

Media Release

The Hon Ros Spence MP
Minister for Agriculture
Minister for Community Sport
Minister for Carers and Volunteers



Friday, 10 November 2023

HELPING VICTORIANS CHOOSE A PET WITH CONFIDENCE

The Allan Labor Government is helping Victorians find a puppy from a reputable breeder, ensuring the highest animal welfare standards for their new best friend.

Minister for Agriculture Ros Spence today launched the new Commercial Dog Breeder logo – which will be displayed by approved commercial dog breeding businesses in Victoria.

Potential dog owners looking to buy from a commercial dog breeder in Victoria should look for the new logo, which signifies the business is compliant with standard of care requirements – giving Victorians certainty that they are dealing with a legitimate commercial dog breeder.

The logo is a key element of the Labor Government's reforms on dog breeding and pet shop industries to better regulate the sale of dogs and cats.

Victorian dog breeders with more than 10 fertile female dogs are required to apply for commercial dog breeder approval and the new logo will help to give customers renewed confidence that their puppies are ethically sourced.

The welfare of our animals and wildlife remains a priority for the Labor Government, receiving \$18.5 million in the *Victorian Budget 2023/24*. This includes \$7 million towards the Animal Welfare Fund grants program, recognising the role companion animals play in the lives of Victorians.

For more information on the new Commercial Dog Breeders logo visit animalwelfare.vic.gov.au.

Quotes attributable to Minister for Agriculture Ros Spence

"The new Commercial Dog Breeder logo gives Victorians peace of mind that their new puppy comes from a reputable source that operates with high animal welfare standards."

"Choosing a new pet is an exciting prospect but there are a lot of things to consider. I encourage Victorians to do their research and look out for the new Commercial Dog Breeder logo when choosing a new pet."