

## DEFINITIONS

If there were a caste system within the dog world, the breeders would be at the top, followed by puppy raisers, design-a-doggers, backyard breeders, and puppy mills. The danger to the public is the 'breeder' without having done more than put two dogs together with resultant puppies. Educated and more people will stop and think about where and who they are getting a puppy and, more importantly, why.

**BREEDER:** Technically, any person who mates two dogs and causes the production of offspring. In the respected world of dog ownership, a breeder is someone who breeds only when she breeds for a purpose and intends to keep one of the offspring. The betterment of the breed considers the entire breed, not just the individual characteristic of the standard. The primary difference between puppy raisers and breeders is the breeder's responsibility to her breed, to her goals, to the dogs she has bred and to the dogs she hopes to breed. A breeder's responsibility extends to the people who have bought her dogs, to the people who are about to buy her dogs, and to the image--not only of the dogs she has been producing but of the breed itself.<sup>1</sup> A breeder is a person who has a goal of perfection in her mind's eye. She does not allow herself to be deterred by others' views or popularity; she doesn't breed to fill a market of what will sell. A breeder takes the time to mentor and help those who ask over the rough spots. She instills within those who have purchased her puppies a sense of pride in ownership. Breeders are there to answer questions, to encourage training, to teach about responsible breeding. She takes responsibility for the dogs that she produces for the life of the dog, always when necessary. Breeders are not motivated by money or supplying a market. She does the necessary health and medical checks that the dogs she breeds are free of genetic problems. Breeders are those who have paid to be mentored and now are also mentoring. A breeder will have earned and continue to earn the respect of the 'big-name' breeders are not what should be considered as breeders and actually are putting the same amount of effort into thinking about the future of the breed.

**PUPPY RAISER:** Refers to any person who breeds without at least attempting to understand the needs of the dogs being bred, think about what they desire the puppies from the combination to be like, have a plan (at the very least **some** plan) for the future of the breed, hasn't considered all the possibilities concerning health, medical checks and at the very least the minimal health checks for hips, eyes and whatever else is important to the breed, and proven their stock in some way -- whether in the show, field, obedience, etc. really breed the best dogs of the same breed together and *hope* for the best.

**DESIGN-A-DOG:** Designer dogs can be designed as the latest fad, bred to fulfil a certain purpose, but not with a plan for long-term development of a breed type. Breeding for any one trait is irresponsible.

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<sup>1</sup> Written by Peggy Adamson as adapted from text of a speech given before the Annual Symposium of the "National Dog Owners and Handlers Association" in Feb. 1969; and published in their newsletter.

the case of pure-breed breeders as it is in those who cross-breed. Any breeder that is "only" failing her responsibility as a breeder which should be to breed only when she feels that it is **breed**, and in the case of cross-breeds, it would be difficult to argue that she was breeding instead is breeding for a reason that is less than what most of us consider to be reasonable. Having bred those competitive cross-breeds. Unlike the people who are at least cross-breeding a breed and taking the time to develop standards, aims, goals, and a plan, these dogs are being bred for a goal.

**BACKYARD BREEDER:** May also be referred to as a "whim breeder", this person is one who breeds dogs for no *why* they should be breeding. These people often have reasons such as "wanting the children to have a dog", "everyone just loves Fifi (or Fido) and wants a puppy just like her/him" or even more frighteningly "I want to make money and recoup some of my cost in buying Fifi". Backyard breeders, even when they have bred a litter, are the equivalent and just as damaging to the breed as puppy mills. The difference is that backyard breeders will have done no medical checks and believe that 'nature' will take care of the rest.

**PUPPY MILL:** A business that mass-produces dogs for a profit with little or no regard for the health of the puppies and dogs. It is a facility where puppies are sold to brokers, pet stores or individuals. They usually have many breeding animals in many different breeds and often, but not always, in poor socialization conditions. Some well-known and "respected" breeders have fallen into the commercial breeder definition (based on UK income levels) by losing sight of the primary reason for breeding, which should be the betterment of the breed. Production of puppies only because there is a market or one needs a bit of extra money is still commercial breeding and differs from puppy milling in that commercial breeders sell only to individuals and never to brokers or pet stores. Breeders who have slipped to this level have well-known affixes or kennel names.

**COMMERCIAL BREEDER:** A person who maintains large numbers of breeding females and/or males and produces more than three litters of puppies a year from the bitches or who provides stud services for more than three litters (based on UK income levels). These breeders may or may not perform genetic testing and other health checks. Some well-known and "respected" breeders have fallen into the commercial breeder definition by losing sight of the primary reason for breeding, which should be breeding only for the betterment of the breed. Production of puppies only because there is a market or one needs a bit of extra money is still commercial breeding and differs from puppy milling in that commercial breeders sell only to individuals and never to brokers or pet stores. Breeders who have slipped to this level have well-known affixes or kennel names. These breeders may or may not perform genetic testing and other health checks and/or have payment plans. Considering that some breeders may have two or more breeds, the health and well-being of the puppies is guilty of ethical crimes. Commercial breeding differs from puppy milling in that commercial breeders sell only to individuals and never to brokers or pet stores.

**UNETHICAL BREEDING:** Any person who breeds dogs with profit as the main motivation and whose primary concern for the health and well-being of the puppies is guilty of ethical crimes.

**DESIGN-A-DOG:** Designer dogs can be designed as the latest fad, bred to fulfil a certain, short-term goal, or bred for a plan for long-term development of a breed type. Breeding for any one trait is irresponsible. Unlike the case of pure-breed breeders as it is in those who cross-breed. Any breeder that is "only" breeding for a goal.

failing her responsibility as a breeder which should be to breed only when she feels that it is **breed**, and in the case of cross-breeds, it would be difficult to argue that she was breeding for a reason that is less than what most of us consider to be reasonable. Instead, she is breeding for a reason that is less than what most of us consider to be reasonable. She has been having bred those competitive cross-breeds. Unlike the people who are at least cross-breeding for a purpose, these dogs are being bred and taking the time to develop standards, aims, goals, and a plan, these dogs are being bred for a goal.

### BREEDER-BRED LITTER

Litter Planned to Produce Show and/or Working Quality Dogs

Item	0 -1 Years	1-2 Years	2-3 Years	3-4 Years	Totals	Comments
Original Purchase Price of Dog	£400.00				£400.00	
Registration Transfer	£9.00				£9.00	
Vaccinations - DHLPP	£50.20				£50.20	
Intra-trac and Health Check	£25.00	£25.00	£25.00	£25.00	£100.00	
Worming - 4 times per year @ £9 each	£36.00	£36.00	£36.00	£36.00	£144.00	
Microchip	£26.00				£26.00	
<b>Medical Testing</b>						
Eye Testing	£25.50	£25.50	£25.50	£25.50	£102.00	
vonWillibrand's Disease	£80.00				£80.00	
Thyroid	£35.00				£35.00	
Dobbler's Echocardiogram (Annual)	£152.00				£152.00	
Auscultation	£10.00				£10.00	
Hips				£87.50	£87.50	
BVA Fee to				£23.40	£23.40	

Score Hips							
<b>Kennel Expenses</b>							
Affix Registration	£45.00					£45.00	
Affix Maintenance		£12.00	£12.00	£12.00		£36.00	
<b>Show Expenses to 'Prove' Stock</b>	£210.00	£420.00	£420.00	£210.00		£1,260.00	Averaged at 1 Three shows (0-1 Years) and (1-2 Years) years; year for remainder
<b>Breeding Expenses</b>							
Stud Fee				£400.00		£400.00	
Petrol to Take Bitch To/From Stud				£150.00		£150.00	Two trips 300 take and pick
Health Check for Bitch				£20.00		£20.00	
Scan				£41.00		£41.00	
<b>Items for Whelping</b>							
Heating Pad				£35.34		£35.34	*
Vet Bedding				£60.00		£60.00	*
Books on Whelping				£20.00		£20.00	*
Whelping Box				£50.00		£50.00	*
Exercise Pen to Extend Puppy Pen				£100.00		£100.00	*
Outdoor Kennel Shed & Kennel				£600.00		£600.00	*
Heating Lamp				£49.95		£49.95	*
Towels				£40.00		£40.00	
Whelping Kit				£29.95		£29.95	Includes: Vet thermometer ties, lubrication Disposable Glove solution, feed

							teats, bitch n scissors and p cards
Indoor Thermometer				£2.95	£2.95	*	
Veterinarian Thermometer				£4.95	£4.95	*	
Mucus Extractor				£2.50	£2.50	*	
<b>Whelping Expenses</b>							
Extra Food for Bitch in Whelp & Nursing				£60.00	£60.00		
Time off Work Whelping & Puppy Care				£900.00	£900.00		3 Weeks @ A £300/week
Emergency Vet Call to Assist Whelp				£90.00	£90.00		
C-Section				£402.51	£402.51		
Emergency Care of Puppies					£0.00		
<b>Puppy Expenses - Litter of 7</b>							
ID Collars for Puppies (Box of 500)				£22.50	£22.50		Box of Easy M changed as ne
Eyes (24.10 for 5 + £5 ea thereafter)				£34.10	£34.10		
Worming				£20.00	£20.00		Twice (every for 7 puppies
Vaccinations				£128.00	£128.00		£64 at 5 wee weeks
Food				£300.00	£300.00		
Kennel Club Litter Registration				£70.00	£70.00		
Register Litter with Breed Club				£15.00	£15.00		

Tattooing				£50.00	£50.00	ID of puppies litter; £5 per
Island Puppy Feeder				£15.00	£15.00	
Toys				£50.00	£50.00	
Puppy Sitter (6 weeks @ £100 week)				£600.00	£600.00	
Puppy Insurance					£0.00	
Puppy Socialization Classes				£32.00	£32.00	Assuming 2 p until 12 weeks class session
Puppy Collars for Socializing				£6.00	£6.00	Assuming 2 p until 12 weeks
Petrol Costs for Training Classes				£16.50	£16.50	Classes 15 mil 120 miles for
<b>Miscellaneous Expenditures</b>						
Disinfectant, Paper Towels				£30.00	£30.00	
Contribution to Breed Rescue				£140.00	£140.00	5% of Gross R of £400 per p
Advertising in Dog Publication				£50.00	£50.00	
Stationary				£15.00	£15.00	Puppy Packs a Corresponden
Breed Club Membership	£20.00	£20.00	£20.00	£20.00	£80.00	Most breeder clubs to keep developments
Surplus Electrical Costs				£65.00	£65.00	Washing/dryi heating
Return Phone Calls to Purchasers				£30.00	£30.00	
Visitor Costs				£20.00	£20.00	Tea & biscuits viewers/social
<b>TOTALS</b>	<b>£1,123.70</b>	<b>£538.50</b>	<b>£538.50</b>	<b>£5,207.65</b>	<b>£7,408.35</b>	
						<i>* These are to be amortized litters</i>

								** Puppy Pack information o puppies, one v of vet bedding
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PROPOSED: Litter of seven puppies to be sold at £400 each, producing £2,800 income. Con  
bettering the breed, this breeder has done all possible tests, as well as spending a great deal  
socializing and caring for the litter (costs in time off work and hiring puppy sitter for additio

INCOME: £2,800.00  
 EXPENSES: - 7,408.35  
 (£4,608.35) LOSS

**WHIM BRED LITTER**  
 Litter Bred Because Bitch Was In Season and Someone In The Neighbourhood Had  
 They Thought Should Be Bred

Item	0 -1 Years	1-2 Years	2-3 Years	3-4 Years	Totals	Comments
Original Purchase Price of Dog	£200.00				£200.00	
Registration Transfer	£9.00				£9.00	
Vaccinations - DHLPP	£50.20				£50.20	
Intra-trac and Health Check	£25.00	£25.00	£25.00	£25.00	£100.00	
Worming - once per year @ £9 each	£9.00	£9.00	£9.00	£9.00	£36.00	
Microchip					£0.00	
<b>Medical Testing</b>						
Eye Testing (Annual)					£0.00	
vonWillibrand's					£0.00	

Disease							
Thyroid						£0.00	
Dobbler's Echocardiogram						£0.00	
Auscultation						£0.00	
Hips						£0.00	
BVA Fee to Score Hips						£0.00	
<b>Kennel Expenses</b>							
Affix Registration						£0.00	
Affix Maintenance						£0.00	
<b>Show Expenses to 'Prove' Stock</b>						£0.00	Averaged at £70 per s Three shows each for p (0-1 Years) and breeding Years) years; Six show year for remaining year
<b>Breeding Expenses</b>							
Stud Fee						£0.00	
Petrol to Take Bitch To/From Stud						£0.00	Bred on a whim from fr met in the park
Health Check for Bitch						£0.00	
Scan						£0.00	
<b>Items for Whelping</b>							
Heating Pad						£0.00	*
Vet Bedding						£0.00	* Used Old Blankets, R from friends/relatives
Books on Whelping						£0.00	*
Whelping Box						£0.00	*
Exercise Pen to Extend Puppy Pen						£0.00	*
Outdoor Kennel						£0.00	*

Shed & Kennel							
Heating Lamp						£0.00	*
Towels						£0.00	* Used Old Towels donated by friends/relatives
Whelping Kit						£0.00	Includes: Veterinary thermometer, cord clippers, lubricating Gel, Disposable Gloves, Stere solution, feeding bottle teats, bitch milk substitute, scissors and puppy records cards
Indoor Thermometer						£0.00	*
Veternarian Thermometer						£0.00	*
Mucus Extractor						£0.00	*
<b>Whelping Expenses</b>							
Extra Food for Bitch in Whelp & Nursing				£20.00		£20.00	
Time off Work Whelping & Puppy Care						£0.00	0 Day off Work @ average £300/week
Emergency Vet Call to Assist Whelp						£0.00	
C-Section				£402.51		£402.51	
Emergency Care of Puppies						£0.00	Two puppies need emergency care due to large litter which dam does not nurse and is not supervised; her owner decides to let nature take its course; both puppies subsequently die
<b>Puppy Expenses - Litter of 7</b>							
ID Collars for Puppies (Box of 500)						£0.00	Box of Easy Mark ID Collars changed as necessary

Eyes (24.10 for 5 + £5 ea thereafter)						£0.00	Buyer's Responsibility
Worming						£0.00	Buyer's Responsibility
Vaccinations						£0.00	Buyer's Responsibility
Food				£60.00		£60.00	Least expensive brand pups were being sold
Kennel Club Litter Registration						£0.00	
Register Litter with Breed Club						£0.00	
Tattooing						£0.00	Buyer's Responsibility
Island Puppy Feeder						£0.00	Old Pie Tins
Toys						£0.00	No knowledge of stimulation/socialization
Puppy Sitter (6 weeks @ £100 week)						£0.00	
Puppy Insurance						£0.00	
Puppy Socialization Classes						£0.00	Assuming 2 puppies re until 12 weeks of age, 1 class session @ 4 weeks
Puppy Collars for Socializing						£0.00	Assuming 2 puppies re until 12 weeks of age
Petrol Costs for Training Classes						£0.00	Classes 15 miles from h 120 miles for 4 weeks
<b>Miscellaneous Expenditures</b>							
Disinfectant, Paper Towels				£10.00		£10.00	Paper Towels Only, No Disinfectant
Contribution to Breed Rescue						£0.00	
Advertising in Weekly Paper				£35.00		£35.00	
Stationary						£0.00	Puppy Packs and Correspondence with B
Breed Club Membership						£0.00	Most breeders belong clubs to keep abreast o developments in the br

Surplus Electrical Costs				£10.00	£10.00	Washing/drying of beds & heating
Return Phone Calls to Purchasers				£10.00	£10.00	
Visitor Costs					£0.00	Tea & biscuits to puppy viewers/socializers/purchasers
<b>TOTALS</b>	<b>£293.20</b>	<b>£34.00</b>	<b>£34.00</b>	<b>£581.51</b>	<b>£942.71</b>	
						* These are costs which will be amortized over subsequent litters
						** Puppy Packs -- include information on the breed, puppies, one week of food, vet bedding, & a toy

PROPOSED: Litter of seven puppies to be sold at £400 each, producing £2,800 income. Combined with bettering the breed, this breeder has done all possible tests, as well as spending a great deal of time socializing and caring for the litter (costs in time off work and hiring puppy sitter for assistance).

INCOME: £2,800.00  
 EXPENSES: - 7,408.35  
**(£4,608.35) LOSS**

### PUPPY-RAISER BRED LITTER

Litter Planned to Get A Pet Just Like The Dam for Family and Friends

Item	0 -1 Years	1-2 Years	2-3 Years	3-4 Years	Totals	Comments
Original Purchase Price of Dog	£400.00				£400.00	
Registration Transfer	£9.00				£9.00	
Vaccinations - DHLPP	£50.20				£50.20	
Intra-trac and Health Check	£25.00	£25.00	£25.00	£25.00	£100.00	

Worming - 4 times per year @ £9 each	£36.00	£36.00	£36.00	£36.00	£144.00	
Microchip	£26.00				£26.00	
<b>Medical Testing</b>						
Eye Testing				£25.50	£25.50	
vonWillibrand's Disease					£0.00	
Thyroid					£0.00	
Dobbler's Echocardiogram (Annual)					£0.00	
Auscultation					£0.00	
Hips				£87.50	£87.50	
BVA Fee to Score Hips				£23.40	£23.40	
<b>Kennel Expenses</b>						
Affix Registration					£0.00	
Affix Maintenance					£0.00	
<b>Show Expenses to 'Prove' Stock</b>					£0.00	Averaged at £70 p Three shows each (0-1 Years) and br Years) years; Six s year for remaining
<b>Breeding Expenses</b>						
Stud Fee					£0.00	
Petrol to Take Bitch To/From Stud				£25.00	£25.00	Two trips 50 miles take and pick up b
Health Check for Bitch					£0.00	
Scan					£0.00	
<b>Items for Whelping</b>						

Heating Pad					£0.00	*
Vet Bedding				£60.00	£60.00	*
Books on Whelping				£20.00	£20.00	*
Whelping Box					£0.00	*
Exercise Pen to Extend Puppy Pen					£0.00	*
Outdoor Kennel Shed & Kennel					£0.00	*
Heating Lamp					£0.00	*
Towels				£40.00	£40.00	
Whelping Kit					£0.00	Includes: Veterinary thermometer, cones, ties, lubricating Gel, Disposable Gloves, solution, feeding bottles, teats, bitch milk scoops, scissors and puppy cards
Indoor Thermometer					£0.00	*
Veterinarian Thermometer				£4.95	£4.95	*
Mucus Extractor					£0.00	*
<b>Whelping Expenses</b>						
Extra Food for Bitch in Whelp & Nursing				£60.00	£60.00	
Time off Work Whelping & Puppy Care				£60.00	£60.00	1 Day @ £300/week
Emergency Vet Call to Assist Whelp				£90.00	£90.00	
C-Section				£402.51	£402.51	
Emergency Care of Puppies					£0.00	
<b>Puppy Expenses -</b>						

<b>Litter of 7</b>							
ID Collars for Puppies (Box of 500)						£0.00	Box of Easy Mark changed as necess
Eyes (24.10 for 5 + £5 ea thereafter)						£0.00	
Worming						£0.00	
Vaccinations						£0.00	Buyer's Responsib
Food				£300.00		£300.00	
Kennel Club Litter Registration						£0.00	
Register Litter with Breed Club						£0.00	
Tattooing						£0.00	ID of puppies at £ litter; £5 per pupp
Island Puppy Feeder				£15.00		£15.00	
Toys				£50.00		£50.00	
Puppy Sitter (6 weeks @ £100 week)						£0.00	
Puppy Insurance						£0.00	
Puppy Socialization Classes						£0.00	Assuming 2 puppie until 12 weeks of c class session @ 4 w
Puppy Collars for Socializing						£0.00	Assuming 2 puppie until 12 weeks of c
Petrol Costs for Training Classes						£0.00	Classes 15 miles fr 120 miles for 4 we
<b>Miscellaneous Expenditures</b>							
Disinfectant, Paper Towels				£10.00		£10.00	Paper Towels Only Disinfectant
Contribution to Breed Rescue						£0.00	5% of Gross Puppy of £400 per puppy
Advertising in Dog Publication				£50.00		£50.00	
Stationary						£0.00	Puppy Packs and Correspondence w

Breed Club Membership					£0.00	Most breeders belong to breed clubs to keep abreast of developments in the breed.
Surplus Electrical Costs				£20.00	£20.00	Washing/drying of puppies & heating
Return Phone Calls to Purchasers				£10.00	£10.00	
Visitor Costs					£0.00	Tea & biscuits to provide for visitors/viewers/socializers
<b>TOTALS</b>	<b>£546.20</b>	<b>£61.00</b>	<b>£61.00</b>	<b>£1,414.86</b>	<b>£2,083.06</b>	
						<i>* These are costs that should be amortized over several litters</i>
						<i>** Puppy Packs -- for more information on the costs of raising puppies, one week of vet bedding, &amp; other supplies</i>

**PROPOSED:** Litter of seven puppies to be sold at £300 each, producing £2,100 income. Consider getting 'another just like Suzie', this person has done just the absolutely recommended testing & is taking the day after whelping off to recover from staying up all night.

INCOME: £2,100.00  
 EXPENSES: - 2,083.06  
 £ 16.94

DESIGN-A-DOG LITTER						
Litter Bred For 'Rarity' (i.e., Labradoodle, White Boxers, White (Albino) Dobermans, White Shepherds, TeaCup Poodles)						
Item	0 -1 Years	1-2 Years	2-3 Years	3-4 Years	Totals	Comments
Original Purchase Price of Dog	£400.00				£400.00	
Registration	£9.00				£9.00	

Transfer							
Vaccinations - DHLPP	£50.20					£50.20	
Intra-trac and Health Check	£25.00	£25.00	£25.00	£25.00		£100.00	
Worming - 4 times per year @ £9 each	£36.00	£36.00	£36.00	£36.00		£144.00	
Microchip	£26.00					£26.00	
<b>Medical Testing</b>							
Eye Testing				£25.50		£25.50	
vonWillibrand's Disease						£0.00	
Thyroid						£0.00	
Dobbler's Echocardiogram (Annual)						£0.00	
Auscultation						£0.00	
Hips				£87.50		£87.50	
BVA Fee to Score Hips				£23.40		£23.40	
<b>Kennel Expenses</b>							
Affix Registration						£0.00	
Affix Maintenance						£0.00	
<b>Show Expenses to 'Prove' Stock</b>						£0.00	Averaged at £70 p Three shows each (0-1 Years) and br Years) years; Six s year for remaining
<b>Breeding Expenses</b>							
Stud Fee						£0.00	
Petrol to Take Bitch To/From Stud				£25.00		£25.00	Two trips 50 miles take and pick up b
Health Check						£0.00	

for Bitch							
Scan						£0.00	
<b>Items for Whelping</b>							
Heating Pad						£0.00	*
Vet Bedding				£60.00		£60.00	*
Books on Whelping				£20.00		£20.00	*
Whelping Box						£0.00	*
Exercise Pen to Extend Puppy Pen						£0.00	*
Outdoor Kennel Shed & Kennel						£0.00	*
Heating Lamp						£0.00	*
Towels				£40.00		£40.00	
Whelping Kit						£0.00	Includes: Veterinary thermometer, cones, ties, lubricating Gel, Disposable Gloves, solution, feeding bottles, bitch milk scoops, scissors and puppy cards
Indoor Thermometer						£0.00	*
Veterinarian Thermometer				£4.95		£4.95	*
Mucus Extractor						£0.00	*
<b>Whelping Expenses</b>							
Extra Food for Bitch in Whelp & Nursing				£60.00		£60.00	
Time off Work Whelping & Puppy Care				£60.00		£60.00	1 Day @ £300/week
Emergency Vet Call to Assist Whelp				£90.00		£90.00	
C-Section				£402.51		£402.51	

Emergency Care of Puppies						£0.00	
<b>Puppy Expenses - Litter of 7</b>							
ID Collars for Puppies (Box of 500)						£0.00	Box of Easy Mark changed as necess
Eyes (24.10 for 5 + £5 ea thereafter)						£0.00	
Worming						£0.00	
Vaccinations						£0.00	Buyer's Responsib
Food				£300.00		£300.00	
Kennel Club Litter Registration						£0.00	
Register Litter with Breed Club						£0.00	
Tattooing						£0.00	ID of puppies at £ litter; £5 per pupp
Island Puppy Feeder				£15.00		£15.00	
Toys				£50.00		£50.00	
Puppy Sitter (6 weeks @ £100 week)						£0.00	
Puppy Insurance						£0.00	
Puppy Socialization Classes						£0.00	Assuming 2 puppie until 12 weeks of c class session @ 4 w
Puppy Collars for Socializing						£0.00	Assuming 2 puppie until 12 weeks of c
Petrol Costs for Training Classes						£0.00	Classes 15 miles fr 120 miles for 4 we
<b>Miscellaneous Expenditures</b>							
Disinfectant, Paper Towels				£10.00		£10.00	Paper Towels Only Disinfectant
Contribution to						£0.00	5% of Gross Puppy

Breed Rescue							of £400 per puppy
Advertising in Dog Publication				£50.00		£50.00	
Stationary						£0.00	Puppy Packs and Correspondence w
Breed Club Membership						£0.00	Most breeders belong to breed clubs to keep abreast of developments in the breed
Surplus Electrical Costs				£20.00		£20.00	Washing/drying of bedding & heating
Return Phone Calls to Purchasers				£10.00		£10.00	
Visitor Costs						£0.00	Tea & biscuits to please visitors/socializers
<b>TOTALS</b>	<b>£546.20</b>	<b>£61.00</b>	<b>£61.00</b>	<b>£1,414.86</b>		<b>£2,083.06</b>	
							<i>* These are costs that should be amortized over several litters</i>
							<i>** Puppy Packs -- for more information on the costs of raising puppies, one week of vet bedding, &amp; a</i>

PROPOSED: Litter of seven puppies (from an original litter of eight with one dying after birth) sold at £800 each due to their 'rarity' or because it is a 'new breed' (such as Labradoodles), producing a £5,600 income. Giving the benefit of the doubt for statistical comparison, this person has done absolutely recommended testing, as well as taking the day after whelping off to recover from the ordeal all night. Puppies are always advertised as 'rare' or 'new breed' with all the benefits of both breeds, failing to take into account that the puppies may have, in fact, inherited the worst characteristics of both breeds.

Income: £5,600.00  
 Expenditures - 2,083.06  
 £3,426.94 PROFIT

