



New Business Offers Compassionate End Care Options for Maine Pets

A new family-owned and operated business is providing private pet cremation services for companion animals in Maine. Pet owners can turn to Ashes to Ashes Pet Crematory for compassionate service at their facility in LaGrange.



Memorializing a pet has become a booming industry. According to the Cremation Association of North America, the market for memorializing pets has become one of the fastest-growing "death care markets" in the United States.

Ardys Goodine, one of the five family members who became Certified Cremation Technicians, said she and her husband Gene put a lot of thought went into starting their pet cremation business. "I'm like a research-aholic," she stated. The decision to open a pet cremation business was made to fill a need for options when someone loses a beloved pet.

Coleen Ellis, an expert in the pet death care industry, conducted a focus group study where pet owners said they wanted three things when their pet died: memorialization and service options, to have their pet be treated like a family member, and a safe place to grieve.

Typically, pet owners contact Ashes to Ashes Pet Crematory directly or through their Veterinarian's office. "You can make arrangements to come to us or we provide pick-up seven days a week," explains Goodine. Tours of their facility are welcome. Urns and remembrance jewelry are available at their location. A larger selection is available on their website. Special orders can be placed.

As long-time pet owners, the Goodines are committed to honoring the bond between a family and their pet. They offer a free standard cremation service to certain service animals. A statement on their website, "One of the most important parts of saying goodbye involves making sure your pet is properly identified," is used to point out the identification and tracking process in place from the moment a pet is brought to them for cremation services.

The options for pet cremation services are:

- Partitioned cremations (a physical separation to keep comingling of ashes to a minimum)
- Private cremations (one pet cremated at a time)

Introducing the new business has involved traditional advertising, visiting Veterinarians, social media and word of mouth. Local house call Veterinarian Dr. C. Frederick Miller tells his clients about the new service. He provides hospice counseling and performs at-home euthanasia services where the family is responsible for their pet's end care. "It's good to know this type of service is available in the Down East area," said Miller.

Having a presence at local pet-related events is another way the public is learning about Ashes to Ashes Pet Crematory. The Goodines connected with representatives of the Maine State Alpaca Association at the Maine Sportsman's Show. "We learned a lot of the alpaca population is aging, and this is something we can assist with," advises Goodine. Their current operation allows for the cremains of pets up to two hundred pounds. Future plans include a memorial garden.

To learn more, visit <http://www.AshesToAshesPetCrematory.com> or their facebook page.