



Milwaukee Campus | 4500 W. Wisconsin Avenue | Milwaukee, WI 53208 | 414-264-6257

Ozaukee Campus | 630 W. Dekora Street | Saukville, WI 53080 | 262-377-7580

Racine Campus | 2706 Chicory Road | Racine, WI 53403 | 262-554-6699

www.wihumane.org | info@wihumane.org

Friday, April 25, 2014

Dear Public Safety Committee member:

The Wisconsin Humane Society supports LRB 151531, the proposed ordinance that would effectively prohibit pet stores from selling commercially bred dogs and cats. This ordinance would protect both animals and consumers and encourage Milwaukee residents to adopt animals from rescue groups and shelters, or obtain animals from reputable breeders, preventing animal suffering at mass-breeding facilities. Similar ordinances have passed in nearly 50 municipalities and counties across the country, including both Chicago and Cook County.

Although Wisconsin has had a law that mandates minimum standards of care for dogs bred at commercial facilities since 2010, many puppies sold in our state are still bred without regard for their physical, social, or emotional needs. In addition, there are no such standards of care for cats being bred for profit in our city or state. Reputable breeders do not sell their dog or cats in pet stores and are sometimes unable to compete with the mass-breeding operations that do not put the same time and care into their animals. This ordinance would encourage consumers to consider responsible breeders who provide proper care for their animals, thus protecting the business of these reputable breeders.

In addition, the proposed ordinance would protect consumers. Consumers generally do not know the conditions in which the puppy or kitten they purchase in a pet store were bred. Because dogs at puppy mills do not receive ideal levels of socialization or veterinary care, unsuspecting consumers often obtain puppy mill puppies who face an array of veterinary or behavior problems. Such medical and behavior problems can be a financial and emotional hardship for the dog's family.

Lastly, there are thousands of homeless animals seeking loving homes each year in Milwaukee through the Wisconsin Humane Society, Milwaukee Area Domestic Animal Control Commission (MADACC), and local rescue groups. This ordinance would encourage consumers who visit pet stores to consider adopting a new companion from one of these groups, thereby saving the life of a homeless animal.

Your vote in support of LRB 151531 will protect both animals and consumers. Should you have any questions or concerns about the proposed ordinance, feel free to contact our Education and Advocacy Manager, Jill Kline, at (414) 431-6142 or jkline@wihumane.org. Thank you for your support.

Sincerely,

Anne Reed
President & CEO, Wisconsin Humane Society

