



Dear Milwaukee Common Council,

As Milwaukee residents, we respectfully ask the Common Council to enact an ordinance to restrict the retail sale of inhumanely bred companion animals in pet stores, many of which end up at MADACC, our overcrowded, taxpayer funded shelter. Milwaukee County is already putting down 43% of the animals in its care. In 2013, that amounted to 105 animals dying each week. This is a shameful statistic but passing this ordinance is a step in the right direction to help alleviate that. Our neighbors to the south in Chicago just passed a similar law so let's have Milwaukee follow in their footsteps!

Pet mills are in business to supply pet stores. The animals kept in these facilities often spend their entire lives in dirty, crowded cages for the sole purpose of producing as many offspring as possible for the pet trade.

Pet stores that obtain their animals from these facilities are not an asset to our community. However, they could be part of the solution simply by stopping pet sales altogether (and focusing on other profitable components, such as grooming, daycare and pet supplies) or by changing to a business model that offers products, services and space for animal rescue groups to adopt out animals from their stores. There are thousands of successful examples of this model throughout the country, including many of the pet stores in Milwaukee that currently do not sell milled puppies, kittens or rabbits.

A retail pet sales ordinance would not preclude pet stores from staying in business, and would reduce the burden on shelters and rescue groups by increasing pet adoptions. It would also benefit local hobby breeders, who do not sell to pet stores, but could continue to provide responsibly bred animals to those who cannot find what they are looking for through adoption.

Please support this important reform to protect pets, consumers and taxpayers in our city by enacting an ordinance to restrict the retail sale of dogs, cats and rabbits in pet stores.

Thank you very much.

Sincerely,
The Citizens of Milwaukee Animal Alliance