



October 19, 2022

The Honorable Rusty Brockman
Mayor of New Braunfels

Members of the New Braunfels City Council

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Dear Mayor Brockman and Council Members:

We hope this message finds you well. I'm writing on behalf of People for the Ethical Treatment of Animals U.S.—PETA entities have more than 9 million members and supporters globally, and PETA U.S. is the largest animal rights organization in the world. We've been contacted by members and supporters in Texas who are thrilled that New Braunfels is considering an ordinance to [prohibit the sale of dogs and cats from commercial breeders in pet stores](#). We share their enthusiasm, because such legislation protects animals and consumers alike. **We hope you will vote in favor of a ban on selling dogs and cats in pet stores.**

Legislative measures such as prohibitions on the sale of animals purposely bred for pet shops are the most effective means of reducing the number of unwanted and abandoned animals who flood our nation's shelters. Banning the sale of dogs and cats from high-volume breeders is a critical step toward reducing the homeless-animal crisis. Animal shelters take in more than 6 million animals every year, and those who don't make it to shelters often suffer and die on the streets.

After Tucson, Arizona, banned the sale of animals from breeding mills, *Inside Tucson Business* [published an op-ed](#) by the ordinance's sponsor, who explained the following:

The puppy mill industry is regulated by the U.S. Department of Agriculture. The standards of care commanded by that agency are little more than survival-level living conditions. A dog can be kept inside [a] cage for literally [his or her] entire life. The cage may have a metal floor, have a height of only six-inches higher than the top of the dog, and be twice the dog's length, plus six inches. Those are the standards mill advocates support. Our ordinance says that being "registered" to breed under those conditions is not good enough.

Just before San Francisco passed a similar ban, the *San Francisco Examiner* published [an opinion piece that explained the following](#):

The ordinance will also protect consumers from ending up with an unhealthy or behaviorally challenged animal. Puppies and kittens in pet stores are often sick because they are born into deplorable conditions, taken from their mothers too soon, and exposed to a wide

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range of diseases due to inbreeding or a lack of early veterinary care. ... It is also well documented that dogs and cats purchased from pet stores often have behavior problems and trouble adjusting to home life because, up to the point of sale, they have been under-socialized and know nothing but life in a cage.

Most, if not all, commercial dog-breeding operations licensed by the U.S. Department of Agriculture are puppy mills, which were publicly recognized as “problematic” in a [2010 report](#) by the Office of Inspector General. The report found that the limited oversight of puppy mills was inadequate, the process used to enforce the minimal provisions of the federal Animal Welfare Act (AWA) was ineffective, federal inspectors failed to cite or document violations properly to allow for enforcement actions, and federal inspectors misused guidelines to reduce penalties for violators. Even when breeders are found in violation of the AWA, pet store operators rarely discontinue obtaining animals from them.

All “purebred” and “designer” dogs suffer from [genetic conditions](#) that can cause pain and discomfort. Many face lifelong disabilities, ailments, and premature deaths because humans have bred them to have grotesquely distorted features, such as flattened faces. [French bulldogs](#), pugs, Pekingese, Boston terriers, boxers, [Cavalier King Charles spaniels](#), and shih tzus—all breeds listed for sale by Puppyland—as well as other flat-faced dogs are breathing-impaired breeds (BIB). They are afflicted with [brachycephalic syndrome](#), which leaves many dogs struggling just to breathe and is the [leading cause of death for bulldogs](#).

Flat-faced dogs have been bred to have deformities that cause them to suffer from distressing and painful symptoms such as labored breathing, snorting, coughing, gagging, retching, vomiting, tiring easily, collapsing, and fainting. Despite all the suffering caused by breeding dogs for flat faces, breeders keep doing it because people keep buying them. Those who buy BIB dogs often find themselves financially and emotionally overwhelmed by their many expensive health issues. In [one study](#), a fifth of brachycephalic dog guardians reported that their dog had undergone at least one surgery related to having distorted physical features. These surgeries aren’t just costly—they’re also dangerous, extremely painful, and traumatic for dogs and their human families. People with the time, money, patience, and love to care for an animal for life should adopt one from a shelter. Those who already have or plan to adopt a BIB dog must commit to making his or her life as fulfilling, healthy, and comfortable as they can.

We hope New Braunfels will take a stand against breeding mills and the cruel pet trade by banning retail sales of dogs and cats. Please don’t hesitate to contact me at AllisonF@peta.org if you have any questions.

Thank you for your consideration and compassion and for everything you do to keep New Braunfels safe and humane for all its residents.

Sincerely,



Allison Fandl
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