

Passing Local Legislation

Retail Pet Sale Bans

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Roadmap

- Why local legislation?
- What are puppy mills and retail pet store bans
- The legislative process
- How to pass laws at the local level
 - Building relationships and educating legislators
 - Using grassroots advocacy



Why Local Legislation?

- Protecting animals in your community
- Creates a permanent life-saving law
- Lays foundation for state law to pass successfully



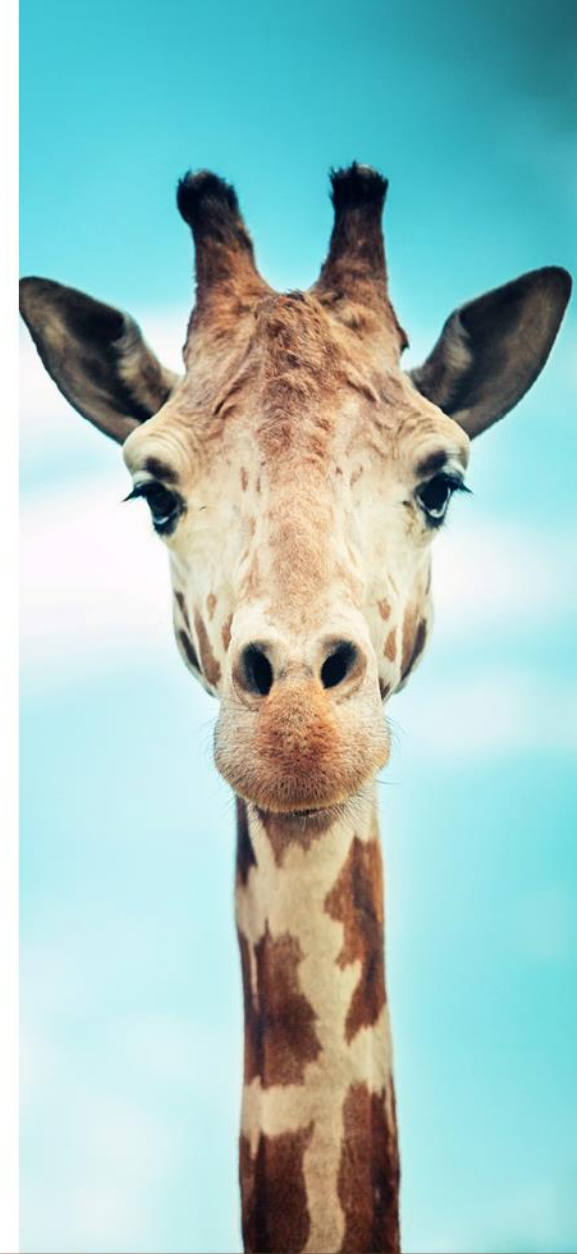
Puppy Mills

- Industry term for inhumane commercial breeding facilities that place profit over the health and well-being of the animals
- Their goal is to produce as many puppies as quickly as possible
- Dogs kept in crowded, unsanitary conditions
- Mothers are bred and forced to have multiple litters a year
- Puppies often have genetic and hereditary diseases



Retail Pet Sale Bans

- A law that prohibits pet stores from selling dogs and cats (sometimes other animals like rabbits) and instead opens up the space for local shelters and rescues to display adoptable animals
- Does 3 important things:
 - Reduces supply and demand for puppy mill animals
 - Reduces financial incentives for mill operators
 - Encourages adoptions



Retail Pet Sale Bans

- Currently over 400 cities/counties with a retail pet store ban
 - Dallas, Atlanta, Boston, Cook County (Chicago), and Philadelphia
- 6 states with a state-wide ban
 - California, Maine, Maryland, New York, Washington, and Illinois



Preemption Laws

- Preemption laws block a city or county's ability to pass a ban
- Arizona and Ohio have a preemption law
- Florida and Georgia have successfully **BLOCKED** preemption laws



Poll time!



Know Your Local Government

- Things to think about:
 - Where do you live?
 - Who is your representative?
 - How does your legislature pass laws?



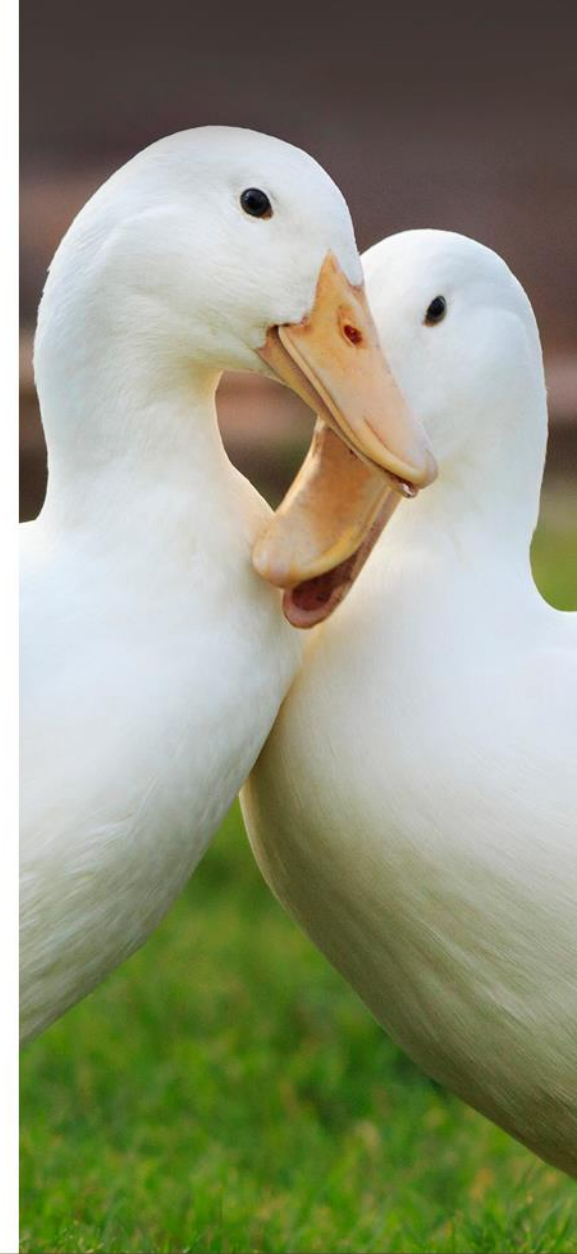
Passing Local Legislation

- Gain the support of legislators/citizen lobbying
- Using grassroots advocacy



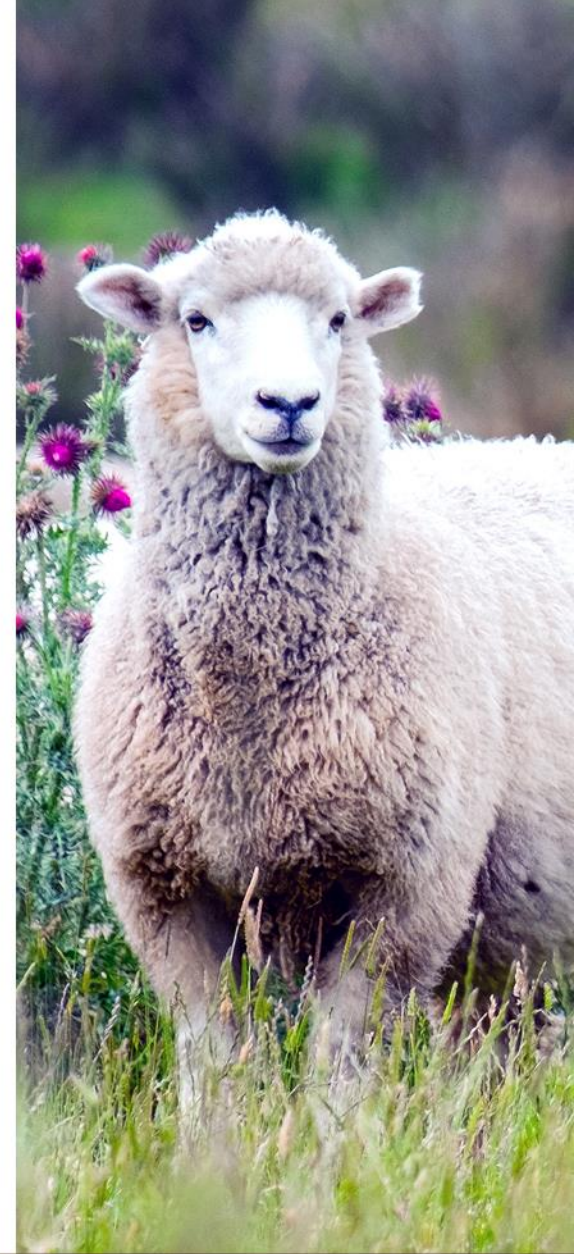
Finding a Sponsor

- Citizen lobbying is relationship building
 - Always stay positive and professional
- Do your homework
 - Which legislators are animal allies?
 - What legislation they have championed?
- Goal is to find a sponsor for your ordinance




Meeting with Legislators

- Request a meeting
 - May be with your representative
 - Or another legislator likely to support
- Don't be discouraged if you meet with staff



Successful meeting

- Dress for success! Business attire
- Summarize the problem and solution
- Distribute factsheets and FAQs
 - Factsheets – one page MAX
 - FAQs – longer, anticipate the arguments against
- Video/photos are effective tools
- Use non-animal arguments (cost-savings, consumer protection, etc.)
- Tell your story
- Connect your story to your community




RETAIL PET **SALE BANS**

Stopping the Puppy Mill Pipeline

Puppy mills are inhumane commercial dog-breeding facilities that operate without regard for the animals' well-being. Puppy mill operators maximize their profits by producing large numbers of puppies as quickly as possible. As a result, unsanitary conditions, disease, and neglect are rampant. Dogs are crammed into cramped, filthy metal cages and given spoiled food and putrid water. These dogs receive little, if any, veterinary care and are typically

LACK OF REGULATION AT THE FEDERAL LEVEL
Puppy mills are regulated by the Animal Welfare Act (AWA). But the AWA provides minimal protections for these dogs, and enforcement is extremely lax. Many puppy mills are USDA-licensed either because their operations meet the low standards required by the AWA or because the USDA has failed to revoke their licenses despite a long history of violations.

PROTECTING CONSUMERS AND ANIMALS
Pet stores routinely defraud unsuspecting consumers by misrepresenting the health and origin of their puppies. Stores claim their puppies are sourced from "family" or "small" breeders



ANIMAL LEGAL DEFENSE FUND

RETAIL PET **SALE BANS**

FAQs

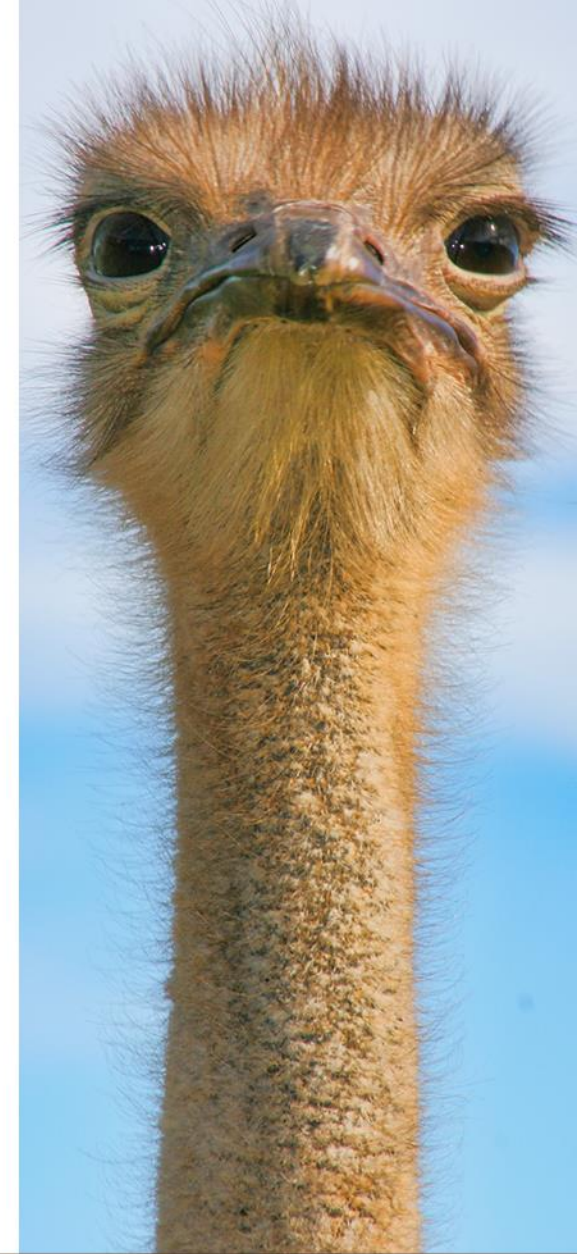
What are retail pet sale bans?
Virtually all animals sold in pet stores come from mills – inhumane commercial breeding facilities. Many people are familiar with the term "puppy mill," but other animals sold in stores, like rabbits and cats, are also sourced from mills. Pet stores are a preferred sales outlet for mills because they allow the cruelty to remain hidden from consumers. Retail pet sale bans prohibit pet stores from selling dogs and cats (and sometimes other animals like rabbits) who are commercially bred. Instead, pet stores can offer animals available for adoption from rescues and animal shelters. California and Maryland have enacted statewide retail pet sale bans, along with nearly 300 other cities and counties.

WHAT ARE PUPPY MILLS?
Puppy mills are inhumane commercial dog-breeding facilities. Dogs are kept in crowded, filthy conditions without adequate exercise or socialization. Barren wire cages, inadequate (if any) veterinary care, and dirty water are hallmarks of puppy mills. Mother "breeder" dogs are bred frequently, giving birth to multiple litters every year. They are typically abandoned or killed when deemed no longer useful. Puppy mill operators maximize their profits by producing large numbers of puppies as quickly as possible. As a result, unsanitary conditions, disease, and neglect are rampant. It's common for dogs from puppy mills to suffer from genetic conditions, as well as deadly diseases including distemper, respiratory infections, mange, and various parasitic disorders. Dogs from puppy mills also frequently exhibit behavioral and psychological problems due to the lack of early socialization and being weaned too young.

HOW DO RETAIL PET SALE BANS PROTECT CONSUMERS?
Pet stores routinely defraud unsuspecting consumers by misrepresenting the

Best practices for success

- Stay positive and professional
- Expect opposition and pushback
- Pay attention and make note of good advice
- Never guess. Research the answer and get back to them
- Keep agreed upon meeting length
- Show respect and a desire to work *with* lawmakers
- Doors will open!



Legislative Process

- How does an idea become a law?
- Every council or jurisdiction will be unique
- All will likely involve
 - Introduction
 - Drafting into language to fit local code
 - Review by committee
 - Vote by full council



Using Grassroots Advocacy

- Demonstrates a need and desire for change in your community to lawmakers
- Grassroots advocacy involves getting members of your community engaged in the political process using tools like **action alerts**, **social media**, and **testimony**



Tool 1: Action Alerts

- What is it? Asking someone to contact their legislators pertaining to a specific issue
- KEYS:
 - Keep it short, specific, and easy
 - Provide a sample message
 - Send to everyone who lives in the **appropriate** jurisdiction



Tool 2: Social Media

- KEYS:
 - Keep your community updated!
 - Share your action alerts
 - Be kind
 - Address differences and opposition



Tool 3: Testimony

- KEYS:
 - Prepare 2-3 minutes of testimony
 - Be prepared to get cutoff or have less time
 - Introduce yourself and thank the legislators for their time
 - Be concise and use your strongest arguments
 - Keep your cool
 - Encourage other members of your community to testify



Grasstops advocacy

- Search your network
- Who knows someone?
 - Local celebrity
 - Business owner
 - Election campaign donor
 - Friend of the mayor



Youth advocates

- Kids can make a difference!



Victory is sweet

- Los Angeles Fur Ban rally and vote
- Sept. 19, 2018
- Passing an ordinance is a big task
- All the hard work pays off
- ***“Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it’s the only that ever has.” -Margaret Mead***



POLL



Thank you!

We can't do this without you

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For more information visit us at aldf.org

