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PRESS ANNOUNCEMENT

Green Pet Parenting on the Rise: How Cat Owners Are Embracing Sustainability This Cat Lovers Month.

December is Cat Lovers Month, and Breeder's Choice is shedding light on the growing trend of 'Green Pet Parenting,' offering sustainable solutions for environmentally conscious cat owners.

Australia, December 2024—For cat lovers, every affectionate purr, playful leap and quiet moment of companionship reflects our unique bond with our feline friends. This Cat Lovers Month, Breeder's Choice is celebrating this connection by championing the growing movement of **green pet parenting**. By embracing choices that prioritise sustainability, cat owners are showing love for their pets and the planet.

"Green pet parenting is more than a trend—it's an expression of the love we feel for our pets," says Managing Director of Breeder's Choice, Steve Adams. "At Breeder's Choice, we're for cats and the joy they bring into our lives, which is why we're committed to empowering cat owners to make choices that align with their values of care and sustainability."

What is Green Pet Parenting?

At its heart, green pet parenting reflects the love and care cat owners feel for their pets, inspiring them to make choices that also protect the planet. From sustainable products to waste reduction, green pet parenting helps ensure that future generations of cats can thrive in a healthier environment.

"Green pet parenting allows cat owners to care for their pets with the same affection and thoughtfulness that inspires all of us who love cats," Adams explains. "It's about taking simple steps that benefit both the pets we adore and the planet we share."

How Can You Be a Green Pet Parent?

Breeder's Choice shares three easy ways to bring sustainability into your pet care routine while keeping your cat happy and healthy:

1. **Choose Sustainable Litter:** Traditional clay litter can be harsh on the environment. Instead, opt for biodegradable options like Breeder's Choice Cat Litter, which is made from recycled paper and designed to minimise waste.



2. **Look for Natural Toys and Accessories:** Swap out plastic pet toys for natural, renewable materials, or check out eco-friendly toy brands that prioritise sustainability.
3. **Select Eco-Friendly Treats:** Look for treats made with natural, sustainably sourced ingredients and minimal packaging. Breeder's Choice Tasty Treats, for example, align with green pet parenting values, so you can feel good about treating your pet while reducing your environmental footprint.

"More and more cat owners are recognising the importance of green pet parenting," says Adams. "By making sustainable choices like using Breeder's Choice products, they're showing care for the planet without compromising the quality of their pet care."

Breeder's Choice remains committed to supporting environmentally conscious lifestyles with products that prioritise both pets and the planet. This Cat Lovers Month, the brand invites cat owners to take simple, meaningful steps toward a more sustainable future—because small choices can make a big difference.

"As cat lovers, we share a deep connection with our pets and a responsibility to nurture the world they live in," Adams concludes. "Green pet parenting allows us to care for our cats and the environment with equal thoughtfulness, and Breeder's Choice is here to make that journey easier."

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Join the Breeder's Choice Green Pet Parenting Movement

This December, Breeder's Choice invites cat lovers to celebrate the love and joy their pets bring by joining the green pet parenting movement. Share your eco-cat photos on social media using the hashtag **#BreedersChoiceGreenPet** for a chance to win 1 of 4 tasty treat prize packs from Breeder's Choice.

Media Kit is available for download from

https://drive.google.com/drive/folders/1WSco-xwg9gdQ5u2uLLEyKhx8Ss64ezY0?usp=drive_link

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About Breeder's Choice:





For over 30 years, Breeder's Choice has been at the heart of sustainable pet care, trusted by Australian cat owners who value both performance and environmental responsibility. Made from 99% recycled paper, their cat litter offers superior odour control without chemicals, ensuring a safe and clean environment for pets, people, and the planet. Lightweight, biodegradable, and highly absorbent, Breeder's Choice litter provides a sustainable solution without compromising on quality.

The Breeder's Choice family now includes tailored products for every stage of feline care:

- **Breeder's Choice PLUS Probiotic:** Advanced odour control with natural probiotic action.
- **Breeder's Choice PLUS Kitten:** Gentle pellets designed for kittens' sensitive paws.
- **Breeder's Choice Treats:** A protein-rich, all-natural snack range made to satisfy even the fussiest feline friends.

Integral to the brand is **Ginger**, the charismatic Cat Morale Officer (CMO). Featured proudly on product packaging, Ginger embodies the playful and spirited nature of the brand. Known for boosting office morale and delighting in naps, Ginger reminds us that pets make life better—and Breeder's Choice makes caring for them easier.

Part of FibreCycle's portfolio, Breeder's Choice reflects a commitment to doing good—providing eco-conscious pet care solutions that align with sustainable living. Whether welcoming a playful kitten or caring for a lifelong companion, Breeder's Choice ensures every paw print leaves a positive mark on the planet.

Choose better for your pet and the environment. Choose Breeder's Choice—and let Ginger be your guide to cleaner, greener pet care.

