Green Acres Kennel Shop Has Become A Pet Professional Guild Project Trade Partner

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[***Bangor***]— Green Acres Kennel Shop is pleased to announce their participation in the Pet Professional Guild's (PPG) Project Trade program. Green Acres' co-owner Don Hanson stated: "*As a longtime advocate for pet-friendly pet care and training, Green Acres is very excited to see the PPG, an international association, sharing our philosophy that aversives have no place in the care and training of pets. PPG's Project Trade program provides us with another tool to teach our local community about the benefits of force-free training and pet care.*" PPG president, Niki Tudge, adds: "*We believe that the general pet-owning public deserves affordable access to transparent, competent and accountable pet behavior and care professionals. Pets deserve to be cared for, managed and trained in a nurturing and stable environment. We want all pets and their guardians to experience the huge advantages and long-lasting effectiveness of force-free training and pet care. Project Trade is the ideal vehicle to help achieve this. We congratulate and fully support Don and Paula Hanson and Green Acres Kennel Shop in taking the initiative to offer this program in their local community*." Hanson notes that people can learn more about Project Trade at Green Acres Kennel Shop at http://www.greenacreskennel.com/articles/project-trade.html

PPG launched Project Trade in March 2016 as an international advocacy program that encourages pet owners to trade aversive equipment for scientifically sound, force-free training, and pet care services. PPG members are training, behavior and pet care professionals who subscribe to a force-free training and pet care philosophy based on the science of behavior. Those such as Green Acres Kennel Shop that opt in to Project Trade will provide incentives for their clients to switch to more appropriate training and pet care tools by giving them professional educational support at discounts of 10-15 percent.

A wide variety of equipment and tools are commonly used when training and caring for pets and the pet-owning public needs to be aware of the potential problems and dangers some of it may pose. Devices such as choke, prong, anti-bark and shock collars, electronic fences, and scat mats are designed to reduce a dog's behavior through pain or fear, which cannot promote learning. In addition, there is the risk of injury to the animal, specifically with collars and leashes that are intended to apply constriction, pressure, pain or force around a dog's neck.

Respected veterinarian and thyroid expert, Dr. Jean Dodds says choke or prong collars "*can easily injure the delicate butterfly-shaped thyroid gland that sits just below the larynx and in front of the trachea [and] can also*

injure the salivary glands and salivary lymph nodes on the side of the face underneath both ears," while bestselling author and canine behaviorist, Jean Donaldson states: "*These devices… when they work, do so to the degree that they hurt. With the advent of modern methods and tools they are irrelevant.*"

PPG members who participate in Project Trade display a unique badge on their business website. They will also be listed in an online directory that will be marketed to the pet owning public. Further promotion will occur with regular updates, photographs, reports, and success stories featured across PPG's platform of publications. In addition, each month the member who has collected the most equipment will be recognized with a certificate and featured on PPG's website.

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About the Pet Professional Guild

The Pet Professional Guild is a 501(c)6 a member organization founded on the principles of force-free training and pet care. Its membership represents pet industry professionals who are committed to force-free training, pet care philosophies, practices and methods. Pet Professional Guild members understand force-free to mean: no shock, no pain, no choke, no fear, no physical force and that no compulsion-based methods are employed to train or care for a pet.

About Project Trade

Project Trade is the Pet Professional Guild's international advocacy program that promotes the use of force-free pet training equipment by asking pet guardians to relinquish choke, prong and shock collars (and any other devices that are designed to change behavior through pain or fear). Project Trade is designed to give pet owners incentives to seek pet professionals who will exchange aversive training and pet care equipment for alternative, more appropriate tools and educational support at reduced cost. It is the Pet Professional Guild's position that effective humane animal training and pet care procedures lay the foundation for an animal's healthy socialization and training and helps prevent behavior problems. The Pet Professional Guild believes that the general pet-owning public deserves affordable access to transparent, competent and accountable pet behavior and care professionals, and that pets deserve to be cared for, managed and trained in a nurturing and stable environment.

For more information, visit: www.projecttrade.org.

About Green Acres Kennel Shop

In business since 1965, Green Acres Kennel Shop, located at 1653 Union Street, is committed to pet friendly, force-free pet care. We offer boarding, daycare and grooming for dogs and cats, as well as pet behavior consultations and group and private dog training classes. Voted Best Kennel every year since 2002, Best Pet Store every year since 2007, Best Dog Trainer every year since 2011, and Best Pet Groomer every year since 2013, the Green Acres retail store offers a wide variety of wholesome pet foods, treats and quality supplies. We are a proud member of The Pet Professional Guild. For more information, please call 945-6841 or visit www.greenacreskennel.com.