

Craig, Sondra

From: Elsen, Nikki
Sent: Thursday, October 13, 2022 2:24 PM
To: Craig, Sondra
Subject: FW: In support of consent agenda item - ordinance #22-1183
Attachments: Coalition Letter 10_3_2022_La Crosse.pdf

Importance: High

From: Megan Nicholson <mnicholson@humanesociety.org>
Sent: Thursday, October 13, 2022 1:32 PM
To: Richmond, Andrea <richmonda@cityoflacrosse.org>; Neumeister, Scott <neumeisters@cityoflacrosse.org>; Janssen, Barb <janssenb@cityoflacrosse.org>; Slezniak, Larry <slezniakl@cityoflacrosse.org>; Kahlow, Chris <kahlowc@cityoflacrosse.org>; Kiel, Mac <kielm@cityoflacrosse.org>; Mindel, Mackenzie <mindelm@cityoflacrosse.org>; Woodard, Chris <woodardc@cityoflacrosse.org>; Schwarz, Rebecca <schwarzr@cityoflacrosse.org>; Trost, Jennifer <trostj@cityoflacrosse.org>; Happel, Douglas <happeld@cityoflacrosse.org>; Neumann, Mark <neumannm@cityoflacrosse.org>; Reynolds, Mitch <reynoldsm@cityoflacrosse.org>
Cc: Elsen, Nikki <Elsenn@cityoflacrosse.org>
Subject: In support of consent agenda item - ordinance #22-1183
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Good afternoon,

My name is Megan Nicholson, a life-long Wisconsinite and Wisconsin State Director for the Humane Society of the United States. The HSUS, Bailing Out Benji, Best Friends Animal Society and our combined Wisconsin supporters were pleased to see the Judiciary and Administration Committee unanimously pass the humane pet store ordinance (#22-1183) on October 4th.

We would again like to express our support for this ordinance and hope the City of La Crosse joins numerous other Wisconsin municipalities in adopting this commonsense, proactive measure sponsored by Council Member Woodard. I've attached a letter of support, previously sent, for ease of reference. If you have any questions before tonight's meeting, please feel free to contact me at 608-400-5464.

Thank you for your consideration of this important piece of legislation.

Best regards,

Megan

Megan Nicholson

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The Humane Society of the United States is the nation's most effective animal protection organization, fighting for all animals for more than 60 years. To support our work, please make a [monthly donation](#), give in [another way](#) or [volunteer](#).





La Crosse Common Council

Re: Proposed ordinance #22-1183

Honorable Council Members,

On behalf of our national organizations and our Wisconsin volunteers and supporters, we urge you to support humane pet store ordinance #22-1183, that prohibits the sale of dogs and cats in pet stores. A humane pet store ordinance will address the intersection of consumer protection and animal welfare by generating awareness about the cruel puppy mill-to-pet store supply chain and encouraging consumers to obtain dogs and cats from reputable, humane sources.

It is well documented that pet store puppies are supplied by puppy mills, which are large-scale, commercial breeding facilities where profit is prioritized over the care and welfare of the animals. Because of overcrowding, filthy and inhumane conditions, and a lack of basic veterinary oversight in these facilities, pet store puppies are often sick, costing consumers hundreds or thousands of dollars in veterinary bills, and sometimes leaving them with the heartbreak of having a new pet die or having to relinquish them. Despite these problems, pet stores mislead consumers by promising the puppies come from quality sources, relying on a breeder's USDA license as "proof." However, according to the USDA, dogs can be bred at their first heat cycle, which is often six months of age, and can continue to be bred until their bodies can no longer physically produce puppies. Dogs can be confined to small cages that are only required to be six inches larger than their body. These federal regulations are survival standards at best and enforcement of even these minimum standards is severely lacking.

No pet store needs to sell puppies to stay in business because the massive retail pet industry is dominated by the sale of products and services. According to the World Pet Association, in 2019 pet stores that only sold dry goods reported more total revenue per square foot (\$403) than those that sold animals (\$246). Furthermore, a humane pet store ordinance will not limit pet options for La Crosse residents as they will continue to have access to animals at shelters, rescues, and from responsible breeders. The AKC Marketplace, for instance, shows there are many purebred puppies of popular breeds available in the area directly from local breeders. 430 municipalities across the country, including seven in Wisconsin (Whitewater, Appleton, Fort Atkinson, Beloit, Wauwatosa, Waukesha, Pewaukee), and five states have already passed similar humane pet store laws to protect their residents and animals. We urge La Crosse to join them and take a stand against puppy mill cruelty and proactively protect consumers.

Respectfully,

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Elizabeth Oreck
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