IT'S A **WHAT?**

The latest craze among dog fanciers: Poodles crossed with other breeds.

Check It Out! In this chapter you learned how demand can increase as tastes and preferences change. In the following article, read to learn how a new breed of dog has created explosive demand.

Roll over, rover: Make room for doodles, the latest designer dogs—a mix of a poodle with another breed. The most popular hybrids are goldendoodles (golden retriever mix), Labradoodles (Labrador retriever), schnoodles (schnauzer), and cockapoos (cocker spaniel).

Aside from their shaggy good looks and friendliness, doodles are in demand because they usually don't shed. "If you've ever lived with a golden or Lab, there's a lot of hair," says Rochelle Sundholm, owner of Spring Creek Labradoodles in Williamette Valley, Oregon. Another plus: They have poodle smarts without the stereotypical frou-frou

A goldendoodle is a mix of a poodle and a golden retriever.

yappiness. But doodles aren't standardized, so there's a lot of variability in appearance, personality, health—and price....

The American Kennel Club (AKC) doesn't recognize doodle crossbreeds—and may not for a long time. "The reason people pay thousands of dollars for a purebred dog is for the hundreds, if not thousands, of years of pedigree," says AKC spokeswoman Daisy Okas. Yet doodle pups fetch pedigree prices—anywhere from $400 to $3,000.

—Reprinted from *BusinessWeek*

Top Dog

If trends are any indication, the high demand for the Labradoodle is no surprise! Check out the most popular breeds of the last several decades.

Labrador Retriever

Most Popular Dog Breeds	
1950s	Beagle
1960s and 1970s	Poodle
1980s	Cocker Spaniel
1990s to present	Labrador Retriever

Source: American Kennel Club, 2006.

Think About It

1. **Explaining** How are doodle dogs different from other breeds of dogs?
2. **Synthesizing** Why did demand for the newer breeds of doodle dogs grow so quickly? How did this affect the price of doodle dogs compared to the price of other non-AKC-accredited dogs?