



*Reimagining Pet Business -
finding new ways to connect
and support pet businesses*

REPORT TO THE
PET COMMUNITY

SPRING
2021- 2022

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.



MESSAGE FROM THE PRESIDENT AND CEO, AND BOARD CHAIR



Christine Carrière
President and CEO

Navigating 2021 for many was not unlike playing hockey. Anticipate big obstacles, strategically position yourself, be ready for a bodycheck, and whatever happens keep your stick on the ice. In industry speak this meant, keeping an eye out for upcoming challenges, preparing to meet them head-on, expecting to be hit on multiple sides by legislation, and no matter what happens, keep moving forward.

The biggest pet-related question being discussed in the country today is, should families be allowed to have specialty pets? Our answer is a definitive yes and we've spent over a year fighting for this position. Thanks to the support of our membership we are and will remain full steam ahead. This report is a summary of what can be accomplished with hard work driven by the belief in what we do on behalf of our pet-passionate members.



Craig Brummell
Chairman

Moving into 2022, our attention shifted to a new strategic plan for the association and how PIJAC Canada will lead and support the Canadian pet industry into the future. As our eyes and ears across the country, no one knows the pet sector better than our members. In the spring, members and stakeholders received a survey where they had an opportunity to help shape the future of PIJAC Canada. We were happy to receive their insights and look forward to putting their ideas to work as we step forward together.

Animal welfare is everyone's business!™





EDUCATION PROGRAMS

In 2021, with the assistance of many wonderful members, we delivered an array of webinar-based training modules both during and outside trade events. An exciting addition to our family of students was the opportunity to offer our training to staff from a women’s shelter in British Columbia who welcome the pets of clients. The purpose of PIJAC Canada's education department has always been to offer accessible education to those who need it. Any funds derived are plowed back into developing and updating material because well-trained staff help to ensure healthy pets and happy pet families.



407 PIJAC Canada Programs Purchased
23 Webinars **+500** Attendees



2021 CANADIAN PET COMMUNITY AWARDS

Whether serving pets, their families, or fellow industry businesses our members knocked it out of the park in 2021. These exceptional people and businesses go above and beyond to educate their clientele, promote responsible pet ownership, provide customer support or outstanding community involvement. Congratulations to this year's winners!

CATEGORIES	WESTERN	ONTARIO AND MARITIMES	QUEBEC
DISTRIBUTOR SALES REPRESENTATIVE	Christine Valin Pan Pacific Pet	Brodie McCarthy Freedom Pet Supplies	Michel Ferraro KanePet Supplies
MANUFACTURER SALES REPRESENTATIVE	Mitchell Cheng Canadian Naturals	Cassandra Menzies Primal Pet Foods	Frederic Bertrand Oven-Baked Tradition
INDEPENDENT RETAILER	Blue Barn Pet	Laura Janes Pet Food and Supplies	Animaux-Bouffe Sainte-Julie
CHAIN STORE	Global Pet Foods Cambrian	Global Pet Foods Kingston	Animo ect. Drummondville
PET SERVICES	Airdrie Puppy Pals Inc.	Cat Sitter Toronto	



TRADE SHOWS

Building on our virtual show experience, we harnessed intel from our exhibitors and visitors to guide our path. The Spring Edition of the National Pet Industry Trade Show was hosted via the Vairs platform and OrderEase presented the Fall Edition. A highlight for our team each year is bringing businesses face to face, something staff and members alike have sorely missed. Despite global restrictions, we once again leveraged technology to provide two opportunities for businesses to network on a large scale and over 2,960 pet professionals to connect. Although 2021 was the second year of networking in new ways, participants reported being happy to have an alternate way to conduct business in the lead-up to the return to in-person operations.

It was with great pleasure that we entered into 2022 and were able to host our first in-person show in 2 years. The National Pet Industry Trade Show – Vancouver Edition was a terrific success with our highest number of visitors for a western show to date.

Number of Pet Professional: **+2,960**



INTERNATIONAL EVENTS

While international travels and shows were on hold in 2021, staff continued to work with the federal AgriMarketing program to ensure Canadian Pavilion opportunities for the coming year. These efforts paid off in 2022 as PIJAC Canada hosted Canadian Pavilions at the Global Pet Expo in Florida in March and Interzoo in Nuremberg Germany. Supporting our export-ready members remains top of mind for the association as we work to develop opportunities for the growth of Canadian companies abroad.



MEMBERSHIP

Membership is the beating heart of PIJAC Canada. Since March of 2020 we have watched the roller coaster of reality cause wild swings of challenges and success for our member businesses. We know our members are survivors. This year everyone from CEOs to interns have rolled up their sleeves to do whatever needed doing in order to get the job done. Our industry has not been stopped by a virus, staff shortages, supply issues or extreme weather, our members have persisted. This includes supporting our efforts on your behalf. With a massive loss in revenue for the last 2 years due to COVID, knowing that we not only maintained our supporters but grew our numbers is a point of great pride for the PIJAC Canada Team. In 2021 we had 117 new businesses join and others who have rejoined PIJAC Canada after time away. Together we succeed.

The staff and board of directors want to extend a heartfelt thank you to John and Kelly Ayres of Freedom Pet Supplies for their generous donation to the association. For a second year, they have kindly offered support to the association during a time of significantly reduced revenue. This dynamic duo is the epitome of thoughtful philanthropy, fired by passion for what they do. We are humbled by their consideration and inspired by their belief in what we do.

Total Members **1,574** New Members **117**

Thank you to our Executive Level Members

ACCEO Smart Vendor, Bosco and Roxy's Inc., Champion Petfoods LP, Peel Plastics Products Limited, Freedom Pet Supplies Inc., Rolf C. Hagen Inc. Big Country Raw, Blue Buffalo Canada, Burgham Sales Ltd., Ceva Animal Health, Essex Topcrop Sales Ltd, MJM Unique Pet Supplies Ltd, Groupe Intersand Canada Hill's Pet Nutrition Canada Inc., Kane Veterinary Supplies Ltd, KONG Company, Le Gastronom Animal, Leis Pet Distributing Inc., Nestlé Purina PetCare, Oven-Baked Tradition / Bio Biscuit Inc., PLB International Inc., Produits Pour Animaux Yamas Inc., RC Pet Products, Taplow Feeds/Firstmate Pet Foods, Trouw Nutrition Canada, Van Ness Plastic Molding Co., Vital Essentials / Carnivore Meat Company

Number of Members Receiving Complimentary CFIB Benefits:

+1,000



95,000 businesses!
Your network is larger than you think!



ADVOCACY

Speaking out for your business

The biggest issue by far has been the debate around the country about what, if any, traditional specialty (aka exotic) pets should be allowed to be sold and kept, effectively cutting out many familiar birds, small mammals, reptiles, and fish. The key debate in Canada was situated in Winnipeg. After a 9 month of campaign which included media interviews, social campaigns, grassroots lobbying by members, and many presentations to councillors, the city decided to keep their existing bylaws regarding the types of pets allowed in the city.

Additionally, COVID 19 continued to draw our advocacy efforts, as we work closely with our partners at the CFIB to lobby provincial governments for fair business rules, specifically our ongoing work to have pet businesses declared as essential.

PIJAC Canada introduced the LIVE animal committee in 2021. With the help of Grant Crossman, our LIVE Committee Chair, our advocacy efforts on behalf of members have been strengthened and pet care knowledge base expanded. Animals are at the very heart of every sector of the pet industry, and we sincerely appreciate the additional expertise. What follows is a list of agencies we engaged and worked within 2021.

Federal Departments

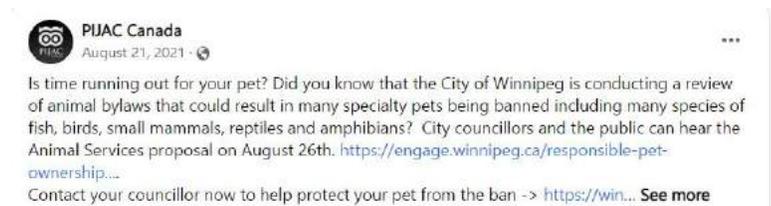
Public Health Agency of Canada
Health Canada
Agriculture and Agri-Food Canada
Department of Fisheries and Oceans
Environment and Climate Change Canada
CFIA

Provinces

New Brunswick
Nova Scotia
PEI
Ontario
Quebec
Manitoba
Saskatchewan
British Columbia

Stakeholders

Can-Herp
Canadian Council on Invasive Species
Canadian Herpetological Society
Canadian Kennel Club
Humane Canada
Canadian Veterinary Medical Association



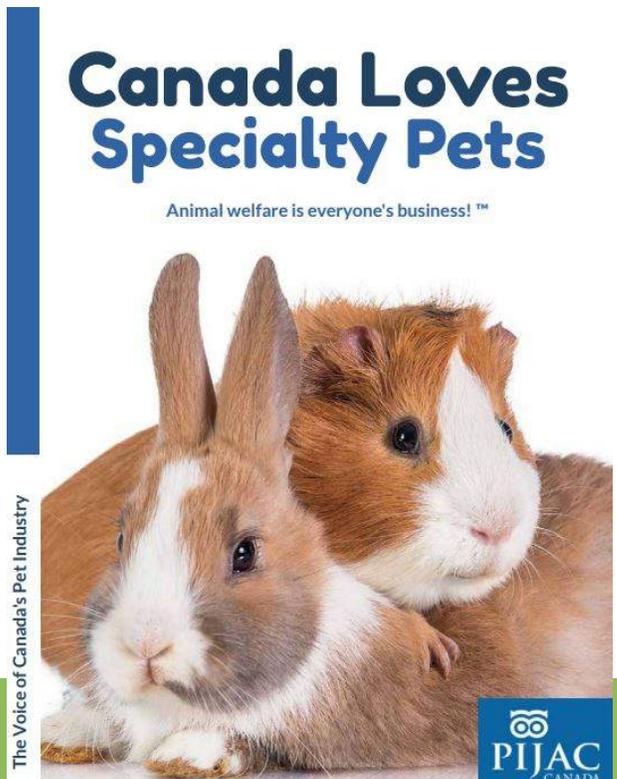


ADVOCACY

Canada Loves Specialty Pets

The PIJAC Canada staff and LIVE Committee worked extremely hard this year addressing concerns raised in municipalities as to whether or not families should be allowed to have specialty pets also referred to as exotic pets.

Common domestically raised specialty pets such as certain species of small mammals, birds, fish, and reptiles are being called into question and being lumped into conversations with the ownership of animals such as tigers, and lions. In the late 90's PIJAC Canada developed an Exotic Animal Policy which has been updated over the years. This has served the provinces and municipalities across Canada very well, with many incorporating the policy details into their own legislation. Currently, there are claims that specialty or "exotic" pets found in stores are taken from the wild, are unhealthy and in some cases a danger to the public. We know this is not the case and in the spirit of providing some much-needed clarity, we wrote Canada Loves Specialty Pets. This white paper was written to speak to public officials, the media, and the public. It explains, what a specialty pet is, the growth of specialty pets in homes, how specialty pets are regulated in Canada, and the important role they play in pet families. With the help of CanHerp, PIJAC Canada LIVE committee members, and the volunteers who contributed to the development of this document, Canada Loves Specialty Pets has come to life and is available for download on the PIJAC Canada website.



FOLLOW US!



@PIJACCANADA

1 415
(January 2021)

1 668
(May 2022)

+18%



PIJACCANADA

6 680
(January 2021)

7288
(May 2022)

+9%



PIJAC CANADA

986
(January 2021)

1 231
(May 2022)

+25%



@PIJACCANADA

1 155
(January 2021)

1 172
(May 2022)

+1%

THANK YOU TO OUR SUPPORTERS!



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Event Coordinator



Susan Dankert
Director of Communications



Chad Bachand
Event Manager



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Marketing and Communications Specialist



Stéphanie Renaud
Member Services Manager

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