



What to ask!

Help in Choosing a Puppy

Tips on what to ask breeders
When researching a new puppy

The French Bulldog Club of NSW

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So, What's the Big Deal About Purebred Dogs Anyway?

Simple answer: Predictability.

When you choose a purebred dog, you're choosing a known quantity. Want a lazy couch companion? Get a Frenchie. Need a hunting partner? Choose a gun dog. Running sheep? Get a Border Collie. These breeds exist because they were developed for specific purposes over generations.

Here's what purebred actually means: Every dog traces back to its breed standard. This gives you predictability instead of genetic roulette. You can choose a dog that suits your lifestyle rather than gambling on whether your "small, friendly" puppy will grow into an aggressive, high-energy adult that doesn't fit your life.

Why "Fanatical" Breeders Are the Best Thing for Frenchies

Ethical breeders are sometimes called "fanatical" — and with good reason. They spend years studying breed standards, genetics, and health testing. But they're not just breeding dogs — they're preserving over 120 years of careful selection to produce healthier dogs, generation by generation.

The alternative? A flood of unpredictable, poorly bred dogs ending up in shelters because they got "too big," "too aggressive," or "needed too much exercise."



This isn't hypothetical — it's already happening.

Reality check: Purebred dogs from ethical breeders actually reduce shelter populations because:

- **Buyers** get what they **expect**, so **fewer surrenders**
- Ethical breeders provide **lifetime support** and **take dogs back** when owners can't cope
- **No “oops” litters** from unplanned matings

Your Breeder Knows Your Dog Better Than Anyone

Including your vet. Your breeder understands the genetics behind your puppy, knows the family history, and can predict health and behaviour patterns that even experienced vets might miss. When something goes wrong, you want that expertise in your corner.

Backyard breeders and puppy farmers? They disappear after the sale. Good luck getting help when you need it.

The Crossbreed Reality Check

That cavoodle only exists because dedicated poodle breeders maintain the Poodle and Cavalier King Charles Spaniel breeds. Same with labradoodles, schnoodles, or any other designer cross. **If ethical breeders stop preserving purebreds, there won't be any genetics to create designer crossbreeds either.**

Do you really want all dogs to become genetic grab bags with no predictable traits?



The NSW Reality – We’re Losing the Battle

There are only **20 ethical breeders left in NSW**. These breeders love the breed and spend hundreds of dollars plus endless hours health testing their dogs. But they’re being drowned out by profiteers flooding the market with badly constructed crossbreeds.

Here’s the devastating part: Those sick crossbreed dogs are ending up in veterinary studies and health research being misrepresented as “French Bulldogs”—completely trashing the hard work and reputation of good breeders in NSW.

Our breeders’ response? They’ve stopped breeding anything except for genetic maintenance. Last year, our ethical breeders produced just 35 puppies total. Some stayed with breeders for future genetics, leaving very few puppies available for families.

Breeding in NSW is Teetering on the Brink

But you can help.

Yes, it might take longer to find an ethically bred Frenchie — but it’s worth the wait. You can help by sticking with ethical breeders. **Register with a responsible breeder** and be prepared to **wait**.

This will start building confidence in our breeders. Once we know prospective owners are demonstrating real love and commitment to the breed, puppy numbers will lift—guaranteed.

The ball is in your court. Support ethical breeding or watch it disappear entirely.

Insider’s tip: Breeders see your club membership as evidence of breed commitment. While you’re waiting, join the club—you’ll stay informed and may jump the queue for a puppy too.



Not All Breeders Are Created Equal

Why Crossbreeds Damage the Breed

Simple truth: Every crossbreed sold as a “French Bulldog” weakens 120 years of careful genetic preservation.

- Genetic dilution: Crossbreeds lose the specific traits that make Frenchies unique
- Health unpredictability: Mixed genetics mean unknown health outcomes
- Consumer confusion: Buyers think they’re getting a Frenchie but aren’t
- Market erosion: Ethical breeders can’t compete with cheaper, inferior alternatives

Bottom line: A Frenchie cross is like calling a Honda Civic a Ferrari because it has four wheels.

The Questions That Separate Real Breeders from Puppy Producers

Health & Testing Questions

Ask: "What health testing have the parents undergone?"

- **Red flag:** Vague answers or "they look healthy to me"
- **Good answer:** Specific tests - BOAS grading, hips and spine tests and scoring, heart clearances and genetic panels. It is all in our Healthy Frenchie Guide and [you can download it here](#).

Ask: "Can I see the health certificates for both parents?"

- **Red flag:** "I'll email them later" or excuses
- **Good answer:** Certificates produced immediately. Ethical Breeders want you to know the extent they have gone to in producing a puppy and they will be eager to show you their results.

Ask: "What's your policy if health issues develop?"

- **Red flag:** "All sales final" or warranty disclaimers
- **Good answer:** Lifetime support commitment with specific health guarantees



Breeding Ethics Questions

Ask: "How often do you breed this female?"

- **Red flag:** More than once per year or evasive answers
- **Good answer:** Maximum one litter per 18 months and only 2 or 3 litters in her lifetime.

Ask: "Can I meet the mother and see where puppies are raised?"

- **Red flag:** Won't allow visits or mother "isn't available"
- **Good answer:** Open invitation to visit, mother present and comfortable. Breeders will often use Sire dogs from other places and sometimes from frozen semen - so you will not always be able to meet the Dad.

Ask: "Are you a member of breed clubs or kennel councils?"

- **Red flag:** "Don't need to be" or anti-establishment attitudes
- **Good answer:** Active membership in recognised breeding organisations and signed on to (and complying with) their code of ethics and their breeding recommendations - and they will be listed here: frenchbulldogclubnsw.asn.au/breeders-directory

Knowledge & Experience Questions

Ask: "What lines are behind these puppies?"

- **Red flag:** Blank stares or "champion bloodlines" without specifics
- **Good answer:** Detailed pedigree discussion with kennel names and achievements

Ask: "Why did you choose this particular mating?"

- **Red flag:** "They're both cute" or profit-focused answers
- **Good answer:** Specific breeding goals - health improvement, temperament, conformation, spine



Ask: "What support do you provide new owners?"

- **Red flag:** "Good luck" after sale completion
- **Good answer:** Ongoing education, training resources, lifetime advice

The Deal-Breakers - Walk Away If You Hear These

- "Papers cost extra"
- "These are rare colours" (blue, chocolate, merle, lilac)
- "Available now" (no waiting list)
- "Meet in a car park" or public place
- "Cash only, no receipts"
- Multiple litters available simultaneously
- Won't provide references from previous buyers
- Pressure tactics or "limited time offers"

What Ethical Breeders Actually Do

Before you even contact them:

- They interview YOU as thoroughly as you interview them
- They have waiting lists, not immediate availability
- They're more interested in the right home than a quick sale
- They provide extensive information upfront



When you visit:

- Provide you initial paperwork regarding your pup - normally without being asked.
- Breeders will take time working out which puppy is worthy of "running on" (entering their breed program) - and they will be assessing the potential new owners for a temperament match as well. You might not get to choose your puppy — and that's a good thing. It means your breeder is matching pups to homes with care and purpose.
- As mentioned, Dad will probably not be around but Mum will and you should check that she is well-socialised and well-constructed (knowing that she's just given birth and may look a bit disheveled).
- Living conditions are clean and family-integrated
- They ask about your lifestyle, experience, expectations
- They offer ongoing support and stay connected with previous buyers

Your Power as a Buyer

Every dollar you spend is a vote. Support ethical breeders, and you strengthen the breed. Hand money to puppy farmers, and you fuel the next litter of suffering.

Questions protect you, your future dog, and the breed itself. Don't be embarrassed to ask. Any breeder who won't answer these questions thoroughly isn't worth your money or trust.

Remember: A good breeder wants you to ask questions. They're as invested in finding the right home as you are in finding the right dog. They may even have to sign a Sales Agree that requires a commitment from you. Especially one like this:

*"NO [KENNEL NAME] FRENCHIE SHOULD EVER BE SURRENDED TO A POUND OR SHELTER."
"If for any reason, you are forced (or want) to surrender your [Kennel name] Frenchie, at any stage in their life, and you find yourself unable to provide stability to your Frenchie you agree to reach out to us and let the [Kennel name] crew manage any temporary or permanent foster care, as well as ensure their health and safety needs are met, and that they are in a loving and nurturing environment to help smooth any trauma or transition."*

The French Bulldog Club of NSW connects you with breeders who welcome your questions and exceed these standards. Because your Frenchie deserves better than "good enough."

