



Republic of the Philippines
OFFICE OF THE SECRETARY
Elliptical Road, Diliman 1100 Quezon City

May 26, 2022

Administrative Circular

No. 05

Series of 2022

SUBJECT: GUIDELINES FOR THE HUMANE USE OF ANIMALS IN THE MEDIA AND ENTERTAINMENT

Whereas, Section 1 of RA 8485 states that the purpose of said Act is to protect and promote the welfare of all terrestrial, aquatic and marine animals in the Philippines by supervising and regulating the establishment and operations of all facilities utilized for breeding, maintaining, keeping, treating, or training of all animals either as objects of trade or as household pets.

SECTION 1. BASIC PRINCIPLES AND GUIDELINES

- 1.1 These guidelines prescribe the standard of care that the film, advertising, and television production industries should provide to animals used in film and media.
- 1.2 These guidelines apply to all animals used in media and movie production, whether wild or domesticated, provided that the animal is brought on the production set or removed from its natural habitat or the normal operations of a registered animal facility or for veterinary care, for filming or photography for entertainment purposes, including those animals used as background or off-camera to attract the attention of another animal being filmed.
- 1.3 Animals once brought abroad for filming will no longer be subjected to the herein rules.
- 1.4 Circuses, aquatic and marine mammal shows, dog shows, cat shows, bird shows, livestock, poultry and wildlife exhibitions and other animal-related events shall not be covered by this administrative circular.
- 1.5 Animals are not props - even if they are supplied by the props department.
- 1.6 No animal shall be injured, harmed, inhumanely treated or killed in connection with film making, entertainment, or media production.
- 1.7 No animal shall be subjected to cruelty or inhumane treatment in order to elicit a performance.
- 1.8 Although it may be permitted for necessary veterinary care, general anesthesia and sedation are high-risk procedures and are prohibited for the sole purpose of filming or entertainment.
- 1.9 Any scene depicting harm to animals must use animal substitutes and/or be simulated.

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- 1.10 Reality or non-scripted entertainment acceptable to these guidelines may only include scenes that do not show real harm to a live animal.
- 1.11 The Bureau of Animal Industry - Animal Health & Welfare Division (BAI-AHWD) will uphold all applicable administrative orders or circulars, and implementing rules and regulations and laws regarding animal welfare RA 8485 and RA 10631.
- 1.12 The Five basic needs of animals must be respected at all times:
 - a. For suitable environment;
 - b. For proper diet;
 - c. To be able to exhibit normal patterns of behaviour;
 - d. To be guarded against fearful and distressful situation;
 - e. To be protected from pain, suffering, injury and disease.

SECTION 2. DEFINITION OF TERMS

- 2.1 *Animal* refers to all sentient terrestrial, aquatic and marine animals in the Philippines. This shall include all animals within the Philippine archipelago, its atmosphere, its interior water and maritime zone.
- 2.2 *Animal-Event Clearance* refers to the BAI document granting authorization to film and media companies and outfits in filming animals for media and entertainment purposes for a declared duration of the project.
- 2.3 *Animal-Event Organizer Registration Certificate* refers to the BAI document granting authorization to film and media companies and outfits who intend to use any animal for media or entertainment purposes.
- 2.4 *Animal-Event Veterinarian* refers to a veterinarian duly registered at the Bureau of Animal Industry (BAI) who shall possess a valid Professional Regulation Commission (PRC) ID and an updated Professional Tax Receipt (PTR).
- 2.5 *Animal Facility* refers to structures or premises used for the purpose of caring, breeding, rearing, holding, gaming, training, trading, treating, and exhibition such as but not limited to farms, zoos, aviaries, apiaries, kennels, race tracks, cockpits, grooming facilities, pet shops, pounds, animal rescue centers, airport and seaport quarantine stations, animal holding facilities, stables, livestock markets, slaughterhouses, veterinary clinics, and veterinary hospitals and any facility that may directly deal with animals.
- 2.6 *Animal Handler* refers to any person responsible for feeding, watering, cleaning, manipulating, loading, crating, shifting, transferring, immobilizing, restraining, treating, training, working or moving any animal. The term '*animal handler*,' includes, but is not limited to, animal coordinators,

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wranglers, historic re-enactors and any other cast or crew member or private party providing or taking responsibility for an animal – for example, the props or stunts department. Animal handlers may include vets who are on set for the purpose of ensuring the health of the animals.

- 2.7 *Animal Provider* refers to private party supplying animals. The term animal supplier and animal provider can be used interchangeably.
- 2.8 *Animal Substitutes* refers to fake animals, animatronics, computer generated images (CGI) and other techniques used to simulate live animals.
- 2.9 *Filming* - refers to the activity of shooting the scenes of a movie, television show or advertisement, either video or photography.
- 2.10 *Harmed* refers to the physical injury or damage, having had pain or suffering, inflicted upon animals.
- 2.11 *Humane* refers to an emphasis on humanistic values and concerns which are characterized by kindness, mercy or compassion.
- 2.12 *Inhumane* refers to lack of pity or compassion for another living being.
- 2.13 *Media and Entertainment* refers to various means of communication. For purposes of this circular, media shall include film, television shows/drama, motion pictures, theatre, webcasts and multimedia, music videos, training and marketing videos and advertisement production. These also include photoshoot, print, video clips intended to be posted in social media for commercial and advertisement purposes.
- 2.14 *Prop* refers to an object used by a performer or actor or used to create a certain effect in a play, movie, ad or any production.
- 2.15 *Revocation* refers to the imposition of administrative sanction as a consequence to an offence, wherein authorization to film animals for media and entertainment purposes is cancelled or revoked.
- 2.16 *Suspension* refers to the imposition of administrative sanction as a consequence to an offence, wherein authorization to film animals for media and entertainment purposes is temporarily withheld for a specific time frame.
- 2.14 *Simulated/Staged* refers to either an animal or the activity of an animal that is created or enhanced by artificial technical means, including but not limited to one or a combination of the following: animatronics, puppets, camera angles, split screen, computer generated images, (CGI) and similar techniques such as using old footages filmed prior to the approval of this A.O. Simulated/staged action may also include the careful choreographing of live animal action to create the illusion of risk. In simulated/staged action, the production avoids placing the live animal in jeopardy.

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SECTION 3. RULES PRIOR TO FILMING

3.1 All film and media companies and outfits who intend to use any animal for filming or entertainment purposes on set and outside the natural habitat of the animal, must first obtain a prior Animal-Event Clearance from the BAI, on each project that an animal is used.

3.1.1 Application Procedure

The entity shall submit duly accomplished Animal Event Clearance Application Form together with the following minimum requirements:

- Accomplished Animal Event Veterinarian Agreement Form
- Copy of show organizer certificate of registration
- Mayor's Permit for renewal registration or Business Name Registration with DTI/SEC/CDA
- Copy of Animal Event Veterinarian certificate of registration
- Copy of animal supplier or provider and organizer agreement

3.1.2 The validity of clearance shall be based on the declared duration of the project using animals

3.1.3 Grounds for Cancellation and Suspension of Clearance

- Misrepresentation of any material fact in the application for clearance and in any documentation used as a basis for issuing the clearance.
- Failure to take adequate remedial or corrective measures recommended by the Animal Event Veterinarian for deficiencies identified in accordance with the requirements of the BAI.

3.2 The producer, media company, or film outfit must designate an independent licensed veterinarian, chosen from the list of registered animal event veterinarians with the BAI- AHWD, who must be present at all times when an animal is used on set or location during filming. Personnel of the BAI with written authority, Animal Welfare Enforcement Officers (AWEOs), should be granted visitation rights and access at all times during the filming with the animal, whether requested or not.

3.3 Film production and media and entertainment companies should only use animal breeders or providers and handlers who are knowledgeable about the species of animal to be used and familiar with set protocol. Only breeders or animal providers that are registered with BAI may be used, and for wildlife only those facilities which are registered with and have permits from the DENR. It is the responsibility of the film production company or media outfit to ensure that their animal providers and breeders that are used for their shows and movies are BAI or DENR registered, reputable and compliant with all the laws, rules, and regulations on animal welfare.

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- 3.4 It is the joint responsibility and liability of the producer, director, handlers, providers, and owners of the animals to ensure that they comply at all times during the filming with and use of the animal, with all laws, rules and regulations on animal welfare, including but not limited to RA 8485 as amended by RA 10631 and their implementing rules and regulations. It shall be the responsibility of the animal provider, handler, supplier and/or owner to safely and humanely transport the animal to and from the set, studio, or filming site, in accordance with sec. 4 and its sub-sections, of the implementing rules and regulations of RA 10631
- 3.5 A sufficient number of adequately trained animal handlers, as determined by, or agreed with, the BAI-AHWD should be used to protect the cast, crew and animals.

SECTION 4. DURING FILMING

- 4.1 Film makers, producers, directors and media outfits shall comply at all times with sec. 6 and its sub-sections of the implementing rules and regulations of RA 10631, on proper treatment, care, handling, transport, and prevention of cruelty to animals.
- 4.2 Animals should never be left unattended or unsecured in a manner that would be unsafe or uncomfortable for the animals.
- 4.3 Animals shall not be left in the care of any person who is inexperienced in the proper care of the animals.
- 4.4 Only animals that are in good physical and behavioral condition for work shall be used. Pregnant and sick animals shall not be used.
- 4.5 An animal shall not be used if in the animal event veterinarian's judgement, the animal is not in an appropriate physical or psychological condition. The animal event veterinarian has the authority to have any animal removed, if in his/her judgment, the animal is physically or psychologically unfit at the time of or during the filming
- 4.6 Animals shall be trained and prepared in advance to perform the required action.
- 4.7 Animals working with any other animal and/or species shall be given the appropriate time to acclimate with each other and with the film environment.



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SECTION 5. ROLE OF BAI-AWHD / PRESENCE OF BAI REPRESENTATIVE

5.1 Pre -Production.

- 5.1.1 The BAI-AHWD or authorized representative can provide assistance to evaluate risk factors
- 5.1.2 Collaborate and provide its recommendations to determine safe options and alternatives
- 5.1.3 Provide access to information on various species, humane issues and animal welfare experts

5.2 On Set

- 5.2.1 The BAI AHWD or authorized representative shall provide advice on the humane treatment of animals, and animal safety.
- 5.2.2 BAI shall observe, implement, and enforce this rule on set.

5.3 Post-Production

- 5.3.1 BAI shall evaluate the film and address the public response and inquiries to issues on animal welfare.
- 5.3.2 BAI shall render assistance and act as liaison with media, regulatory agencies and individuals requesting information concerning the use of animals in the film or show and action taken, if any.

SECTION 6. DUTIES AND RESPONSIBILITIES OF ANIMAL-EVENT VETERINARIANS

- 6.1. The Animal-Event Veterinarian shall be present during the entire duration of the activity to conduct rounds, to attend to emergencies, and shall ensure that relevant provisions of the animal welfare laws, its revised implementing rules and regulations and related administrative issuances are complied with accordingly.
- 6.2. The Animal-Event Veterinarian shall examine all animals before entering the filming area. This examination shall include among other things, the physical fitness of the animal, the presence or absence of a communicable disease, evidence of maltreatment or cruelty or uncontrolled aversive behavior and required vaccinations by the BAI.
- 6.3. The Animal-Event Veterinarian shall ensure that any cases of maltreatment, neglect or cruelty in the animal-event site shall be dealt with, acted upon and immediately reported to the law enforcement authority.
- 6.4. After every animal-event, a post activity report shall be submitted by the animal-event

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veterinarian to the BAI certifying compliance with the animal welfare laws, implementing rules and regulations and other related administrative issuances.

6.5. Failure to submit after-activity report may result to the non-renewal of animal-event veterinarian registration.

SECTION 7. ANIMAL VACCINATIONS AND ZONNOSES

- 7.1. All animals used in filming, shows and media must have proof that they had been given updated anti-rabies vaccination, if applicable, in compliance with the anti-rabies law RA 9482.
- 7.2. The animal event veterinarian must likewise attest that the animals used are free from all types of Zoonoses prior to the filming or use of the animal.
- 7.3. The animal event veterinarian shall be responsible for treating all cases of animal injuries on the set during filming and shall ensure that the incident, animal, owner, and show or producers are included in a report.

SECTION 8. RISK AVOIDANCE AND USE OF SIMULATIONS AND STAGED SCENES

- 8.1. When scenes require depiction of violence or may result in injury or death to the animal, or otherwise place the animal in danger, such scenes must be simulated or staged.

SECTION 9. POST PRODUCTION AND EXHIBITION

- 9.1. The animal event veterinarian shall be required to submit a post production report under oath to the BAI-AHWD regarding the filming and show, which shall state his/her findings and observations thereon, and any notable incidents, if any, within three days from conclusion of duty.
- 9.2. The film producer, director, or similar responsible individual from the film maker, may submit a written attestation after each filming or show to the BAI-AHWD wherein an animal was used, attesting that no animals were harmed in the filming and no cruel or inhumane acts were inflicted upon the animal. Alternatively, the film or show may indicate the foregoing attestation in the film or show's credits.
- 9.3. If the animal event veterinarian or any source would flag the film as depicting animal cruelty scenes, then the BAI, or any AWEO may request the film maker or producers or the MTRCB for a private viewing of the film or show.

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- 9.4. The BAI, AWEOS, or any NGO or private citizen are authorized under this rule to initiate and file any action, whether criminal, civil or administrative against any film producer or maker, or show, which depicts animal cruelty in violation of pursuant to RA 8485 as amended by RA 10631 and the implementing rules and regulations.
- 9.5. BAI is authorized to act upon any complaint or motu proprio, for violation of animal welfare under this rule against any film producer, maker, show or media outfit, and as such BAI may cancel, disapprove, withdraw, revoke, or further refuse issuance of any permit to any person or juridical entity which is found to have violated this rule, consistent with due process.

SECTION 10. SANCTIONS FOR FILM AND MEDIA COMPANIES/OUTFITS AND ANIMAL EVENT VETERINARIANS

- 10.1. The BAI Director thru the Animal Health and Welfare Division shall conduct investigation to an offense.
- 10.2. Upon issuance of the Notice of Violation/ Show Cause Order, the Animal-Event Organizer/Veterinarian shall be given three (3) days to submit a verified Explanation, addressed to the Director of the BAI.
- 10.3. The BAI Director, by virtue of Section 3 of RA 8485/ RA 10631, upon finding that there had been violation to any provisions of the animal welfare laws and issuances shall impose administrative sanction either by suspension or revocation of authorization (i.e. - Animal-Event Veterinarian Registration Certificate, Animal-Event Organizer Registration Certificate and Animal-Event Clearance).
- 10.4. The following are grounds for Suspension or Revocation of authorization:
- 10.4.1. Misrepresentation of any material fact in the application for authorization and in any documentation used as a basis for issuing the authorization;
 - 10.4.2. Failure to take adequate remedial or corrective measures for the deficiencies identified in the application;
 - 10.4.3. Any other violation of this Administrative Circular;
- 10.5. The decision to impose between suspension and revocation depends upon the effect or result of the offense to the health and welfare of the animals concerned and the nature of the complaint.
- 10.6. Revoked authorization may only be re-applied after three (3) years;
- 10.7. Animal-event veterinarians found guilty of misrepresentation or submitting false reports shall be sanctioned in accordance to RA 9268 "The Philippine Veterinary Medicine Act of 2004". Said violation shall be reported to the Philippine Veterinary Medical Association (PVMA). The PVMA, as an institutional member of the Department of Agriculture Committee on Animal Welfare (DA-CAW) shall facilitate the filing and processing of appropriate complaints upon endorsement by the BAI.

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10.8. Any appeal shall be addressed to the Secretary of the Department of Agriculture thru the Committee on Animal Welfare.

SECTION 10. PENAL PROVISIONS

Violation of any of the provisions of this Rules and Regulations may be subject to liabilities under RA 8485 as amended.

SECTION 11. SEPARABILITY CLAUSE

If any provision of this Order is declared unconstitutional or invalid, the remaining portions thereof which are not affected thereby shall continue to be in full force and effect.

SECTION 12. REPEALING CLAUSE

All existing Administrative Circulars, Rules and Regulations or parts thereof which are inconsistent with the provisions of this order are hereby repealed or modified accordingly.

SECTION 13. EFFECTIVITY

This order shall take effect after fifteen (15) days following the completion of its publication in a newspaper of general circulation. Three certified copies shall be submitted to the National Administrative Register at the University of the Philippines Law Center.


WILLIAM D. DAR, PhD
Secretary



DA-CO-OSEC-AC20220526-00002

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ANNEX A

REILDRIN G. MORALES, DVM, MVPHMgt.
 Officer-in-Charge, Director
 Bureau of Animal Industry
 Visayas Avenue, Diliman
 Quezon City

Attention : **IMELDA J. SANTOS, DVM**
 Chief, Animal Health & Welfare Division

Dear Sir/Madam:

The _____
 (Name of Animal Event Organizer)

with address at _____

and BAI Registration No. _____, dated _____, 20__

will film a _____ uat _____.

The following BAI-AHWD Accredited Veterinarian have agreed to act as our Show Veterinarians and conform to be present during the specified dates of the animal show :

	Name	Number		Signature
		PRC	PTR AHWD	
1.	_____			
2.	_____			
3.	_____			

This signed document is submitted as a requirement prior to the issuance of permit/s to conduct the animal show on the dates we have requested.

Very truly yours,

 Signature over Name of Representative

 Name of Organizer

Date : _____



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Annex B

AGREEMENT

I, _____ with PRC License No. _____
and PTR No. _____ dated _____ with address at
_____ hereby agree to perform the following
duties and responsibilities as an Animal Event Veterinarian:

1. Check, monitor and ensure the health and welfare of the animal before, during and after the media production;
2. Implement measures as per amended Animal Welfare Act, its implementing rules and regulations; and related DA Administrative issuances;
3. Ensure that the animal has a valid Veterinary Health Certificate;
4. Prepare and submit to BAI-AHWD a post production report regarding the filming, which shall state findings and observations thereon, and any notable incidents within three days from conclusion of duty.

In the event that the conditions above are not complied with, this Office reserves the right to revoke the registration issued to the above veterinarian.

CONFORME:

ATTESTED BY:


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