

Why Is My Puppy So Expensive?!



This cost goes down with each litter - however, most supplies have to be replaced & replenished after each litter - and techniques change and breeders adapt when things don't work out the way we plan. (So don't think we buy the big ticket items once and then use them for 40+ years)

For these scenarios this is the first litter of 4 puppies. (We have small breed litter which are smaller litters)

What The Breeder Pays For	Real Cost Per Pup	If Breeders Don't Try To Cover Their Costs	Generous Adjusted Cost Per Pup
Price of Dam \$3,700, plus international flight nanny and importing fees (\$1000) \$4,700/4=\$1,175	\$1,175.00	To advocate for the buyer, I will eliminate this fee and wash it from my profit	\$0.00
Price of Sire \$2,500, plus flight nanny fee (\$550) \$3,050/4=\$762.50	\$762.50	To advocate for the buyer, I will eliminate this fee and wash it from my profit	\$0.00
Parent Genetic Health Testing Embark Breeder's panel \$169/2 \$338/4=\$84.50	\$84.50	To advocate for the buyer, I will eliminate this fee and wash it from my profit	\$0.00
Bi-annual Deworming for parents \$60 \$60/4=\$15	\$15.00	To advocate for the buyer, I will eliminate this fee and wash it from my profit	\$0.00
Brucellosis testing for sire \$170 \$170/4=\$42.50	\$42.50	To advocate for the buyer, I will eliminate this fee and wash it from my profit	\$0.00
Brucellosis Testing for Dam \$170/4=\$42.50	\$42.50	To advocate for the buyer, I will eliminate this fee and wash it from my profit	\$0.00
Ultrasound & Xray (x2) to confirm pregnancy and final puppy count \$125+ \$285x2=\$695 \$695/4=\$173.75	\$173.75	To advocate for the buyer, I will eliminate this fee and wash it from my profit	\$0.00
Special Diet for female during pregnancy and lactaion, higher protien, suppliments, vitamins, etc \$260 \$260/4=\$65	\$65.00	To advocate for the buyer, I will eliminate this fee and wash it from my profit	\$0.00
Vet Care for dam pre-pregnancy and during pregnancy. \$200 \$200/4=\$50	\$50.00	To advocate for the buyer, I will eliminate this fee and wash it from my profit	\$0.00
Whelping Supplies, kit, box, ex-pen, hemostats, cord care, whelping pads, newborn supplies, towels, etc \$600 Supplies - calcium, milk, replacement milk, bottles, etc. \$200 \$600+\$200/4=\$200	\$200.00	Some whelping supplies have to be replaced with each litter, others can be re-used with the next litter. Price goes down each litter for the items that can be re-used.	\$200.00
Dewclaw removal plus newborn vet exam \$50/puppy	\$50.00	Dewclaw removal is truly a puppy based cost so this will be added to the cost of the puppy.	\$50.00

<p>Puppy Supplies (washable potty pads \$150, disposable potty pads \$100, turf potty training system \$65, bedding \$90, blankets \$25, heating pad \$20, weigh station \$80, microchips \$40, nail clippers \$5, grooming supplies \$100, toys \$50, bowls \$40, water bottles \$24, total =\$789)</p> <p>\$789/4=\$197.25</p>	\$197.25	<p>Again, a few of these items can be re-used, but most of them must be replenished with each litter. I will make an adjustment here...</p>	\$60.00
<p>Vet Check for puppies(first vaccine, fecal, health certificate)</p> <p>\$500/4=\$125</p>	\$125.00	<p>This fee is so the puppy doesn't go home with parasites, worms, or and obvious defects or illness.</p>	\$125.00
<p>Deworming supplies for all dogs dam and puppies from pre-pregnancy through 12 week stay with breeder \$144</p> <p>\$144/4=\$36</p>	\$36.00	<p>This fee is so the puppy doesn't go home with parasites, worms, or and obvious defects or illness.</p>	\$36.00
<p>Dam whelping and delivery time of 24 hours</p> <p>24x\$13.69=\$328.56</p> <p>\$328.56/4= \$82.14</p>	\$82.14	<p>I will be generous and only include the 12 or so hours that a dam is pushing and clean-up during post whelp.</p> <p>Keep in mind this in only minimum wage - the same wage unskilled laborers get paid.</p> <p>12x\$13.69=\$164.28</p> <p>\$164.28/4=\$41.07</p>	\$41.07
<p>12 weeks of puppy care and monitoring at WA State minimum wage (\$13.69/hr 2021) 12 weeks</p> <p>(week 1-2) 24 hour care 14days = 336hours x \$13.69= \$4,599.84</p> <p>(weeks 3-12) 12 hour care 63days @12hrs/day = 756 hours ...756x\$13.69 =\$10,349.64</p> <p>4,599.84+\$10,349.64=\$14,949.48/4= \$3,737.37</p>	\$3,737.37	<p>To advocate for the buyer I will eliminate 12 hours a day for the first two weeks for sleep- (although I rarely get more than 1-2 uninterrupted hours of sleep a night)</p> <p>(week 1-2) 12 hour care x 14 days = \$2,299.92</p> <p>To advocate for the buyer I will also cut 3 hours per day for errands, meal prep, and family obligations. (although the priority is puppies and I commonly have to skip all personal needs and wants for the needs of my puppies)</p> <p>(week 3-12) 9 hour care x 63 days = 567 hours x \$13.69 = \$7,762.23</p> <p>\$2,299.92+\$7,762.23= \$10, 062.15/4= \$2,515.54</p>	\$2,515.54
<p>Puppy Take-Home Bag \$200</p> <p>\$1200/4=\$50</p>	\$50.00	<p>This Gift bag is definitely different for eachBreeder. To advocate for the buyer I will eliminate this cost and treat it as a gift.</p>	\$0.00
<p>AKC Registration and AKC Information packet \$55</p> <p>\$55/4=\$13.75</p>	\$13.75	<p>If a buyer wants a registerd dog this is a very minimum cost, registration cannot happen without this fee.</p>	\$13.75
<p>Breeder Webinars, training Programs, and ongoing education costs \$300</p> <p>\$300/4=\$75</p>	\$75.00	<p>To advocate for the buyer, I will eliminate this fee and wash it from my profit</p>	\$0.00
<p>Electricity for 12 weeks for increased usage for space heaters, heating pads, heating lamps, increased laundry \$50</p> <p>\$50/4=\$12.50</p>	\$12.50	<p>To advocate for the buyer, I will eliminate this fee and wash it from my profit</p>	\$0.00

Heating/Cooling costs for 12 weeks \$70 70/4=\$17.50	\$17.50	To advocate for the buyer, I will eliminate this fee and wash it from my profit	\$0.00
Premium Puppy food for 9 weeks \$120 \$120/4=\$30	\$30.00	To advocate for the buyer, I will eliminate this fee and wash it from my profit	\$0.00
Extra cleaning (washing pee pads, whelping pads, bedding, blankets, puppy safe area cleaning, etc.) \$60 Water for 12 weeks \$45 Soaps, shampoo, disinfectant, etc. \$110 \$60+\$45+\$110=\$215/4= \$53.75	\$53.75	To advocate for the buyer, I will eliminate this fee and wash it from my profit	\$0.00
Advertising, Scheduling, Pictures, Social Media, all the little extras (subscriptions and time) \$75 \$75/4=\$18.75	\$18.75	To advocate for the buyer, I will eliminate this fee and wash it from my profit	\$0.00
Actual Breeder's Cost Per Puppy	\$7,109.76	GENEROUS Breeder's Cost Per Puppy	\$3,041.36
What the Buyer Accepts To Pay \$2000	\$2,000.00	What a buyer would PREFER to pay \$500	\$500.00
Breeder's Profit For EACH Puppy (Notice it is a negative number)	-\$5,109.76	So If I Am Being Generous And The Buyer Wants Me To Be Still MORE Generous, This Is The Awesome Profit I Make With Each Puppy Sold At \$500... **Notice it is still a negative number...	-\$2,541.36