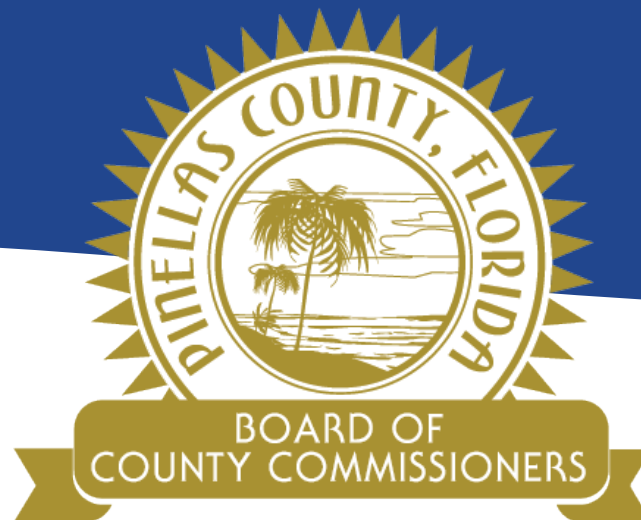


Pinellas County Retail Pet Store Ordinance Recommendations

Jennifer Renner

Interim Director



Our Vision:
To Be the Standard for
Public Service in America

Retail Pet Stores

Objective:

To present our formal recommendations addressing increased consumer protection and animal welfare standards at Pinellas County's six retail pet stores



Retail Pet Stores Overview

2024 Industry Update:

- **Six Retail Pet Stores Operate in Pinellas County**
- **4800 Puppies Sold in 2024**
- **48% Sold to Customers Residing Outside Pinellas County**
- **3 Consumer Protection Complaints**
- **22 Animal Welfare Complaints**
- **7 Administrative & 1 Animal Welfare Citation Issued**



Commercial Dog Breeding Oversight

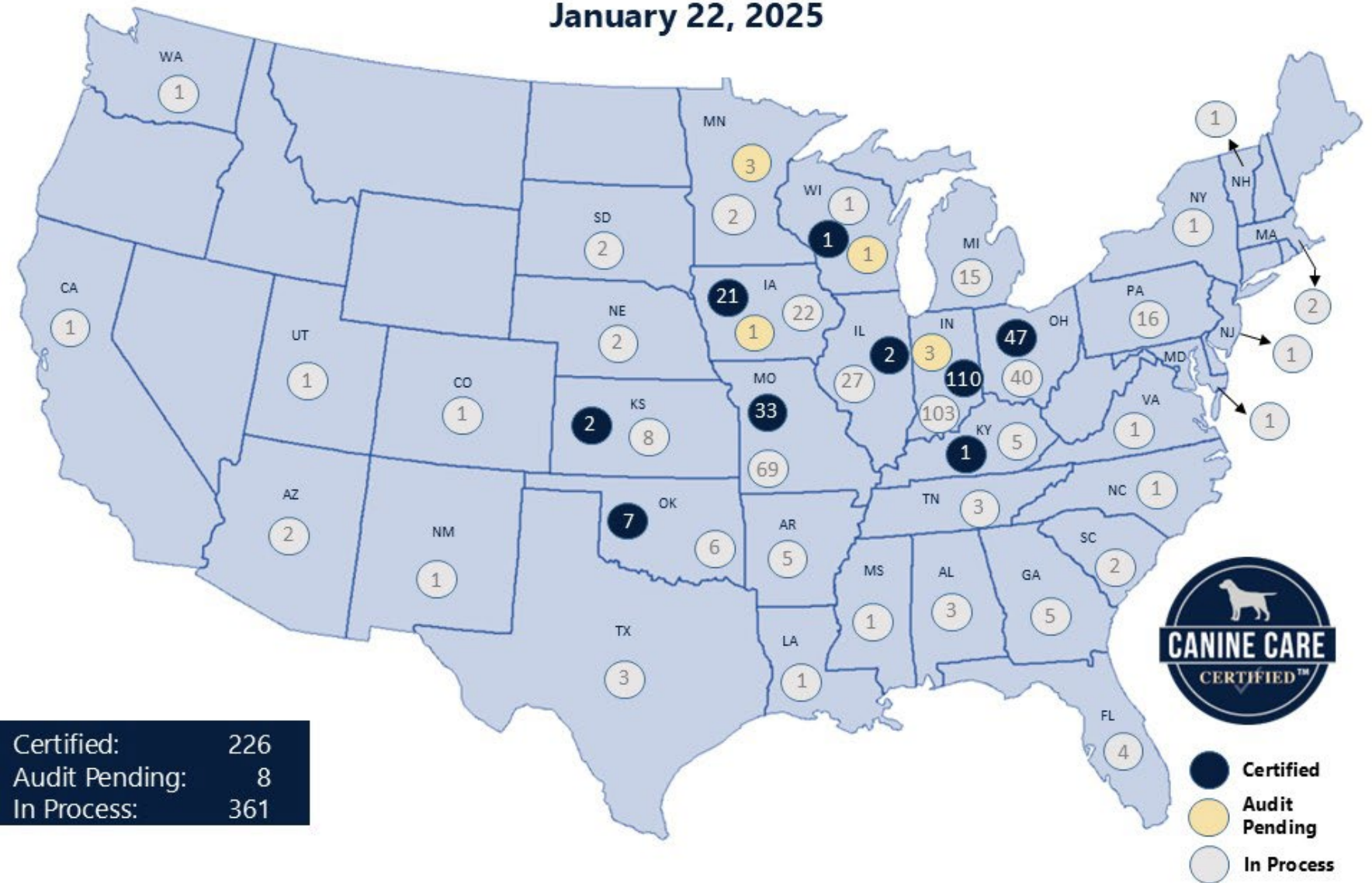
- **USDA: Animal and Plant Health Inspection Service (APHIS)**
- **Purdue University Canine Care Certification Program**



CANINE CARE CERTIFIED BREEDERS BY STATE



January 22, 2025



Certified: 226
Audit Pending: 8
In Process: 361



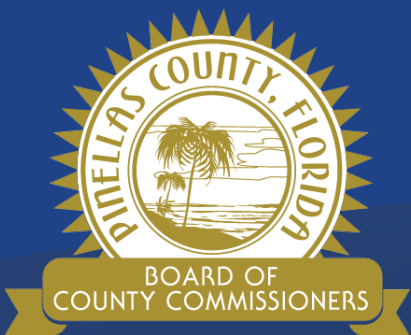
- Certified
- Audit Pending
- In Process

Recommendations



- **Strengthened Animal Welfare Standards in Retail Pet Stores**
- **Education Initiative to Protect Consumers**
- **Enforcement Measures to Ensure Compliance**

Our Vision: To Be the Standard for Public Service in America



Strengthened Animal Welfare Standards



Housing

Increase Inspections to twice per year

Standardization of Protocols

Transparent Reporting Practices

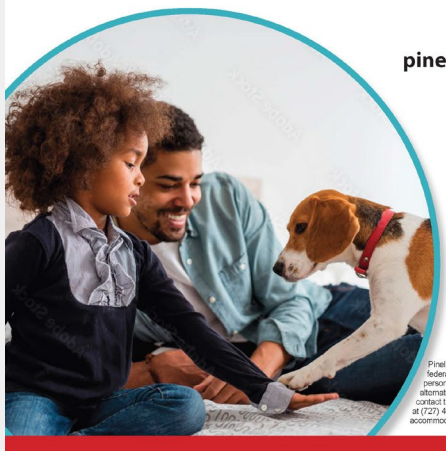
Sourcing Requirements from Science-Based Programs

Consumer Education Program



Know Your Rights & Responsibilities!

- ! **Be Prepared:** How to care for your new pet
- ! **Be Informed:** What to know about the Pet Lemon Law
- ! **Buyer Beware:** What to consider



Know Your Rights & Responsibilities!

- ! **Be Prepared:** How to care for your new pet
- ! **Be Informed:** What to know about the Pet Lemon Law
- ! **Buyer Beware:** What to consider about pet loans



pinellas.gov/pet-owner

Pinellas County complies with all federal, state and local laws related to persons with disabilities. To request alternate formats of this information, contact the Office of Human Rights at (727) 464-4062 (V/TDD) or email accommodations@pinellas.gov. 02/25



Protect Consumers

- **Educational Posters and Signage**
- **Visible OCVI for each puppy offered for sale**
- **Increase Lemon Law consumer complaint timeframe from 14 days to 30 days**

Enforcement Measures

- **Pet Dealer Permit Suspension**

- **All Animal Welfare Violations Result in Immediate 14-day Pet Dealer Permit Suspension**

- Reinstatement Pending Investigation & Corrective Action Plan
- Fine: \$500

- **3+ Administrative Violations within rolling 3-month period**

- Corrective Action Plan due within 10 days or Pet Dealer Permit suspension will occur
- Fine: \$148 - \$500

- **Pet Dealer Permit Revocation**

- **2+ Permit Suspensions within a rolling 24-month timeframe**

Thank you!

