



AnimalKind

BCSPCA Accredited

AnimalKind is the BC SPCA's new animal welfare accreditation program for pest control companies. The program prioritizes use of wildlife-friendly prevention and exclusion methods. Accredited companies follow BC SPCA standards, developed with academic and pest control industry feedback.

Become a BC SPCA-recommended company

- Be recognized and listed on the BC SPCA's website
- Promote your accreditation success by displaying the AnimalKind logo
- Benefit from BC SPCA promotion of AnimalKind (social media, Google AdWords, outreach, e-newsletters, publications)

Show you care about wildlife

- Assure customers of your wildlife-friendly, preventive pest control methods
- Refer to BC SPCA standards in event of media or customer questions
- Attract and keep employees who share your commitment to wildlife-friendly control

Become AnimalKind

- ✓ Accredited companies follow AnimalKind's science-based standards
- ✓ The BC SPCA audits companies every year to check they are meeting the standards
- ✓ AnimalKind is a social enterprise and fees paid by member companies pay for operating costs

Did you know?

Wildlife conflict is on the rise, and the BC SPCA receives ~7,000 calls a year related to wildlife. The BC SPCA has brand recognition with 89% of people in B.C.

81% of the B.C. public would be more likely to use a pest control service if it was accredited by the BC SPCA



The BC SPCA has:

 **4.6 MILLION**
website visitors

 **73,000+**
facebook fans

 **24,000+**
twitter followers

 **80,000+**
supporters



Raccoon photo by Michael Woods