



Businesses

Healthy Trade Institute

About Us

The Healthy Trade Institute is a 501(c)(3) nonprofit that empowers businesses to champion healthy trade practices that enhance the wellbeing of pets and wildlife.

Endorsed By ...

- ✓ Pet Advocacy Network
- ✓ NARBC
- ✓ Reptiles by Mack
- ✓ Josh's Frogs
- ✓ Don't Let it Loose
- ✓ Responsible Reptile Keepers

Let's Connect!

-  www.healthytrade.org
-  (865) 974-9958
-  info@healthytrade.org
-  @healthytradeinstitute
-  @healthytradeinstitute

Invest in the future of pet trade & become a business member.



Donate to support healthy trade & HERP adoption.



Together, we're creating better standards for pet care.

www.healthytrade.org



Healthy Trade Certification Program

Our certification program — created by industry partners and leading scientists — ensures animals are free from pathogens that harm pets and wildlife.

We envision a future where businesses lead sustainable trade practices that balance commerce and conservation.

We Provide . . .

- ✓ Training to businesses
- ✓ Assistance to help businesses incorporate healthy trade practices into animal care
- ✓ Coordination of routine testing for diseases with validated diagnostic laboratories
- ✓ Guidance with response in the event of a positive detection of a selected pathogen

Program Components

01

Online Training on healthy trade practices and recognizing signs of disease.

02

Incorporation of **Healthy Trade Practices**.

03

Pathogen Testing of newly acquired animals.

04

Isolate positive animals, **treat, and verify** they're negative.

The Benefits:



Increased **customer satisfaction**.



Fewer financial losses due to sick animals.



Increased revenues due to higher market value of certified healthy animals.



Reduced expenses with health checks if sourcing animals from other HTI businesses.



Priority for HTI adoptions.



Reduced likelihood of accidental spillover of harmful pathogens from captivity to the environment — helping conserve biodiversity.