



BREEDER PROGRAM



HOW THE NEW PROGRAM WORKS:

1. Register Your Litter with Your Unique Breeder ID

bigcountryraw.ca/register-a-new-litter

This is where it starts. The Litter Registration form has been updated to require less information and make the process easier. Have a photo of the litter ready to be provided during registration as proof. We ask that you submit only one registration form per litter.

In return, we will provide you with FREE 4lb carton coupons and information-packed brochures to send home with each of your pet families. We will send coupons and brochures directly to you. Be sure to register your litter soon after they are born to ensure that everything arrives in time.

As the breeder, you will also receive 1 FREE 4lb carton coupon for yourself! As you continue registering litters, the rewards continue to grow.

Breeder Rewards

Registered Litters	Reward	Cumulative Reward
1	1 x 4lb Carton	1 x 4lb Carton
3	1 x Grab N Go 12	3 x 4lb Carton 1 x Grab N Go 12
5	1 x Grab N Go 18	5 x 4lb Carton 1 x Grab N Go 12 1 x Grab N Go 18
10	2 x Grab N Go 18	10 x 4lb Carton 1 x Grab N Go 12 3 x Grab N Go 18

2. Your Families Request a Complimentary Meal Plan

bigcountryraw.ca/getting-started/customized-meal-planning

Once your pet families have completed a meal plan request on our website, they will start to receive raw feeding tips, information and product coupons relative to their puppy or kitten's development stage.

Referral Rewards

Puppies Registered by Family	Breeder Reward (Not a Cumulative Reward)
1	1 x 4lb Carton
10	1 x Grab N Go 12
25	1 x Grab N Go 18
50	2 x Grab N Go 18

Additionally, if your pet families enter your Breeder ID while completing the meal plan request, you will receive a referral BONUS of additional Big Country Raw product!

Note: The number of registered pets by your puppy or kitten families may not exceed the number of pets in the litter.

IMPORTANT:

- Keep your Breeder ID handy and share it with your pet families to ensure you receive your referral bonus. We recommend printing stickers to attach to each brochure you send home with the families.
- Your Breeder ID is only to be given to your pet families. If you have lost your breeder card, or don't know your ID, send us an email: info@bigcountryraw.ca.
- Your participation in the program may be jeopardized if we suspect abuse of the program.