

**We are the first kennel in Italy to have requested the ISO Certification\*** (international Organization for Standardization)

### **ISO 9001:2000 Certification for the activities "Selection and Breeding of English Setter"**

- 1) The organization defined and documented its own [protocol](#) (selection and breeding) of procedure and make this [protocol](#) in the form subsidiary (PAS Rev. 1,...).
- 2) The Organization obtains the ISO 9001:2000 Certificate for the activities "Selection and Breeding of English Setter".
- 3) Into certificate issued, under the heading of "Selection and Breeding of English Setter", is inserted "as PAS Rev. Protocol. 1 ..." (as a reference to the [Protocol](#)).
- 4) The organization undertakes to respect the [Protocol](#); if changes, should always alert the OdC, conduct a review of compliance and subsequently change the certificate.

#### The quality

What quality in terms of objective is not easy, but it's easy to point out the lack. When lacking quality, in fact, we now appreciate both morphological and functional. Quality can be understood as characteristic (compliance with rules dog lovers) or as value (the adequacy hunting use) and is a relative concept, as such, can be defined in many ways, because precisely it consists of a part strongly objective (the aspects that should satisfy the customer generic) but also a part totally subjective (aspects which must meet the expectations and wishes of the individual hunter). It 's a relationship between a realization and a wait because it expresses the level of correspondence between expectations and the product offered: more expectations and the product overlap, more they will be judged " of best quality".

The quality is 'customer drivers' because the levels of compliance with the expectations are set by hunters and hunters themselves are the only members to assess the level of quality. To paraphrase a saying that famous saying that "the beauty is in the eyes of those who contemplates it", we could say that quality is in the eyes of our customers.

Let hours to consider the quality in terms of customers and from the point of view the interests of farmers and see what changes. If we look at quality from the viewpoint of customers is:

- - excellent morphology, feelings supplied by the subject, etc
- - value (as compared to the price paid for the puppy / big puppy / subject ready hunting)

If we look at quality from the point of view of breeder is:

- compliance with the requirements of the [Protocol](#)
- - a cost (cost of feeding, training / training, prevention, costs for vet checks, costs for managing the guarantee, etc.)

The perception of quality is, therefore, multidimensional and can depend on the type of product, from the context of reference (what in a given context a dog is considered of excellent quality, can be considered low quality in a different context or for another person), from expectations, from the

perception (based on specific knowledge of race, belief, values, emotions, information collected through friends), needs at the time of evaluation, etc.

The 7 dimensions of quality:

- the performance (the dog does the work required?)
- Reliability (how often the dog falls ill?)
- The duration (longevity)
- the formal aspects (as is the dog, have a pleasant appearance, healthy? Is maintained in good health?)
- Functionality (what does the dog? Trains easily?)
- The perceived quality (which is the reputation of affix? The person with whom I spoke on the phone was friendly? Have been given recommendations for improving the puppy?)
- Conformity to standards (there is adherence to race? The product is good? Are there any guarantees?)

The quality, therefore, is the meeting point between different needs that can mainly the perspective to efficacy (product quality) and efficiency (cost containment). And within dog breeding? As recognises if a breeding works in quality? In polemical way, we could argue that there is no quality without ethics, love for dogs and motivation.

## **PROTOCOL**

The dog breeding Fongaro's is specializes in the selection of English Setter. It 's herd /recognized from E.N.C.I. and the F.C.I. (International Federation dog lovers) and entered in the register at the number 5473 of international F.C.I. list.

For the selection, our farming use the following protocol.

### I) Stallion

The stallion is a subject selected from individuals, from our affix or other dog breeding.

A male subject, to become a stallion of our dam must:

- be equipped with microchip and registered into the L.O.I. (The Book of Italian Origins)
- be morphologically correct and qualifies with at least MB (Very Good) in a canine International Exhibition
- practice or have practiced the hunting and / or trials without highlight flaws and morphological defects
- demonstrate excellent hunting skills
- to be between 3 and 8 years old.

## II) Dam

La fattrice è un soggetto selezionato proveniente esclusivamente dal nostro allevamento.

A our female subject, to become dam must:

- be equipped with microchip and registered into the L.O.I. (The Book of Italian Origins)
- be morphologically correct and qualifies with at least MB (Very Good) in a canine International Exhibition
- practice or have practiced the hunting and / or trials (Oaks) without highlight flaws and morphological defects
- be coupled only after the second rutting and into 5 years old

## III) Covering

Covering are made exclusively in the presence of a controller or a counselor Group cinofilo ENCI delegation for the province of competence, which will certify, with the presence, its success.

## IV) Pregnancy / Birth / Lactation

The dams are subjected to radiological investigations for the counting of fetuses few days before the birth.

The dams come sverminate 40 and 20 days before the birth's puppies.

The birth takes place in covered structures and heated by I.R. lamps or radiant heat panels.

The birth coffers are made by non-toxic PVC, with grids of sewage discharge to ensure maximum hygiene.

The birth coffers are cleaned with non-toxic agents disinfectants 2 times a day.

The dams are systematically sverminate to 20 °, 40 ° and 60° days of life of puppies and followed by our veterinary officer.

At the end of weaning, the puppies are moved in a special covered box equipped with IR lamps or radiant panels.

## V) The weaning

The interruption of suckling is progressive and always progressively after 40 ° / 45 th day of life. During weaning, the dam is allowed the opportunity to visit the box of their puppies when necessary.

The weaning begins with whole milk diluted vaccine and then go to [Dogbauer's](#) feed impregnated in milk, water, mixed with rice overcooked and ending with puppies dry feed.

During the growth the puppies are handled and caressed daily from breeder to carry out the so-called "socialization" and "impregnation" humans.

## VI) The sale of puppies

Our puppies are delivered after the 65 th day of life, fully weaned and "started" to all feeds, with the health card issued by our officer vets that certify the vaccinations occurred.

Il microchip inoculato al cucciolo viene intestato “al venduto” (prima dei 90 gg.) e contestualmente viene redatto e consegnato all'acquirente il documento di proprietà, sia che il cucciolo rimanga presso la nostra struttura ancora alcuni giorni, sia venga prelevato al momento.

The E.N.C.I. take care to send to the homes of neo-owners the documents certifying the entry to the Book of Italian Origins (LOI). Delays in sending of such a document can not be attributed to the breeder.

We guarantee our puppies against the fear of shooting, the absence of hereditary diseases more common. In addition, upon request, may make additional veterinary surveys at the structure of our vets:

- general visit and certification of good and robust constitution
- absence of dysplasia of flank and arm and other hereditary defects such entropion, ectropion, umbilicus hernia, etc.
- blood tests
- etc

## VII) The dog kennel

Our steel boxes are all finished with galvanizing hot, free from sharp edges or burrs and covered by modula rigid slabs by polyurethane foam, covered by both sides and painted galvanized sheet, which makes the structure hygienically comfortable and easy cleaning. The concrete pavement is rough, than the surface guarantee an excellent adhesion (even if wet) and distribution of the weight on bones of the puppy, assisting the harmonious growth.

All our subjects are housed in box fitted with outdoor warmed doghouse. The doghouses are made by thermal insulation material, fully profiled in galvanized steel free from edges or burrs cutting dangerous for the animals.

## VIII) Cleanliness

Our box and our doghouses are washed daily with water-jet and disinfected with non-toxic products 3 times a week.

## IX) The nutrition

All our dogs are fed with [Dogbauer](#) feed line.

\* The full name of the rule is implemented in Italy UNI EN ISO 9001:2000 since the ISO is harmonised, published and disseminated by National Board of Italian Unification and the European Committee for Standardization.