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### **Why Does My TNG Dalmatian Cost \$1,000.00?**

None of us likes to talk price, nor engage in a money negotiation, particularly at the moment of a lifelong bond with that new bundle of joy. But, facts are facts. Dalmatian puppies have value, and value has a price. A simple answer might be, "So \$1,000 for a pup that will hopefully live for 12 years...that is a little over \$84.00 per year or about 22 cents per day! No big deal!"

Most people just don't seem to understand the difference between buying a purebred puppy from a breeder, versus picking up a rescue pup, pet-shop pup, or worst yet, a puppy mill pup. While each of these may have their strengths or weaknesses, we wanted to discuss what has gone on in the past to produce your new puppy, and our commitment to the puppy into the future. We hope that you will then find great value in the 22 cents per day investment!

First there is the selection of the Stud Dog. At TNG, we use only our own studs for the actual breeding. This means that we do not ship our bitches to other lines where we do not have as accurate details about the lineage, health, temperament, and progeny. Each TNG stud has been whelped in our kennel, raised to adulthood, trained, conditioned, and exhibited. In order to finish AKC or International Championship titles, an investment of \$5000 to \$25000 has been made for each stud, paying for travel, handlers, entries, grooming, conditioning, advertising, campaigning, etc. Our studs have been BAER tested, OFA certified, had semen analysis, DNA testing, and collected for storage and future use.

Then there is the selection of the Brood Bitch. Again, at TNG we use only our own bitches for the actual breeding, and do not lease from other lines where we might not have accurate details about lineage, health, temperament, progeny, etc. Our bitches have been whelped in our kennel, raised to adulthood, trained, conditioned and exhibited. Likewise, a significant investment in show exhibition and championship titles has been made (\$5,000+). Our bitches have been BAER tested, OFA certified, and ovulation timed.

Each TNG breeding is planned years in advance, with intense research and analysis of gene pools, conformation, temperament, health, and diseases. Our breeding program focuses upon optimizing breed type, conformation, and temperament into future generations; hence the kennel prefix, "The Next Generation". To conduct the breeding we have assembled the requisite dogs, timed the season and ovulation of the bitch, and conducted either natural or artificial insemination using fresh semen, or direct uterine implant of frozen semen. These procedures of themselves are quite costly! During the period of pregnancy, the health and happiness of the brood bitch has been attentively considered. Proper diet, exercise, and veterinary services including X-rays and Ultrasounds have been performed. The whelping environment, including a whelping box, heat lamp, scales, record keeping, cleaning, heating, washing/drying towels, surgical supplies, drugs, etc, has been prepared.

## **Why Does My TNG Dalmatian Cost \$1,000.00? (cont'd)**

The day of whelp at TNG is always a major event. Usually the brood bitch spends ~48 hours preparing her 'nest', during which time the TNG humans are checking temperature, monitoring food and water intake, and generally worrying every few hours, day and night, to properly care for her. When she delivers, the process can take from 8 to 24 hours, with multiple interventions on each puppy, as some arrive vigorous and others require "resuscitation". Many telephone calls to the vet, and obstetrical interventions characterize a typical experience.

If this were not enough, rearing of the litter includes daily examinations, neurological stimulation, feeding, weaning, watering, supplements, training, crating, cleaning and more cleaning, washing, and a lot of lost sleep. Some pups require special help like tube feeding, or even veterinary assistance for health concerns. Then there are vaccinations, worming, BAER testing, conformation assessment, temperament testing, and LOTS of photographing!

OK...so, a healthy litter of pups is raised. Then, there are the concerns of AKC registration, screening puppy buyers, answering millions of questions, phone calls at all hours of the day and night, e-mails, puppy buyer visitations, pictures, videos, puppy temperament testing and more evaluations. Of course there are the myriad of contracts, guarantees, and future planning for these bundles of joy.

Well, the pup goes home...and we go to the bank? Hmmmm...our responsibilities do not stop there. The buyers call a zillion times with questions or complaints like "why is he taking so long to housebreak?", or "he hasn't pooped in two days...is that OK?". Hours and hours of telephone time and face to face time are spent grooming, boarding when out of town, offering advice for behavioral or training challenges, and just "talking dogs". Then, occasionally personal circumstances change, and an owner finds that they cannot keep their TNG Dalmatian any longer. We go back to work with the owner finding another home with someone who will care for our dog, someone who we can all depend on.

YES, you can get a puppy from the paper for \$500...or even FREE! BUT, you will not know its lineage, its potential health problems, its temperament, its background, its training, its rearing, or really anything at all about it. You will NOT benefit from the selection of the sire and dam, the proper care and rearing of the litter, the appropriate evaluations of the health and temperament of the puppy. You will not be linked to a breeder who cares passionately about their puppies, or their breeding program. You will not have another "Dal person" to turn to for solutions of common, or uncommon, problems that are likely to develop into the future as you rear, train and care for your new puppy, and your lifelong companion. In short, with a breeder, you get the puppy...and the breeder!

We are sorry that this is so long! To sum up, a Mercedes costs more than a Volkswagon!!