



## Our 2026 roadmap to a new future for dog breeding

Dear Members,

Following the publication of our [Breeding for Health Framework](#), the conversations that have taken place across our community in recent weeks, and my previous update on these matters, the depth of feeling we have heard from breeders so far has been unmistakable. It reflects how deeply you care about the future of pedigree dogs and the responsibility we all share to protect their health and wellbeing.

With that in mind, I am pleased to share with you our full roadmap for the Breeding for Health Framework for 2026, which we will be publishing today. Central to this is the development of our Nose-to-Tail Veterinary Assessment, which will sit alongside, and offer a viable alternative to, AGPAW's Innate Health Assessment. The veterinary advisory group is already progressing this at pace and expects to **confirm the criteria** for the assessment **by late March**.

We have also been meeting directly with breeders to listen to concerns and gather insight. The discussion held on **29 January** with a group of experienced breeders was particularly valuable and has helped shape the programme for the **Crufts Breeder Insights Forum**, which will be held from **3pm-5pm** on **Thursday 5 March** in the **Piazza Suites 1&2 at the NEC** where Crufts 2026 takes place.

This new forum will be an **important opportunity for breeders** to share their views and help us build solutions that reflect the realities you face. We want to ensure that the work we do is informed by the people who understand breeding best, so the participation of our breeder community will be essential.

I would encourage those who wish to take part to register using the online form:

[Register to take part in the Crufts Breeder Insights Forum](#)

## A new future for dog breeding - what's coming up?

We will be launching a series of surveys and focus groups throughout February, March and April.

**9 February 2026** – we will launch a breeder endorsements survey to consider what we should do with endorsements to best support breeders and puppy buyers moving into the future.

**End of February 2026** – we will introduce a new puppy buyer feedback process to enable breeders to receive direct feedback which recognises their hard work and commitment.

**16 March 2026** – following the activities taking place during Crufts, we will launch a breeder insights survey to the wider breeding community, building on the information shared and issues raised to date.

**23 and 25 March 2026** – we will hold the first in a series of focus groups with breeders to seek input on the development of the Nose-to-Tail Veterinary Assessment and capture feedback on concerns around the IHA. Further sessions will follow in April and beyond.

[Register to take part in one of these focus groups](#)

I want to thank everyone who has taken the time to share their views so far.

We are committed to working with you to build a future that supports responsible breeders and protects the dogs we all care about. This is a collective effort, and your insight will continue to guide our decisions in the months ahead.

[View all 2026 breeder support highlights](#)

I invite and encourage you to take part in these opportunities throughout 2026 for us all to come together, listen, and make sure the direction we take is grounded in the experience and expertise of our community.

With best wishes,

**Ian Seath**

**Chairman**