



What is a fad colour and why does it matter?

A fad colour is a coat colour disqualified by the Canadian Kennel Club (CKC) French Bulldog Breed Standard. These colours are also often referred to as "rare" colours. Those who intentionally breed disqualification (DQ) colours in French Bulldogs are motivated by money. Most charge very inflated prices for fad colour puppies. No responsible breeder would breed against their Breed Standard.

The French Bulldog Club of Central Canada is bringing up the issue of fad colours in order to:

- educate and protect the dog-buying public,
- preserve our breed standard,
- protect the work of the many outstanding, dedicated and responsible breeders who adhere to our breed standard.

What is a Breed Standard? It is an Canadian Kennel Club approved, detailed description of the ideal traits and appearance of the French Bulldog and is a breeder's guide to what to work toward to achieve in their French Bulldog breeding programs.

The recognized French Bulldog colours are: brindle (black with traces of tan striping); cream; fawn; black masked fawn, white, and pied (white with patches of any other recognized colour).

A reputable and responsible Frenchie breeder only breed dogs conforming to his or her country's parent club French Bulldog Breed Standard. Those irresponsible breeders who breed for and advertise "rare" colours are intentionally spreading unacceptable colour genes and genes that are linked to health problems through the gene pool and causing problems for reputable breeders whose main concern is to produce quality puppies. Irresponsible breeders who produce fad colours are profiteers, motivated by greed, because they are able to charge very inflated prices.

Please help maintain the integrity of the French Bulldog breed by choosing only Frenchies with coat colours allowed by the CKC Breed Standard. Seeking and buying dogs with disqualifying coat colours only hurts the breed, even if you have no intentions of breeding an off-colour Frenchie. Demand drives the market and if there is no demand for blue, chocolate, black & tan, merle or other fad coloured French Bulldogs, there will be no reason to breed these colours. Don't financially reward people deliberately breeding Frenchies not accepted by our breed standard.



French Bulldog Club of Central Canada

CKC French Bulldog Breed Standard Coat Colours/Patterns

The **RECOGNIZED French Bulldog colours are:** brindle (black with traces of tan striping); cream; fawn; black masked fawn, white, and pied (white with patches of any other recognized colour).

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Brindle



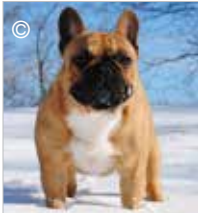
Brindle Pied



Brindle Pattern (varies)



Fawn Pied



Black Mask Fawn



Fawn



White



Cream

DISQUALIFIED CKC French Bulldog Breed Standard Coat Colours/Patterns

These colours are NOT RECOGNIZED as acceptable colour in the breed standard.



Mouse

All shades of mouse (grey, blue, silver, Solid blue, Blue brindle, Blue brindle pied, Blue fawn, Blue fawn pied, Blue mask fawn, Blue and tan)



Liver



Black and Tan

Isabella (like in a Doberman), Black and tan



Black



Merle

All shades of liver (brown, chocolate, Chocolate fawn, Solid chocolate, Chocolate brindle pied), Lilac, Solid Black, Merle, White and black ... Black means black without a trace of brindle.

For more information about the French Bulldog, please visit the FBCCC website at:

FrenchBulldogClubOfCentralCanada.com

or email: info@frenchbulldogclubofcentralcanada.com