



January 21, 2016

**Department of Agriculture
Administrative Circular 01
Series of 2016**

**Subject: NATIONAL PLAN OF ACTION TO ELIMINATE THE TRADE OF DOGS
FOR MEAT CAMPAIGN AND ENFORCEMENT OF LAWS IN THE
PHILIPPINES**

I. INTRODUCTION

Taking cognizance of the growing awareness on the promotion and protection of welfare of animals, Philippines gives ample considerations in addressing the perennial problem of the trade of dogs for their meat. However, winning the war against this inhumane trade remains a great challenge for the government, despite existing laws and regulations banning the same.

The enforcement action plan proceeds with a close scrutiny of the “legal instruments and the country’s socio-cultural environment. The passage of Republic Act No. 8485, as amended by Republic Act No. 10631(The Animal Welfare Act of 1998) provides the impetus, effectively prohibiting the torture, maltreatment, cruelty, neglect, abandonment, and killing of dogs, with certain exceptions. Republic Act No.9482 (The Anti-Rabies Act of 2007), on the other hand, specifically banned trade of dogs for meat as a measure to prevent the spread of rabies in the country. Further enhancing the drive against trade of dogs for meat, Republic Act No. 10536, amending RA 9296 (The National Meat Inspection Service), and its Implementing Rules and Regulations (IRR) proscribed the sale, transfer and distribution of dog meat for human consumption classifying the same as hot meat, and punishable under the law.

The *2015-2020 Philippine Action Plan on Dog Meat Elimination Enforcement* will enhance existing programs on dog meat trade elimination to a more cohesive and effective level, to include:

- a) policy advocacy and education awareness;
- b) capability-building for relevant institutions and groups;
- c) expanding control measures in concentrated regions where dog meat trading proliferates,
- d) speedy and quality disposition of dog meat trade cases;
- e) domestic and international partnerships;
- f) strengthening coordinating mechanisms, and

g) reconfiguring enforcement tools and mechanisms to keep pace with the growing trends of dog meat trading, and endeavor to fill in the gaps on dog meat trade enforcement operations, like the creation of the *National Committee on Dog Meat Trade Eradication*.

II. RATIONALE

Records reveal the proliferation of illegal Trade of *Dogs for Their Meat* in the country, particularly in the City of Baguio, Benguet, Ilocos, Cagayan Valley and their neighboring local government units. Despite increasingly noisy calls for crackdowns against the dog meat traders, and a barrage of unflattering media coverage, arrests and prosecution of offenders, the trade still prevails.

Indeed the remedies and actions to enforce dog meat trade elimination in the country is undeniably inadequate. As a consequence, an underground economy develops, and the trade of dogs for meat continuously proliferates to the prejudice of the rights and welfare of the dogs and highly putting at risk the health of consuming public to various diseases arising from bacterial and fungal infections and worse, from rabies contamination. While the public may be aware of the prohibition on the trade of dogs for their meat and the underlying and accompanying atrocity involved in the treatment and handling of dogs, the magnitude of effects on the menace of eating of dog meat considering its health hazards has been downplayed, if not ignored.

The fundamentals remain unchanged since the 1990s, when entrepreneurs first turned the glut of stray dogs in the country into a serious, money-making enterprise. The number of animal welfare and cruelty cases reported and investigated in the areas involved in the trade failed to completely deter others enough to rouse international attention and protests.

With pet ownership increasing, and reports of animal cruelty are on the rise, the growing public attention locally and internationally against it, the social awareness on animal welfare, care and responsibility for animals, the eradication of the trade of dogs for its meat is increasingly becoming a national concern. Thus, the attention given by the lawmakers in prohibiting the trade of dogs for meat and regulating all aspects of animal care, handling, shelter, and use.

To fully support this campaign, there is the need to develop a progressive robust and inclusive action plan in pursuing priority tasks that will promote results orientated approach; focus on providing information and educating all concerned parties, and ensure effective enforcement mechanisms.

The Bureau of Animal Industry of the Department of Agriculture, the Department of the Interior and Local Government, through the Bureau of Local Government Supervision, in partnership and in cooperation with the Animal Kingdom Foundation, Inc., as convenors, gathered professionals from the animal sheltering, rescue and management sectors, the veterinary and pet industry sectors, the law sector and all levels of government to participate in a Forum held in Hotel Rembrandt in Quezon City on October 4, 2013 and its follow up Forum held in Baguio City on July 4-5 2014. Issues on consistency and coherence in policies and actions were among the identified barriers in hurdling the dog meat trade concern in the country. Thereby, the need for a concrete medium term action plan that will pave the way in

realizing dog meat trade-free Philippines to support its vision of a rabies-free by the year 2020.

Moreover, the implementation of the plan will address the perceived inaction of the government regarding the atrocities of dogs and their consumption, including the health and sanitation issues accompanying the eating of a non-food animal.

III. LEGAL INSTRUMENTS ON THE CAMPAIGN AGAINST THE TRADE OF DOGS FOR ITS MEAT

The Constitution of the Philippines

RA 8485 Animal Welfare Act of 1998 as amended by RA 10631

RA 9482 The Anti Rabies Law of 2007

RA 9296 The Meat Inspection Code as amended by RA 10536

RA 7394 The Consumer Act of the Philippines

RA 10611 Food Safety Act of the Philippines

and corresponding implementing rules and regulations.

IV. INTERAGENCY PARTNERSHIP

To ensure the effective enforcement of eliminating dog meat trade, an inter agency/multi-sector partnership shall be created consisting of the following:

- Bureau of Animal Industry- Animal Health & Welfare Division+ : Chairman
- National Meat Inspection Service
- Department of Health
- Department of Interior and Local Government
- LGUs with active /known DMT presence in their area as members
- Philippine National Police
- Animal Kingdom Foundation, Inc.

V. OBLIGATIONS OF THE PARTIES

To carry-out the state policy on the fight against the trade of dogs for their meat, The Bureau of Animal Industry, Department of Agriculture, the Department of Interior Local Government, National Meat Inspection Service, and Animal Kingdom Foundation commits to undertake the following undertakings:

1. Administer and implement the state policies declared under the above-mentioned laws, through the following activities:
 - a. Firm Policy Statement against the trade of dogs for meat;

- b. Strong and consistent IEC campaign against the trade of dogs for their meat, campaign on stray animal control or Responsible Pet Ownership (RPO), and Rabies Control Programs;
 - c. Close coordination and cooperation with NGOs and other stakeholders in the campaign to end the illegal and inhumane trade;
2. Update and Improve Database on all dog meat trade cases; and
 3. Provide support in the rescue of dogs and prosecution of offenders.

VI. STRATEGIC GOALS

1. The inter agency/multi-sectoral team leading the way to ensure an effective enforcement shall:

- 1.1 Initiate, enhance and facilitate coordination meetings including forums, seminars and discussions;
- 1.2 Craft and implement IEC modules, materials, trainings, seminars to educate the public
- 1.3 Implement local activities and programs in coordination with the local government units
- 1.4 Cooperate and take active role in the apprehension of dog and dog meat traders
- 1.5 Cooperate and take active role in the prosecution of offenders;
- 1.6 Establish guidelines in setting a DMT free LGU

2. Ensure a speedy and quality disposition of Dog Meat Trade cases through strong collaboration with the Department of Justice, Philippine National Police and LGUs

- 2.1 Mutual assistance in the gathering of leads and information about the illegal operation and proliferation of the dog and dog meat traders;
- 2.2 Conduct of operation by AKF as lead surveillance and operative together with the PNP;
- 2.3 Turn over of rescued dogs to the AKF Rescue Center Facility for rehabilitation and care;
- 2.4 Filing and monitoring of cases
- 2.5 Regular reporting of cases to the DA-BAI

3. Effective implementation of the Meat Inspection Service Provisions on Dog Meat

- 3.1. Cooperation in the stopping of proliferation and selling of dog meat as food in the restaurants and eateries;
- 3.2. Regular Inspection of facilities including transport
- 3.3. Conduct of meat testing to identify dog meat
- 3.4. Cooperation in the establishment of check points
- 3.5. Crackdown and monitoring of markets and eateries by the LGU

4. Strengthen Legal and Policy Infrastructure

- 4.1 Local government units to come up with local ordinance to prohibit the trade of dogs for meat, including the selling of dog meat, cooked and processed food in restaurants, eateries and the like;
- 4.2 Non-issuance and revocation of LGU business permits and licenses, as well as, imposition of penalties and sanctions for violators of the laws.
- 4.3 Establishment of incentives and rewards system

5. Establish and maintain Program Sustainability

- 5.1. Conduct field visits and evaluation surveys
- 5.2. Conduct program validation activities
- 5.3 Conduct periodic review and program assessment
- 5.4 Tie up local programs and related undertakings with national celebrations and activities

6. Time Table: Elimination of the trade of dogs for its meat by 2020

We take as a challenge to institute and concretize the national action plan to achieve a dog meat trade free Philippines by 2020. With the establishment of framework, national support and collaboration with LGUS and the NGOs actively campaigning to eradicate the inhumane and perilous trade, the targeted time is achievable.

7. Covered Areas

Areas of focus include, the CALABARZON and nearby LGUs, some areas in Region 1, II, III, National Capital Region, and Cordillera Administrative Region, as known areas where dog meat selling and eating proliferate.

8. Plan of Action:

The National Plan of Action has been divided into three approaches:

- a. Legal and Institutional Framework –to address policies and legal basis deficiencies;
- b. Communication Management- to address lack of awareness and promote education and capability building;
- c. Institutional Support and Development Services – to facilitate implementation, identify budgetary requirements and other logistical support towards plan implementation and program sustainability.

8.1 Detailed Plan of Action

Detailed Plan of Action is attached as Annexes and forms part of this National Action Plan

9. Funding

The funding requirements for the implementation of this National Plan of Action on animal welfare and anti-rabies campaign shall be sourced mainly from the annual appropriations of the Bureau of Animal Industry and Department of Agriculture. The National Meat Inspection Service, on the other hand, shall fund activities against hot meat of dogs. Further, consistent with the provisions of the Animal Welfare Act otherwise known as RA 8485 as amended by RA 10631, particularly Section 3 thereof on the duty of the government agencies to assist the Director of the Bureau of Animal Industry when called upon for assistance, the agencies called shall likewise source funding from their internal appropriations.

8.1.a LEGAL AND INSTITUTIONAL FRAMEWORK

Goal	Issues and Concerns	Strategies	Time Frame	Responsible Agencies
Institutionalize Prohibition of trade of dogs for their meat	lack of LGU awareness on various relevant laws	<ul style="list-style-type: none"> a. incorporate AW laws in the conduct of trainings/workshops and similar activities b. Seek audience with the Leagues of Local Govt activities ie conventions, seminars and other capability building activities c. Conduct of fare session, focus discussions 	on-going with long term outcomes	LGU, DILG
	Absence of dog meat trade elimination ordinance	Development of template/model ordinance to include the following: 1. Inspection requirement of business establishment prior to issuance of business permit; 2. Adoption of DA-BAIs regulations on shipping and transport; 3. Limitation of dog ownership per family with proof of capability to support; 4. Include prohibition on dog meat trade and selling of dog meat delicacies in restaurants include registration and 5. Spay and neuter	On-going and to be proposed	DA-BAI, LGU, NGO
		Enhancement of LGU ordinance on anti rabies program	2016 ongoing	LGU
	Lack LGU support	Incorporate animal welfare implementation in the seal on local good governance program	On-going with long term outcomes	DILG, LGU
		Develop program on rewards and incentives to encourage vigilance and reporting of dog meat traders	2016 - 2020	DA-BAI, DILG, LGU
	Low LGU compliance with national regulations	Intensification of Dog Meat Trade campaign through reiteration of national issuances	2016 - 2020	DA-BAI, DILG
	Fragmented implementation on the DMT regulation	Harmonize and intensify coordination cooperation among concerned agencies, NGOS and POS through MOU and other joint issuances	2016 - 2020	DA-BAI, DILG, LGU, NMIS
	DMT considered as source of income	Encourage LGU to develop and conceptualize alternative livelihood program	2016 - 2020	DA-BAI, DILG, LGU

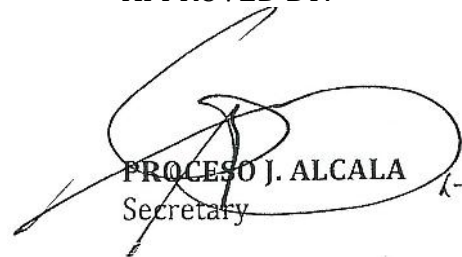
COMMUNICATION MANAGEMENT				
Goal	Issues and Concerns	Strategies	Time Frame	Responsible Agencies
A higher level of understanding and awareness on Dog meat trade elimination is promoted and achieved through effective communication, education and training.	A. Insufficient information dissemination, education and advocacy strategy	A. Gathering of Communication Research baseline information on stakeholders understanding (KAP Survey)	1 st three months of implementation Every year at the course of implementation	DA-BAI, LGUs, DepEd, DTI, LGUs (veterinary officers)
		B. Intensify Media and Communication Campaign (planning and implementation to develop specific approaches for the elimination of dog meat trade in the Philippines) Suggested approaches include: 1. use of broadcast and print media 2. use of social networks (Facebook, Twitter, etc.) and E-portals 3. use of slogan “don’t kill your best friend” 4. positive reinforcement campaign (champions or ambassadors against dog meat trade) 5. incentive programs to encourage vigilance and reporting of unscrupulous	2016 - 2020	DA-BAI, NGO, LGU

		dog trade for meat in the communities		
	B. Insufficient knowledge by the Animal Welfare Officers and local veterinarians on their roles and responsibilities in the fight against trade of dogs for meat	C. Conduct of Capacity Building activities, such as but not limited to: 1. trainings and seminars 2. collaboration and strengthening of networks 3. Expand government participation in program implementation involving DOH, DepEd, and other concerned agencies. - engage international stakeholders to support the Philippine campaign on dog meat elimination - Coordinate with the barangay officials regarding DMT during barangay assemblies - Inclusion of information dissemination function of multi-agency task force (DILG, NMIS, LGUs, PNP, DA-BAI)	2016- 2020	DA-BAI, DILG, LGU, NGO
		Proper identification of capability building of participants		DA-BAI, LGU

INSTITUTIONAL SUPPORT AND DEVELOPMENT SERVICES

Goal	Issues and Concerns	Strategies	Time Frame	Responsible Agencies
Institutionalized structural set up	Absence of structure to implement program	Proper identification of concerned agencies to implement Develop and organize taskforce both national and LGU through Special Orders and other Department Issuances	2016 - 2018	DA-BAI, RFUs, DILG, LGU
		Capacitate members of the task force through attendance to trainings and seminars	2016 - 2020	DA-BAI(Through ATI)
	Inadequate facilities	LGU to comply with dog pound establishment and quarantine	On-going; Some dog pounds are complying	LGU
		Augment animal quarantine checkpoints and creation of roving/surveillance teams	2016 - 2020	LGU, PNP, NMIS, DA-BAI
	Inadequate institutional and legal support	Provision of Legal Assistance and support mechanism	2016 - 2020	LGU, DA, NGO
	Absence of laboratory facility to identify dog meat	Establishment of Central laboratory facility (NMIS)	2016, PCR equipment with NMIS donated by Animal Kingdom Foundation	NMIS, NGO
	Absence of advocacy materials	Development of training modules Enforcement guidelines and operation manuals	With long term outcomes	DA/BAI, LGU, NGO

APPROVED BY:



PROCESO J. ALCALA
Secretary