

Breeder Charter

Founded in Sweden in 1890, Agria is one of the world's leading animal insurers.

Our mission is to provide the best care for pets and peace of mind for their owners and since insuring our first dog in 1924, breeders have been at the very heart of this mission.

In the UK we are committed to working with breeders to help ensure that puppies bred are healthy and are protected with the best insurance cover when they leave for their new homes. With this in mind, our range of products and services are designed to safeguard both breeders and new owners.

As a responsible breeder, you can set up Five Weeks Free insurance cover for the new owners of the puppies you sell. This provides immediate cover for illnesses and injuries from the time of sale from unexpected veterinary fees and, should the worst happen, the death of a puppy.

This importantly, also means protection for you should a new owner otherwise seek a refund for the cost of the vet's fees or refund of a puppy's purchase price if a puppy dies.

In association with our Terms of Business for breeders, our Puppy Charter outlines our expectations of breeders using our Five Weeks Free Puppy Insurance Scheme.

About the Puppies:

As the Breeder you are satisfied to the best of your knowledge and veterinary advice in your possession that all puppies sold:

1. Are in good health and have not knowingly been exposed to the risk of Distemper, Canine Parvovirus or any other contagious disease prior to sale.
2. Show no sign of infestation by fleas, lice, mites, lungworm, roundworm, ringworm, hookworms, whipworms and tapeworms
3. Are at least 6 weeks of age.
4. Have been socialised and handled regularly since birth
5. Are microchipped and recorded on a government compliant database, and that you are the first recorded keeper on the database.

About mum:

1. She has not been mated before her second season.
2. She has had at least one year, or one season without mating, since her last litter.
3. She has whelped no more than 6 litters.

Before the sale:

1. Advise new owners of breed characteristics and needs such as grooming, exercise, diet, size, housing and training to ensure that prospective owners are made properly aware of the commitment they are undertaking.
2. Refuse to sell to prospect new owners where you have a reason to believe the puppy will not be properly cared for.

3. Discuss any defects or any other matters which a breeder of reasonable experience might consider to be relevant to a new puppy owner's decision to purchase the puppy in accordance with good breeding practice.
4. Start house-training.
5. Advise on socialisation – i.e. taking them in the car, meeting different people of all ages, interacting with other animals, playing etc.

At the time of collection:

1. Introduce the new owners to the puppies' mother and meet remaining litter mates.
2. Provide details of any veterinary treatment the puppy has had and if requested, provide details of your vet so new owners can ask questions about the litter and parents.
3. Provide a diet sheet, together with information on exercise, vaccination/inoculation, worming, flea and other preventive health treatment given to the puppy
 - a. Conventional (not homoeopathic) vaccinations should be used, and administered by a veterinary surgeon.
 - b. All puppies sold at the age of 12 weeks or older will have been given at least their 1st vaccination and thereafter appropriately vaccinated in accordance with your veterinary surgeon's advice. Where appropriate a vaccination certificate must be given to each new puppy owner and this must be signed by a veterinary surgeon and show the date(s) the vaccination(s) was given.
 - c. All puppies should be wormed as per product instructions. Each new puppy owner will be provided with written confirmation, signed by you as the breeder, showing the dates of worming and the brand of wormer used.
4. Provide microchipping documents to allow the new owner to transfer the keepership from yourself on the database where you have not done this.
5. Where applicable supply new owners with Kennel Club registration and pedigree certificates and known information regarding health screening for the dogs named.
6. Be prepared to recommend suitable training and breed clubs
7. If you are selling the puppy as registered with an association/club, the puppy will be registered with the association/club by you prior to sale. You will provide the new puppy owner with a signed form in the association's/club's approved format.
8. Provide a suitable puppy contract

By setting up Agria Five Weeks Free Puppy Insurance for your puppies you agree:

1. To follow the guidelines in this charter;
2. To abide by Agria's Breeder Terms of Business at all times
3. Where appropriate, have a licence for breeding and selling dogs.

We also invite breeders to join the Agria Breeder Club, where as a valued member, you will benefit from an exciting range of rewards and offers.

To take full advantage of all the Agria Breeder Club benefits enrol for free today at:

www.agriapet.co.uk/breeders/enrol/