

# Ethics Guide

Love and respect for the Newfoundland is the primary prerequisite for membership in the Newfoundland Club of America, and the Colonial Newfoundland Club. Therefore, all members agree to foster the goals set forth in the Code of Ethics.

## I. Responsibilities of Members

To provide for all dogs in their keeping

Physical Requirements of

Appropriate food, water, and shelter.

Protection from bodily harm.

Proper health care, including sanitation, immunization, and veterinary attention as needed.

Emotional Requirements of

Attention and affection.

Appropriate training as needed.

To abide by AKC rules applicable to activities in which they engage.

To refuse to sell Newfoundland dogs to any pet shop, or any wholesale dealer of dogs, or for resale in any other way, or knowingly to sell or aid and abet the sale of any Newfoundland to a person or agent who will sell the animal through a pet shop.

## II. Responsibilities of Breeders

To be familiar with the Standard and to be aware that the purpose of breeding to maintain or improve the quality of the Newfoundland in accordance with the Standard.

To be familiar with the AKC rules applicable to litter registration and individual registration.

To use for breeding only bitches in good health.

To represent accurately the health history and breeding records of the bitch when negotiating for stud service.

To negotiate all terms of a breeding agreement prior to a breeding.  
A written contract is strongly recommended.

To produce puppies only when he/she has the time, facilities, and resources to provide attention to proper physical and emotional development.

## III. Responsibilities of the Stud Dog Owner

To be familiar with the Standard and to be aware that the purpose of breeding is to maintain or improve the quality of the Newfoundland in accordance with the Standard.

To be familiar with the AKC rules applicable to litter registration.

To accept for servicing only bitches who appear in good health.

To represent accurately the health history and breeding record of the dog.

To negotiate all terms of a breeding agreement prior to a breeding.  
A written contract is strongly recommended.

To complete the chain of registration by signing and returning the stud service certification promptly on satisfaction of the terms of the contract.

## IV. Responsibilities of Sellers

To ascertain that the prospective buyer is aware of the needs of a Newfoundland; and has the knowledge and facilities to care properly for a growing or grown dog.

To transfer registration papers to the buyer at the time of sale or to withhold papers only in accordance with AKC rules applying to individual registration, or by written agreement with the buyer.

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To advise a buyer, or prospective buyer, of any probable delay or difficulty in registration.

To provide the buyer with a written Bill of Sale to include a description of the dog, the whelping date, the name of the sire and dam, and the litter or individual registration number if available.

To advise the buyer of any known health defects.

To advise the buyer in writing of any or all health guarantees or compensations offered by the seller.

## V. Advertising

It should be borne in mind that advertising may be read by persons having little or no knowledge of dogs. Each member is responsible to see that all advertising in his/her name does not promote his/her Newfoundlands through misleading or exaggerated statements or distortion of fact, or through stated or implied deprecation of the Newfoundlands of others.

## VI. Contracts

Written contracts are strongly recommended for all transactions, such as sales, co-ownerships, breeding rights agreements, compensation for future puppies, leasing a bitch, and stud services.

## VI. Discipline

The following are prima facie grounds for disciplinary action.

Neglect or abuse of any Newfoundland in the care of a member documented by the affidavits of three witnesses or by the investigation of any authorized humane organization.

Suspension of privileges by the AKC or NCA for violation of its rules.

Advertising found to be in violation of the Code of Ethics.

Knowingly to sell, or to aid and abet the sale of a Newfoundland to or through a pet shop or its agents.

Refusal to comply with the terms of a written contract involving a Newfoundland without showing just cause.

Refusing to complete the chain of AKC registration without showing just cause.

Refusal to transfer registration papers to a buyer without showing just cause.

Refusal to honor guarantees and agreements made in writing without showing just cause.

## VII. Enforcement

Enforcement of the disciplinary section of the Code of Ethics will be handled in accordance with the disciplinary procedures outlined in Article VI of the By-Laws. In the case of any business transaction involving Newfoundlands, the NCA and Colonial Newfoundland Club will refuse to entertain any grievance brought against a member unless a written contract or other document signed by both parties is submitted with the grievance.

Adapted from Newfoundland Club of America Ethics Guide.