



Akela Pet Foods Ltd, 6 Cooil Smithy, Isle of Man Business Park, Douglas, IM2 2QA, Isle of Man, British Isles.

www.wholeprey.com

Akela Ethical Breeder Club Benefits

- Up to 20% off working dog food & cat food (10-13Kg bags only for dry food)
- Preferential rates on treats
- Puppy packs for all new owners (please order with your regular food deliveries)
- Earn affiliate commission when you recommend new owners to buy Akela (sign-up to affiliate scheme separately)

Akela Ethical Breeder Club Terms & Conditions

By joining the Akela Ethical Breeders Club you are agreeing to abide by the following terms and conditions. This club is for the exclusive use of breeders who feed and recommend Akela. Akela Pet Foods Ltd reserves the right to immediately terminate the membership of any breeders found to be in breach of these conditions.

1. All breeders must be aged 18 years or over and promote ethical breeding practice within the advice and guidelines of the Kennel Club assured breeding scheme. All breeders must own one or more health-tested breeding bitch or stud dog and prioritise the health of the puppies produced.
2. From 1st October 2018 all breeders in England selling puppies for commercial gain, or breeding 3 or more litters per year, must be licensed under the Animal Activities Licensing Regulations 2018 and provide photographic proof.
3. Breeders must be registered with The Kennel Club, or other recognised governing body, or be able to prove equal or greater standards of care for all their dogs (photos and videos to be assessed by Akela Pet Foods Ltd).
4. Breeders participating in the Akela Ethical Breeder Club may not be a member of any other breeder scheme.
5. All puppies must be exclusively weaned onto Akela. New litters must be registered with Akela Pet Foods Ltd within one month of birth.
6. Akela is to be exclusively recommended to new puppy owners.
7. Upon re-homing, all puppy packs provided by Akela Pet Foods Ltd are to be supplied to the new puppy owners free of charge.
8. Details of new owners must be provided to Akela Pet Foods Ltd within seven days prior to collection of their new puppy.
9. One free new owner puppy pack will be supplied up to a maximum of ten litters per annum.
10. All deliveries will be made directly to the breeder with their regular food orders (please place your order on hold).
11. Breeders must not breed from a bitch if the litter would be born before the bitch is 1 year old or older than 8 years old.
12. A minimum of one litter every eighteen months per breeder is required to continue membership of the Akela Breeder Club but no more than four litters can be produced from the same bitch.
13. A minimum of 30Kg of Akela must be purchased in any six month period for your membership to remain active.
14. Akela is not to be re-sold by the breeder to any third party. Any breeders interested in retailing Akela should have retail premises and should request retail terms in the first instance. Any breeders found to be reselling Akela without permission will have their membership of the breeder club revoked.
15. Akela Pet Foods Ltd reserve the right to terminate the membership of any breeder at their discretion and without prior notice.
16. Akela Pet Foods Ltd reserve the right to change the Akela Breeder Club benefits and/or terms and conditions at their discretion and without prior notice.
17. All applications will be considered on a case-by-case basis and Akela Pet Foods Ltd reserve the right to decline applications at their discretion.

To join our breeder club please create an account on our website and complete the breeder registration form within your account.

Kind regards,

Akela Pet Foods Ltd