

Protecting the AZA Brand Roundtable Notes – 1/22/15

- Is the work of AZA zoos and aquariums being lost in the SAFE messaging and logos?
- Brief recap of situation in OH – legislature debated whether to hold animal exhibitors to AZA or ZAA standards (went with AZA standards)
- How does SAFE play a role in AZA brand?
- Raise awareness of AZA SAFE logo
- AZA is gold standard
- Discussed how ZAA stalls bills, confuses legislators
- What is the biggest difference between AZA and ZAA? Public safety? Animal welfare? Education?
- How many of our animal programs work with ZAA members? If that was cut off, what would that mean?
- Need to boil down differences in organizations to a short explanation
- Need to revisit doing an AZA/ZAA comparison document, in particular when it comes to accreditation standards
- Need an outside validator of AZA standards
- Use third parties to speak on our behalf - HSUS chart, IFAW, AAM, check into the association that accredits other associations
- Are USDA inspections equal?
- Could AAM say it partners with AZA because AZA standards are the best?
- Make AZA accreditation more valuable to ZAA members, make it scary to be a ZAA member
- Animal exhibitors need AZA accreditation to get something...what is that?
- Need to focus more on conservation and less on animal births
- Is the difference with ZAA why we have animals in our care? For conservation and education?
- What states are using AZA versus ZAA standards
- Determine the number of states that have decided to use AZA standards and use that number in our communications
- Do we want USDA to start looking at reptiles, fish, etc.
- Do we want to raise USDA standards or push for more federal \$ for inspectors?
- Need to make more outside alliances
- What is the goal of differentiating AZA from ZAA? Do we want their facilities to be closed down or is this more of a Coke/Pepsi or BMW/Chevy situation?
- Need to decide what the desired outcome is and then create a strategy to get there, we want to be recognized as serious players, are we there yet? Ask the board what they want
- Should there be an annual conference session on this topic?
- Kevin Bell mentioned a former roadside zoo taskforce that didn't go anywhere
- AZA doesn't have strong brand recognition
- Need to be more aggressive about bad animal welfare at other animal exhibitors
- Should there be a campaign to target non-AZA-accredited institutions?
- Identify who can take the message to the Hill, offer fam tours with Hill staff
- Can we market our way out of this problem? We take the best care of our animals - focus on welfare and public safety
- Test messaging needed nationally
- Will SAFE and the AZA brand conflict
- Add AZA to the SAFE logo?
- Add the word Accredited to the AZA logo whenever you explain what AZA means always say America's Accredited Zoos & Aquariums