



Ethics Guide and Code of Sportsmanship

A Tradition of Excellence Rooted in Love and Respect for the Newfoundland Dog

The Newfoundland Club of America (NCA) aspires to be a vibrant, sustainable, and inclusive community of enthusiasts—recognized as the leading voice for the preservation, protection, promotion, and celebration of the Newfoundland Dog. This shared vision guides our purpose, inspires our actions, and unites us as a community.

As NCA members, we commit to upholding ethical conduct that reflects compassion, integrity, and a profound respect for the breed we cherish. This Guide sets forth the principles and responsibilities that help ensure a thriving future for the Newfoundland Dogs and a supportive, ethical culture among those who love the breed.

Since the founding of the American Kennel Club (AKC®) in 1884, our community has been guided by shared values: sportsmanship, respect, and a welcoming culture that embraces all who cherish these remarkable animals. Founded in 1930, the Newfoundland Club of America became the parent club and guardian of the Newfoundland Dog in the United States as part of the AKC.

Within the Newfoundland Club of America (NCA), love and respect for the Newfoundland breed is at the heart of everything we do. By upholding the highest standards of care, ethics, and civility, we ensure the well-being of our dogs, preserve the integrity of our breed, and strengthen the community that supports them.

Guiding Principles

Our members demonstrate their commitment through values that guide every action:

- **Dogs First** – The welfare, health, and happiness of our dogs always come before personal gain.
- **Commitment to the Breed** – We preserve and improve the Newfoundland through responsible breeding, health testing, thoughtful stewardship, and adherence to the Newfoundland Breed Standard. <link to Newfoundland Breed Standard inserted here>
- **Respect for Tradition** – We honor the history, integrity, of our Breed Standard and our sport.
- **Sportsmanship and Civility**– We compete with honesty, fairness, and grace, treating others with dignity and respect.
- **Community and Mentorship** – We encourage and support newcomers, fostering a culture of inclusion, equity, respect and kindness.
- **Role Models** – We lead by example with humility, integrity, and respect.
- **Stewardship for the Future** – We recognize our responsibility to maintain and strengthen the sport and our breed for generations to come.

Responsibilities of Members

NCA members agree to:

- Provide proper food, water, shelter, veterinary care, and emotional well-being for all dogs in their care.
- Provide training, attention, and affection appropriate to each dog's needs.
- Abide by AKC and NCA rules, regulations and guidelines, including adherence to this *Ethics Guide* and *NCA/AKC Code of Sportsmanship* in all activities.
- Never sell a Newfoundland Dog through pet shops, brokers, or other third-party channels.
- Strengthen the bond with their dog(s) and support the integrity of the sport by using training tools and techniques responsibly, humanely, and with respect for the dog's safety and well-being.

- Ensure that every Newfoundland Dog presented in public by an NCA member reflects the breed's hallmark temperament—gentle, steady, and kind—and is a positive ambassador for the breed and the NCA.
- All communication, whether in print, online, or in-person, should reflect honesty, accuracy, and respect, avoiding exaggerations, misleading claims, or disparaging remarks. Civility and integrity extend across all social media and digital platforms as well as in-person.
- Members are reminded that all communication reflects on themselves, the breed, and the Newfoundland Club of America.
- Members are expected to provide thoughtful, respectful, and accurate information especially when speaking about fellow members, breeders, owners, or the NCA.
- Positive, informed dialogue strengthens our community, whereas sarcasm, negativity, misinformation, or personal attacks diminish it.

Responsibilities of Breeders and Stud Dog Owners

Breeders and stud dog owners have a special duty to preserve the quality, health, and character of the Newfoundland Dog. They must adhere to the *Ethics Guide* by:

- Breed only Newfoundland dogs in good health and with the current NCA recommended health testing. <link to CHIC requirements>
- Strive to improve the breed by conforming to the approved AKC Breed Standard as the only standard of excellence.
- Represent breeding records and health information accurately.
- Negotiate agreements in advance and in writing.
- Breed only when they have the time, facilities, and resources to raise puppies with care and attention.
- Make a lifelong commitment to the welfare of all Newfoundland Dogs they produce.

Responsibilities of Buyers and Sellers

- Ensure all involved in transactions understand the needs of the breed, the individual dog and can provide a suitable home.
- Exchange accurate paperwork, including the AKC registration form, a bill of sale, written contract, health history and information.
- Disclose all health testing results and any known health concerns of the sire, dam or offspring honestly.
- Offer clear written guarantees or agreements.
- Abide by the agreed terms or negotiate changes in good faith.

Contracts and Discipline

Clear agreements help protect all parties and support the best outcomes for the dog. Written contracts are very strongly recommended for all transactions. Members are expected to honor agreements, guarantees, and AKC registration responsibilities.

Neglect, abuse, misrepresentation, or unethical practices are subject to disciplinary action in accordance with the NCA Bylaws and where applicable in the AKC rules.

Living the Code

Together, these values and responsibilities form the foundation of our Newfoundland Club of America community. By embodying this Ethics Guide and Code of Sportsmanship, we safeguard the future of the Newfoundland breed, strengthen the bond within our community, and ensure that our beloved dogs continue to thrive in health, spirit, and purpose for generations to come.