RESPONSIBLE BIRD KEEPING AND ENVIRONMENTAL STEWARDSHIP

The Pet Leadership Council embraces the responsibility to ensure the health and welfare of avian species and provide education and training on responsible bird ownership.

The Pet Industry Supports

- Educating consumers on responsible bird ownership to promote healthy, happy lives and decrease the number of birds re-homed or surrendered to shelters
- Responsible bird breeding programs to insure the long-term survival, health, and genetic diversity of birds in captivity
- Aviculture that contributes to conservation of wild exotic bird populations and habitats by providing a supply of healthy captive-bred pet birds
- Research findings to enhance the well-being of birds
- Responsible and safe import/export of bird species
- The sale of birds only of sufficient age (weaned) and health conditions
- Avian certification for aviculture professionals

Industry Wide Backing

**Todd Regan**
Co Chair, Bird Education and Advancement Koalition (BEAK)

“With a life expectancy of some species exceeding 50 years, the bond between bird and human can last a lifetime. Whether as service animals, helping wounded veterans or as a trusted friend, birds are wonderful pets that enrich our lives.”

**Steve T. King**
Executive Director, The Pet Care Trust

“A love for birds and the beauty they bring to our world begins at a young age. Teaching children to care for pet birds at school and at home can enhance their appreciation for wild birds and the need to protect their habitat.”
The PLC encourages the entire avian industry to take the necessary steps to ensure animal well-being, promote environmental stewardship and provide education and training on responsible bird keeping.

Mike Bober
President and CEO, Pet Industry Joint Advisory Council
“We support professional avian credentials to assure customers, professional associations, and consulting veterinary staff are knowledgeable and current in avian animal care and husbandry.”

Steve Feldman
Executive Director, Human Animal Bond Research Initiative
“Research has shown the positive health effects birds have on people. Birds are capable of forming strong bonds with humans, increasing social interaction, lowering stress levels and boosting our wellbeing.”

Bob Vetere
Chairman, Pet Leadership Council
“The industry strives to offer education and support to increase pet owners’ knowledge about pet birds and assist in finding a bird that is right for the owner. At a store level, we support staff in their educating of customers and requiring a bird goes home in a proper sized cage, with proper perches, water bottle, foraging supplies, access to care guides, and all other items considered to be essential for a happy, healthy bird.”

Jamie Whittaker
President, American Federation of Aviculture
“We believe that anyone who owns a bird needs to be aware of the special needs of the species they own and of their conservation status to insure not only a beneficial relationship between bird and person, but the long-term, self-sustaining populations of exotic birds both in captivity and in the wild.”

Kenneth R. Welle
DVM, President Association of Avian Veterinarians
“Consistent and continually evolving research and information to improve the health and welfare of birds is a core value of the AAV organization and we are committed to advancing and promoting the health of birds through improved and responsible stewardship.”

Aviculture
The American Federation of Aviculture promotes Aviculture through educational programs that support the advancement and improvement of breeding practices, husbandry practices, and living conditions for exotic birds, conservation, research and legislative awareness.

Avian Veterinary Care
The Association of Avian Veterinarians is an international professional organization of practitioners advancing and promoting avian medicine, stewardship, and conservation through education of its members, the veterinary community and those they serve.

Avian Certification for Pet Professionals
The Pet Industry Joint Advisory Council (PIJAC) certification program includes comprehensive information on: intake exams, care and handling, housing and environmental needs, nutrition, diseases and disorder recognition – and an expanded section on handfeeding unweaned birds.