



July 2022

We are pleased to share an Annual Report of the work of the Pet Nutrition Alliance. The steadfast support from the AVMF has been invaluable in allowing us to pursue our mission of ensuring that the veterinary community understands nutrition as an essential component of optimal pet health.

This year PNA has continued toward the overarching goal of providing unbiased, evidence-based tools for veterinary teams. To ensure that our work remains of value to veterinary team members and the public alike, the board engaged in continued strategic planning in January 2022 (expanding on work done in 2020). This process allowed PNA to identify strategies for continued expansion of the organization's current work and addition of key tools for public use and engagement in pet nutrition.

PNA launched an update of its core tool: "[Dare to Ask: We Did!](#)", a resource to help veterinary healthcare teams make more informed decisions when recommending pet food for their patients. Camille Torres-Henderson, DVM DABVP DACVIM (Nutrition) from Colorado State University is leading the 2022 update process. She is assisted by two veterinary school students – Kara Fisher and Katelyn Lundquist of Tufts University Cummings School of Veterinary Medicine and The Ohio State University, College of Veterinary Medicine respectively.

The team is currently engaged in outreach to pet food manufacturers, gathering data, and updating the PNA database to ensure a thorough review of foods and manufacturers. The outcome of this project will be presented in an AVMA Axon webinar this fall by Drs. Camille Torres-Henderson and Julie Churchill.

PNA has also been engaged in expanding its outreach by welcoming several new Board members representing AAVN, ACVN, VMAE and AAHA. PNA has transitioned from several "founding" Board members, therefore infusing new perspectives into Board discussions.

Other outreach has included a webinar with AVMA Axon that was presented in the Spring of 2022 by PNA President Kara Burns on nutritional consults for the veterinary team. Further, PNA established a subcommittee to support the social media program that was initially outsourced to a third-party communications consultant. PNA's association management team has established a quarterly editorial calendar for postings on Facebook and Instagram, and is collaborating with partners to ensure cross-posting/promotion of PNA's content.

Finally, PNA has developed a detailed plan for upgrading its website. The website content has been mapped and a Board sub-committee has reviewed it with an eye toward

streamlining the site and presenting largely PNA-originated content only. A web developer is being retained to execute this plan.

Despite having some shortcomings, the PNA website continues to draw users. Between July 1, 2021 and May 31, 2022,

- Dare to Ask traffic increased 129%
- Dog Calculator use grew 5%
- Cat Calculator use grew 58.5%
- Social media is PNA's second highest referral source (following academia)
- The greatest number of users remain from the United States
- The site is accessed most by iPhone – consistently year over year for four years

Thank you again for your support. We are proud of our progress over the past year and look forward to sharing these resources with you and veterinary healthcare teams going forward.

Sincerely,

A handwritten signature in black ink, reading "Kara M. Burns" with a long, sweeping horizontal line extending to the right.

Kara M. Burns, MS, MEd, LVT, VTS (Nutrition)
President, Pet Nutrition Alliance

On behalf of the PNA Board Directors

Member Organizations

Academy of Veterinary Nutrition Technicians
American Academy of Veterinary Nutrition
American Animal Hospital Association
American College of Veterinary Nutrition
American Veterinary Medical Association
Canadian Veterinary Medical Association
National Association of Veterinary Technicians in America
Veterinary Medical Association Executives
World Small Animal Veterinary Association