



- First of its kind in the nation
- Based on research
- Promotes transparency and trust between breeders and pet owners
- Far exceeds current regulatory and voluntary standards

# CANINE CARE CERTIFIED

Canine Care Certified is the only certification program for dog breeders that not only measures the physical health and well-being of dogs and puppies, but also addresses their behavioral needs to improve their overall quality of life.

The program's nationwide, voluntary standards were developed and led by Dr. Candace Croney, Ph.D. at the Purdue Center for Animal Welfare Science. The Standards of Care go above and beyond any program currently available and establish extensive standards for the physical and behavioral health of puppies and dogs.

**First breeder certification program to set rigorous physical and behavioral health standards for dogs and puppies.**

A breeder seeking to use the Canine Care Certified designation must participate in a rigorous, independent audit in which they will be evaluated for compliance with the certification standards. Breeders who meet audit requirements become Canine Care Certified. When choosing a dog or puppy raised by a breeder, consumers have a right to expect that not only were the basic necessities met but also that the dog's physical, social, and behavioral needs were addressed.

Consumers also can trust that certified breeders are being provided with ongoing education focused on meeting the genetic, physical, and behavioral health needs of dogs and puppies. Breeders also are strongly encouraged to demonstrate transparency in their operations through access and engagement with customers.

Breeders who wish to participate can register online or learn more at [CanineCareCertified.org](https://www.CanineCareCertified.org).



Canine Care Certified



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# AT A GLANCE

- Exclusive designation for use by Canine Care Certified breeders only
- Dogs are raised to specific standards that address physical health, environment, behavior, and caretaker expectations
- Standards provide added confidence that dogs have been raised by certified breeders who follow stringent standards and are committed to continuously raising the bar on the standard of care and attention they offer to their dogs

When a dog that has been raised by a Canine Care Certified breeder is welcomed into a family, the owners can be assured their pet was raised in a way that focused on the dog's health and overall well-being.

Pet owners also can trust they are getting a dog or puppy that has been raised in a healthy breeding environment and provided with opportunities for social and behavioral enrichment before entering a family's home.

These dogs are raised by dog breeders that comply with a rigorous nationwide, voluntary certification program that sets the highest standards for the care and overall health and well-being of puppies and dogs.

Certified breeders understand and agree to adhere to not only the physical health and animal care standards set by the Canine Care Certified program, but also to follow the program's extensive behavioral standards for raising their dogs.

The Canine Care Certified seal may only be used for puppies and dogs that are raised by a Canine Care Certified breeder.

Learn more about Canine Care Certified breeders and how they raise their dogs and puppies at [CanineCareCertified.org/standards](https://www.CanineCareCertified.org/standards)

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Approximately 90% of people surveyed felt that dogs could be bred ethically and responsibly.\*



More than 50% of people surveyed believe the most important characteristics in acquiring a dog are physical and behavioral health and compatibility with owner lifestyle.\*

\* Survey data sourced from Dr. Nicole Widmar, Courtney Bir, and Dr. Candace Croney, Purdue University, 2016.