NEW BREEDER RECOGNITION PROGRAM

The Club Mark

A quick way for puppy buyers to check they're dealing with one of ours.

Introducing the Recognised Breeder badge

Anyone can call themselves a registered breeder online. From this issue, club breeders can prove it.



The new Recognised Breeder badge is for breeders who are current financial members of the club and listed in our Breeder Directory. Each breeder's badge carries its own QR code. Scan it with a phone camera and it opens that breeder's verification page, showing their name, prefix and whether they are a current Recognised Breeder.

IF YOU'RE BUYING A PUPPY

Look for the badge, but don't trust its code alone: anyone can copy a badge. Type fbcnsw.org/v into your browser yourself, find the breeder, and contact them using the club's details, not the ad's. If they're not listed, walk away and let the club know.

See every current Recognised Breeder at frenchbulldogclubnsw.asn.au/breeders-directory and fbcnsw.org/v

IF YOU'RE A CLUB BREEDER

Your personalised badge is waiting in the Breeder Profile tab of the Members' Hub (see page 14), ready to download for your website, socials, listings and puppy packs. It's free while your membership is current. Please don't alter it. If your membership lapses, your verification page will show that you're no longer current, so take the badge down.

Breed better. Breathe easier. Stand stronger. Live healthier.