



Red Flags:

Warning Signs When Dealing With A "Breeder"

Use our "Warning Signs When Dealing With a Breeder" to help you identify disreputable sources for purchasing pets. If the breeder you are considering exhibits even one of these traits...**EXERCISE EXTREME CAUTION!** You may be getting yourself into an expensive, heartbreaking problem. The "Online Resources" section at the end lists helpful URL's for further research.

🚩 **Advertising: Does the Breeder —**

- Advertise in classified newspaper ads, flyers in stores and on classified sites on the Internet?
- Use hand painted "roadside" signs to advertise puppies or other pets for sale?
- Advertise "Puppies always available" or "Puppies Ready for Christmas / Easter / etc.?"
- Advertise many different breeds for sale?
- Advertise oddball or specialized varieties or "rare" breeds?



🚩 **Sales Pitch: Does the Breeder —**

- Tell you that the "whole deal" can be completed with one phone call or email?
- Make excuses why you can't meet the parents of the pups?
- Tell you that the parents of the pups are a different location and he's just acting as an "agent" to sell the puppies?
- Offer stud service to the general public or sells "breeding pair?"
- Tell you that he doesn't require spaying /neutering of "pet quality" puppies?
- Try to sell you a puppy that is under eight weeks old?

🚩 **Sales Venue: Does the Breeder —**

- Offer to meet you at a parking lot or public place to sell you the pup?
- Sell puppies at a public place like a dog auction, flea market, yard sale, swap meet or pet store, or out of the back of a pickup truck, car, or van?



🚩 **Breeding Site: Do the adult animals onsite —**

- Appear dirty, poorly groomed or have poor coat quality?
- Act aggressive, vicious, anti-social or overly fearful?
- Spend their lives in stacked cages or poorly lit outbuildings, garages or basements?
- Lack shelter protected from inclement weather or kept from getting too hot or too cold?
- Have no water available or water that is available is dirty or frozen?
- Appear either too thin or too heavy or just seem generally unhealthy?
- Seem to be more numerous than the breeder can properly care for, exercise and socialize?

🚩 **The "Papers" Pitch: Does the Breeder —**

- Try to imply "quality" of the dog because he / she is "registered" or has "papers?"
- Have suspended AKC registration privileges? See Online Resources for where you can check.
- Tell you that "Papers" are not available at time of delivery of the pup?
- Use registries like American Canine Association Continental Kennel Club Inc. or others you have never heard of?



🚩 **Is this business legitimate —**

- Does the breeder demand cash only payment and/or does not have a State of Wisconsin Seller's Permit?
- Does the breeder inform you that you must pay sales tax?
- Has the breeder been the subject of complaints registered with local humane societies or sheriff's departments?
- Has the breeder been convicted of a crime against animals?

In our opinion, puppy millers and back yard breeders should **NOT** be called "breeders." A more accurate description of these people is **PET PROFITEERS**. They don't care about the animals — they only care about M-O-N-E-Y. They use and abuse animals for profit, and frequently hold their own customers in contempt. If the market dries up for disreputable breeders they will no longer make a profit and will quickly lose interest in the "pets for profit" business.



ONLINE RESOURCES:

- AKC Recognized Breeds Listing, http://www.akc.org/breeds/breeds_a.cfm
- UKC Library of Breed Standards, <http://www.ukcdogs.com/Web.nsf/WebPages/Library/BreedStandards>
- "How Much Will That Pet Really Cost?" <http://www.petpeoplesplace.com/resources/articles/dogs/020-01.htm>
- Canine Crusaders' "Responsible Pet Ownership" : <http://www.dogsaver.org/caninecrusaders/responsible.htm>
- PuppymillRescue Pet Shop puppy horror stories: <http://www.puppymillrescue.com/petstorehorror1.htm>
- Pets 911, a coalition of many major national organizations: <http://www.pets911.com>
- Pet Finder: <http://www.petfinder.org>
- WPMP "Red Flags: Disreputable Breeders" page: <http://www.nowisconsinpuppymills.com/redflags.html>
- WPMP "Identifying a Quality Breeder" page: <http://www.nowisconsinpuppymills.com/goodbreeders.html>
- DATCP: Puppy Shopping brochure: <http://www.nowisconsinpuppymills.com/datcp-puppy-shopping-brochure.pdf>
- DATCP: Essential Questions to Ask Before Buying a Dog or Puppy (pdf):
<http://www.nowisconsinpuppymills.com/datcp-essential-questions-before-buying-dog-or-puppy.pdf>
- DATCP: Dog Seller Consumer Information: https://datcp.wi.gov/Pages/Programs_Services/DogSellerConsInfo.aspx