

## THINGS YOU NEED TO KNOW IF

# YOU ARE CONSIDERING BECOMING A BREEDER

There is nothing better than seeing the joy on families' faces when they pick up a new puppy. Being a breeder can be a very rewarding occupation when done correctly. Very few people realize everything breeders go through to get to that point. Here is a list of important questions you should consider and know the answers to as you journey into the breeding business.



## YOUR PLAN

Do you have a business plan? Do you know your state, county and city regulations for having a breeding business? Do you live where you are permitted to have a large number of dogs or have a business out of your home? Have you consulted with an attorney and accountant? Do you want to be an LLC, corporation or other? Does your state require you to collect sales tax? What is the procedure for doing that? Do you need a license from the USDA or your state to breed dogs? If so, what does that entail?



## YOUR GOALS

What are your goals for your program? How many dogs will you purchase? What colors and sizes do you want to focus on? Will you use guardian homes or have kennels on your property? Have you considered all the pros and cons of guardian homes? What will you do if your guardian moves away with your breeding stock or does not let you know when the dog is in heat?

## PROFESSIONAL SUPPORT

What type of veterinarian care is available to you? Is there a canine reproductive veterinarian in your area? Is there a canine ophthalmologist nearby? If not, are you willing to drive hours to have your dogs get regular eye exams? Or to have a surgical or transcervical insemination? Is your vet familiar with taking OFA radiographs? Is there a vet certified to take PennHIP radiographs nearby? Is there an emergency clinic in your area? Having someone close, who can conduct an emergency c-section in the middle of the night is critical.



## THE NITTY GRITTY

Have you researched breeding, whelping, neonatal care and puppy development? Have you read books on these subjects or attended seminars? Are you prepared to spend hours a day doing laundry, dealing with hormonal dogs, animal bodily fluids (vomit, urine, blood and diarrhea) on a regular basis? How do you feel about needles? You will be called upon to give injections, and possibly administer subcutaneous fluids to a fading puppy. You will need to learn how to tube feed too. Are you prepared to be awake all or most of the night when your dog is delivering, a pup is sick, the mom is having diarrhea and needs to go out throughout the night or the pups are in your room crying and keeping you awake? What if you have a large litter and need to bottle or tube feed the puppies through the night? **DO NOT** underestimate the amount of sleep deprivation you will experience.



## TIME COMMITMENT

How many vacations, parties, family celebrations are you willing to miss because your breeding program comes first? Are you prepared to work 7 days and nights a week? What if someone in your family becomes ill and needs care? How will you manage if you have puppies? This is not a job you can walk away from.



## MONEY, MONEY, MONEY

Do you have the resources to provide for your dogs? Are you prepared to spend hundreds of dollars a month on supplements, medications and high-quality food for your dogs and pups? Pregnant and nursing moms consume an enormous amount of food. They can't cut back just because you don't want to spend the money.

What happens if something goes wrong? You will spend hundreds of dollars testing your breeding stock and if they do not pass their testing, you have to start over with another dog. There are no guarantees. Once your dog is fully tested and ready to be bred, you will spend hundreds if not thousands of dollars on progesterone testing, brucellosis testing, stud fees, AI or semen collections and shipping or travel expenses and alas, the dog may not get pregnant. Or, she gets pregnant but something goes wrong and she aborts the litter or needs an emergency c-section. How will you manage those financial setbacks?

## DEALING WITH THE PUBLIC

Are you prepared to deal with the public and the demands of the people who will call, email, take your time and may not end up purchasing a puppy? How will you screen your potential families? What sort of health guarantee will you provide to them? Are you willing to keep your pups for additional weeks or months if you cannot find a suitable home for them - all the while providing them with age-appropriate socialization so they will reach their potential? Are you willing to take a puppy/dog back for any reason if the client can no longer care for them?



You have to love and care about the dogs and the puppies. You have to care who you are selling to. You have to prepare your families for success before they get their puppy and you have to answer their questions long after their puppy goes home. This takes time, are you willing to invest the time to help your families and puppies?

## CONTRACTS AND PAPERWORK

How will you deal with spay/neuter requirements? Will you desex the pups you sell before they leave you or sell them on a spay/neuter contract? When will they need to be desexed? How will you follow up and make sure your clients are honoring your contract? What will you do if they do not follow through?

How will you manage the paperwork and records? You will need to keep records of puppy weights, heat cycles, vaccinations and wormings, parasite controls, litter registrations, client lists. You must be organized.



## MARKETING

Do you have the marketing experience needed to run a successful business? Do you have the technical capability to edit a website? Can you take and edit professional quality photos? Do you have a social media presence? Facebook, Instagram, Twitter, TikTok are all strategies used to market puppies.



## DEALING WITH TRAGEDIES

Breeding dogs can take an emotional toll. Sometimes litters get sick with Canine Herpes or other viruses, and you have to watch puppies die one by one. Sometimes puppies are born deformed, underdeveloped, or dead. Can you bounce back quickly from potential devastations?

## THE BREED!!!

Are you familiar with the Australian Labradoodle breed standard? What will you do to meet or exceed this standard? Are you aware that the ALD breed is not a crossbreed like so many other "doodles" and will you educate the public regarding this breeds development and unique qualities? Will you specialize in the ALD breed and do everything possible to improve, strengthen and enhance it? How will you choose breeding stock? Do you realize that not all dogs are breeding quality? Where are you getting your foundation breeding stock? How much experience does that breeder have with the ALD? Are they willing to mentor you? It is important to have someone experienced with this breed working with you as a novice breeder. The future of the breed will be in your hands by the breeding decisions you make.



## PROFESSIONAL DEVELOPMENT

Breeding dogs is an art as well as a science. You must be dedicated to professional development. Are you willing to spend many hours annually attending seminars or online courses?



## IF THIS SOUNDS LIKE IT IS FOR YOU, THE ALAA IS HERE TO HELP

The ALAA is the premiere organization for the Australian Labradoodle in the world. Our database has over 100,000 dogs in it and is custom designed to provide breeders with the tools they need to stay organized and help make sound breeding decisions. We offer breeder education, professional development, a supportive community and we are constantly expanding the benefits we provide to our members.

Please visit [www.alaa-labradoodles.com](http://www.alaa-labradoodles.com) to learn more.



AUSTRALIAN LABRADOODLE ASSOCIATION OF AMERICA  
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*Dedicated to protecting the Australian Labradoodle through responsible breeding, education, integrity, and love.*