



WHAT IS CANINE CARE CERTIFIED?

Canine Care Certified is a voluntary program that certifies dog breeders in standards of care for the overall health and well-being they provide for animals. It is **the only program** that measures the physical health and well-being of dogs and puppies *as well as the* behavioral health and overall quality of life for animals raised by breeders.

Research was developed in 2013 and led by Dr. Candace Croney Ph.D. from the Purdue University Center for Canine Welfare with the support of the World Pet Association, the Pet Food Institute and veterinary leaders. This science-based approach is intended to increase responsible breeding practices in the United States and ensure dogs are well cared for not just physically but also emotionally.



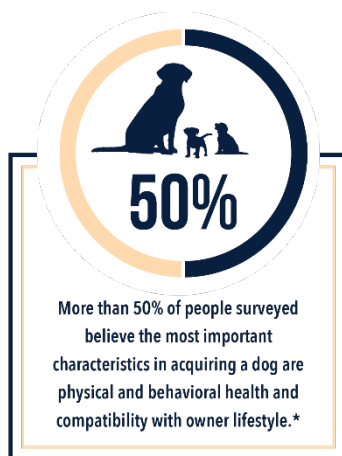
The program, announced on August 2, 2016, at the World Pet Association's SuperZoo trade show, establishes extensive care, health and well-being standards to ensure a higher, documented quality of care for dogs and puppies raised by breeders.

"There is little doubt this program will improve professional breeding – and thus improve the lives of thousands of dogs each year."

- Dr. Candace Croney, Director, Center for Animal Welfare Science, Purdue University

WHY IT MATTERS

Breeders have an ethical obligation to raise dogs and puppies responsibly. In the past, dog breeding was focused on ensuring the health and safety of dogs and puppies, with less consideration given to behavioral care such as socialization, enrichment and exercise.



When consumers choose a dog or puppy raised by a breeder, they have the right to expect that the environment in which the animal has been raised promotes the health and well-being of both puppies and the parent dogs. Further, they should have equal confidence that the animals have been raised in a healthy breeding environment and provided with opportunities for social and behavioral enrichment before entering a family's home.

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



STANDARDS FOR CERTIFICATION

Breeders seeking to be certified must meet or exceed rigorous standards for physical and behavioral welfare and specific criteria in areas such as housing, handling and exercise. A breeder seeking to use the Canine Care Certified designation must participate in independent, third-party audits and must demonstrate transparency in their operations.

Certified breeders must follow the Standards of Care as summarized under the following five pillars.



PHYSICAL HEALTH

- Only veterinarians may perform any necessary alterations and surgeries
- Genetic and health screening
- Comprehensive physical health plans (preventative and treatment)
- Regular dental care
- Regular grooming



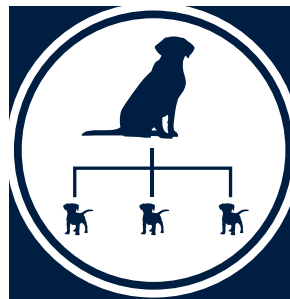
BEHAVIORAL HEALTH

- Behavioral wellness plan (prevention and treatment)
- Exercise
- Socialization requirements for adult dogs and puppies
- Positive caretaker interaction



ENVIRONMENT

- Enhanced quality and quantity of space
- Mandatory enrichments
- Unfettered daylight access to outdoors
- Access to multiple flooring surfaces
- No stacked housing



BREEDING LIFE & RETIREMENT

- Breeder dog age limits (onset and termination)
- Retirement and/or rehoming
- No convenience euthanasia
- No sale of retired dogs for research
- Limits on litter numbers



CARETAKER EXPECTATIONS

- Mandatory education (including animal welfare)
- Transparency
- Mandatory compliance with best practices
- Low-stress handling
- Third-party audit participation

