



# PIJAC CANADA

## REPORT TO THE PET COMMUNITY 2019



**SUPPORTING  
PET BUSINESSES  
& THE ADVANCEMENT  
OF ANIMAL 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.

[www.pijaccanada.com](http://www.pijaccanada.com)

## Message from the Chairman, Craig Brummell

With the humanization of pets driving the market and pushing spending up, our industry is booming. We are all a part of a tree of support for pets. Pets support their owners emotional, companionship, and health needs. Pet owners support our members. PIJAC Canada and the Board of Directors in return aims to ensure that all our members will have a place in our community, both today, and in the future.

## Message from the President & CEO, Stéphanie Girard

Pets now occupy a greater space in peoples lives. Over the years we have seen the shift from pets being just animals in the home to being a valued member of our families. As a PIJAC Canada member you help enhance how pet families care for them through your products and services. We are proud to support you by providing new educational programs and innovative business opportunities. We are all guided by the shared mission to keep the well being of pets front and center.

After nearly two years in my role, I announced that I would be stepping down from my position to pursue a new opportunity in Australia with my family in 2020. Although I am sad to be leaving PIJAC Canada, I am reassured in knowing that the association has a strong foundation. I'm incredibly proud of what we have achieved together. We more than doubled our membership. In early 2018, the association counted 674 members and in December 2019, we had more than 1500. PIJAC Canada has also seen two consecutive record years in terms of attendance and exhibitor numbers at our three Canadian shows who have also earned a new 'NATIONAL' branding thanks to their success. I am confident that the team will pursue this path and continue this momentum in the years to come. I want to thank the amazing team and Board of Directors at PIJAC Canada who trusted and supported me in my wonderful journey and look forward to all that 2020 has to offer to you and the entire pet industry.



## CANADA

PIJAC Canada trade shows remain a driving force behind the association. 2019 was a record year across all Canadian trade shows in terms of exhibitors and visitor attendance. Each event is a gateway to Canada's regional and national pet markets. The shows afford a rare opportunity to conduct

months' worth of meetings, negotiations, learning and sales into two days, resulting in savings in both cost and time for all participants. The 2019 show season showed a never seen growth in numbers! At the end of 2019 we launched our new show branding going national across all shows.



### WESTERN CANADIAN PET INDUSTRY TRADE SHOW 2019

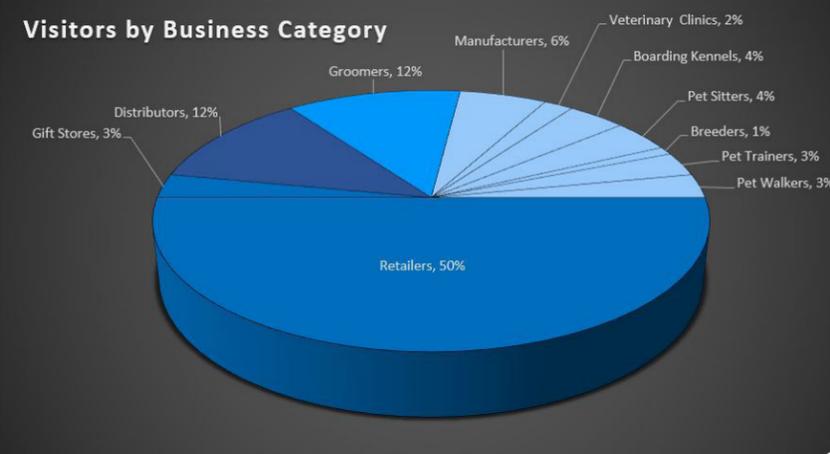
April 14-15, 2019 (Calgary, Alberta)  
# OF BOOTHS: 151 40,000 SQ.FT.

NEW SHOW LOGO FOR 2020!



### 2019 VISITOR SUMMARY GRAPH

#### Visitors by Business Category



**53% RETAILERS**      **12% DISTRIBUTORS**  
**12% GROOMERS**      **23% OTHER**

# of Exhibitors: **80+**  
(Record Number)

# of Visitors: **400**  
(Record number)

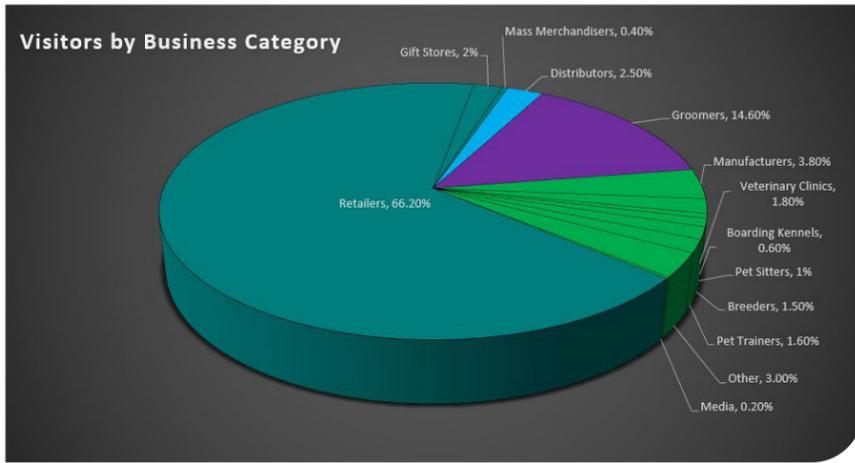


**EXPOZOO 2019**  
 August 25-26 (Drummondville QC)  
 # OF BOOTHS: 225 60,000 SQ.FT.

**NEW SHOW LOGO FOR 2020!**

**PIJAC CANADA NATIONAL PET INDUSTRY SHOW DRUMMONDVILLE**

**2019 VISITOR SUMMARY GRAPH**



**66.20% RETAILERS**    **2.50% DISTRIBUTORS**  
**14.60% GROOMERS**    **15.90% OTHER**

# of Exhibitors: **90+**  
 # of Visitors: **1222** (Record number)

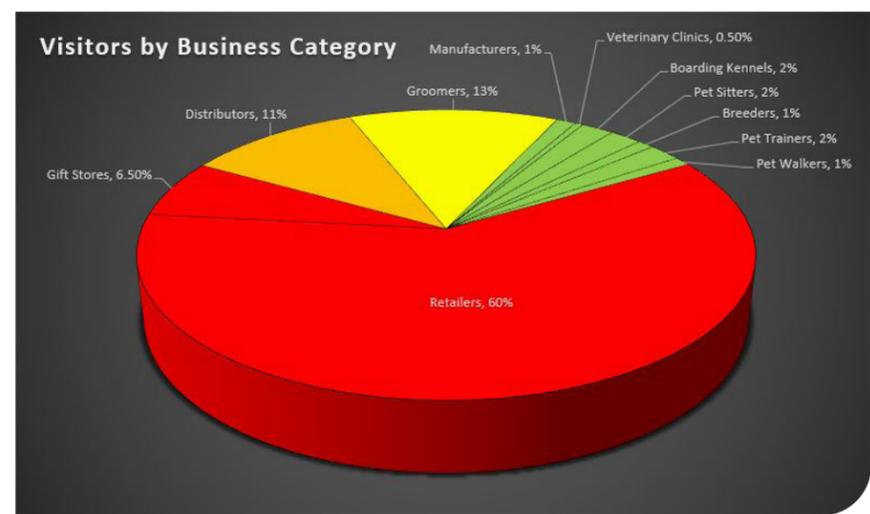


**NATIONAL PET INDUSTRY TRADE SHOW 2019**  
 September 15-16 (Mississauga, ON)  
 # OF BOOTHS: 440 87,000 SQ.FT.

**NEW SHOW LOGO FOR 2020!**

**PIJAC CANADA NATIONAL PET INDUSTRY SHOW TORONTO**

**2019 VISITOR SUMMARY GRAPH**



**60% RETAILERS**    **11% DISTRIBUTORS**  
**13% GROOMERS**    **16% OTHER**

# of Exhibitors: **300+** (Record number)  
 # of Visitors: **2000** (Record number)



## INTERNATIONAL

In 2019, PIJAC Canada hosted two Canadian Pavilions at Zoomark (Italy) and the China International Pet Show (Shanghai). 15 Canadian companies exhibited under the Canadian umbrella during both international shows. The value of

estimated sales was 11.65 million (CAD\$) with over 450 potential buyers reached and 205 new leads.

These activities pave the way for export ready Canadian member businesses to access global markets. Providing a platform via these events

fosters exponential expansion for the businesses, growing production and jobs within the pet sector. In the upcoming years, we will be focussing on exploring new international markets and helping our members expand their reach.

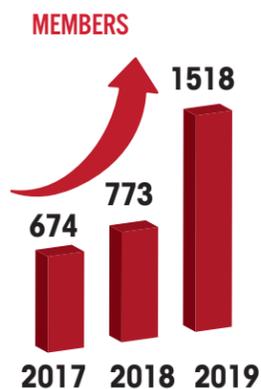


## PIJAC CANADA MEMBERSHIP

We continue to provide businesses with the tools to help them stand out in the pet industry. Memberships give businesses opportunities for networking, added credibility and various resources to help them succeed. PIJAC Canada keeps members informed on industry updates and changes in regulations, provides three professional trade events annually, gives access to exportation funding programs, and so much more. 2019 was the year where numerous partnerships were made and new member benefits were added.



## NEW MEMBER BENEFITS IN 2019



## ADVOCACY

Our goal is to foster the success of responsible Canadian businesses, helping them to thrive. PIJAC Canada's expertise has been recognized in many areas and is regularly sought by municipalities across this country as well as by agencies from the provincial and federal governments. We work with our members to guide them through legislative processes and collaborate with government agencies to develop fair and efficient solutions to support both business and the wellbeing of animals in Canada.

The rate of federal, provincial and municipal pet industry projects has grown in the last year. A shift in responsibility and enforcement is causing governmental reviews of

how they oversee everything from trade issues to animal protection. This is happening not just in Canada but worldwide. PIJAC Canada is firmly rooted in collaborative problem solving and is working with many government agencies to ensure safe and fair laws remain a top priority. This includes joint projects with federal and provincial departments, working groups and petitions. We are proud to currently be engaged with the following agencies and events:

- BC Ministry of Agriculture
- Quebec Ministry of Agriculture, Fisheries and Food
- Environment Canada
- Health Canada
- Public Health Agency of Canada

- Canadian Council on Invasive Species (CCIS)
- Pet Food Association of Canada (PFAC)
- National Companion Animal Coalition (CKC, CVMA, Humane Canada, PIJAC Canada)
- Federation of Canadian Municipalities Trade Show & Conference
- National Animal Welfare Conference - Humane Canada
- Canadian Food Inspection Agency (CFIA)



## EDUCATION AND PET COMMUNITY AWARDS

Introduced in the spring of 2019, our Dog Talk program is designed to help people, who work with dogs or who encounter dogs daily, increase and refine their knowledge so that they can offer the best and safest care possible. Since its launch in April 2019, participants have been happily signing up and offering lots of positive feedback.

### # of professionals trained 2019:

- Seminar participants: **279**
- Pet Care Training Online Program Participants: **602**
- Total: **881** Professionals

**The Canadian Pet Community Awards** highlight the efforts of our exceptional members and inspire others to follow in their footsteps. Categories include: Retail Store, Sales Representative (Manufacturing and Distribution) and new this year, the Pet Service

category. In 2019, 48 businesses were nominated and over 1463 voted. Congratulations to all the nominees and winners!



## MEMBERS OF THE STAFF



**Stéphanie Girard**  
President & CEO



**Susan Dankert**  
Director of Communications



**Lori-Anne Thibault**  
Communication Specialist



**Chad Bachand**  
Event Manager



**Emma Cowie**  
Event Coordinator



**Stéphanie Renaud**  
Member Services Manager



**Jacynthe Lacroix**  
Education Program Manager



**Roselyne Lévêque**  
Event Manager 2004-2019

Thank you Roselyne for your 15 years with PIJAC Canada. We are grateful for your efforts to have brought together all players from the pet community at Canadian and international trade shows for so many years. Thank you for making our shows that they have become today.

## BOARD OF DIRECTORS

### EXECUTIVE COMMITTEE

Craig Brummell, Chairman, Essex Topcrop Sales Ltd

Rodger Salm, Vice-Chairman, Petland Canada Inc.

Robert Church, Treasurer, The Top Dog Store

Karima Jivraj, Secretary, Bosley's by Pet Valu Columbia Square

### DIRECTORS

Mike Campbell, MarCam Pet Nutrition

Emily Corey, Corey Nutrition Company

Sara Côté, La Grande Ménagerie / L'Animatout

Dino Fragaglia, Global Pet Foods LP

Pierre Gadbois, Gastronom Animal Inc.

Mark Hagen, Rolf C. Hagen Inc.

Lisa Nitkin, Pets West Pets and Supplies

Steve Schlichtmann, Burgham Sales Ltd

Trysh Tolhurst, Trace Cats

Rob Smith, PetSmart

## FIND US ON:



@PIJACCANADA

1153 FOLLOWERS  
(DECEMBER 2019)



PIJAC-CANADA

731 FOLLOWERS  
(DECEMBER 2019)



@PIJACCANADA

1129 FOLLOWERS  
(DECEMBER 2019)



PIJACCANADA

5931 FOLLOWERS  
(DECEMBER 2019)



666 FOLLOWERS  
(DECEMBER 2018)

+73%

530 FOLLOWERS  
(DECEMBER 2018)

+37%

1072 FOLLOWERS  
(DECEMBER 2018)

+5%

5700 FOLLOWERS  
(DECEMBER 2018)

+4%



WWW.PIJACCANADA.COM

DECEMBER 2018 – DECEMBER 2019 = 45,987 VISITORS



+24%