

**FOR IMMEDIATE RELEASE**

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## **PRESS RELEASE**

*As part of the Breeder's Choice Vet Education Series*

### **The Truth About Cat Treats: 5 Common Mistakes Owners Make (and How to Avoid Them)**

*Ensure Every Treat Counts: Healthier Choices for a Happier Cat*

**AUSTRALIA: March 2025** - Cat owners love to spoil their feline companions, but too much of a good thing can have unintended consequences. Dr Claire Jenkins, founder and CEO of VetChat and Breeder's Choice Ambassador, shares expert insights into the common mistakes cat owners make when giving treats and how to ensure their pets stay healthy and happy.

"Treats can be a great way to bond with your cat, but knowing how to use them wisely is essential for their well-being," says Dr Claire Jenkins.

#### **5 Common Mistakes Cat Owners Make**

- 1. Overfeeding treats** – Giving in to those pleading eyes is easy, but too many treats can lead to weight gain and serious health concerns. "One of the biggest mistakes is overfeeding treats, which can contribute to obesity and related health issues," says Dr Jenkins. "Consuming more calories than a cat expends results in excess energy being stored as fat. Over time, this can lead to obesity, diabetes and joint problems." Additionally, over-reliance on treats may lead to nutritional imbalances and picky eating. "Some cats may start refusing their regular diet in favour of treats, which disrupts their overall nutrition," she warns.
- 2. Choosing treats with poor nutritional value** – Not all treats are created equal. Some contain high levels of salt, sugar, artificial colours, and preservatives, which can be harmful. "Some treats may taste good to cats, but they don't necessarily provide any nutritional benefits," warns Dr Jenkins. "Avoid treats with excessive salt, sugar, artificial colours or preservatives." Instead, she advises, "Prioritise high-protein, low-calorie treats made with natural ingredients." Treat options like Breeder's Choice Tasty Treats, which are formulated with high-quality, natural ingredients, make them an excellent choice for owners looking to provide a healthy reward for their cats
- 3. Using treats as meal replacements** – Treats should never be a substitute for a well-balanced diet. "Treats should complement a cat's diet, not replace their regular meals," advises Dr Jenkins. "Cats need essential nutrients from their primary diet to maintain optimal health, and relying too much on



treats can lead to deficiencies.” To avoid this, Dr Jenkins recommends treating in moderation and ensuring that no more than 10% of a cat’s daily energy intake comes from treats. “Giving treats once or twice daily in small amounts is appropriate. Always follow the feeding guidelines on the packaging.”

4. **Ignoring specific dietary needs** – Every cat has unique dietary requirements; some may have allergies or sensitivities to certain ingredients. “Cats have unique nutritional requirements, and some treats may not be suitable for all,” explains Dr Jenkins. “Owners should always check ingredients and consult their vet if they are unsure about what treats are best for their pet.” For those looking for healthier alternatives, Dr Jenkins suggests natural options such as cooked, unseasoned chicken or fish, freeze-dried meat treats and small portions of cat-safe vegetables like steamed carrots or pumpkin.
5. **Inconsistent treat-giving practices** – Randomly giving treats without consistency can confuse your cat and lead to undesirable behaviours. “Inconsistent treat-giving can confuse cats and lead to behavioural issues,” says Dr Jenkins. “Cats thrive on routine, so it’s best to have a structured approach to treating, such as using them as positive reinforcement for good behaviour.”

By making informed decisions, cat owners can show their love while keeping their pets healthy and thriving. For expert pet health and nutrition guidance, visit VetChat or explore Breeder’s Choice for trusted products and advice. Learn more about Breeder’s Choice Tasty Treats at [Breeder’s Choice Tasty Treats](#).

Breeder’s Choice Tasty Treats are available now at select retailers across Australia for an RRP of **\$7.00**. They can be found at Woolworths, IGA, Petstock, and leading online retailers.

*Note: This press release is for informational purposes only. Please consult with a veterinarian for personalised advice regarding your pet’s health.*

To learn more about Breeder’s Choice Tasty Treats, visit [breederschoicecats.com.au](http://breederschoicecats.com.au).

*Samples are available upon request via our media contact.*

Media Kit is available for download from

[https://drive.google.com/drive/folders/1WSco-xwg9gdQ5u2uLLEyKhx8Ss64ezY0?usp=drive\\_link](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.