

empower breeders | educate owners | enhance breeds
encourage the extraordinary bond between dogs and mankind

CKC INC. PREFERRED BREEDERS PROGRAM
PBP Program Information and Application Packet



PREFERRED Breeders Program

Become an ambassador for your breed by joining the Continental Kennel Club Preferred Breeders Program. The Preferred Breeders Program combines practical guidelines with high breeding standards to support top breeders in their quest to produce healthy, top-quality dogs. It is CKC's goal to identify great breeders that have established remarkable breeding programs and showcase them to the dog world, and the Preferred Breeders Program gives CKC the opportunity to do that.

**CONTINENTAL
KENNEL CLUB** INC

PREFERRED Breeders Program

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PBP STANDARDS

- Provide an original CKC Pre-Printed Puppy Application to the new owner of each puppy produced and placed in a CKC breeding program.
- Upon placement of each puppy, ensure that the new owner completes the CKC Pre-Printed Puppy Application correctly. Submit this form to Continental Kennel Club for completion of registration process and official transfer of ownership from breeder to owner.
- Welcome periodic inspections of kennel facilities by official CKC representative(s).
- Attempt to resolve any formal complaint filed by a CKC club member in accordance with official **CKC Rules and Regulations**; this includes acknowledgement and compliance with any requests or instructions from the CKC Complaint Department, which may include (but are not limited to) submitting documentation, records, test results, professional statements, etc. to Continental Kennel Club Inc. within time frames enforced by the CKC Complaint Department.
- Employ permanent method of breed stock identification, using microchip identification and/or DNA testing, and maintain documented proof of identification for each active canine within a CKC breeding program.
- Provide a purchase agreement and health guarantee to the new owner of each puppy produced/placed from a CKC breeding program.
- Provide documentation of any regular health screening(s) performed on breed(s) produced within a CKC breeding program and disclose results of health screening(s) for canines within a CKC breeding program OR supply a written statement to disclose that health screenings were not performed.
- Prepare a contract to record any agreement(s) made, regarding stud service(s) provided by male stock dog(s) from a CKC breeding program, with other breeder(s) or in outside breeding program(s). The contract should outline conditions of the stud service(s), payment arrangements, a plan to distribute offspring produced, as well as predefined terms/procedures to enact in the event that offspring are not produced.
- Acknowledge and adhere to ethical breeding standards and guidelines as defined in **CKC Inc. Breeder Code of Ethics**.

PBP BENEFITS

- Full year of online advertisement in Puppies section of Continental Kennel Club website at www.ckcusa.com
- Inclusion of Preferred Breeder name and contact information on CKC Preferred Breeder listing page of website
- Special placement of website advertisement in designated Preferred Breeders Program section
- Preferred referral by CKC Customer Support Center representatives, to prospective puppy buyers
- Recognition as Preferred Breeders Program Member on CKC Preprinted Puppy Applications

Preferred Breeders Program discounts on CKC services, as follows:

- Microchip identification services/products - 10% off
- Web and print advertisements placed (additional to ones included in program benefits) - 10% off

CKC Distributor Rate applied to orders for CKC Litter and Puppy products, including:

- CKC Puppy Starter Kit 25-Pack - \$60.00
- CKC Puppy Starter Kit 50-Pack - \$110.00
- CKC Puppy Records Folder 25-Pack - \$20.00
- CKC Puppy Records Folder 50-Pack - \$35.00
- Reserved Bloodline names (*your bloodline may not be used without your permission*)
- Preferred Canine Name rights (*dog that you name may not be changed without your permission*)
- Limited Registration on any CKC registered puppy litter or puppy produced from breeding program
- Eligible to receive the annual CKC Breeder Merit Award (CKC's highest achievement)
- Eligible to be featured in the monthly **CKC Insider Newsletter Preferred Breeder Spotlight**



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BREEDER CODE OF ETHICS

The Continental Kennel Club Breeder Code of Ethics outlines the ethical breeding practices, health and genetic guidelines, and puppy placement practices for CKC breeders.

- 1) Provide clean, adequate, and safe housing and run areas specific to the nature and exercise requirements for the breed.
- 2) Research the breed before breeding. Know the standard and only breed dogs that show proper breed type and temperament. Consider the strengths and weaknesses of each potential pairing. Always breed to better the breed.
- 3) Perform all customary health tests for your breed prior to breeding and disclose all results to potential puppy buyers. If health tests were not performed, disclose that fact to any potential puppy buyers.
- 4) Ensure that all breeding dogs are positively identifiable. Microchips, DNA, photo registration, and tattoos are all acceptable forms of identification.
- 5) Breed dogs that are in good health, temperamentally sound, and free from genetic faults.
- 6) Obtain a signed stud-dog contract prior to breeding. The stud contract should, at minimum, designate the number of ties that will be allowed, the amount of time between ties, the stud fee or pick of the litter, address how a single puppy litter will be handled, and address what each party will do if no puppies are yielded.
- 7) Only breed dogs that are physically and mentally mature enough to breed, and do not continue to breed any male or female that is unfit for breeding.
- 8) Make every effort possible to ensure that puppies are in good health and free from genetic defects at the time of sale.
- 9) Review each prospective buyer carefully and make every effort to ensure that each puppy is placed in a home that is in the best interest of the new owner and the puppy.
- 10) Help to educate puppy buyers about the breed and what is required in terms of exercise, nutrition, training, and socialization.
- 11) Make both parent dogs available for viewing to potential puppy buyers along with proper registration papers of the parents.
- 12) Provide each new puppy owner with the proper paperwork to register the new puppy at the time the puppy leaves the breeder's premises. This should include at a minimum: registration form for the puppy, health and shot information, and a signed contract.
- 13) Include in each signed puppy contract a minimum of: a return policy and time limit, explanation of health guarantee and time limit, and spay/neuter requirements, if any.
- 14) Any advertising, whether oral or written, shall be factual, not misleading, and not designed to attract undesirable buyers or to encourage the raising of dogs for any undesirable reason.

BREEDER MERIT AWARD

PBP Members are reviewed annually to determine the recipient of Continental Kennel Club's highest honor: the Preferred Breeder Merit Award. The coveted title of the CKC Inc. Breeder Merit Award Winner is awarded to the Preferred Breeder demonstrating the highest standards of breeding excellence and enhancement.

Members of the CKC Preferred Breeders Program are evaluated annually, based on the following criteria and point schedule, to determine which breeder will be the recipient of the prestigious award.

ADMINISTRATION: Maximum 300 points

- Uses a written agreement: 50 pts
- No paperwork problems reported by registration dept.: 50 pts
- CKC Registration issued at time of sale: 50 pts
- Breeder has means of identifying all breeding stock: 50 pts
- All breeding stock Microchip or DNA tested: 50 pts or
- Breeder uses DNA or Microchip testing: 5 pts (per new dog/per year - max 35)
- Breeder provides puppy kit to puppy buyers: 50 pts

SOCIALIZATION & TRAINING: Maximum 100 points

- Uses an approved socialization protocol: 50 pts
- Has an approved training program for each breed: 50 pts

ON SITE INSPECTION: 200 Maximum points

- Requested facility inspection: 25 pts
- All runs were clean: 25 pts
- All runs were in good repair: 15 pts
- Runs were the right size for the breed: 25 pts
- Fresh, clean water was readily available: 25 pts
- Food is appropriate for the breed: 25 pts
- Feeding schedule is appropriate for the breed: 10 pts
- Exercise area is appropriate for the breed: 25 pts
- Whelping/puppy area clean: 25 pts

CLUB AFFILIATION / COMPETITION: Maximum 100 points

- Membership in CKC Affiliated Club: 40 pts
- Participated in CKC Sanctioned events: 20 pts each (max 60 points)

HEALTH CLEARANCES: Maximum 200 points

- Performs health test on breeding stock: 100 pts
- Breed only dogs with passing ATTS temperament test score: 50 pts
- Supply test results of breed-specific tests: 50 pts

TITLED CANINES: Maximum 100 points (25 pts per titled canine)



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ENROLLMENT APPLICATION – PART I

BREEDER INFORMATION		DATE	/ /
BREEDER FIRST NAME	BREEDER LAST NAME	CKC MEMBER#	
MAILING ADDRESS		PHONE NUMBER	
CITY	STATE	ZIP CODE	
EMAIL ADDRESS		WEBSITE URL	

KENNEL NAME	
BLOODLINE NAME(S)	
BLOODLINE NAME(S)	
BLOODLINE NAME(S)	

BREEDS	List dog breeds actively used/produced in breeding program	YEAR(S) OWNING BREED	YEAR(S) PRODUCING BREED
1			
2			
3			
4			
5			
6			
7			
8			
9			
10			

BREEDING STOCK INVENTORY	Complete all fields of information for each of your active breed stock; information should also be completed for any breeding stock currently with other clubs/registries.
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		<input type="checkbox"/> MALE <input type="checkbox"/> FEMALE
1 NAME OF DOG	CKC REGISTRATION#	SEX

PREFERRED BREED FEATURES/QUALITIES EXHIBITED BY DOG	UNPREFERRED BREED FEATURES EXHIBITED BY DOG
-	-
-	-
-	-

ACCOMPLISHMENTS/CERTIFICATIONS/AWARDS/EVENTS
-
-

	<input type="checkbox"/> MALE <input type="checkbox"/> FEMALE
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2	NAME OF DOG	CKC REGISTRATION#	SEX
PREFERRED BREED FEATURES/QUALITIES EXHIBITED BY DOG		UNPREFERRED BREED FEATURES EXHIBITED BY DOG	
-		-	
-		-	
-		-	
ACCOMPLISHMENTS/CERTIFICATIONS/AWARDS/EVENTS			
-		-	
-		-	

MALE FEMALE

3	NAME OF DOG	CKC REGISTRATION#	SEX
PREFERRED BREED FEATURES/QUALITIES EXHIBITED BY DOG		UNPREFERRED BREED FEATURES EXHIBITED BY DOG	
-		-	
-		-	
-		-	
ACCOMPLISHMENTS/CERTIFICATIONS/AWARDS/EVENTS			
-		-	
-		-	

MALE FEMALE

4	NAME OF DOG	CKC REGISTRATION#	SEX
PREFERRED BREED FEATURES/QUALITIES EXHIBITED BY DOG		UNPREFERRED BREED FEATURES EXHIBITED BY DOG	
-		-	
-		-	
-		-	
ACCOMPLISHMENTS/CERTIFICATIONS/AWARDS/EVENTS			
-		-	
-		-	

MALE FEMALE

5	NAME OF DOG	CKC REGISTRATION#	SEX
PREFERRED BREED FEATURES/QUALITIES EXHIBITED BY DOG		UNPREFERRED BREED FEATURES EXHIBITED BY DOG	
-		-	
-		-	
-		-	
ACCOMPLISHMENTS/CERTIFICATIONS/AWARDS/EVENTS			
-		-	
-		-	

MALE FEMALE

6	NAME OF DOG	CKC REGISTRATION#	SEX
PREFERRED BREED FEATURES/QUALITIES EXHIBITED BY DOG		UNPREFERRED BREED FEATURES EXHIBITED BY DOG	

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-	-
-	-
-	-

ACCOMPLISHMENTS/CERTIFICATIONS/AWARDS/EVENTS

-	-
-	-

		<input type="checkbox"/> MALE <input type="checkbox"/> FEMALE
7	NAME OF DOG	CKC REGISTRATION# SEX

PREFERRED BREED FEATURES/QUALITIES EXHIBITED BY DOG **UNPREFERRED BREED FEATURES EXHIBITED BY DOG**

-	-
-	-
-	-

ACCOMPLISHMENTS/CERTIFICATIONS/AWARDS/EVENTS

-	-
-	-

		<input type="checkbox"/> MALE <input type="checkbox"/> FEMALE
8	NAME OF DOG	CKC REGISTRATION# SEX

PREFERRED BREED FEATURES/QUALITIES EXHIBITED BY DOG **UNPREFERRED BREED FEATURES EXHIBITED BY DOG**

-	-
-	-
-	-

ACCOMPLISHMENTS/CERTIFICATIONS/AWARDS/EVENTS

-	-
-	-

		<input type="checkbox"/> MALE <input type="checkbox"/> FEMALE
9	NAME OF DOG	CKC REGISTRATION# SEX

PREFERRED BREED FEATURES/QUALITIES EXHIBITED BY DOG **UNPREFERRED BREED FEATURES EXHIBITED BY DOG**

-	-
-	-
-	-

ACCOMPLISHMENTS/CERTIFICATIONS/AWARDS/EVENTS

-	-
-	-

		<input type="checkbox"/> MALE <input type="checkbox"/> FEMALE
10	NAME OF DOG	CKC REGISTRATION# SEX

PREFERRED BREED FEATURES/QUALITIES EXHIBITED BY DOG **UNPREFERRED BREED FEATURES EXHIBITED BY DOG**

-	-
-	-
-	-

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ACCOMPLISHMENTS/CERTIFICATIONS/AWARDS/EVENTS

- -
- -

MALE FEMALE

11 NAME OF DOG

CKC REGISTRATION#

SEX

PREFERRED BREED FEATURES/QUALITIES EXHIBITED BY DOG

UNPREFERRED BREED FEATURES EXHIBITED BY DOG

- -
- -
- -

ACCOMPLISHMENTS/CERTIFICATIONS/AWARDS/EVENTS

- -
- -

MALE FEMALE

12 NAME OF DOG

CKC REGISTRATION#

SEX

PREFERRED BREED FEATURES/QUALITIES EXHIBITED BY DOG

UNPREFERRED BREED FEATURES EXHIBITED BY DOG

- -
- -
- -

ACCOMPLISHMENTS/CERTIFICATIONS/AWARDS/EVENTS

- -
- -

MALE FEMALE

13 NAME OF DOG

CKC REGISTRATION#

SEX

PREFERRED BREED FEATURES/QUALITIES EXHIBITED BY DOG

UNPREFERRED BREED FEATURES EXHIBITED BY DOG

- -
- -
- -

ACCOMPLISHMENTS/CERTIFICATIONS/AWARDS/EVENTS

- -
- -

MALE FEMALE

14 NAME OF DOG

CKC REGISTRATION#

SEX

PREFERRED BREED FEATURES/QUALITIES EXHIBITED BY DOG

UNPREFERRED BREED FEATURES EXHIBITED BY DOG

- -
- -
- -

ACCOMPLISHMENTS/CERTIFICATIONS/AWARDS/EVENTS

- -
- -

ENROLLMENT APPLICATION – PART II

ABOUT YOUR BREEDING PROGRAM

1. Why have you chosen your particular breed(s) to use in your breeding program?

2. Are there any health and/or genetic issues, common among chosen breed(s) that you are attempting to eliminate and/or improve upon, through your breeding program? If yes, please list and explain.

3. What are some of the desirable breed qualities that you strive to enhance or reproduce in your bloodline(s)? What efforts do you make to promote these qualities in the puppies that you produce?

4. Explain the routine veterinary care provided to your breeding stock.

5. What brand and type of dog food is generally fed to your breeding stock?

6. Describe the daily training and exercise regimen practiced by your adult canines.

BREEDING, WHELPING & PUPPY CARE

1. List all health screening(s) and/or testing performed on breeding stock prior to introducing dogs into your breeding program.

2. Explain the prenatal care provided to pregnant and/or nursing dams.

3. Describe all handling, socialization, and training performed on puppies, prior to placing them with new owners.

4. Provide a list of informational/educational materials provided to new owners, to assist in transitioning the puppies into forever homes.

5. At what age are your puppies placed with new owners? _____

6. List the parasite preventatives and vaccinations provided to puppies, prior to their placement in their new homes.

7. What brand and type of dog food do you begin feeding puppies produced through your breeding program?

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8. Explain the routine veterinary care provided to puppies prior to their placement in new homes.

9. List all registration documents, informational materials, contracts/agreements, and resources that you provide to each new owner of a puppy produced through your breeding program.

10. Provide your regular veterinarian's name and contact information in the spaces below.

>

NAME OF VET'S OFFICE/CLINIC

VETERINARIAN'S NAME

PHONE NUMBER

MAILING ADDRESS

CITY

STATE

ZIP CODE

EMAIL ADDRESS

PBP ENROLLMENT CHECKLIST

- Completed application
- Photographs of breeding stock with the dog's name on the back
- Photographs of facilities kennel, grooming, whelping and training/exercise areas).
- Copy of all contracts (puppy agreements, stud contracts, etc.)
- Copy of all dog's health certificates, clearances, and/or results
- Copy of all dog's achievements/accomplishments/working titles, etc.
- A check or money order in the amount of \$100.00 US Dollars, made payable to Continental Kennel Club at the following address:
Continental Kennel Club, Preferred Breeders Program, P.O. Box 1627, Walker, LA 70785. Your payment is non-refundable.

By signing this application, I certify that the information submitted on this form is accurate and true, and that I have read, understood, and agreed with the CKC Breeder Code of Ethics. I also agree to allow Continental Kennel Club to refer potential customers who are inquiring about my breed(s) to me. I further agree to abide by all current CKC rules and regulations.

BREEDER SIGNATURE

DATE