

HELP SAFEGUARD PETS IN YOUR AREA

Thank you for taking to time to consider what you can do to help pets in your area and across the country. What follows is a document created by PIJAC Canada to assist concerned pet people make a difference.

1. Who is PIJAC Canada
2. What you should expect to from a reliable source
3. What can you do to help pets in your area
4. National Codes of Conduct

The Pet Industry Joint Advisory Council of Canada (PIJAC Canada) is a national organization dedicated to promoting the highest level of pet care attainable and equitable representation for all sectors of the Canadian pet industry. We are not an enforcement agency. Our role is to offer guidance to pet business in Canada. A more detailed description is provided at the end of this document.

Our industry plays an important role in the wellbeing of Canada's pets. As the association representing the industry we believe the solution to substandard operations lies in the implementation of a Province-wide regulation that would result in the inspection and the licensing of all pet establishments (stores, shelters, breeders, kennels). This treats all pet establishments fairly by holding all of them to the same standards. As a result this will be a big step in helping to ensure Canada's pets are properly cared for.

The provinces of [Manitoba](#) and [New Brunswick](#) both implemented similar legislation in 2010. This all encompassing approach treats all sources equally, fosters collaboration between them and helps to weed out disreputable ones who are unable to meet the agreed upon standards.

WHAT YOU SHOULD EXPECT FROM A RELIABLE SOURCE

Reliable sources are accountable. They operate at a fixed address, provide medical records, offer expert advice, provide comprehensive written warranties and an after sale support.

• **Reliable sources are answerable to the public and the city for all the animals they sell.** They comply with all the requirements stipulated under existing provincial and federal animal protection legislation.

• **Reliable sources promote the benefits of responsible pet ownership.** Caring for a pet is a wonderful experience. In an age that is more and more digital and impersonal, promoting the human animal bond becomes even more important. Reliable sources play an important role in promoting responsible pet ownership and the human animal bond.

Pet Industry Joint
Advisory Council

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• **A reliable source's success depends on positive relationships with their customers.** For a reliable source to stay in business today, they must develop strong client trust. They accomplish this by doing everything in their power to maximize their client's pet ownership experience. They achieve this by offering quality pets, pertinent advice on their care and husbandry and by providing good after-sale support. Offering poor quality animals is bad for business.

• **Reliable sources are part of the solution.** Communities and their municipal councils need strong partnerships to help them address pet related issues. Reliable pet sources working together can help support their municipalities in their efforts to address the wellbeing of pets in their communities by taking a leadership role in educating their clients and others in their area.

WHAT YOU CAN DO TO HELP SAFEGUARD PETS

Animal welfare is everybody's business!

1. Make sure the animal you are considering bringing into your home is the right one for you. Does it work with your lifestyle, the rest of your family, your cheque book?
2. Only buy from a responsible source
3. Ask the right questions ([see New Addition to the Family checklist](#))
4. Write your local member of parliament and ask them to establish across the board licensing for all pet establishments.

Contact Info for Provincial Members of Parliament

[British Columbia](#)

[Alberta](#)

[Saskatchewan](#)

Manitoba - **DONE**

[Ontario](#)

[Quebec](#)

New Brunswick - **DONE**

[Nova Scotia](#)

[Newfoundland & Labrador](#)

[Prince Edward Island](#)

[Yukon](#)

[Northwest Territories](#)

[Nunavut](#)

NATIONAL CODES OF CONDUCT

PIJAC Canada is leading the charge towards the development of a set of National Codes of Conduct for all pet establishments. With the support of the Canadian Veterinary Medical Association, the Canadian Kennel Club, the Ontario SPCA and the Calgary Humane Society, the first phase of the National Codes of Conduct will be presented at the 2011 International Summit for Urban Animal Strategies this fall.

Additional Resources:

[Why do pets end up in shelters?](#)

PIJAC Canada

The Pet Industry Joint Advisory Council of Canada is a not for profit organization with voluntary membership. The association offers education and guidance to pet industry businesses, but does not have any law enforcement powers. If we become aware of a member who is not in accordance with our association's recommended code of practice we choose to first take a positive and pro-active approach by engaging the member, and offering guidance and assistance in helping them to correct the situation. It is through collaboration and supportive guidance that changes can be made.