

## Acceleration Project

For several years, cat breeders have been saddened by sad findings in the cat market in North America in general:

First and foremost, the lack of market diversification: while there are nearly 85 recognized cat breeds around the world, there are no more than twenty breeds produced in Canada and about 25 in North America in general. This has the effect of creating an overproduction of certain breeds and their corollaries: decline in quality, fall in prices, certain diseases showing up, etc.

Conversely, some magnificent breeds that have no particular known health problems that make excellent companions have been completely ignored by breeders, while there is usually still a demand from the public.

Second observation: the problems of the sustainability of catteries and the transmission of knowledge. The majority of new breeders start with the best intentions in the world, but must quickly realize that in saturated markets because their breed is overproduced or almost, not only do they not manage to pay for themselves, but they incur extraordinary sums. Quickly the dream turns into a nightmare.

More than 85% of people who start breeding cats in Canada do not continue the project beyond 5 years. Of the remaining people, only 20% will pass the 10-year mark.

This underlies 2 situations, the first is that by disappearing, these breeders do not transmit their knowledge, and anyone who starts breeding must redo all the learning of these predecessors. They start from scratch. There is therefore no collective wisdom on which the cat breeder community can rely to continue to acquire knowledge and thus improve practices.

The second situation is that these breeders usually "liquidate" the assets of their cattery at the end of their activities to recover a little of their investments. In doing so, they accentuate the issues described above.

Third observation: new breeders are reluctant to work with breeds not present in their province. Due to ignorance or fear of working with breeds and breeders unknown on the internet, new breeders naturally turn to breeds that are close to them. In doing so, they feed the vicious circle of overproduction, non-profitability, and almost inevitable closure before it even begins.

In light of these findings, Chats Canada Cats is launching the Acceleration program.

The main objective of this program is to create a diversification of the offer of cat breeds in the Canadian market.

### **Breeders-developers**

To do this, experienced breeders have agreed to step out of their comfort zone and develop breeds of cats that are not available to the Canadian market and take new breeders under their wings through the program to create new catteries of these breeds.

New breeders joining this program will not only be supported by an experienced breeder, the Chats Canada Cats support network and its affiliated clubs, but will also have access to expert mentors.

**Expert mentors:** these are experienced breeders who are not part of the breeder-developers, but who have knowledge in a specific aspect that is part of your breed (e.g. ticking, short tails, etc.) and who have agreed to be referenced for the breeders of the program to help them in their specific field of expertise.

### **Candidates**

Chats Canada Cats firmly believes that people who want to embark on the fabulous cattery development project must be prepared for the multiple challenges that lie ahead.

The CCC, therefore, requires candidates to follow the 3 basic pieces of training of the breeder training before being officially directed to one of the breeder developers for a sponsorship situation. This allows candidates to mature their project, evaluate their business plan with the trainers of the CCC and thus arrive at an informed choice as to the breed selected, the partner breeder, the stages of development, and the investments required. The candidates then put all the chances of success on their side.

### **Experienced breeders to become breeders-developers**

- More than 8 years of experience breeding purebred cats
- Be an active regular member of Chats Canada Cats
- Have taken all Chats Canada Cats basic courses
- Produced CCC Champions
- Applies high breeding standards as defined by the CCC

### **The commitment of breeders-developers participating in the Acceleration program**

- Import and develop one of the breeds identified by the CCC in Canada, with the aim of training breeders and making it known to the Canadian public;
- Agree to train, support, and sponsor, a minimum of 6 breeders among the candidates submitted by the CCC within 10 years of engagement with the CCC;
- Produce champions of the developing breed;
- Sell competition/breeder quality cats of the target breed to sponsored breeders at preferential prices;
- Help form the breed club associated with the developed breed;
- Use a sales contract approved by the CCC;

- Remain an active member of the CCC;
- Register all your cats at the CCC;
- Work with other breeders in the program to improve it.

### **Benefits are given to breeder-developers participating in the Acceleration program**

- **If the breeder has produced a separate site** for the breed in development, the CCC offers package #2 for the first 3 years of membership in the program and package #3 for the next 7 years. The breeder is free to improve his package by paying the difference;
- Allow experienced breeders in the program to renew the Cattery Administration, Mating to Weaning and Infectious Diseases and Parasites courses free of charge, as often as they wish;
- The CCC is committed to promoting the program by:
  - Through the course of Cattery Administration
  - On the CCC website and its various means of communication
  - During CCC activities

The CCC is committed to promoting new breeds developed:

- Regularly on the various media platform of the CCC;
- During cat shows

CCC support;

Access to expert mentors;

Identification (banner – logo) of participation in the Acceleration program;

A contract will be signed between the breeders-developers and Chats Canada Cats explaining the commitments, duties, and responsibilities of both parties.

### **Future breeders sought after**

Prerequisites:

Education – Cattery administration

Education – From mating to weaning

Education – Infectious diseases and parasites

Be in a housing situation that allows breeding.

### **Engagement of candidates**

- Develop only one breed during the time of its engagement;
- Be and remain an active regular member of the CCC;
- Participate in at least 2 cat shows per year;
- Do not sell a breeding stock before its 5th year of establishment;
- Register all your cats at the CCC;
- Work with other breeders in the program to improve it.
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## **Benefits for new breeders participating in the Acceleration program**

The breeder for the breed in development, the CCC offers him package #3 for the first 5 years of membership in the program.

- The breeder is free to improve his package by paying the difference;
- The CCC is committed to promoting new breeds developed:
  - Regularly on the various media platform of the CCC;
  - During cat shows.

CCC support;

Access to expert mentors;

Identification (banner – logo) of participation in the Acceleration program

A contract will be signed between the candidates and Chats Canada Cats explaining the commitments, duties, and responsibilities of both parties.

To know more about the project, do not hesitate to contact the person in charge:

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