

2022



Report to the Pet Community

Fostering the success of responsible pet businesses and the advancement of pet care.

Our mission

The Pet Industry Joint Advisory Council of Canada provides leadership and communication between all sectors of the pet industry through resources, training, and advocacy to promote the highest level of pet care.

Our vision

To be the leader in the advancement and development of a vibrant pet industry, working together for the well being of pets and their families.

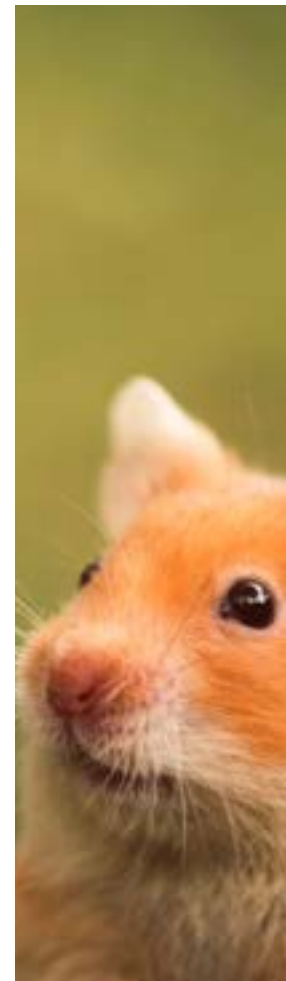


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Message from the President & Ceo, and Board Chair



Christine Carrière
President and CEO

It was so great to see you this year! With a return to our in-person trade shows (fondly referred to at the office as “family reunions”) and face-to-face meetings, we could literally feel the energy in the industry ramp up. The pandemic forced our sector to hit the gas pedal on innovative thinking, and the momentum has not slowed down since resuming normal business. This was abundantly clear with continued advancements in 2022. Environmental concerns are being answered with sustainable packaging, ingredient availability is driving the cultivation of new proteins and a squeezed animal health community is inspiring growth in tele-veterinary services.



Craig Brummell
Chairman

One of our key roles is to make sure the government, public, and media know about the great work you do on behalf of pet families. We achieve this through meetings with elected officials, interviews, presentations, and our Canadian Pet Community Awards. We take any opportunities to promote the high standards by which you operate and the good work you do in the pet community. It is critical that we all continue to step forward to tell the true story of our work.

Ultimately, our industry does not exist without healthy pets and healthy business practices. Your job is to make this happen and ours is to help you succeed. We encourage you to keep innovating and to rely on the resources available to you through your membership. The health of Canada’s pet community rests with those that serve it well and it is our pleasure to work for you.



2022 Awards



Education

One of the more important things we do during the year is to make sure the best and brightest in our industry are recognized for their contributions to the wellbeing of pets and their families in our communities. These exceptional people and businesses go above and beyond to educate clientel, promote responsible pet ownership, provide customer support and/or community involvement. Congratulations to this year's winners.

Western



 **CHRISTINE VALIN**
(Distributor Sales Representative)



 **MITCHELL CHENG**
(Manufacturer Sales Representative)




 **LLYODMINSTER PET PAD**
(Independent Retailer)



 **GLOBAL PET FOODS**
eat.play.love.
Sherwood Park, AB **GLOBAL PET FOODS**
(Chain Store Retailer)



 **AIRDRIE PUPPY PALS**
(Pet Service Provider)

Ontario & Maritimes



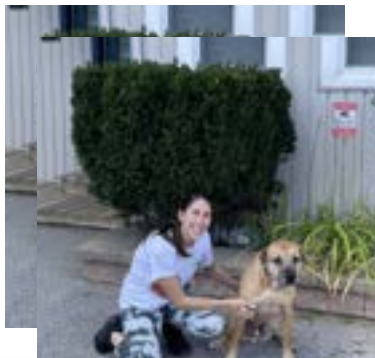
Lois
CARL ELDRIDGE
(Distributor Sales Representative)



PRIMAL
CASSANDRA MENZIES
(Manufacturer Sales Representative)



petgrocer
PET GROCER
(Independent Retailer)



Noes to Toes Grooming
(Pet Service Provider)



Ren's Pets
Liberty Village
(Chain Store Retailer)

Quebec



SPA
CASSANDRA DURAND
(Distributor Sales Representative)



FRÉDÉRIC BERTRAND
(Manufacturer Sales Representative)



BELLIFRANCE
LES MOULÉES BELLIFRANCE
(Independent Retailer)



ANIMO ETC.
Mirabel etc
(Chain Store Retailer)

The determination of pet professionals to help ensure the well-being of our pets and also that others have what they need to support pet families is amazing. What makes this community even more fantastic is the generosity of its members. This year we announced a new award inspired by the spirit and generosity of the Ayres family of Freedom Pet Supplies, the John & Kelly Ayres – Philanthropy Award. John and Kelly went above and beyond to help PIJAC Canada continue the association's advocacy and member work during the pandemic.



It is with members like John, Kelly and many others in mind that PIJAC Canada has added this new recognition to the Canadian Pet Community Awards. The award recognizes people and businesses who strive to support the well-being of Canada's animals, pet communities and foster the development of others in our industry.



2700+

certified since 1988

571

programs purchased
in 2022





National

Trade Shows





**NATIONAL PET
INDUSTRY SHOW**
VANCOUVER
APRIL 24-25, 2022



**NATIONAL PET
INDUSTRY SHOW**
DRUMMONDVILLE
AUGUST 28-29, 2022

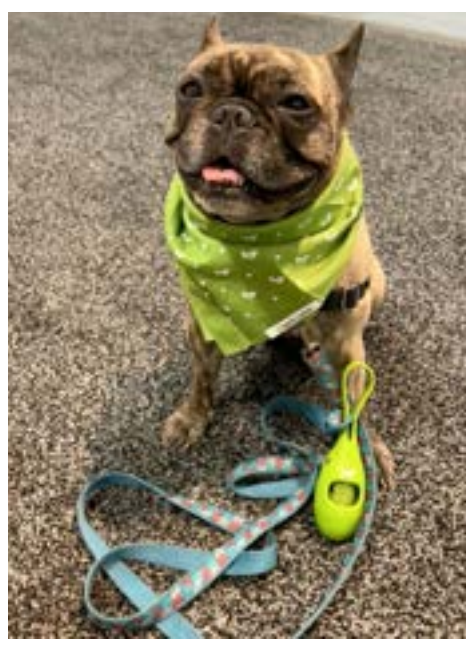


**NATIONAL PET
INDUSTRY SHOW**
TORONTO
SEPT. 18-19, 2022

Over
500
companies exhibited

4,800
visitors

+15,000
outlets represented and franchise locations





International
Trade Shows





PIJAC Canada helps many members launch into the international market through our Canadian Pavilion and Mission program. Thanks to the assistance of the AgriMarketing Program run by Agrifood and Agriculture Canada, our team makes international engagement much easier and more effective for our members who work to grow their client base around the globe.

2 Canadians Pavilions

3 Business Missions





Membership



1,720 members

+9.3%

146

increase in membership

additional members

Thank you to our Executive Level Members

for choosing to upgrade their membership and support our ongoing development and advocacy work.

Platinum

acceo smart vendor



Champion Petfoods[®]
World's Best Petfood

Gold



HAGEN GROUP



Silver



petcurean



M·J·M
PET SUPPLIES INC.



FirstMate
The Best Nutrition is Simple.™



KONG



GA GASTRONOME ANIMAL

CARNIVORE MEAT COMPANY

PURINA



rcpets

Smack



Intersand.

Ceva Animal Health

Burgham



2022 marks the third year of our member partnership with the Canadian Federation of Independent Business. The agreement between our two organizations provides all our independently owned, Canadian business members with access to thousands of dollars in business tools and resources. Separately this membership would cost on average \$700 dollars for many, but PIJAC Canada provides this free to help ensure you have what you need to succeed.

1020

PIJAC members receiving complimentary CFIB benefits

Additional valuable benefits you get with CFIB!



In business for your business.

Dedicated advisors and resources to help you run your business



RESOURCES

Exclusive discounts for your business with CFIB partners



SAVINGS

A team of advocates devoted to defending the interests of your business



INFLUENCE





Advocacy

Nothing happens in the pet industry until a pet finds its home or family



Zoom calls, red-eye flights, and road trips. Our team has been traveling around the country, meeting with elected officials, and making presentations about our members and the high standards by which you operate. 2022 was a busy year of speaking up for members but also for the rights of pet owners to keep their animals now and in the future. Never before have we seen such a concerted attack on pet ownership and those who work to support pet families. If you've been following our across-the-country blog articles or seen our social posts this year you will have read about some of our efforts. With the welcome addition of Tonya Martin, our VP of Advocacy and Regulatory Affairs, we doubled down our efforts and have an extremely busy advocacy agenda planned for 2023.

Working Groups

IPAC (International Pet Advisory Council)
CCIS (Canadian Council of Invasive Species)

Events

Federation of Canadian Municipalities
CITES: COP 19 (Convention on International Trade in Endangered Species of Wild Fauna and Flora)
UN Biodiversity Conference: COP15
Pet Leadership Conference
Hill Day Washington DC
Interzoo

PROTECT
the right to keep
SPECIALTY PETS

The last 12 months have been the busiest ever for Canadian municipalities questioning the keeping of specialty (exotic) pets in their communities.

These reviews are driven by anti-pet groups.

Join us in our effort to protect the rights of pet families, responsible providers and the wellbeing of our animals.

42

Advocacy meetings with & presentations to officials

250

Letters sent to MP's, MPP's & City councillors



Advocacy

Nothing happens in the pet industry until a pet finds its home or family



FEDERAL DEPARTMENTS

- Public Health Agency of Canada
- Health Canada
- Agriculture and Agri-Food Canada
- Environment and Climate Change Canada
- Canadian Food Inspection Agency (CFIA)

PROVINCES

- New Brunswick
- Nova Scotia
- PEI
- Ontario
- Quebec
- Manitoba
- Saskatchewan
- British Columbia

OTHER ORGANIZATIONS

- Canadian Council on Invasive Species
- Canadian Kennel Club
- Canadian Veterinary Medical Association
- Pet Advocacy Network
- International Pet Advisory Council (IPAC)
- ANIMA Quebec

Opinion / Columnists

Carrière: Canada's pet trade is already a highly regulated industry

Specialty animal owners often need extra support and expert advice. Pet retailers here are investing in training and education to ensure their workers are well-qualified.

Christine Carrière
Published Feb 07, 2022 · 3 minute read

Join the conversation



Keep Common Specialty Pets in Winnipeg

Don't make one feline fan for an even bigger one!

HAVE YOUR SAY

QX104

Shows, Contests, Music, Concerts & Events, About Us

CASH COW FX

GUESS THE SOUND & WIN CASH

The Cash Cow is back Cash Cow FX!

Keep Common Specialty Pets in Winnipeg

PIJAC Canada @PjacCanada - Feb 23

Fiction: Banning the sale of #exotic/specialty pets promotes humane treatment of animals & protects their welfare. ✓ Fact: Banning specific animals and breeds is proven to drive trade into the #blackmarket where there is no visibility into standards of care or breeding ethics.

Specialty Pets
Fact Or Fiction?

PIJAC

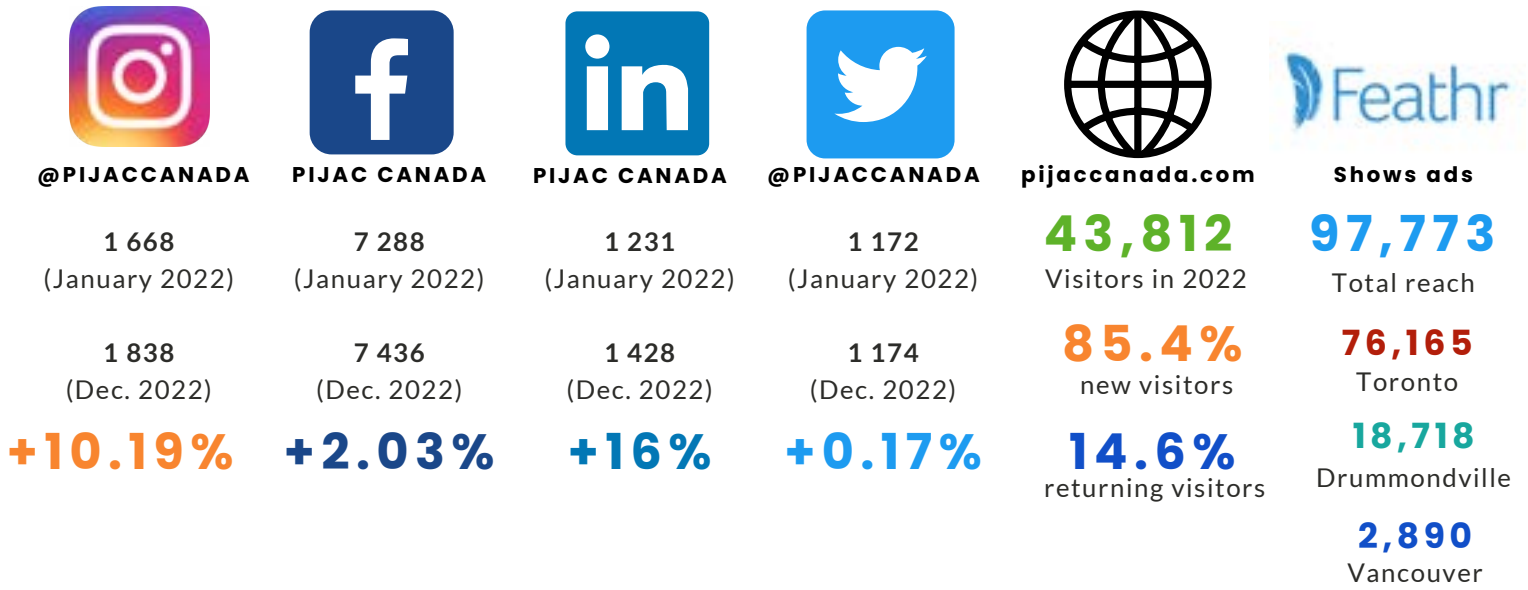
PIJAC Canada @PjacCanada - Mar 14

Fiction: #Exotics or #Specialtypets are so rare that banning them will impact few people. ✓ Fact: More than 1/4 of #Winnipeggers have one in their homes. Each year, Winnipeggers spend \$91.5 million locally on caring for their #pets supporting 450 direct local jobs. #Winnipeg

Specialty Pets
Fact Or Fiction?

PIJAC

ENGAGEMENT



THANK YOU TO OUR SUPPORTERS!



MEMBERS OF THE STAFF



Christine Carrière
CEO & President



Susan Dankert
*Director of
communication*



Tonya Martin
*Vice President,
Advocacy &
Regulatory Affairs*



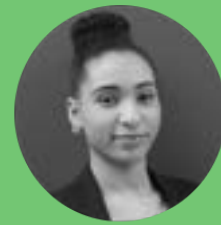
Stéphanie Renaud
*Member Services
Manager*



Emma Cowie
Event Coordinator



Chad Bachand
Events Manager



Audrey Steren Lenoir
*Communications and
Marketing Specialist*

BOARD OF DIRECTORS

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Steve Schlichtmann, Vice-Chairman, Burgham Sales Ltd
Mark Hagen, Rolf C. Hagen Inc., Treasurer
Karima Jivraj, Secretary, Bosley's by Pet Valu Columbia Square

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MacKenzie Keillor, Dane Creek Capital Corp.
Sara Côté, La Grande Ménagerie / L'Animatout
Dino Fragaglia, Global Pet Foods LP
Pierre Gadbois, Gastronomes Animal Inc.
Robert Church, The Top Dog Store
Jim Persinger, PetSmart Canada
Trysh Tolhurst, Trace Cats
Mike Scholtens, Manchester Pet Supplies