

lyka

# Breeder Program

# Guidebook

GET THE  
FULL SCOOP!



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Here at Lyka, we've developed a unique **Breeder Program** that allows breeders and their pups to enjoy the distinct advantages powered by fresh food feeding.

Our real food meals are formulated to support ethical breeders through their litter's development — from gestation, to weaning and rehoming, and beyond. With a fresh approach, you can be confident your pups will get the nutrients they need to live long, happy and healthy lives.

- ✓ Fresh food with real ingredients you can see.
- ✓ Holistic-meets-research by working with leading vets that combine the best of natural medicine and scientific research.
- ✓ Tailored diets customised according to each dog's breed, weight, age, and activity level.
- ✓ Ethical and local by sourcing locally when possible, and only using a careful selection of grass fed, wild caught and high welfare proteins.

Ready to lead the pack and start fresh?

# Sign up in 3 easy steps

- 1** Submit your expression of interest  
Apply to the Breeder Program by filling out our application form below.
- 2** We'll review your application  
If we're a good match, our team will reach out to kickstart your Lyka fresh feeding journey.
- 3** Get started as a Lyka Breeder  
We'll get you onboarded, supply your unique referral link and work with you to ensure your litters receive the best nutrition possible going forward.

Join Lyka's ethical breeder program



# What happens next?

As a warm welcome to our pack, we'll provide a [custom referral link](#) so your community of puppy parents can share in the advantages of fresh feeding, as well as our [Breeder Social Media Kit](#) to help shout about our partnership on socials. We'll also help activate your personal [25% discount](#), so your own pups can start chowing down!



# Take advantage of Breeder Perks

## Free Lyka for your litter's weaning period

To help you get started with your Lyka litter, we'll deliver a mix of our meals to feed your litters over the course of their four-week weaning period. Plus, we'll provide weaning guidelines alongside calculated daily serving size based on the litter's breed, age and adult weight — all for free!

## Get a 25% personal discount on all Lyka meals

There's no reason why your pups shouldn't be chowing down on real food goodness! Apply your personal discount and enjoy the full range of Lyka meals.

## Commission based referral program

Help every pup get the same fresh food nutrition and care by referring their parents to Lyka – and be rewarded for it! You'll earn monthly tiered commission based on referrals used from your unique partner referral link. Commissions are paid monthly based on the previous month's referrals.

## A fresh approach for rehomed puppies

To help with each puppy's transition to their new home, we'll provide hard copies of our Lyka Puppy Edit booklet for puppy parents, covering the benefits of a fresh food diet, tips and tricks for new puppies and how to sign up to Lyka using your referral link.

## Lyka Vet Team support and resources

Lean on Lyka's team of veterinarians and vet nurses for on-demand support, as well as ongoing education covering health, wellbeing, and nutrition for puppies led by industry professionals.



# Puppy Parent Perks



## 50% off their first Lyka box

Good things are meant to be shared! Extend the benefits of our complete and balanced, real food meals to puppy parents using your unique partner referral link.

## Learn best practice from our in-house vets

Benefit from ongoing education covering health, wellbeing, and nutrition for puppies led by industry professionals and our in-house veterinarians.

## Ongoing vet support from Lyka

With Lyka, pup parents get real food meals delivered to their door along with a support system of industry professionals.

## Pupper parent community

Join the Lyka pack and be surrounded by thousands of like-minded pup parents via our exclusive Facebook group.

## The best start to their puppy's life

The best start is a fresh start! With Lyka, your pup will be supported through each growth stage for the healthy development of their mind and body.

Are you an **ethical, registered breeder**, passionate about feeding your puppies the **best nutrition** possible?

Join our breeder program and give your growing pups a head start with fresh, real food meals.

Join the pack

# Any Questions?

## Can't find your answer?

Contact us on **1300 851 936** or email **breeders@lyka.com.au**.  
For more general enquires, reach out to **info@lyka.com.au**.  
We're here to help with anything and everything.

## Do I have to be a registered breeder to be part of the Lyka Breeder Program?

To be eligible to be part of Lyka Breeder Program, breeders will need to be registered with Responsible Pet Breeder Australia (RPBA), Australian National Kennel Council (ANKA) or similar registration, and must agree to uphold their Code of Ethics & Standards and follow state's legislation.

## How will Lyka help improve my business and my credibility in the market?

Fresh food diets have been linked to numerous studies supporting the health benefits including atopy, digestive issues, cognitive development and function, joint health and overall lead to a longer life expectancy. By partnering with Lyka, breeders will raise healthier dogs and be equipped with the resources to educate consumers about the science behind fresh feeding. This will distinguish Lyka partners as more reputable health-conscious breeders.



lyka

Join thousands  
of thriving  
Aussie dogs

Get started

