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SAPA

SOUTH AFRICAN
PREDATOR ASSOCIATION

RESPONSIBLE CUSTODIANS | BREEDING | HUNTING

FOR IMMEDIATE RELEASE

1 April 2025

South African Predator Association (SAPA) Welcomes Ruling on Misleading Government Advertisement

The South African Predator Association (SAPA) lodged a formal complaint with the Advertising Regulatory Board (ARB) concerning a live-read advertisement broadcast by the Department of Forestry, Fisheries and the Environment (DFFE) on RSG during December 2024.

The advertisement informed listeners that the DFFE and Minister Dr. Dion George invites individuals in possession of lion bones and other parts to register their interest in voluntarily exiting the "**canned lion hunting industry**". SAPA submitted a comprehensive document arguing that this advertisement was **misleading and potentially inflammatory**. Our primary contention was that while canned hunting is illegal, the captive breeding and hunting of lions are strictly regulated within a clear legislative framework. By indiscriminately linking all possessors of lion bones to the "canned lion hunting industry," the advertisement created an **unjustified and irresponsible nexus** that tarnished the reputation of legitimate operators, who adhere to South African law.

SAPA emphasized that there is a clear distinction between legal and strictly regulated captive lion breeding and hunting programs, and the illegal practice of canned lion hunting. The advertisement's broad terminology failed to acknowledge this crucial difference, causing **unnecessary damage to the standing of law-abiding entities** within the sector.



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SAPA welcomes the decision from the Directorate of the Advertising Regulatory Board (ARB), which **upheld our complaint**. The ARB found the advertisement to be **misleading and disparaging** in terms of Clause 6 of Section II of the Code of Advertising Practice. Consequently, the ARB has instructed its members not to accept or publish the advertisement using the words "**canned**" or "**geblikte**".

This ruling underscores the critical importance of **accountability in advertising**, especially concerning official government communications that can significantly impact the perceptions and reputations of entire industries. **Advertisements must be accurate and avoid misleading implications** that can unjustly harm legitimate operations. SAPA believes this decision serves as a reminder that all advertising, regardless of the advertiser, must adhere to ethical standards and respect the legal frameworks governing various sectors.

Kind regards,

A handwritten signature in black ink, consisting of several overlapping loops and a vertical stroke, positioned above a horizontal line.

Hannes Wessels

SAPA President

South African Predator Association

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