



**WISCONSIN PUPPY MILL PROJECT, INC**  
P.O. Box 926 Sheboygan, WI 53082-0926

**PETLAND Pet Shops**

**POSITION**

- **The Wisconsin Puppy Mill Project will continue to encourage our members and the general public NOT to shop at PETLAND Stores in Wisconsin.**
- **We do not support the opening of new PETLAND Stores in Wisconsin.**
- **PETLAND sells puppies from mass breeding facilities. We do not support the mass breeding of puppies.**
- **PETLAND sells other species to “anyone who walks into the store with the money.” We do not believe that this leads to a happy and healthy relationship between pets and people. Too many of these animals are purchased on a whim and when the fun wears off, these animals are abandoned to our shelters. Shelters end up “cleaning up the mess” and taking on the responsibility for the care of these animals while the pet peddlers and distributors cash in.**

**ACTION**

- **The Wisconsin Puppy Mill Project will fully cooperate with any action directed at educating the public about responsible pet ownership and the industry behind the “cute puppies” in the glass cages at pet stores.**
- **We will continue our efforts to encourage people to ADOPT rather than buy pets at pet shops like, PETLAND.**
- **We will devote time and resources to gaining community awareness of the pet milling industry.**
- **We will continue to tell the public that over 8 MILLION homeless pets put to death every year due to lack of homes. Until pet SELLERS take responsibility for the lives they create, sell and make a profit from, we will continue to ask people to support pet supply stores that are part of the solution rather than part of the problem.**

**RECOMMENDATIONS**

**We recommend that pet stores like PETLAND use available space to operate ADOPTION CENTERS in their stores. By doing so, they can be heroes for pets and pet owners alike. Adoption Centers help to save lives rather than contributing to the cycle of homeless pets and the waste of life created by the pet seller trade.**