



Aquatics retailers, suppliers, and hobbyists:

Our corner of the pet world is once again in the spotlight thanks to the impending release of Pixar’s “Finding Dory.” This is a good thing, as it gives us a chance to engage the general public on a greater scale than we usually can.

It’s an opportunity to educate newcomers on responsible fishkeeping and to set them up for success by guiding them to appropriate starter tanks and fish.

It’s also an opportunity to talk about the ways we work with partners like the federal government and international organizations to promote responsible habits and attitudes toward fishkeeping and environmental protection.

And it’s an opportunity to share the numerous positive efforts supported – and initiated – by the ornamental aquatics community to promote and advance sustainability, preserve and restore coral reefs, and support and encourage indigenous peoples who rely on responsible collection methods for sustenance.

Of course, we aren’t the only ones who view this increased interest as an opportunity. We’ve already seen activists advancing anti-aquatics agendas and misinformed media repeating their claims as fact. They portray us as callous and profit-driven, concerned only with cashing in and not at all with care.

Attached, you’ll find a number of pieces that have been prepared by PIJAC and our partners at the Pet Leadership Council to help you, on the front lines, tell our story. We hope you’ll use these handouts and articles to educate your employees, your customers and your colleagues throughout the industry. Please share them widely and direct those interested in more information to www.pijac.org or the new PLC-sponsored website www.happyhealthyfish.pet.

Most of all, we ask you to help us show the industry’s commitment to responsible aquarium-keeping through your actions and interactions in the days and weeks to come. We will all be judged by the conduct of the few. If you see a colleague or a competitor acting in a way that reflects poorly on the industry, make it a point to say something. We owe it to the animals in our care, and early intervention could head off negative attention.

Please contact us with any questions or concerns, or to learn more about PIJAC’s efforts on behalf of the responsible ornamental aquatics trade through our Aquatics Committee and Aquatics Defense Fund.

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