PEACE OF MIND WHEN BUYING A PUPPY THROUGH THE ASSURED BREEDER SCHEME
HOW THE ASSURED BREEDER SCHEME ENSURES YOUR PUPPY HAS THE BEST START

We have analysed data, gathered by Agria Pet Insurance, over the past decade and there is no denying it – buying from an Assured Breeder increases your chances of acquiring a healthier dog. On average owners who bought from a Kennel Club Assured Breeder spend nearly 20% less in vet bills* throughout the lifetime of a dog compared to those who do not to buy through our Assured Breeder Scheme.

BREEDING & HEALTH

• If dogs are not adequately screened for hereditary disease before breeding then this can impact the puppies and have potentially serious consequences.

It is mandatory for Assured Breeders to carry out breed specific health screening.

• Irresponsible breeding can lead to an increase in genetic diseases, defects and various health issues.

Assured Breeders are subject to rigorous checks to make sure that the best breeding stock is being chosen for the right reasons.

• It can negatively impact on the welfare of a bitch if she is allowed to produce large numbers of litters.

Assured Breeders are not allowed to breed more than four litters from any one bitch during her lifetime.

• If the chosen breeding stock has an unsuitable temperament, puppies may inherit the trait, which can lead to a dog having to be rehomed or even put to sleep.

Assured Breeders are required to prioritise breeding for good temperament as well as for good health.

• The breeding of individuals who are closely related can cause health complications.

Assured Breeders are prohibited from carrying out close matings.

• Regular veterinary checks are important to maintain the health of dogs and puppies.

Assured Breeders must have all their puppies vet checked before they are sold.
HOUSING & ENVIRONMENT

• If a bitch is kept in poor conditions, this can have negative consequences for her litters. Regardless of whether she is kept in a kennel or as part of a family home. Puppies born into a poor environment may develop health or behavioural issues and can even die prematurely.

  Assured Breeders are regularly inspected by fully trained assessors to make certain that their premises meet set standards, ensuring that their puppies have the best start in life. If you buy from an Assured Breeder you will also be asked to give feedback to the Kennel Club, meaning that standards are maintained.

• If a breeder does not take care to find suitable homes for their puppies it can lead to a puppy not fitting in to its new home and being unsuitable to its new owner. This can lead to enormous distress and will often result in the puppy being rehomed or ending up in a rescue centre.

  Assured Breeders are required to take all reasonable steps to ensure that the purchaser is able to provide a suitable home and can demonstrate that they are committed to caring for the dog for its whole life.

• Puppies are more vulnerable to infection and disease.

  Good kennel hygiene is a requirement for Assured Breeders and is checked at inspection.

SOCIALISING

• In their early weeks of life, puppies should be kept with their mother. If they are separated too early this can have an adverse effect on a puppy’s behaviour later in life. Additionally, early separation can distress the mother.

  The Assured Breeder Scheme requires puppies to be at least 8 weeks old before being re-homed, with records checked to confirm.

• If puppies are not properly socialised from a young age this can cause problems when you introduce your puppy to family life, or when you take your puppy for walks.

  Assured Breeders are required to introduce their puppies to normal life and also pass on advice to the buyers, ensuring new puppy owners understand what they need to do to continue socialisation.

• If puppies do not interact with people when young, or are not familiar with normal activities, they can become fearful or aggressive in later life which can lead to them being difficult to live with.

  Assured Breeders are required to adequately socialise and habituate their puppies prior to sale.
HELP & SUPPORT

- People who are new to dog ownership can benefit greatly from the knowledge and experience of a breeder and have someone to turn to for help, but not all breeders provide any after sales assistance. **Assured Breeders are required to provide help and advice to puppy buyers beyond the point of sale.**

- Some breeders do not give written advice which can lead to confusion for new owners, leaving them unable to answer simple questions. **Every puppy from an Assured Breeder comes with a “Puppy Pack” containing valuable and essential information about their puppy that they can refer to at any time.**

- Registration documents are important as they contain information on your puppy and provide details of lineage and parentage, similar to having a birth certificate for your dog. Registration documents enable a new owner to transfer the puppy into their own name. **It is compulsory for all Assured Breeders to supply Kennel Club registration documents with each puppy.**

IMPORTANT MESSAGE

You should never normally purchase a puppy from a breeder who does not allow you to meet the puppies’ mother.

**Assured Breeders are required to allow buyers to view puppies with their mother.**

Never be afraid to ask to meet the mother of a puppy you intend to buy. Many Assured Breeders will not only have the mother available but may also have grandparents or the father for you to see. If the mother is not available to meet, the breeder should be able to provide credible explanation for this.

The temperament of the mother is a very good indication of the likely temperament of her puppies, providing they have been raised together in a suitable environment.

For a healthier, well socialised puppy, always buy from a Kennel Club Assured Breeder. Search for breeders in your area at www.findapuppy.org.uk

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*Stats provided by Agria pet insurance*