOOLKIT: 1-14 Feb 2021

Campaign Objectives

- Encourage responsible breeders to sign up for the The SSPCA free Assured Puppy Breeders Scheme
- Provide guidance to the public on how to buy a puppy safely and how to avoid buying puppies from low-welfare dealers
- Highlight the consequences of buying puppies from low-welfare farms or dealers
- Highlight the link between recent dog thefts and puppy farming
- Point potential puppy owners towards the SSPCA's [Say No to Puppy Dealers website](#)

Campaign Hashtag

#SayNoToPuppyDealers

Campaign Resources

- Social media pack
- Short videos for social media featuring the Scottish SPCA and Vistalworks
- Podcast featuring the Scottish SPCA, TSS, SCOTSS, Police Scotland and Vistalworks (to be released w/c 8 Feb)
- Press Release (available on [Scottish SPCA website](#))

Graphics

All images sized for social media feeds can be downloaded [here](#)



A photograph showing several metal cages stacked together, each containing one or more small puppies. The puppies are looking out from the cages.

Avoid illegal puppy farms - find out how to make sure you're getting a healthy pup at saynotopuppydealers.co.uk

#SayNoToPuppyDealers



A photograph showing a group of puppies packed together in the back of a dark-colored car.

Know how to spot the signs of illegal puppy farming
saynotopuppydealers.co.uk

#SayNoToPuppyDealers



A photograph showing several puppies crowded together in a metal cage.

#SayNoToPuppyDealers



A photograph showing a group of puppies in a metal cage with a metal bowl on the floor.

Find out how to buy a puppy safely online:
saynotopuppydealers.co.uk

#SayNoToPuppyDealers



A photograph showing several puppies in a metal cage, looking out from behind the bars.

Lots of puppies sold on online marketplaces may have been bred in illegal puppy farms

#SayNoToPuppyDealers



A photograph showing several puppies in a metal cage, with a metal bowl on the floor.

Avoid low-welfare puppy dealers - do plenty of research before buying a pup:
saynotopuppydealers.co.uk

#SayNoToPuppyDealers



Find out how to spot a bad puppy dealer:
saynotopuppydealers.co.uk

#SayNoToPuppyDealers



#SayNoToPuppyDealers

DON'T HELP FUND THE CRUEL LOW WELFARE PUPPY TRADE.
 Pledge your support to **#SayNoToPuppyDealers**.

-  - 50,000 Thousands of puppies are born in to the illegal trade each year. They are kept in horrendous conditions and are taken away from their mother too early.
-  - 40,000
-  - 30,000 Let's show puppy dealers that enough is enough.
-  - 20,000 For every 10,000 pledges we get another paw will light up. Help us get 50,000 pledges and together we can stop thousands of helpless puppies suffering at the hands of cruel puppy dealers.
-  - 10,000



#SayNoToPuppyDealers



BECOME A SCOTTISH SPCA ASSURED PUPPY BREEDER



BY SIGNING UP TO THE FREE SCHEME YOU WILL:

-  Be helping to tackle the low welfare puppy trade by being a responsible breeder.
-  Have access to 1-2-1 support from Scottish SPCA inspectors.
-  Be able to call on advice and guidance 365 days a year.
-  Receive a visit from a Scottish SPCA inspector each year.
-  Be sent a welcome pack to give to every new owner.
-  Be able to provide new owners with Petplan's four weeks free insurance.
-  Be able to claim 15% discounts through Canine Health Schemes.

Find out more about the free scheme at www.saynotopuppydealers.co.uk.

HELP STOP THE LOW WELFARE PUPPY TRADE.

HERE'S HOW TO SPOT A BAD BREEDER:

-  You are being rushed in to handing over cash for a pup.
-  You don't see your pup's mum. Don't accept any excuses.
-  They want to meet you or deliver the puppy.
-  Health issues are blamed on the breed of dog or another excuse.
-  No license or paperwork is provided for vaccinations, microchipping or worming.



#SayNoToPuppyDealers



Messaging

Assured Puppy Breeder Scheme: Buyers

	The Scottish SPCA's Assured Puppy Breeder scheme was launched to tackle the low-welfare puppy trade and to assure potential puppy owners that they're buying from responsible breeders. Find out more at www.saynotopuppydealers.co.uk
	Are you thinking of buying a new puppy? Avoid low-welfare breeders who may sell pups with health and behavioural issues – find responsible breeders through the Scottish SPCA's Assured Puppy Breeder scheme: [link]
	Dog breeders who have signed up to the Scottish SPCA's Assured Breeder Scheme are visited by inspectors annually to make sure that high welfare standards are in place. Avoid low-welfare breeders – find out how to buy a puppy safely at www.saynotopuppydealers.co.uk
	Want to make sure you're buying a puppy that is healthy and has grown up in a clean, safe environment with high animal welfare standards? Take time to do plenty of research and find a responsible breeder at [link]
	Low-welfare puppy breeders are taking advantage of the huge increase in demand for puppies during lockdown and are putting profit over the welfare of the breeding dogs and puppies they were selling. Make sure you buy a healthy and happy pup from a responsible breeder - [link]

Assured Puppy Breeder Scheme: Breeders

	Do you breed puppies in Scotland and want to make sure you find the best homes for them? Why not apply to join the Scottish SPCA's free Assured Puppy Breeder scheme – find out more: [link]
	The Scottish SPCA's Assured Puppy Breeder scheme highlights breeders in Scotland who prioritise the welfare of parents and pups. Find out how to become a certified responsible breeder at [link]
	Do you want to play a part of stopping the illegal trafficking of puppies and promoting good animal welfare? Join the Scottish SPCA's exciting new free scheme and choose to become an 'Assured Puppy Breeder' - [link]
	Do you breed puppies in Scotland and want to change how the public thinks when they buy a puppy? The Scottish SPCA's free Assured Puppy Breeder scheme promotes responsible breeders who are doing it right – find out how to sign up at [link]
	The Scottish SPCA's free and voluntary Assured Puppy Breeder scheme is available to any dog breeder in Scotland - inspectors will assess applications and visit breeding premises annually to make sure high welfare standards are in place. Find out how to apply at [link]

General Messaging

1	<p>Tempted to buy a new four-legged friend during lockdown? Remain wary about buying puppies online – fraudulent sellers are more likely than ever to try to sell puppies that may not be healthy or have the relevant paperwork. Do plenty of research and get trusted advice from www.saynotopuppydealers.co.uk</p>
2	<p>If you're buying a puppy online during the lockdown, you won't be able to visit it in the home in which it's been reared but you should still be able to see it at home with its mother via video call. Find out what questions you should be asking the seller at www.saynotopuppydealers.co.uk - if they can't answer them they may be an illegal trader.</p>
3	<p>Do you have concerns about a dog you've bought online? If it has health or behavioural issues you weren't aware of it may have been bred on an illegal puppy farm. Don't worry about contacting the Scottish SPCA or Advice Direct Scotland –you won't have to give the puppy up, but you could be helping to save other animals.</p>
4	<p>A lot of puppies advertised for sale on Gumtree and other online marketplaces may have been bred in illegal puppy farms and could have serious health/behavioural conditions. Find out how to make sure you're getting a happy and healthy pup at www.saynotopuppydealers.co.uk</p>
5	<p>Scammers are advertising puppies which do not exist online and are requesting deposits via bank transfer, before asking for additional payments for vaccinations etc. Before buying a pup online always do plenty of research into the seller and get trusted advice from www.saynotopuppydealers.co.uk</p>
6	<p>Ask lots of questions before buying a new puppy – if the seller isn't happy to answer any of them or provide you with health records or other paperwork, think twice before agreeing to the sale. If something doesn't feel right, get in touch with the Scottish SPCA or Advice Direct Scotland and tackle illicit puppy traders</p>
7	<p>Before buying a puppy through an online marketplace, investigate the seller. Does the phone number or email address they give appear across different profiles which are selling different breeds of dog? This could be a sign of illegal puppy farming – find out more at www.saynotopuppydealers.co.uk</p>
8	<p>If your new puppy hasn't been properly vaccinated it could be at risk of serious diseases including rabies and CPV. Never buy a new pet without checking its health records and documentation. If something doesn't feel right, contact the Scottish SPCA or Advice Direct Scotland - you can stay anonymous if you prefer</p>
9	<p>Never feel pressured into making a quick decision about buying a new puppy – if something doesn't feel right take some time to think about it. Check out the Scottish SPCA's top tips for buying a pet and find out how to avoid unlicensed puppy farms www.saynotopuppydealers.co.uk</p>
10	<p>At this time of year you're likely to see lots of puppies for sale online. Some will be unwanted after Christmas but others will have been bred on illegal puppy farms. Know the signs – follow the Scottish SPCA's top tips when looking for a four-legged friend: www.saynotopuppydealers.co.uk</p>

11	A dog suspected to have been stolen from a garden in Aberdeen for breeding purposes due to the rising cost of puppies has been recently reunited with her family. [news link] Find out how to avoid cruel and illegal puppy dealers and buy a pup safely at https://saynotopuppydealers.co.uk
12	Puppies sold through online adverts might have been bred from stolen dogs. Do plenty of research at www.saynotopuppydealers.co.uk before making a decision and if something doesn't look right when you visit a puppy, contact the Scottish SPCA or Advice Direct Scotland
13	Are you worried that your puppy or a puppy you have visited may be from a puppy farm? Don't worry about reporting it - you can stay anonymous and your puppy won't be taken away. Help stop the cruel illegal puppy trade - report concerns to the Scottish SPCA
14	If you've bought a puppy online, make sure you get it checked by a vet as soon as possible to make sure that it's healthy and properly vaccinated. Get advice on buying a puppy safely online at www.saynotopuppydealers.co.uk
15	Scammers are advertising puppies which do not exist online and are requesting deposits via bank transfer before asking for additional payments for vaccinations etc. Before buying a pup online do plenty of research into the seller - get more advice at www.saynotopuppydealers.co.uk
16	Last year, 80 dogs were seized from an illegal puppy farm in Moray – the sellers were using over 20 different profiles on Gumtree to avoid detection. Be very wary when looking at puppies advertised online – follow the guidance at www.saynotopuppydealers.co.uk
17	It might be more tempting than ever to buy a new puppy that you've seen online. Many pups advertised through online marketplaces will have been bred on illegal puppy farms and some could have been bred from stolen dogs. Buy puppies safely: www.saynotopuppydealers.co.uk
18	Responsible dog breeders will always be happy to provide you with health records & paperwork. If a puppy seller is reluctant to answer any of your questions or can't show you the proper health records, they might be involved in unlicensed puppy farming. Find responsible breeders at [link]
19	If you've seen a puppy advertised online, don't pay a deposit via bank transfer – always use a credit card or secure online payment system. If you have any suspicions that you may be dealing with an illegal puppy dealer, contact the Scottish SPCA or Advice Direct Scotland
20	2 in 5 illegally bred puppies bought online die before their fifth birthday and more than 1 in 6 get sick or die in the first year. You can never do too much research before buying a puppy online - find advice & support at www.saynotopuppydealers.co.uk