

Given there is no regulation whatever in relation to the sale of puppies via trading post, herald sun, or the internet the view of Upmarket Pets is that banning the sale of puppies from Pet Stores in fact reduces rather than increases regulatory control. Large dog breeding establishments may still be able to sell their puppies via totally unregulated means potentially leading to a lower levels of care for the puppies involved. Isn't the regulated environment that currently exists in Pet Stores superior to the potentially unregulated channels?

Indeed Pet Stores may be the solution not the problem.

The types of regulatory and voluntary requirements that Upmarket Pets conform to include:

- *Presale Vaccination*
- *Presale Micro chipping*
- *Presale worm and flea treatment*
- *Notification of the relevant local council of the sale of every puppy. (this ensures post sale council registration of all puppies we sell).*
- *We have a long term established relationship with an inner city veterinary clinic who provides pre and post sale care as necessary to our animals/pets. Our vet is available 24 hours in cases of emergency and performs regular shop visits to advise on hygiene/ disinfection/animal handling/disease treatment and prevention.*
- *Upmarket Pets supports and encourages all aspects of responsible pet ownership.*
- *Like any small business our interest is in the long term health of our business which relies on having satisfied customers. Upmarket Pets does everything in its power to ensure this occurs.*

During the last 12 years Upmarket Pets has provided thousands of companions, best friends, and family members to thousands of happy and satisfied customers.

Thank you for your time

Upmarket Pets
upmarketpets.com