The Objectives of the MAFCRC:

- To encourage and promote the responsible breeding of healthy purebred Flat-Coated Retrievers, and to do all possible to bring their natural qualities to perfection.

- To urge members and breeders to accept the standard of the breed as approved by the American Kennel Club as the only standard of excellence by which Flat-Coated Retrievers shall be judged.

- To do all in its power to protect and advance the interests of the breed by encouraging sportsmanlike competition at dogs shows, obedience trials and field trials; and, to have fun with our dogs.

- To conduct sanctioned matches, specialty shows, obedience trials, and field trials under the rules of the American Kennel Club.

- To educate MAFCRC members and other interested parties as to health, natural qualities and training of the breed; and to conduct training sessions for MAFCRC members.