



## CASE STUDY

### The Barking Lot

**Location:**

880 Hanwell Rd. Fredericton, NB.

**Contacts:**

Heather MacLeod  
454-6101

**Products and Services:**

Pet Store and Training Facility

**Date of Case Study:**

June 25<sup>th</sup> 2009

**Achievements:**

A staggering number of North Americans own pets and consider them part of their immediate family. In fact, a very high percentage of said pet owners even celebrate holidays with their pets; such as buying and wrapping Christmas gifts for them! Whereas some non-pet owners may find this a tad disconcerting, Heather MacLeod, founder of The Barking Lot, has established her business as a premium “pet-spoiling” destination, Oh, and did I mention she owns three dogs herself!

In addition to caring for our four-legged friends, The Barking Lot also helps us care for the environment. Heather and her staff are doing their part to reduce their environmental impact by discontinuing the use of traditional consumer plastic bags and opting instead for paper and 100% bio-degradable bags, and by heating half of The Barking Lot by natural gas. Also, Heather has aerators on all her faucets, and implements a no-idling policy. Heather helps *us* care for the environment by providing us with eco-friendly alternatives to conventional pet supplies. For instance, The Barking Lot can help get your pet set up on a completely raw-food diet with no additives or preservatives, and can offer you a plethora of toys made from recycled or reused materials. Also, Heather stocks plenty of organic treats that are sure to have your pet begging for more!

With 25 credits, The Barking Lot is already a Green Shops Silver member. Heather and her staff are helping to change the face of a multi-billion dollar industry often overlooked by environmentalists and are urging you to do your part when it comes to your own pet!

