

## Appendix 3

### Pets at Home

Comments were:

- We are aware of the EMODE concept and that it is trying to be promoted as a tool for establishing the 'difficulty' of pets. We will not be prepared to use this in our stores and would discourage the promotion of it as a suitable tool. It is not a sound and unbiased way of determining the 'difficulty' or 'suitability' of a pet as it does not take into account any factors of the potential owner apart from their health status. By far the biggest determining factor for the 'difficulty' or 'suitability' of the most commonly kept animals is that of the resources of the potential owner (such as space, budget and time). If a potential owner has appropriate resources and knowledge then there may be no inherent 'difficulty' of them owning a particular pet – e.g. a person living in a 10th floor single-room flat will almost certainly find catering for the needs of an large breed dog significantly more demanding than catering for that of an aquarium, reptile or Syrian hamster.
- The Companion Animal Welfare Council (CAWC), set up to conduct independent studies into the welfare, care and treatment of companion animals and their role within society found that....“it may be easier to keep some non-domesticated species to high welfare standards than some that are domesticated. Thus, meeting all the requirements - space, dietary, social, thermal, and so on - of a small, hardy, reptile may be more readily achievable for many people than adequately fulfilling all the needs of some breeds of dog” (CAWC, 2003).
- The EMODE assumes an inherent difficulty level for certain groups (such as reptiles) and gives the whole category a base score of 18. This is not appropriate as the fact that within the reptile group there are species with vastly different requirements as there are within the dog group. The requirements of a bearded dragon are well within the reach of most potential owners, whereas the requirements for a caiman would be less so, but not impossible. It is a system which is based on the individuals opinions and does not include any stakeholder input, such as owners societies etc.
- We feel the focus of any assessment of a pets 'difficulty' or 'suitability' must be to start with the potential owners 'resources' and then to link in with the animals specific needs and requirements and then guide the owner to the best choice of pet for them. What is a 'difficult' or 'unsuitable' pet for one person, may not be for another.

### A Coombes in Baker Street

Comments were:

- The leaflet is not relevant to the species they sell, it does not cover budgies and canaries. And indicates that all birds are difficult to keep which is not a fact. On the front of the leaflet it has 12 pictures of animals of which they sell two , the rabbit and the zebra finch.
- The leaflet is complicated and not simple to use. The outcome is not relevant to their sales.
- Most of the species on the leaflet can be easily obtained through web sites and off of Gum Tree.
- The leaflet does not match the branding of the pet care trust which is their preferred literature and that Pet care are a widely nationally recognised body who have worked with the Pet shop trade for years.
- Could they be licensed to sell all the species on the cover of the leaflet?

### **A Coombes Portland Road**

Comments were:

- Would rather use literature from a more widely accepted body who has the respect of other trade respected bodies.
- The species it covers are not relevant to the pets they sell, it is complicated to use. Question six is difficult and he would not expect his staff or himself to discuss this with any customer, and if queried by a customer would not be comfortable explaining it.
- They supply care leaflets and would be prepared to give out a more relevant leaflet with a similar message which had the correct national acknowledgement.
- Why haven't the group approached the Pet care trust directly?

### **Paws for Claws Portland Road**

Comments were:

- Did not feel it was relevant to the species they sell.
- They already ask questions and sometimes require a potential customer to bring in photos of accommodation they are intending to use for the animal being sold.

- They give out pet care leaflets and would like to use something from them on this subject.
- The leaflet states birds are difficult, but it does not cover budgies and canaries which are easier.

### **Pet Pet Pet**

Comments were:

- Seems a complicated leaflet to use, it's not relevant to the species they sell.
- Are they affiliated to the Pet Care Trust. Have they approached the Pet Care Trust.
- How would they order them? Do they cost anything?

### **Fish Tank.**

Comments were:

- Is happy to give out any leaflet that improves people's knowledge of pet ownership and animal welfare

### **Pets Corner**

Comments were:

- After much discussion we don't think the leaflet will be the right fit for our stores.
- We found the leaflet a little confusing in layout and difficult to follow. The questions are not specific enough, as it doesn't explain what is meant by a specialist breed for example, simply stating 'bull dog', but what makes a bulldog specialist? That part is unclear.
- The EMODE leaflet doesn't directly relate to the animals that we stock as it gives no specific information about the livestock that we sell with regards to care and needs. We believe it is necessary for new owners to fully understand the responsibility of the animal they are looking to own, this can only be done with being taught about their pet of interest.
- At pets corners we have only trained staff that are able to sell our pets, all of which are taught to give the customers the best information possible to ensure that the pet wanted is the right fit. And we will refuse sale if we think that the prospective owner is not the correct fit for that animal.

- We already have literature in place that explains the needs of each of the animals that we sell. I have attached examples for your viewing.
- The literature that we provide and the advice given by trained staff as well as the policies and procedures we have in place, we feel gives us the ability to protect our animals already.

### **Pet Pet Pet**

Comments were:

- Thanks for the chance to look at those leaflets, but I don't quite think they're right for my shop. They tend to be oriented towards the more exotic animals and at the moment I tend to do just the basic fluffies: rabbits, gerbils and hamsters.
- Much as I love to give out information with an animal sale, I wouldn't be gaining much by storing a pile of these.