



Irish Pet Advertising Advisory Group

Getting a New Puppy

What you need to know!



A puppy is a commitment for the next 10-15 years.

Think about it – Having a bouncy, happy, playful puppy is a very enjoyable experience however, it is also a big commitment demanding in time, money and care. Remember, a puppy will grow into a dog and will be with you for many years to come.

The likely lifetime cost of owning a dog ranges from €15,000 to €23,000 depending on the size of the dog. This excludes veterinary costs if your pet becomes sick or injured, so this average cost could be even higher. Can you afford the lifetime costs of owning a dog?

Dogs, like all animals, need five things to be healthy and happy; these are called the five welfare needs. All owners need to provide these five things for the pets they keep:

1. Environment – a suitable living environment

2. Diet – a suitable diet
3. Behaviour – to be able to behave normally
4. Companionship – to have appropriate companionship
5. Health – to be protected from pain, suffering, injury and disease

Where to get your new puppy?

If you wish to buy a puppy from a breeder, ask your vet if they know any reputable breeders or contact the Irish Kennel Club for advice. If you decide to buy a dog or puppy, IPAAG (Irish Pet Advertising Advisory Group) recommends the following:

Dog Breeder

Please research before you buy. Different breeds have different requirements and temperaments. Be sure that the dog you are interested in is suitable for your lifestyle and environment.

- When buying a puppy, you should **see the puppy interacting with its mother** and check that the facilities are clean and the litter appears alert and healthy. You should be able to handle the puppies freely under supervision. **Make sure your puppy is old enough to leave its mother – at least 8 weeks old.**
- If your chosen dog does not originate from the place of purchase, **ask where it came from** and try to obtain its previous history.
- **Always ask for a copy of its medical records**, including vaccination certificate and records of worming and flea treatment. For pedigree puppies, ensure that the Irish Kennel Club registration papers and the parents' hereditary disease screening certificates, where appropriate, are in order.
- **If you are looking for a specific breed, consider purchasing from an Irish Kennel Club Breeder.** The Irish Kennel Club can also direct you to breed rescue organisations. **Check with the Kennel Club that the breeder is an Irish Kennel Club Assured Breeder before purchasing a puppy.**
- If you are **unable to find the breed of dog you are looking for**, please contact the Irish Kennel Club who will be able to direct you to a responsible breeder.

Online Adverts

There are many animals sold online for a quick profit and often raised without proper care, love or attention and sold to unsuitable households. These dogs often end up being unwanted, abandoned and destroyed each year – due to behavioral issues or simply because they are just not the right type of dog for the family. It is important when getting any new pet that you choose carefully and that it is an informed decision with the entire family. If you decide to buy a puppy online, check the website complies with **IPAAG Minimum Standards.**



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A step forward for the safe
advertising of pets online



www.ipaag.ie

Please consider contacting your local animal rescue/rehoming Centre. There are thousands of healthy, loving dogs and puppies all over Ireland who are patiently waiting for a good home.

[Dogs Trust - https://www.dogstrust.ie/](https://www.dogstrust.ie/)

[ISPCA - http://www.ispca.ie/](http://www.ispca.ie/)

[Irish Blue Cross - http://www.bluecross.ie/](http://www.bluecross.ie/)

<http://www.lovemypet.ie/>

<http://www.madra.ie/>