

Victoria Harris

35-year-old female

Ontario, Canada

“Mom of one baby girl”



<http://www.ovma.org/pet-owner-resources/african-swine-fever/>

GOAL

Be part of a community that respects, cares for, & loves pet pigs as a member of the family

INTERESTS

- ▶ Trends in pet pig ownership
- ▶ Pet pig focused social media groups & piggy friend dates
- ▶ “My baby girl’s health & well-being”

DISLIKES

- ▶ Raising pigs for slaughter
- ▶ Pet pigs without a loving home

TRUSTED SOURCES OF INFORMATION



Recommendations
from **friends &
professionals**



Local news, social
media, & **blogs**



Government
websites



Reviews from
**others in the pet
pig community**