

PETLAND IS PART OF THE SOLUTION

Petland is proud of its commitment to animal welfare and to the quality of its pets. The health and well-being of our pets comes first for all of us at Petland. Healthy pets are our #1 priority. The number one reason an individual becomes a Petland franchisee is his or her love of pets.

About Petland

Petland is the retail pet industry leader in the area of animal care with ongoing staff training programs, in-store animal husbandry systems and community service programs aimed at placing homeless pets and curbing pet overpopulation in the community.

Over the last 47 years, Petland has advanced by developing state-of-the-art standards for its retail pet stores.

Petland is proud of its commitment to animal welfare and quality of our pets. Our puppies come from three primary sources:

1. USDA licensed breeders and distributors with no direct violations on their latest inspection report who have a veterinarian-documented socialization and exercise program and follow veterinarian protocol for skin, coat, nail and dental hygiene.
2. Hobby breeders as defined by the Animal Welfare Act, who raise their dogs in a humane manner.
3. Local adoption pets that are vet-checked.
Some of our puppies and kittens come from local animal shelters or from members of the local community as part of Petland's Adopt-A-PetSM program.

Petland's Director of Animal Welfare Education and the Operations Team visits USDA licensed breeders and distributors to make certain standards are maintained. They also work with local, state and federal regulatory agencies and legislators concerning animal welfare issues and education and host an annual Breeder Education Forum with the USDA for franchisees and breeders.

Most Petland puppies and kittens have been checked by at least two, and in many cases three, veterinarians before being offered to customers. Every Petland store has a local consulting veterinarian who performs weekly examinations on new arrivals, completes a Puppy/Kitten Care Record to document each pet's health and sets the protocol for in-store preventative health measures. Our kennel techs are also trained to care for and monitor the health of the pets in their care. In the store, Petland puppies are part of an active socialization program with pet counselors and kennel technicians, as well as customers.

All Petland puppies are up to date on vaccinations and de-wormings and are microchipped. Customers receive the name and address of the puppy's breeder prior to the sale and also receive a written health warranty for the puppy.

Community Service

- **Adopt-A-PetSM** — Petland opens some of its highly visible kennel windows to homeless pets from local animal shelters, pet rescue groups and others in the community, who may have unplanned litters. The goal is for Petland Pet Counselors to work with pet welfare groups and members of the community to find suitable families for homeless pets. Since 1998 Petland stores have found homes for over 330,000 abandoned or unwanted pets.
- **Spay/Neuter** — Petland Pet Counselors educate new puppy and kitten owners about responsible pet care and participate in cooperative programs with local veterinarians to offer customers discount incentives to spay or neuter their pet.
- **Pets for a Lifetime!SM** — With this store policy, Petland's goal is to see that no Petland pets end up homeless or in an animal shelter. Occasionally, circumstances arise making it difficult for pet owners to keep their lifetime promises to Petland pets. In these cases, Petland Pet Counselors encourage customers to let Petland help find a new home for their Petland pet. New owners of Petland puppies receive Puppy Resource Kits. Each kit includes a listing of local canine resources, a dog training DVD and unlimited, lifetime consultation with a certified canine behavior specialist.
- **PEPP** — Petland puppies also go home with the Petland Enhanced Protection Program (PEPP). This is a strategic partnership combining a national microchip database registry with an Amber Alert-type service, providing an enhanced layer of protection for pets and their families.
- **Pet Therapy at Petland** — Pet therapy is a natural extension of Petland's retail environment. By definition, pet therapy is the introduction of pets in the therapeutic treatment of humans. At Petland, we commonly take our pets to visit school children and nursing home residents, as studies of the human-animal bond show that pets are good for people.
- **Safari Stan's Children's CharitiesSM** — Safari Stan's Children's Charities by Petland was formalized in 1994. Petland has two children's charities – Make-A-Wish Foundation[®] of America and St. Jude Children's Research Hospital. Annually, Petland collects funds year-round for St. Jude, collecting over \$54,000 in 2013; and, since 1998 has fulfilled 143 pet-related wishes for the Make-A-Wish Foundation of America.



PERCEPTION VERSUS REALITY

Understanding the facts surrounding pet stores and shelters helps identify what the problems truly are and will direct us to solutions that protect not only the health and well-being of animals, but also protect the right of the consumer to choose the type of pet they want for their family and where they can purchase it.

Pet Store Facts

As little as 2% of people get their puppies/dogs from a pet store. The majority of pets are obtained from acquaintances and family members. 26% of dogs are purchased from breeders, 20-30% of cats and dogs are adopted from shelters and rescues. [American Society for the Prevention of Cruelty to Animals (ASPCA)].

Major studies from the University of California at Davis and NCPPSP (National Council on Pet Population Study and Policy), consistently show that pet store dogs represent a very small percentage of the animals relinquished to shelters. The risk of relinquishment for dogs acquired from pet stores was statistically insignificant according to one NCPPSP study.

The Journal of American Veterinarian Medical Association has reported that the prevalence of serious disease among puppies did not differ between pet stores and other sources. (June, 1994).

DVM/VPI Insurance Group, the largest provider of animal health insurance, testified that “preconceived notions” concerning pet store puppies “could not have been more wrong.” The insurance company reduced its premiums for pet store puppies and kittens by as much as 22 percent compared to premiums charged for animals from other sources. Pet store puppies received more veterinary attention during the first 12 weeks of age than other puppies, and therefore, had fewer claims. [Pet Industry Joint Advisory Council (PIJAC)].

The Humane Society of the United States (HSUS) declared that “breeders who sell puppies for resale to brokers or pet stores are required to be federally licensed and inspected by the United States Department of Agriculture (USDA). But a gaping loophole in the Animal Welfare Act (AWA) regulations has allowed commercial breeders who sell puppies online, by mail or over the phone to evade oversight.”

Breeder Facts

Labeling all breeders that supply pet stores as bad is judgemental and inaccurate. There is more oversight of breeders who sell their puppies to pet stores than any other type of breeder, shelter or rescue. Inspection reports for federally licensed breeders are available to view free of charge on the USDA website for a rolling three years.

In addition to federal oversight, individual states have their own legislation and inspections, most exceeding USDA regulations.

Many states host annual Breeder Conferences that offer seminars and continuing education credits and are taught by veterinarians and animal experts.

As in any business, there are good breeders and bad breeders. HSUS estimates there are 8,000 unlicensed and unregulated breeders. These are NOT where Petland purchases puppies. If you were to close every pet store tomorrow, not a single “puppy mill” would close.

Shelter Facts

According to the ASPCA, there are about 5,000 community animal shelters nationwide that are independent; there is no national organization monitoring these shelters. The terms “humane society” and “SPCA” are generic; shelters using those names are not part of the ASPCA or the Humane Society of the United States.

More than 20% of people who leave dogs in shelters adopted them from a shelter. (ASPCA).

The Journal of American Veterinarian Medical Association reported that nearly 52% of dogs and cats adopted from a shelter had health problems 1 week after adoption and 10% had a health problem within one month after adoption.

USDA Facts

The Animal and Plant Health Inspection Service (APHIS), a division of the USDA, is tasked with the important job of inspecting professional puppy breeding kennels under the guidelines of the Animal Welfare Act (AWA).

- The Animal Welfare Act requires compliance in these areas:
- Proper identification of all animals.
- Proper record keeping of veterinarian visits, protocols, health checks and certificates, vaccinations and de-worming.
- Documentation of pets purchased or sold with proper age records.
- Housing (indoor, outdoor and sheltered) is checked for soundness of construction, impervious nature of materials, ventilations, temperature, adequate size, flooring, walls and safe surfaces.
- Compatible grouping of dogs for safety and socialization.
- All animals must receive adequate exercise, daily feeding and watering, and be housed in a clean and sanitized environment.
- Up-to-date pest control.
- Properly trained staff.

Unintended Consequences of Bans

- Public deprived of right to purchase the dog of their choice.
- Consumers are forced to purchase from unregulated sources.
- Consumers purchase more puppies that have not been vaccinated properly or seen by veterinarians.
- Consumers no longer receive a written health warranty.
- Consumers have no recourse if a puppy becomes sick or has a hereditary defect.
- There is an increase in unregulated, underground breeders flowing into communities.
- Pet stores go out of business, meaning a loss of sales tax revenue, income tax and an increase in unemployment.