

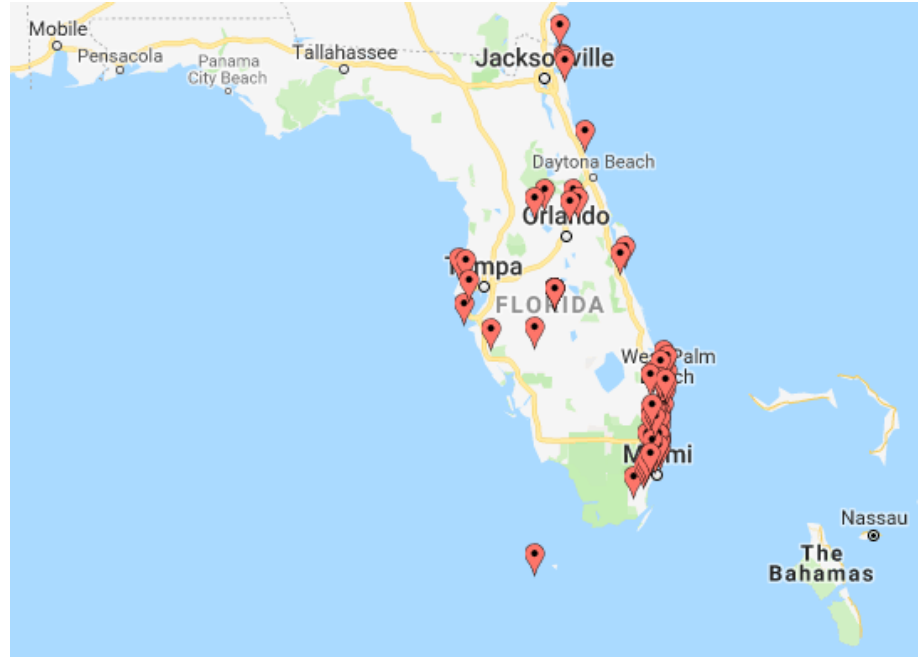


# Humane Pet Store Ordinance

**Jenna Jensen, Public Policy Specialist, The Humane Society of the United States**

# Humane Pet Store Laws

- More than 370 local humane pet store ordinances
- Nearly 80 humane pet store ordinances in Florida
- Three states have humane pet store laws – MD, ME, and CA



# Humane Pet Store Laws

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- Minimize the demand for puppy mill puppies
- Protect consumers from ending up with sick and behaviorally challenged puppies
- Protect consumers from financing schemes that many consider predatory
- Reduce a public health risk
- Encourage residents to adopt their next pet from a local shelter or rescue or
- Seek out a responsible breeder:  
[humanesociety.org/breeders](https://humanesociety.org/breeders)



# What is a puppy mill?

- Dogs confined in poor conditions, solely to produce puppies for the pet trade
- Focus on quantity over quality
- Focus on profit over welfare
- Can be anywhere





# Puppy mills by the numbers



10,000

Puppy Mills



194,000+

Dogs

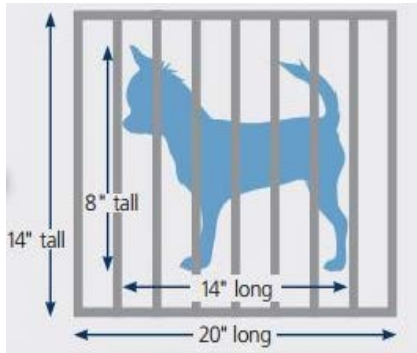


2 Million

Puppies

# USDA Licensed Dog Breeders

- Dog breeders with 5 or more intact females that sell *sight-unseen* must have a USDA license and adhere to standards under the Animal Welfare Act (AWA).
- AWA - basic survival standards
- USDA enforcement severely lacking



**Animals**

The USDA is issuing far fewer citations to zoos, labs and breeders for animal welfare violations

**Animals**

USDA abruptly purges animal welfare information from its website



# Puppy Mill to Pet Store Pipeline

## *Do you know where your dog is from?*

“Small family operation” or “USDA-certified” labels don’t mean “humane.” Here’s how the puppy mill industry hides the truth about your dog’s origins.



1. Puppy mill: cruel, high-volume breeding operation



2. Broker: middleman who might work with multiple puppy mills and retail outlets



3. Retail outlet: pet store or other retailer selling in person and/or online, or a retailer posing as “breeder”



4. Buyer: misled consumer whose money allows the cycle to continue



**THE HUMANE SOCIETY  
OF THE UNITED STATES**

# Puppy Travelers





# Problems with Pet Store Puppies

- Likely to be sick and have behavioral issues
- Costs: thousands of dollars in vet bills and emotional stress
- Sold using deceptive sales tactics to hide truth and maximize profits
  - Pet leasing/financing
  - USDA “certified” breeders
- Congenital defects
- Disease outbreak concerns
- Consumers unknowingly support the cruel puppy mill industry by purchasing a pet store puppy



A Petland employee and victim of drug-resistant *Campylobacter* infection on her way to the hospital.  
*The HSUS*

# Predatory Financing

- Pet leasing/financing interest rates as high as 188%
- “80% of our customers finance their purchase price of their pet”
- Petland credit card – interest rate 29.99%
- HSUS petition to the FTC

Buyer: \_\_\_\_\_  
Address: \_\_\_\_\_

Seller: Swanson Investment Inc.  
720 Illinois St Suite 112  
Naperville, IL 60540-0000  
630-357-3801

Description of Goods and/or Services Being Purchased on Credit: The Goods subject to this Retail Installment Contract of Sale provided at time of signing, herein incorporated by reference. The Bill of Sale is fully integrated into this Goods described in the Bill of Sale provided at time of signing, herein incorporated by reference, are affixed to y security interest in the motor vehicle, and agree that it will be defined as part of 'Goods' in this Retail Installment C

ANNUAL PERCENTAGE RATE The cost of your credit as a yearly rate.	FINANCE CHARGE The dollar amount the credit will cost you.	Amount Financed The amount of credit provided to you or on your behalf.	Total of Payments The amount you will have paid after you have made all payments as scheduled.
144.60 %	\$3,633.23	\$1,833.33	\$5,466.56

	Number of Payments	Amount of Payments	When P.
Your Payment Schedule Will Be:	23	\$227.86	Once a month starting o
	1	\$225.78	07/31/2019

# Few Pet Stores Still Sell Puppies

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- Most Pensacola pet stores already do not sell puppies
- 92% of US pet stores don't sell puppies
- 8 Petland stores across the nation do not sell puppies

HILLSBOROUGH COUNTY

**Tampa pet store stops selling puppies, offering rescue dogs for adoption instead**

# Few Pet Stores Still Sell Puppies

- American Pet Products Association
  - \$100 billion pet market dominated by products and services
- World Pet Association:
  - Pet stores with animals: \$246 per sq. ft
  - Pet stores that only sell dry goods: \$403 per sq. ft.



Somedska/Stock/Getty Images Plus

WINNING IN PET CARE

## Pet industry sales in 2020 surpass \$100 billion for first time

The pet industry reached sales of \$103.6 billion in 2020, a 6.7% increase from 2019 sales of \$97.1 billion.

Food and treat sales increased by nearly 10% as COVID impact felt across all pet categories

Michael Browne | Mar 29, 2021





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# Questions

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