

# Pet Trade Pathways

National Invasive Species Forum

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# Introduction

- ▶ About myself
  - ▶ Over 40 years working in the pet industry
  - ▶ B.SC. (Agr.) with a major in Wildlife Management
  - ▶ President & CEO of PIJAC Canada



# Introduction

- ▶ About PIJAC Canada
  - ▶ Not for profit member-based trade association
  - ▶ Work on issues as varied as our membership
  - ▶ Issue of AIS on the association's radar since 1998

# Pet Trade Pathways

## ▶ Background

- ▶ Pet trade has been identified as a pathway in itself
- ▶ Most pets unable to survive in our native ecosystems
- ▶ Primary pathway is the pet owner

# Pet Trade Pathways

## ▶ AIS introductions

- ▶ Sources of AIS introduction can be:

### Intentional

- 1 Release of unwanted pets or live pet food
- 2 Outdoor disposal of unwanted plan material

### Unintentional

- 1 Escape of pets or live pet food
- 2 Introduction of hitchhikers
- 3 Introduction when cleaning pet housing and other pet supplies outdoors

# Pet Pathways

- ▶ Greatest risks:
  - ▶ Release by/escape from pet owners
  - ▶ Non-regulated direct sales
  - ▶ Species that are free or inexpensive
  - ▶ Species which grow large and reproduce easily in captivity
  - ▶ Species ecologically suited for the region where they are kept as pets

# Pet Pathways

- ▶ What as been done (information campaigns)
  - ▶ Targeting the retailer (pet store and garden center)
  - ▶ Targeting the consumers
  - ▶ Targeting retail and end user (pet owner)

# Pet Pathways

- ▶ What has been done (support international initiatives)
  - ▶ Pet Pathway Toolkit
  - ▶ Presentation at SBSTTA14



# Pet Pathways

## ▶ Challenges

- ▶ Fear of the message
- ▶ Underutilized distribution channels
- ▶ Markets still untapped
- ▶ Insufficient funds

# Pet Pathways



- ▶ What more is needed
  - ▶ Concerted efforts
  - ▶ Access to new tools for new markets
  - ▶ Increased awareness leads to increased involvement
  - ▶ Expand the present scope of Habitattitude™

# Pet Pathways

- ▶ More information:
- ▶ [www.petpathwaytoolkit.com](http://www.petpathwaytoolkit.com)
- ▶ [Habitattitude™: Getting a Backbone about the Pet Release Pathway.](#)
- ▶ For more information on the pet trade pathway and disease:  
[All Creatures Great and Minute: A Public Policy Primer for Companion Animal Zoonoses.](#)

# Pet Pathways



THANK YOU



**Habitattitude**<sup>TM</sup>

PROTECT OUR ENVIRONMENT

DO NOT RELEASE FISH AND AQUATIC PLANTS