



Pet Leadership Council

Responsible Fish Keeping and Environmental Stewardship

The Pet Leadership Council embraces the responsibility to ensure the health and welfare of aquatic life, promote environmental stewardship and provide education and training on responsible fish keeping.

The Pet Industry Supports

- Promoting and advancing aquaculture efforts for captive breeding of all marine life
- Establishing standards for responsible and sustainable collection and handling of all marine life
- Educating consumers on responsible fish keeping
- Celebrating the educational and health benefits associated with fish keeping

Industry Wide Backing

Bob Vetere,

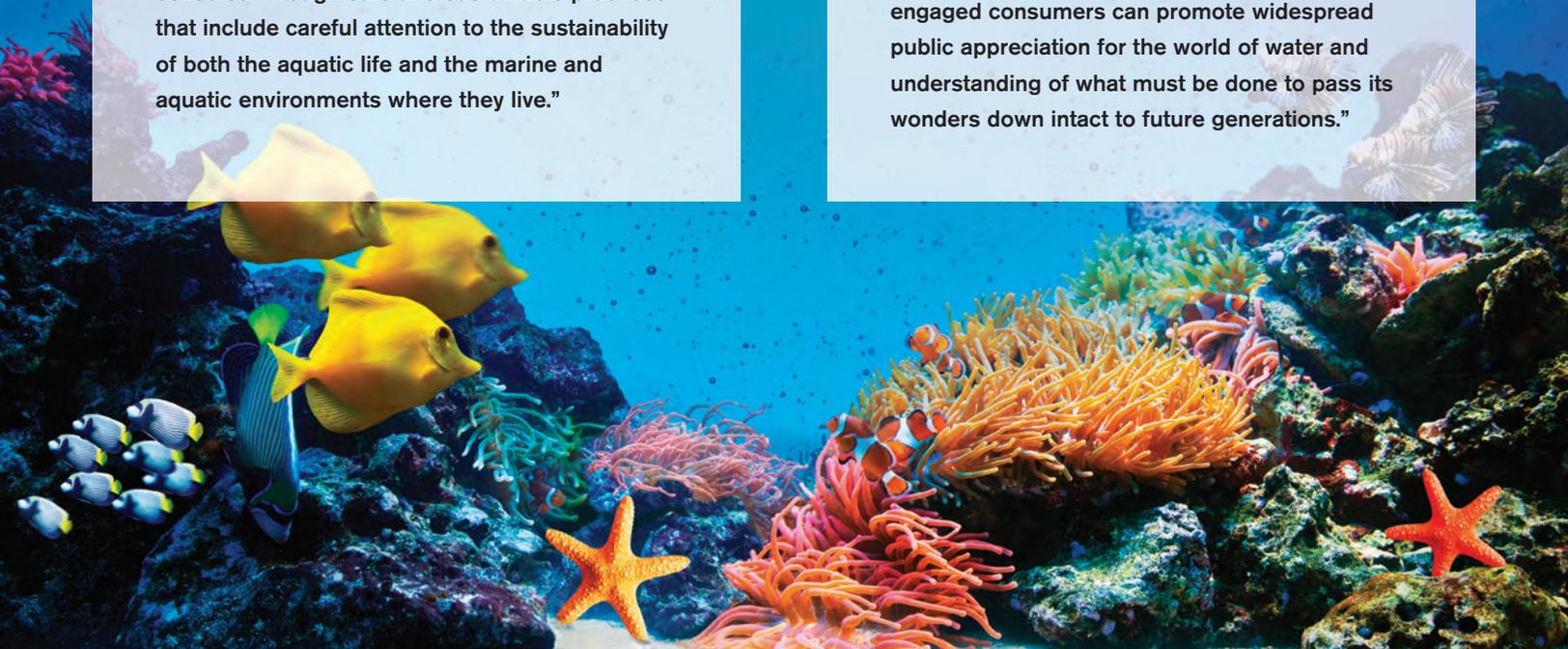
Chairman of the Pet Leadership Council

“We are committed to offering fish and marine life that is produced through aquaculture or collected through safe and sustainable practices that include careful attention to the sustainability of both the aquatic life and the marine and aquatic environments where they live.”

Michael Tlusty,

PHD, from the New England Aquarium

“This is a unique opportunity for consumer-driven conservation in the wild which can promote species and habitat conservation. Informed and engaged consumers can promote widespread public appreciation for the world of water and understanding of what must be done to pass its wonders down intact to future generations.”



Chris Buerner,
President of Quality Marine

“This opportunity for the aquatics industry to align itself with responsible best practices is very encouraging. These practices are an evolving set of science-based principles that embrace the concepts of sustainability, sound animal husbandry, and education for viable and successful participation in an increasingly complex trade.”

Sandy Moore,
Pet Industry Joint Advisory Council (PIJAC)

“The pet industry must take every measure to promote responsible pet ownership and avoid fish and aquatic plants being released into the oceans and waterways. Habitattitude is a key element of this effort.”

Steven Feldman,
Executive Director for the Human Animal Bond Research Initiative (HABRI)

“The scientific research on the human health benefits of fish keeping is strong.”

Dr. Amy McCullough,
American Humane Association

“The welfare of aquatic life and animals should be the pet industry’s top priority. I applaud what the industry is doing to establish standards for responsible and humane treatment of aquatic life.”



HabitattitudeTM
PROTECT OUR ENVIRONMENT
DO NOT RELEASE FISH AND AQUATIC PLANTS

Habitattitude

Environmental stewardship is critical to help preserve the sustainability of aquatic life. Habitattitude encourages you to adopt a conservation mentality and protect our environment by not releasing unwanted fish and aquatic plants into the environment.

The PLC is asking member companies to include Habitattitude messaging on all product packaging.



Rising Tide

Coral reefs face growing threats, including ocean acidification, warming ocean temperatures, coral bleaching, pollution, and over-exploitation. All of these factors can disrupt the reef's delicate balance. Efforts to help the marine species that inhabit these reef environments can focus on sustainable collection, reef protection and conservation, and culture of vertebrate, invertebrate, and coral species.

The mission of Rising Tide Conservation is to protect reefs by developing techniques for rearing marine ornamental fish and promoting commercial production to provide alternatives to reef collection.

The PLC encourages the entire pet industry to take the necessary steps to ensure the health and welfare of aquatic life, promote environmental stewardship and provide education and training on responsible fish keeping.