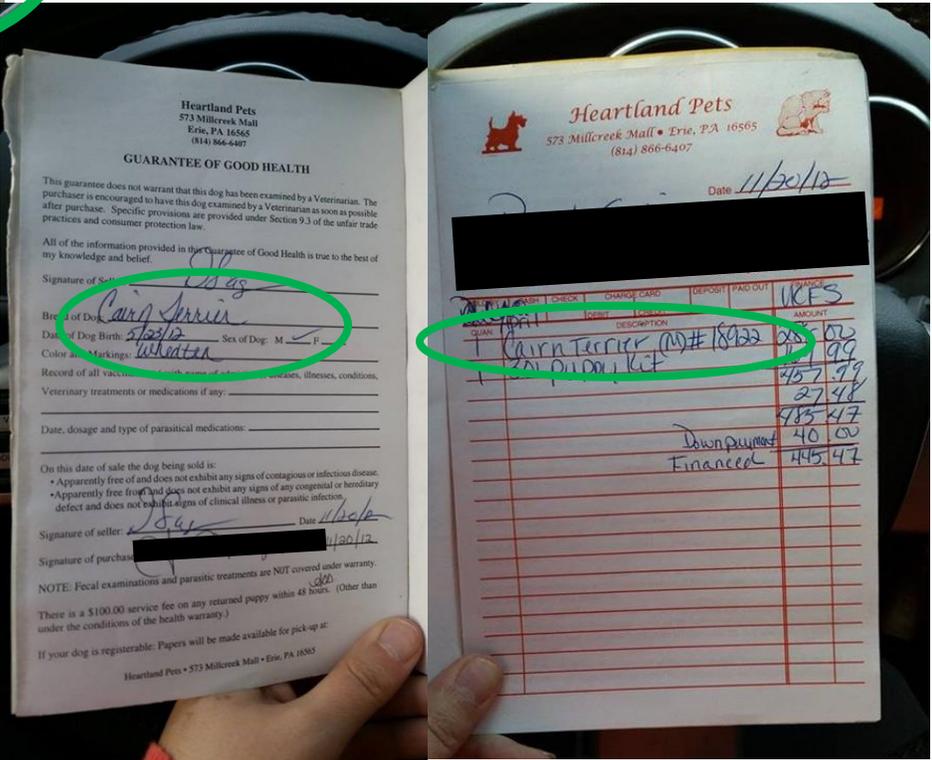
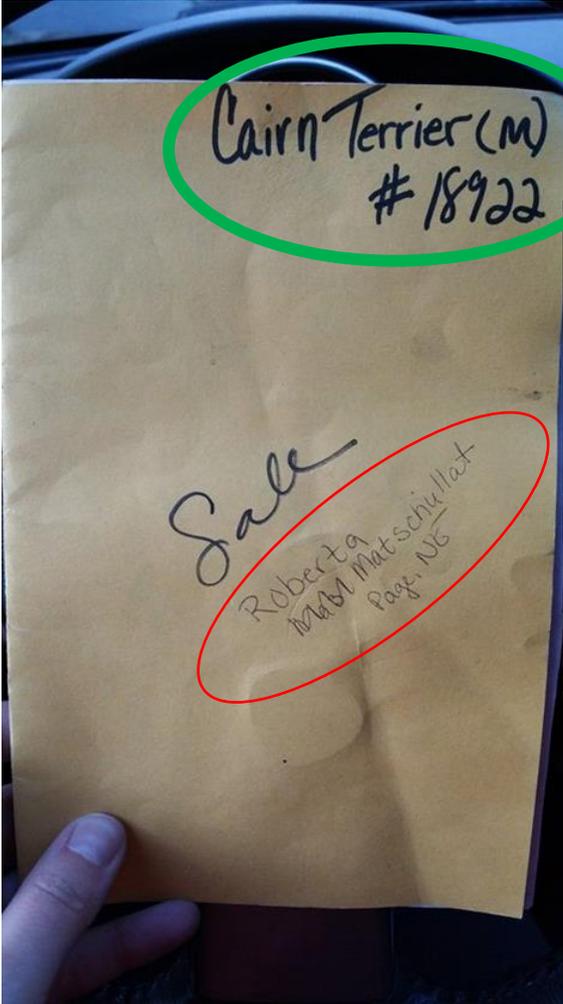


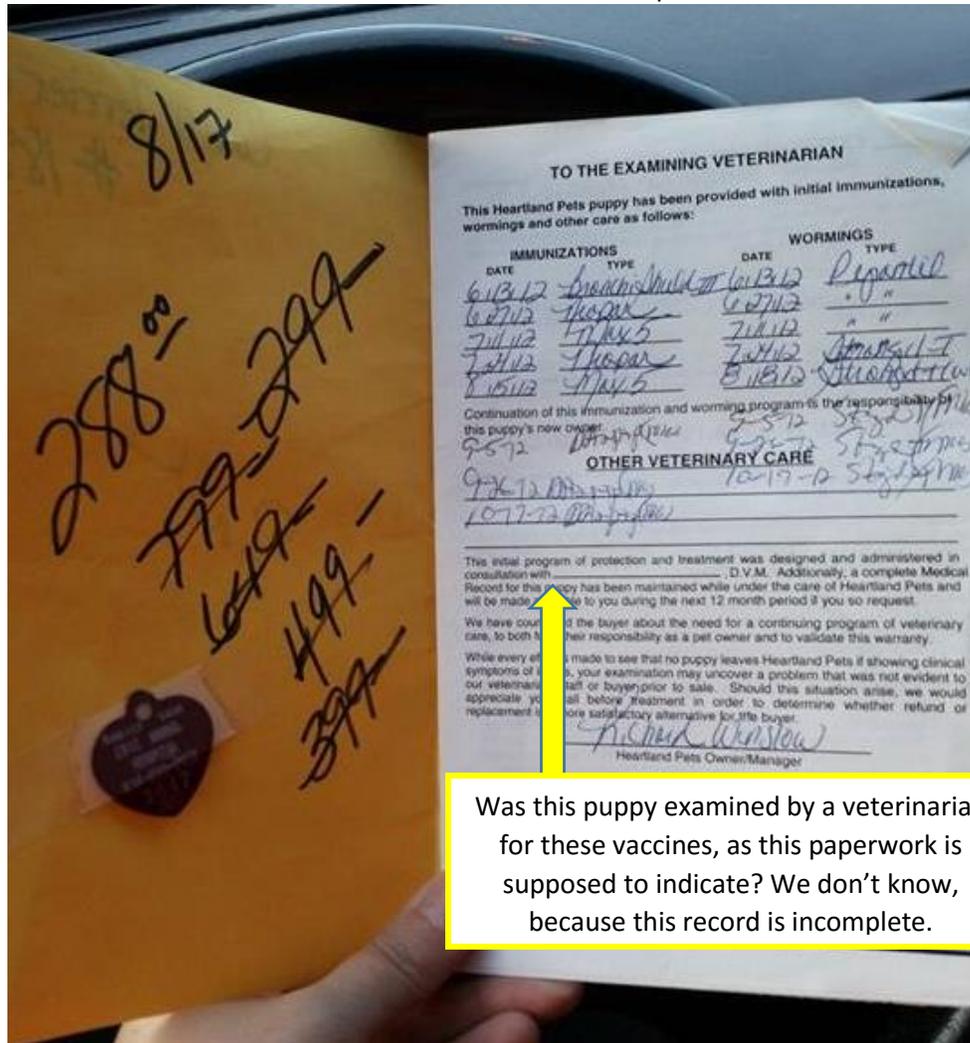
Heartland Pets in the Millcreek Mall in Erie, PA supports puppy mills. This is the 16th “breeder” we have found that Heartland has used or continues to use. I cannot retrieve information on this breeder’s license and/or violations. You’ll see that Heartland continued to “discount” the puppy, until they finally sold it for \$288. Typically, puppies are sold from “millers” to “brokers” for \$50 - \$150. Then the “broker” sells the puppy to a pet store from \$100-\$300. Then the pet store inflates the price of the puppy radically, in order to make a huge profit AND to help convince unknowing customers that these puppies are healthy and well bred. We want Heartland to STOP supporting inhumane breeders and “go humane” instead. And the HSUS will help them do it.



Licensee/Registrant Information		Address
Legal Name (DBA):	ROBERTA MATSCHULLAT (Berts Bow Wow Babes)	86852 503rd Avenue
Customer No:	6275	PAGE_NE 68766
Certificate No:	47-A-0325	COUNTY: HOLT
Certificate Status:	CANCELLED	
Status Date:	Mar 15, 2013	

Cust No	Cert No	Name	Doing Business As	Address	City	Zip
Nebraska						
11271	47-A-0391	Ratzlaff, Jason		1535 Road 11	Clarkson	68629
5077	47-A-0088	Rears, Rose Marie & Don		71868 638th Avenue	Stella	68442
6275	47-A-0325	Riley, Roberta	Berts Bow Wow Babes	50483 872nd Road	Page	68766
19050	47-A-0468	Risinger, Jannelle And Mark	Rolling Hills Kennel	55242 847th Rd	Norfolk	68701
12310	47-A-0429	Ritz, Kelly		P.O. Box 62	Ashton	68817
21800	47-A-0497	Roth, Greg & Beth	Red Rock Kennel	376-280th	Millford	68405
17216	47-A-0437	Salber, Mark	Mystic Winds Kennel	51707 848th Road	Clearwater	68726

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Was this puppy examined by a veterinarian for these vaccines, as this paperwork is supposed to indicate? We don't know, because this record is incomplete.

The customers who purchased this pup did so because the store owner reportedly told them that “the puppy would be sent back to the breeder and euthanized in a couple days if not sold.” Good breeders do NOT 1) send puppies to be sold by pet stores 2) produce puppies unless they have homes to go to prior to even being born or 3) euthanize unwanted puppies.

Sadly, this puppy mill pup had to be euthanized at a young age anyway for severe aggression issues. Likely due to poor socialization, (and potentially poor breeding) the dog was extremely possessive with toys, and often nearly attacked the family’s other dog. When the dog was just shy of 3 years old, he reportedly attacked the male owner, and caused severe facial damage. The dog bit off 60% of the owner’s nose cartilage, and required reconstructive surgery including 50 stitches and a skin graft, in order to heal.

#heartlandgohumaneorgoaway