



RESPONSIBLE BREEDING IN SACC

MAY 2013

HISTORY

- **In the mid 60's Responsible Breeding was already minute in meetings of the GCCF in SA.**
- **The management of such a scheme with limited resources within the GCCF of SA was then already raised as a concern**



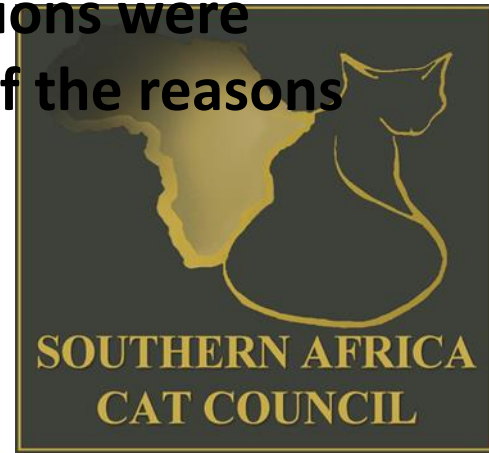
TODAY

- The management of such a scheme with limited resources still a concern.
- But additional challenges:
 - Free Internet Advertising opened the doors for scams.
 - Back-yard breeders became more active.
 - Breeders and new kitten owners targeted by outsiders specifically from India and China.



PHILOSOPHY 2000

- Realised that there were two big things needed for responsible breeding:
 - Co-operation between breeders
 - Buy-in from kitten buyers
- Breeders were very reluctant to take part in such a scheme and the concept was cancelled. Cattery inspections were not allowed due to fear of infections was one of the reasons mentioned.



SUCCESS STORY

- **Success with new kitten owners.**
- **Annual media campaigns on what research to do before buying a new kitten.**
- **Campaigns run in all animal publications, as well as newspapers. Successful TV campaign during a recent program called Woof & Co.**
- **Outcome is that more new kitten owners are validating breeders details with the registering bodies.**



THE WAY FORWARD

- **Breeders need to come to the party.**
- **Agreement with sponsors to also sponsor breeder educational programs. Since 2011.**
- **Cattery of Excellence: New concept the GC is working on since 2012.**
 - **Major logistical problems to address.**
 - **Qualifying breeders can include such a title during advertising.**
 - **The program will go for approval to the SACC Board in October 2013.**





MANY THANKS