



# AUCTION ACTION!

By Bob Hughes of Southwest Auction Service

Over the years I have been asked to look into my crystal ball and predict the future of the Dog Industry. For many years I thought I was pretty good at accomplishing such a task. In fact, I was so right on in my predictions that I was considering myself a clairvoyant or at least an expert in this field. As a rule, I felt that you could count on a ten year cycle in the industry; with six good years, two bad, one on the rise and one on the fall. Then came the surge around 1999 to 2007, whereas it seemed everyone and their brother was getting into the kennel business. What this did was create a tremendous breeder market where the breeders were selling to one another instead of selling to the retail public. This method of marketing gave us a false sense of demand and created extremely high prices for puppies. Once the breeder demand was met and so many females were held back or introduced into the breeding industry instead of the retail industry, prices began to fall due to over supply. Then came the era of the activist and the politician and new dog legislation. The perfect storm, as you will, for dog legislation and laws. Prices were falling, government was surging to satisfy the animal rights agenda and interest in the dog industry was slipping for agriculturists. It seemed no matter what we tried to do it was wrong. HSUS was against us joined by USDA and MODA along with Oklahoma legislation, and they were and are still trying to put us out of business or so it seems. Now, all of this along with a crippled market due to over supply, the biggest majority of our comrades have gone out of business.

Well guess what is happening now, we have once again created that ever so missed shortage of Puppies! I consulted, consoled and conveyed to many that it was my belief that if they could just hang in there, the market was bound to turn to our favor. The demand has always been there, we just over supplied it for a long time and a depressed economy was no help at all.

Many of you have attended our sales over the past 25 years, WOW 25 years, never thought I'd say that or hear someone call me 'grandpa' and mean it! Anyway, you have seen prices go up and down just like any other market, but for the last 5 or 6 years, dogs have really took a beating in price. Well, I think I have some good news for those of you that are still in the business and held on to have a sale. I am going to share with you some auction prices at our recent sales.

On Feb 11th, 2012 we sold around 330 dogs for \$224, 781.00. We had over 400 people in attendance at this sale.

Here are some of the average and high prices for the day.

<u>BREED</u>	<u>Average</u>	<u>High</u>
Australian Cattle Dog	\$474.17	\$1,100.00
Boston Terrier	\$670.36	\$2,000.00
KC Cavalier	\$682.57	\$1,500.00
Chihuahua	\$249.17	\$ 345.00
Dachshund	\$235.00	\$ 525.00
Eng. Bulldog	\$960.00	\$2,200.00
French Bulldog	\$924.29	\$2,000.00
Jap Chin	\$474.17	\$1,000.00
Lhasa Apso	\$400.00	\$ 500.00
Toy/Min Poodle	\$413.33	\$ 650.00
Maltese	\$448.13	\$ 650.00
Shih Tzu	\$545.71	\$ 625.00
Yorkshire	\$490.39	\$1,900.00

I am also including in this article the most recent sale which was in Northern Missouri at the close of March.

American Eskimo	\$646.43	\$ 750.00
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<b><u>BREED</u></b>	<b><u>Average</u></b>	<b><u>High</u></b>
Bichon Frise	\$612.00	\$1,375.00
Boxer	\$478.21	\$ 800.00
Cocker Spaniel	\$607.50	\$ 810.00
French Bulldog	\$804.00	\$1,600.00
German Shepherd	\$846.11	\$2,250.00
Golden Retriever	\$1,501.92	\$4,100.00
Goldendoodle	\$1,066.67	\$1,350.00
Min Pin	\$191.25	\$ 425.00
Old Eng. Sheepdog	\$1,183.33	\$1,850.00
Papillon	\$152.00	\$ 335.00
Pekingese	\$550.88	\$1,100.00
Pomeranian	\$497.38	\$1,300.00
Rottweiler	\$1,254.17	\$2,650.00
Min Schnauzer	\$486.75	\$1,700.00
Shiba Inu	\$458.00	\$1,325.00
Siberian Husky	\$705.00	\$2,000.00
Stand. Poodle	\$816.67	\$1,200.00

These are just a few of the realized prices from these two sales. After visiting with the breeders who were in attendance, I found one common answer by all of them “We Don’t Have Enough Puppies To Fill Our Orders”. Most of them said “We have never seen it so good”.

I don’t know for sure if we are at our pivot point in the industry, but the bid is sure heading in the right direction.

We have only a few sales booked this spring, so if you’re waiting to attend, don’t wait too long. We have a great sale in Vail, Iowa booked for April 21st, 2012 and another booked on May 5th, 2012 in McAlester, OK.

If you would like to be added to our mailing or our email direct list, please send your address to: [swkauction@swkennelauction.com](mailto:swkauction@swkennelauction.com) or view our web site at [www.swkennelauction.com](http://www.swkennelauction.com)

Hope to see you there!! Here we go \$500 now 6 who’ll give me 7....SOLD!!