



ChatsCanadaCats

PRESS RELEASE

FOR IMMEDIATE RELEASE

Terrebonne, April 12, 2023 – Chats Canada Cats is launching the Acceleration program. This program, a central part of the Acceleration project, aims to diversify the market for purebred cats in Canada, ensure the long-term viability of catteries and the establishment of a tradition of excellence in cat breeding on Canadian soil. .

The Acceleration project was set up following various studies carried out by Chats Canada Cats. There are more or less 85 purebred cat breed groups in the world, established breeds in Canada are less than 25.

The consequences of this lack of diversity are very palpable: overproduction of certain breeds and its repercussions: decline in the general quality of the herd, appearance of certain preventable diseases, inappropriate crossbreeding, etc.

Conversely, the lack of breeders in other breeds does not allow the establishment and sustainability of certain catteries. More than 85% of farms that begin in the country do not survive 5 years under current conditions. This is a major obstacle to establishing a tradition of excellence in cat breeding in Canada, for animal welfare as well as the well-being of breeders.

In order to reverse this trend, Chats Canada Cats is actively involved by launching the Acceleration project which contains several measures and programs. The centerpiece of this project is the program of the same name, the purpose of which is to allow people wishing to embark on a cat breeding project to have easier access to quality cats for reproduction in promising breeds for the development of a market in the country.

“Through the Acceleration project and its programs, Chats Canada Cats wants to support the establishment of unknown breeds in Canada, but which have all the assets to seduce Canadians. Our dearest desire is to establish a tradition of excellence in the breeding of purebred cats and to allow the establishment of long lasting catteries which in turn will be able to support other breeders.” - declares Mrs. Michèle Ann Desaulniers, President of Chats Canada Cats.

Experienced Breeders Wanted

To introduce, reintroduce and develop new breeds on Canadian soil, Chats Canada Cats calls on experienced breeders. They are asked to step out of their comfort zone and put their knowledge and experience to good use to seek out little or unknown breeds in Canada and commit, with the support of the organization, to the establishment of these breeds, the development of new breeders and making them known to the Canadian public.

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Opportunities for people toying with the project of starting a cattery

Since the pandemic, several catteries have emerged and the growth in the number of breeders does not seem to be slowing down. Unfortunately, the majority of these catteries are doomed to fail. Several reasons explain this reality: the lack of knowledge on the market, the realities of breeding, etc. but also and above all, poor planning at the base of the project. Having not done any market research, these new breeders usually enter a saturated market or a breed that already has several problems related to overproduction.

To overcome these problems, Chats Canada Cats invite people wishing to start breeding cats to consider joining the Acceleration program.

This program will allow them to follow appropriate training, to get to know breeds and breeders ready to support them in their project, but also to receive support from Chats Canada Cats for their business launch.

About Chats Canada Cats

Chats Canada Cats is the first Canadian feline organization seeking to officially operate under the Animal Pedigree Act. The CCC defends the rights of Canadian cat breeders but also believes that breeders must be objectively competent for this task.

The CCC would like to provide cat breeders with more information regarding administrative matters as well as issues related to cat breeding. Several accredited educational seminars are offered by recognized trainers based on their expertise.

To know more about Chats Canada Cats: chatscanadacats.ca

To know more about the Acceleration program:

<http://www.chatscanadacats.ca/docs/pdf/Acceleration%20Project%20Introduction.pdf>

You care about the project of starting a cattery in Canada, watch the series: Starting a cattery in Canada on [You Tube](#).

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