



Preservation breeders

“The Skye Terrier is one of many at risk breeds in this world,” said NBC announcer and dog breeder David Frei during the National Dog Show telecast on NBC last November. *“There are more great pandas out there.”*

While the remarks came during the Skye Terrier’s time on screen, the fact is that there are many other dog breeds that are currently “at risk” from a survival standpoint.

Frei was speaking in support of the advocacy of breeders Bill Shelton and Doug Johnson in awakening public consciousness about preservation breeders. The three of them crafted this statement to further move the dial.

“We dog breeders are changing the language to help people understand exactly what it is that we do. We are preservation breeders. No matter what it has been called in the past, we own this principle already and have owned it for generations of dogs.

“We are intentionally breeding dogs for health, happiness and preservation of the breeds. This is what drives us – not producing dogs for dog shows and not producing dogs for puppy sales.

“We are and always have been preservation breeders - dedicated to bringing purpose-bred dogs into the world, healthy dogs with predictable characteristics, intellect and disposition. With that, we want to help them be healthy and happy, and give them the best chance to have a great, long lives in well-deserved, loving homes.

“That is what preservation breeders do - responsibly and accountably, for health and happiness, for these very important, loving members of your family.”

Postscript from David Frei, January 2020: *“Bill Shelton and Doug Johnson are the leaders in the dog world in bringing this thought process to public discourse and consciousness. On behalf of all of us who care about the survival of purpose-bred dogs in this world, I want to thank them for their efforts and encourage people to join ‘the movement’ to enlighten the world about purpose-bred dogs and the efforts of preservationist breeders around the world.”*

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