

(insert pet store letterhead)

Date _____

To our valued breeders,

Thank you for your ongoing partnership with (insert name of pet store) as we work to connect puppies with loving homes. We share your commitment to ensuring consumers have a choice when selecting a family pet. In addition, as a pet community, we are always seeking ways to maintain and build trust with the consumers we serve.

As you may be aware, the new breeder certification program, Canine Care Certified, is gaining momentum. Some breeders have already achieved certification and numerous others are currently working to prepare for their third-party, independent audits. Many more breeders are expected to join the program as awareness and consumer demand grows.

The voluntary certification program is rooted in the science-based Standards of Care, developed in 2013 and led by Dr. Candace Croney, Ph.D. at the Purdue Center for Animal Welfare Science. The standards were written and tested in collaboration with breeders, veterinary and animal science experts, state regulators and animal welfare organizations. In fact, a group of responsible breeders asked for the standards to be developed to help differentiate themselves from bad actors.

The standards address both the physical and behavioral welfare of dogs raised by breeders in critical areas of well-being such as nutrition, veterinary care, housing, handling and exercise.

Although we are not requiring participation, we would like to encourage all breeders to explore Canine Care Certified. Participating breeders have reported numerous benefits such as:

- Improved litter sizes and weights
- Quieter kennel/reduced barking
- Positive behavioral changes in the dogs
- Improved breeder relationship with the dogs
- Improved processes and tracking
- Better preparation for retirement/rehoming

By setting an industry standard that is rooted in research, responsible breeders will be able to show definitively that they are following best practices in breeding. Further, it is simply the right thing to do to ensure puppies and adult dogs receive the best possible care and attention.

Our pet community only can succeed when we work together and lift each other up to a higher standard. It is our sincere hope that you see the value in Canine Care Certified, as we do, and will consider participating.

To learn more or register, visit www.caninecarecertified.org.

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