

Purchase or Adopt?

Ask the right questions before you shop.



Because Animal Welfare is Everybody's Business

WHO IS PIJAC CANADA

The Pet Industry Joint Advisory Council of Canada (PIJAC Canada) is a not for profit, national organization dedicated to promoting the highest level of pet care attainable and equitable representation for all sectors of the Canadian pet industry. 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.

WHAT IS OUR ROLE

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 Quebec, Manitoba and New Brunswick have implemented similar legislation in the last 3 years. 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.
- 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.

Advisory Council Conseil consultatif mixte de l'industrie des animaux de compagnie

Pet Industry Joint

• Reliable sources are part of the solution. Communities and their municipal councils nelection of the solution. Communities and their municipal councils nelection of them address pet related issues. Reliable pet sources working www.pijaccanada.com 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 Tel: 613.730.8111

Toll Free: 800.667.7452 Fax: 613.730.9111

FOR MORE INFORMATION

To speak with PIJAC Canada President and CEO Louis McCann, please contact PIJAC Canada at 800-667-7452 or executiveoffice@pijaccanada.com

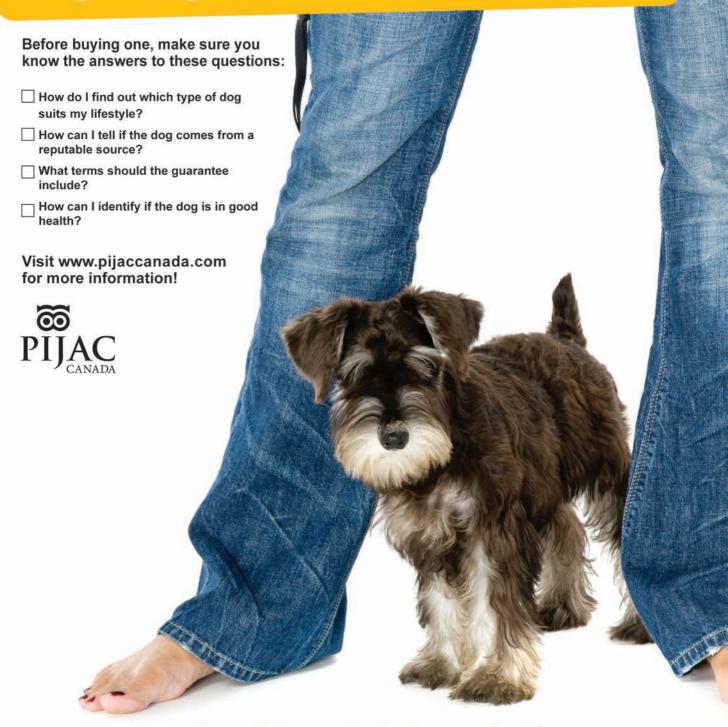


Louis McCann Executive Director PIJAC Canada

Louis McCann has spent the last 35 years working in the pet sector. At the age of 16 he began working for the Montreal SPCA cleaning kennels. After achieving his Bachelor of Science with a major in wildlife management Louis worked his way through the ranks of the SPCA becoming the Director of Cruelty Investigations and Director of the Wildlife Department. In addition to his directorial duties Louis was also the society's media spokesperson and representative in the area of municipal animal control. In 1991 Louis became the Executive Director for the Pet Industry Joint Advisory Council of Canada (PIJAC Canada). For almost two decades Louis has been the lead advocate representing the interests of pet businesses in Canada, including; manufacturers, distributors, retailers and pet care service providers. Combining his own expertise with government partners and other pet welfare

organizations Louis has raised the bar for the Canadian pet industry. He has achieved this through the development of health protocols, municipal and provincial guidelines, best practice recommendations for businesses and the promotion of sound animal care and husbandry practices in all sectors of the pet industry. From rescuing seals in Montreal harbour to speaking in provincial legislatures across Canada, Louis McCann is one of the foremost authorities on urban animal issues.

Are you ready to welcome a new dog into your home?



To make the right match...
...ask the right questions!

New Addition To The Family?







Congratulations!

You are thinking of inviting a dog into your home as part of your family. A dog can bring much happiness and companionship for many years, and the choice of a dog is an important one. We urge you to consider the following before making this decision:

What Type Of Dog Suits Your Lifestyle?

- •Different breeds, sizes, and temperaments of dogs will influence the type of care and amount of exercise required. Be honest about your ability to provide an appropriate environment for the type of dog that you are considering.
- •Where do you wish to obtain your dog, and is it a reputable source?
- •Before deciding on a dog, have you obtained information regarding health, genetic, and behavioural problems that may impact its well-being?

Do not be tempted to purchase a dog impulsively. Take your time, and do your homework.

The NCAC developed this document to address the issue of puppy mills. You may also want to consult the member organizations* for additional information:

Avoid Purchasing a Dog from a Puppy Mill

A puppy mill is defined by the NCAC as a high-volume, sub-standard dog breeding operation, which sells purebred or mixed breed dogs, to unsuspecting buyers. Some of the characteristics common to puppy mills are:

- a) Sub-standard health and/or environmental issues:
- b) Sub-standard animal care, treatment, and/or socialization;
- c) Sub-standard breeding practices which lead to genetic defects or hereditary disorders;
- d) Erroneous or falsified certificates of registration, pedigrees, and/or genetic background.

Note: These conditions may also exist in small volume or single-breed establishments.

About the NCAC and this document

This document reflects expertise from the *Canadian Federation of Humane Societies www.cfhs.ca, the Canadian Veterinary Medical Association www.canadianveterinarians.net, the Canadian Kennel Club www.ckc.ca and the Pet Industry Joint Advisory Council of Canada (PIJAC Canada) www.pijaccanada.com. Together they constitute the National Companion Animal Coalition (NCAC), which was created in 1996 to promote socially responsible pet ownership and enhance the health and well being of companion animals.

Additional input was provided by the following agencies on this particular project: Agriculture and Agri-Food Canada, the Royal Canadian Mounted Police, the Canadian Food Inspection Agency and Dogs in Canada magazine.

When you are ready to welcome your dog into your home, use this check list to assist you in your decision.

You should be able to check 'yes' to all boxes!

Assessment of the

Facility/Environment: Issues at the Time of Sale: A clean and sanitary environment fosters healthy Buyer beware! Proper documentation protects you dogs. and your dog. ☐ Have you been allowed access to the facilities where Will you be provided with a bill of sale, listing; the dogs are housed? ☐ Date of purchase? ☐ Is the facility clean? ☐ Names of the buyer and seller? ☐ Are food and water available in the dogs' environ-☐ Description of the dog? ☐ Are references supplied upon request? ☐ Purchase price? ☐ Have you been asked pertinent questions to ensure In the case of a purebred dog, will you receive: the compatibility of you (the buyer) and the dog? ☐ A bill of sale stating that the dog is a pure bred and ☐ In the case of a breeding establishment, is the mother naming the breed? (dam) on the premises and available for you to see? ☐ Confirmation the dog has been uniquely identified by microchip or tattoo? ☐ Confirmation of a valid certificate of registration* of Health Issues and Physical the parents, litter (when applicable) and dog that you Appearance of the Dog: are acquiring? Healthy well-socialized puppies have an active, open ☐ The total purchase price of the dog? and friendly disposition. Avoid puppies that are overly shy and fearful. Will you be provided with a written guarantee that lists: ☐ Do the dogs have good dispositions? ☐ Specific details of pet return or compensation ☐ Do the dogs appear to be in good health? Below are arrangements in the event of a health problem/illness some of the symptoms that may be of concern: and any time frames that apply? Thin body condition Pot-belly ☐ What is expected of the buyer (i.e. exam by a veterinarian within a certain time frames)? Lethargy •Diarrhea or stained hair around the anus Cough Proudly brought to you by: •Discharge from the eyes or nose ☐ Are copies of health, vaccination certificates and documentation of the dog's last visit to the veterinarian available for you to see? ☐ In addition to the above, when dealing with a breeder, is documentation available confirming formal health clearances for both parents? (Such information is required to reduce the likelihood of transmissible Produced by: diseases and genetic disorders)

^{*}In Canada, a valid registration certificate may be issued by a breed association recognized under the Animal Pedigree Act, including the Canadian Kennel Club, Canadian Border Collie Association, Canine Federation of Canada, Working Canine Association of Canada and the Canadian Livestock Records Corporation.











AAHA Accreditation











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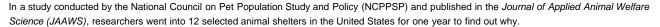
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Why Do Pets End Up in Shelters?

Every day in communities across the US a bond is broken. It's the bond between people and their pets, resulting in millions of pets being surrendered to shelters each year. And little has been known about the reasons why until now.



The results of the study show that the top seven reasons for relinquishment for both dogs and cats are the same. "These commonalties suggest that there may be similar ways to address relinquishment in dogs and cats," says Pam Burney, NCPPSP president. "For people who work in a shelter all day, there isn't always time to look at these issues. We have impressions of what's happening, but now we have objective data that will help us develop specific programs to address the issues that have been identified."

Top 10 Reasons for Relinquishment

Dogs

- Moving
- Landlord not allowing pet
- Too many animals in household
- Cost of pet maintenance
- Owner having personal problems
- Inadequate facilities
- No homes available for litter mates
- Having no time for pet
- Pet illness(es)
- Biting

Cats

- Moving
- Landlord not allowing pet
- Too many animals in household
- Cost of pet maintenance
- Owner having personal problems
- Inadequate facilities
- No homes available for litter mates
- Allergies in family
- House soiling
- Incompatibility with other pets

Specially trained researchers completed confidential individual interviews with pet owners who were relinquishing their dogs or cats to animal shelters. Pet owners were allowed to give up to five reasons for relinquishment. Interviewers did not, however, prioritize the responses. They simply recorded them in the order stated.

Characteristics of Pets Being Relinquished

In addition to the reasons for relinquishment, the study collected data on pets being relinguished.

According to the study:

- The majority of the surrendered dogs (47.7%) and cats (40.3%) were between 5 months and 3 years of age.
- The majority of dogs (37.1%) and cats (30.2) had been owned from 7 months to 1 year.
- Approximately half of the pets (42.8% of dogs; 50.8% of cats) surrendered were not neutered.
- Many of the pets relinquished (33% of dogs; 46.9% of cats) had not been to a veterinarian.
- Animals acquired from friends were relinquished in higher numbers (31.4% of dogs; 33.2% of cats) than from any other source.

- Close to equal numbers of male and female dogs and cats were surrendered.
- Most dogs (96%) had not received any obedience training.

Characteristics of Pet Owners Surrendering Pets

During the confidential interviews, researchers also gathered data on the people surrendering the pets. "Owners represented a broad range of age, ethnicity, education, and income level, indicating continued efforts will need to reach wide and far into communities across the country," say Dr. Mo Salman, the article's senior author.

The NCPPSP Regional Shelter Survey was designed, implemented, and analyzed by six members of the NCPPSP Scientific Advisory Committee. Regional investigators were encouraged to select shelters that were likely to be representative of those in their locations. The selection was also based on a shelter's ability to dedicate time and resources to the project.

The publication of this article represents the first such scientific and public release of relinquishment data from the NCPPSP's ongoing research into pet population issues. "The council has undertaken several important studies to better understand the issue of unwanted companion animals. This problem cannot be solved unless we truly understand it," says Burney. "Without this new data, individuals and organizations can have a clear idea of how to approach these issues most effectively."

As with all research, there are limitations. According to the authors, "the study was designed to describe the animals submitted to shelters. Thus, this set of data has no comparison data from the general pet-owning population. Many factors undoubtedly influence pet relinquishment, and some critical factors may have be omitted. This study represents a beginning of systematic data collection to examine this complex problem. The study is not designed to deal with animals other than those entering shelters, and influences cannot be drawn beyond this population."

The National Council on Pet Population Study and Policy (NCPPSP) is a coalition of 11 of America's foremost animal organizations concerned with the issue of unwanted pets in the United States. It was established to gather and analyze reliable data that further characterize the number, origin and disposition of companion animals (dogs and cats) in the United States; to promote responsible stewardship of these companion animals; and to then recommend programs to reduce the number of surplus/unwanted pets in the United States.

The NCPPSP is composed of the following organizations: American Animal Hospital Association; American Humane Association; American Kennel Club; American Society for the Prevention of Cruelty to Animals; American Veterinary Medical Association; Association of Teachers of Veterinary Public Health and Preventive Medicine; Cat Fanciers' Association; The Humane Society of the United States; Massachusetts Society for the Prevention of Cruelty to Animals; National Animal Control Association; Society of Animal Welfare Administrators.

Note: All content provided on HealthyPet.com, is meant for educational purposes only on health care and medical issues that may affect pets and should never be used to replace professional veterinary care from a licensed veterinarian. This site and its services do not constitute the practice of any veterinary medical health care advice, diagnosis or treatment.





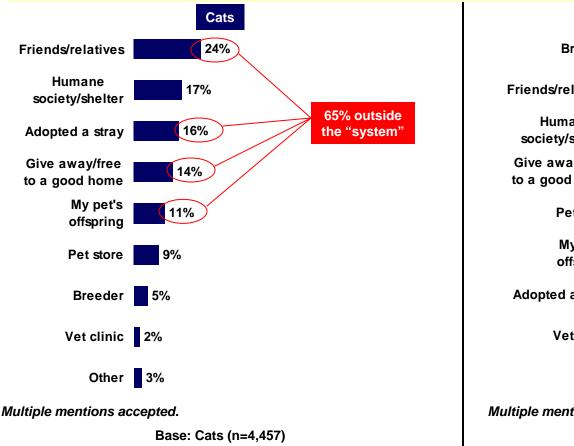
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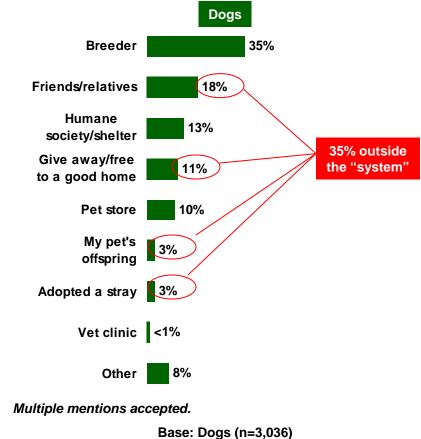
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Origin of Pet

- ◆ Cats originate from a variety of places but most often come from friends/relatives, humane societies, adopted strays or giveaways.
- ◆ Dogs come from these same places but most often come from a breeder.





Q7a. For each pet listed below, please indicate where it came from.

Q7ai/ii. You indicated that your [cat(s)/dog(s)] came from a source not mentioned, please specify.



Arguments Against Banning the Sale of Pets in Pet Stores

PIJAC Canada is strongly opposed to banning the sale of pets as it is completely unwarranted and clearly demonstrates a bias against one specific source from which residents can obtain a pet.

- Pet stores are accountable. They operate at a fixed address, provide medical records, offer expert advice and provide after sale support.
- Pet stores 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.
- Pet stores account for a small number of pets sold. A 2008 Urban Animal Study delivered by Ipsos Reid indicated that 10 % of dogs and 9% cats owned by Canadians came from pet stores. Why create legislation that does not cover the 91% cats and 90% dogs entering communities from outside retail sources.
- Pet stores are viewed as a trusted source of pet care information. A 2009 study on Responsible Cat and Dog owner segmentation in Canada, published by market research firm Kynetec, found that for both cats and dogs, pet stores ranked third behind veterinary clinics as a source of pet care information. Shelters and Humane Societies ranked seventh.

Pet stores have access to training programs through their pet industry trade association: PIJAC Canada. This organization is recognized as a trusted source of information and expertise when it comes to pet care and husbandry. PIJAC Canada has published numerous information handouts geared towards pet store operators and their clientele, on a variety of issues. Education and information helps create responsible owners and responsible citizens. Pet stores play an important role in the dissemination of information.

- Pet stores 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. Pet stores play an important role in promoting responsible pet ownership and the human animal bond.
- A pet store's success depends on positive relationships with their customers. For pet stores to stay in business today, they must develop strong customer loyalty. They accomplish this by doing everything in their power to maximize their customer'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.
- This issue is really about competition. Proponents of this ban expect all pet owners to obtain their pets from Humane Societies and rescue groups. There is no factual evidence or statistical data to suggest that animals from pet stores are more susceptible to disease than those from other traditional sources (local Humane Society, rescue groups, classifieds, Internet). However, a December 2008 study published in the United States* found that overall 51.9 % of cats and dogs from shelters had health problems 1 week after adoption. * JAVMA, Dec. 2008 Vol. 233 No. 11
- Pet stores are part of the solution, not part of the problem. Municipalities need strong partnerships to help them address pet related issues with their constituents. Pet stores can help support the municipality in their efforts to target and deliver their message and also develop legislation that is fair and efficient for everyone.