



Breed Preservation Webinar: Questions and Answers

1. Aren't the show entry counts still on the decline?

The AKC Events department does not publicize entry data, but I have their permission to share the fact that total conformation entries as of August 2018 are up almost 1% over the first eight months of 2017.

2. How are these numbers affected by the increased number of recognized breeds?

New breeds certainly help the overall increase in registrations, but not significantly. Most of the more popular FSS breeds converted to AKC BEFORE we saw an increase in annual registrations.

3. Any information on limited registration in Terriers?

This is added on the chart within the webinar at around minute 33:30

4. How do we find links to the seminars on the AKC website?

<https://www.akc.org/public-education/education-summit/>

5. Can our parent club get statistics on the number of breeders?

Yes. This will be added to the next statistics package we share.

6. With many of us in different breed clubs, is there a venue to connect the chairs of preservation committees with each other to share best practices and ideas that didn't work?

AKC Delegates have formed a Breed Preservation Committee. The Committee will next meet in December. Individuals should talk to their Delegate(s), Parent Club or other member club, to find out more.

7. Miniature Schnauzers are said to be very popular, but you rarely see them in advertisements. Does docking and cropping have anything to do with it? Are their numbers holding steady?

I am not aware of the correlation of docking/cropping to the popularity of Miniature Schnauzers. We do know that their registration numbers are starting to swing back up after dropping about 50% since 2008. Unfortunately, the AKC Board has only authorized me to share this data with each Parent Club President, Secretary and Delegate. Please reach out to them to obtain more information.

8. Can we possibly get the spreadsheet emailed to us that was spoken to at the beginning of the presentation? (Breed #'s)

Unfortunately, the AKC Board has only authorized me to share this data with each Parent Club President, Secretary and Delegate. However, those clubs may share their breed's data as they see fit. Check out their newsletters or websites, or call the Delegate and ask if they would share with you.

9. Does the AKC have a new mentoring program/exhibitor program that a breed club can use as a guideline to encourage new breeders/exhibitors to their breed?

There is a mentoring program from the exhibitor's perspective. You can find information about that program here: <https://www.akc.org/sports/conformation/mentor-program/> You may also speak to Lori Kelly of the Scottish Terrier Club of America. Their club is actively working on a mentorship program.

10. Does the AKC have seminars to help breeders learn how to promote their breeds through newer marketing channels? I have created some materials for my own breeds, but it would be nice for other breeds to have some materials too.

You can find social media tutorials: <https://www.akc.org/clubs-delegates/promote/social-media/>, but I will bring this idea to AKC Marketing so that they can create something specifically aimed at helping breeders connect with puppy searchers.

In addition, the AKC Education Webinar Series will feature four webinars in March 2019 that address utilizing social media. You may register for them here:

<https://www.akc.org/public-education/akc-education-webinar-series/>

11. Do you have numbers of imported dogs? It looks like there are a lot of people importing stock because they can't find mentorship here. Is that good or bad?

Imports are increasing, but still very few, less than 1%, compared to AKC pups whelped in US. However, in some breeds imports may be playing a larger role. The statistics shared with each Parent Club include data on imports.

12. We have people wanting puppies, but pet owners have little interest in showing due to expense with a handler breed, grooming difficulty, politics of winning. Even Juniors don't want to show wires because the grooming is so labor intensive. I spend a lot of time trying to motivate people to show pups, but most eventually decide to spay/neuter. Any suggestions?

Talk to Lori Kelly or Helen Prince of the Scottish Terrier Club of America. Their club is actively working on ways to overcome the same issues. Also, this would be an excellent discussion topic for the Delegates Breed Preservation Committee.

13. Does having handler showing in FSS/Misc even if they are co-owners put off a lot of owner breeders from showing?

I am not sure, but I will bring this question to the Events Staff.

14. Are there restrictions on how the Parent Clubs share the data provided to them? For example: Members only section on website, monthly newsletter to members only, or is it open to anyone who can look at website?

The Parent Clubs may share what I send to them as they see fit.

15. Is there a way to report the data by region/state when shared with the Parent Club?

Interesting question. Perhaps we could produce a heat map, graphically displaying the geographic data. I will check into the feasibility of that.

16. I am curious if you are also looking at the use of semen that's been imported.

No. But it is an interesting question. I suspect it is not significant overall, but in some breeds may be playing a larger role due to declining numbers.

17. Can you provide a list of statistics and data the Parent Club has access to?

AKC Parent Clubs are given the following: Registered litters and their complement (number of puppies in each year's litters); Limited Registrations and those revoked; complement dog/bitches in conformation and those bred; Dog Registrations (including AKC, FSS, Conditional, Open and Foreign); and Unique dogs/bitches in conformation and those bred.

18. How does anti-breeder legislation impact the numbers?

Significantly. People love dogs and, believe it or not, they love breeds. People are paying over \$100 to get an estimate of their mixed breed shelter dog's breed heritage, even though those tests are not accurate. HOWEVER, some of the same people who love specific breeds are at the same time anti-breeder. This is due to the long-term impact from the very expensive membership marketing efforts of PETA, HSUS & ASPCA. Our country needs over 8 million dogs a year and growing, but AKC breeders produce just over 1 million puppies a year. Over population is a myth used to generate revenue for these anti-breeder organizations.

The following questions will be answered later this week with specific data.

19. Are there statistics on how many breeders actually show in conformation?

20. Are the number of breeders &/or dogs participating in events (both conformation & performance--separately?) going up or down? What are the trends?