

Key Differences: Responsible Breeders vs. Pet Stores

Responsible Breeder Puppy-Selling Pet Store

DIRECT & TRANSPARENT

Only sells directly to the public and is proud to show where the puppy was born and where the parents live. Provides complete veterinary records with family history.



INDIRECT & DECEPTIVE



The source of puppies sold at pet stores is not disclosed to consumers; misleading them about the cruelty involved and hiding medical information. The truth is the majority of puppies sold in pet stores are from puppy mills.

DOGS ARE PETS

Puppies are born and raised indoors, in the breeders' own home. There is a clean space for puppies to live and play and their health is cared for, including socialization and needs particular to the breed.



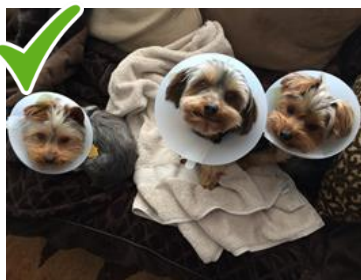
DOGS ARE PRODUCTS



Suppliers confine large numbers of dogs to cages and treat them as little more than breeding machines, with their physical and psychological needs disregarded. Suppliers and pet stores view and treat puppies as if they are mere products.

PROPER & PREVENTATIVE VET CARE

Has a strong relationship with a veterinarian. Puppies are vaccinated, tested for genetic disorders, and there are precautions taken to prevent disease transmission. Shares full vet records for the puppy and their parents.



DISEASE & MINIMAL VET CARE



Deny basic veterinary care to cut costs, pump puppies with antibiotics to mask diseases, and confine puppies in cramped and stressful conditions during transport and at the store, leading to ongoing disease outbreaks.

LIFETIME COMMITMENT

Require buyers to sign a contract promising to return the dog to the breeder if they can no longer care for the dog or if circumstances change.



AVOIDS RESPONSIBILITY



Only accept puppy returns if puppy is sick. In those circumstances, the puppy is returned to broker, where it is likely euthanized. As a result, many pet store puppies end up in shelters.

FAIR PRICING

Puppy pricing merely covers the costs of care and is fully disclosed. Breeder will only sell to those who can afford to care for the dog for its lifetime.



HIDDEN COSTS



Charge as much as they can to maximize profits and often pressure low-income consumers to apply for financing, without any warning of the extremely high interest rates.