June 2020

Dear Pet Nutrition Alliance Member Organizations,

We are pleased to share our Annual Report of the work of the Pet Nutrition Alliance and thank you for your continued engagement and support as members.

It has been a busy year for PNA. We have completed a search process and transitioned from our former association management company. We are pleased to announce the hiring of our new Executive Director, Betsy Grenier with Hannah Street Consulting. Ms. Grenier is a very welcome addition to PNA.

This year our work continues toward the overarching goal of providing unbiased, evidence-based tools for veterinary healthcare teams. To ensure that our work remains of value to veterinary team members and the public alike, PNA engaged in strategic planning in January 2020. This extensive process allowed our Board to identify strategies for continued expansion of our current work. Through our strategic planning, PNA developed the following four future goals:

**Value to the Profession**
1. To be the unbiased trusted source of information, tools and resources for veterinary teams and pet owners to support better decisions concerning pet nutrition.

**Outreach and Influence**
2. To change behavior and practice regarding pet nutrition through science and messaging that is compelling to the pet owner.

3. To be a strong, clear voice on pet nutrition by leveraging the reach and resources of traditional and non-tradition partners who focus on the health of the pet.

**PNA Organizational Development and Sustainability**
4. To be a sound, sustainable organization with the leadership, engagement, and human and financial resources to advance its mission at a high level of excellence.

In alignment with our first goal, we completed the second iteration (launched January 2020) of our pet food manufacturers tool “Dare to Ask: We Did!” which is a resource to help veterinary healthcare teams make more informed decisions when recommending pet food for their patients. We have identified an opportunity to increase awareness and use of this valuable tool, which will be a focus of our effort in the coming year.
Based on our strategic plan, we identified a need to more specifically help pet owners in addition to the veterinary healthcare teams. To address all of our stated strategic goals, we are exploring a significant partnership that we hope to bring to fruition in 2021 – 2022 that will constitute a major new tool for the public and the veterinary healthcare team.

A by-product of this work will be an intentional focus on expanding our Advisory Committee, which we created initially in 2019 to address areas of pet nutrition on which the PNA Board and Educational Tools Committee do not have expertise. We plan to use the Advisory Committee to supplement the Board of Directors with experts to provide guidance on topics such as pet food manufacturing, marketing and other key areas important for PNA’s growth.

PNA’s website continues to add content through the hard work of the Educational Tools Committee and enjoy increased traffic. Comparing the period of June 1, 2018 – May 31, 2019 to June 1, 2019 – May 31, 2020, we note substantial growth in the utilization of our resources:

- Total visits rose from 153,243 to 418,731 (173%)
- Organic search traffic rose from 122,387 visits to 319,831 (161%)
- Direct traffic visits increased to 59,864 from 22,701 (163%)
- Traffic from mobile devices increased from 3,445 to 8,522 (147%)
- Traffic from social media channels increased from 84,359 to 223,276 (164%)

Thank you again for your commitment as valued members of the Alliance in 2019 – 2020.

Sincerely,

Julie Churchill, DVM, PhD, DACVN
President, Pet Nutrition Alliance

On behalf of the PNA Board Directors
Member Organizations
Academy of Veterinary Nutrition Technicians – Ms. Kara Burns
American Academy of Veterinary Nutrition – Dr. Martha Cline
American Animal Hospital Association - Ms. Lisa Lopshire
American College of Veterinary Nutrition – Dr. Lisa Freeman
American Veterinary Medical Association – Dr. Doug Aspros
Canadian Veterinary Medical Association - Dr. Jim Berry
National Association of Veterinary Technicians in America – Ms. Heather Prendergast
Veterinary Medical Association Executives – Mr. Ralph Johnson
World Small Animal Veterinary Association - Dr. Walt Ingwersen