



# 2023 **ANNUAL REPORT**



**MARK MORRIS  
INSTITUTE**

A leader in veterinary  
nutrition education



# MESSAGE **FROM OUR CAO**

## **BUILDING THE FUTURE OF VETERINARY NUTRITION EDUCATION: A LOOK BACK AT 2023**

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In the past year, the Mark Morris Institute (MMI) continued its unwavering commitment to providing the highest quality nutrition education for veterinary students. We served over 2,500 students – solidifying our position as the leading independent organization dedicated to this critical field.

MMI contributes to veterinary education by filling in gaps for schools and programs with no veterinary nutritionist on faculty and by providing valuable resources to schools who may otherwise be unable to access them.

In 2023, we strategically invested in our College Teaching Program by:

- Surveying participating veterinary colleges and universities on their current and future curriculum needs.
- Curating the most up-to-date nutrition research and data for our curriculum with our instructional designer.
- Maintaining a team of highly qualified faculty, including seven ACVIM board-certified veterinary nutritionists.

We remain dedicated to providing unbiased, evidence-based education to veterinary students and professionals. As the demand for this knowledge grows, we are developing new online learning modules and software to increase our reach in a sustainable and scalable way.

By empowering the veterinary community with a deeper understanding of optimal nutrition, MMI ensures the continued health and well-being of countless patients.



**Cailin Heinze, VMD, MS, DACVIM (Nutrition)**  
Chief Academic Officer and Executive Director



# OUR ORGANIZATION

Empowering the veterinary community with independent, evidence-based nutrition education

## OUR MISSION

MMI is dedicated to being the leading resource in nutritional education for the veterinary profession with the goal of promoting optimal companion animal health.

## ABOUT US

MMI was established in 1993 to honor the legacy of veterinarian Dr. Mark Morris Sr. He believed that proper nutrition is the cornerstone of optimal animal health, and so do we.

MMI is the only 501(c)(3) nonprofit educational organization that provides independent, evidence-based, clinical nutrition education specifically for the veterinary community.

We design and deliver resources and tools that equip veterinary students and practicing veterinarians with the nutrition knowledge they need to help their patients. At MMI, we strive to focus on the root of effective veterinary nutrition – the hard science.

## OUR TEAM

Our leadership team is committed to serving the veterinary community with the most up-to-date, science-backed clinical nutrition education available. Meet the passionate individuals executing our mission.



**Cailin Heinze**

VMD, MS, DACVIM (Nutrition)  
Chief Academic Officer &  
Executive Director



**Beth Harrison**

BA Business Administration  
Manager of Administration  
& Finance



**Stephani Cherkaoui**

MEd  
Instructional Designer



# MMI HISTORY

MMI was founded by Hill's Pet Nutrition to advance small animal nutrition and build upon the inspiring work of Drs. Mark Morris Sr. and Jr.

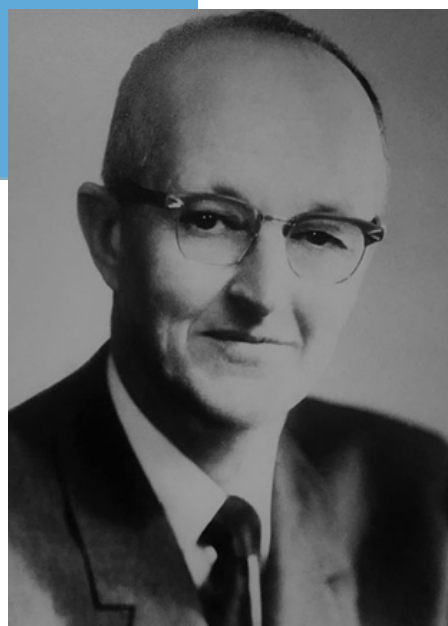
Now, as an independent organization, MMI leads the charge in veterinary nutrition education, serving over 2,500 veterinary students annually at the majority of AVMA accredited schools in North American and Caribbean veterinary schools.

Our team of ACVIM board-certified veterinary nutritionists work diligently to curate the most up-to-date, objective research and data on small animal nutrition.

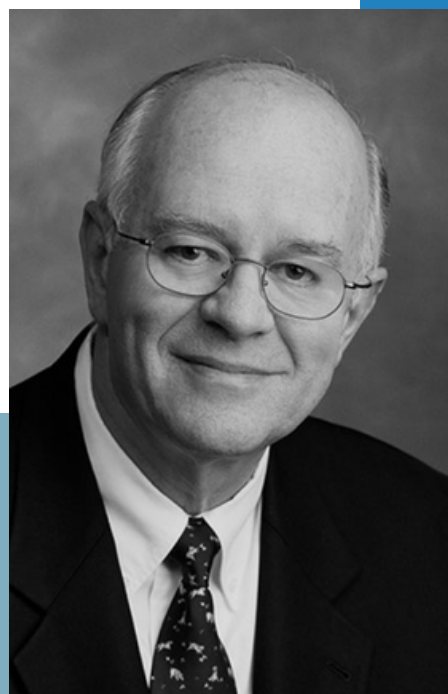
Our founding principle – that evidence-based nutrition is the cornerstone of animal health - continues to guide our mission. When we educate the veterinary community, it creates a ripple effect: confident practitioners, healthier patients, and happier clients.

As we continue to grow and evolve to meet the increasing demand for evidence-based nutrition education for the entire veterinary community, we aim to shape the future of veterinary medicine. We believe that every veterinary professional can be empowered to better understand and promote the optimal diet, and therefore health, of every patient.

While MMI's work is funded through the generous support of Hill's Pet Nutrition to this day, it is a reflection of the investment from both organizations in the future of non-commercial, science-based nutrition education for all veterinary students and graduates.



Dr. Mark L. Morris, Sr. (1900-1993)



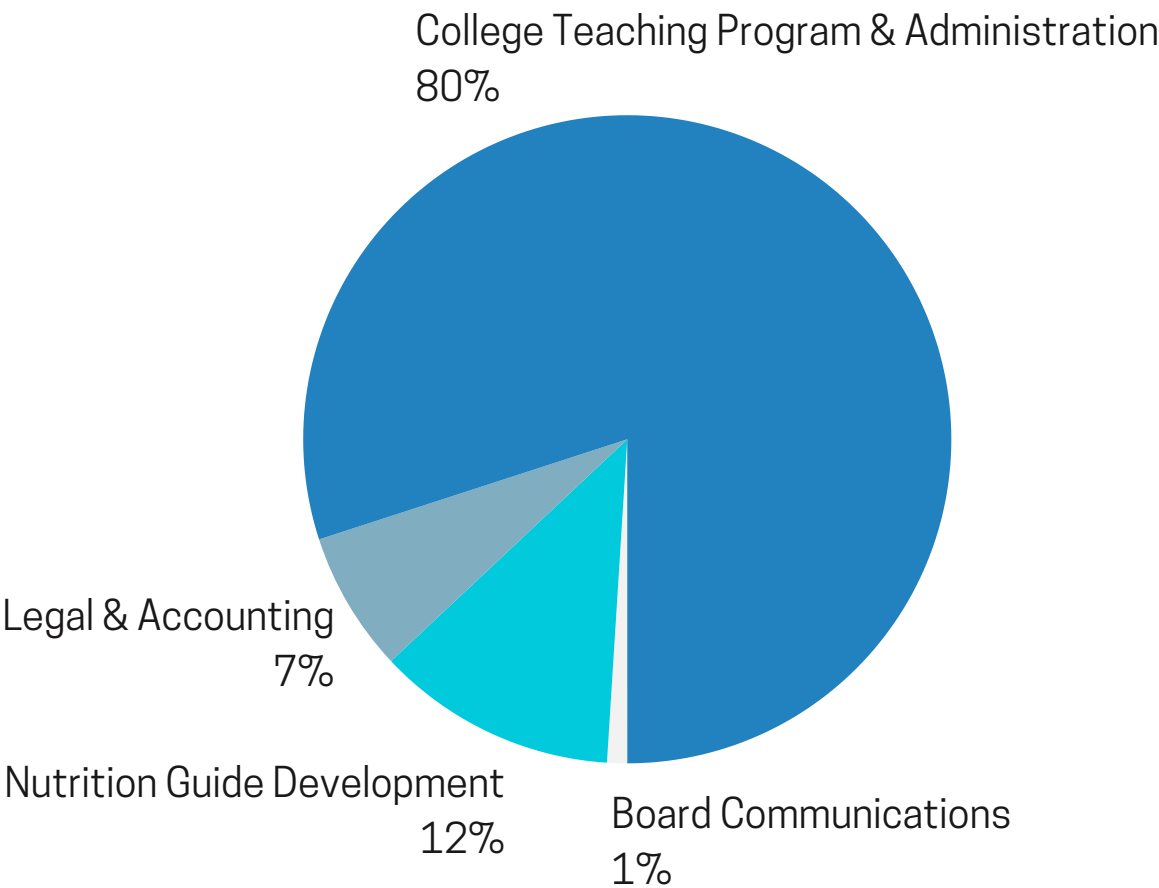
Dr. Mark L. Morris, Jr. (1934-2007)



# FINANCIAL OVERVIEW

## OUR VALUES BY THE NUMBERS

The majority of our funds (80%) support the College Teaching Program and essential day-to-day administration. The remaining expenses are directed towards specific initiatives such as the MMI Nutrition Guide development (12%), legal and accounting fees (7%), and board communications (1%).





# 2023 IMPACT

## BRIDGING THE GAP IN VETERINARY NUTRITION EDUCATION

Despite the importance of nutrition to animal health, many AVMA-accredited veterinary schools do not have a small animal nutrition service or a full-time, board certified veterinary nutritionist®.

MMI helps bridge this gap by providing expert faculty and high-quality teaching materials so that all veterinary schools can provide evidenced-based education to their students.

This year, our College Teaching Program continued to provide access to vital veterinary nutrition education. We **partnered with 19 veterinary schools in the US, 4 in Canada, 2 in the Caribbean, and 1 in Mexico** to provide nutrition instruction.

Our faculty, including **7 ACVIM board-certified veterinary nutritionists**, delivered **433 hours** of instruction to **2,505 veterinary students** across both spring and fall semesters.

This enhanced training better equips future veterinarians with the knowledge and skills to provide optimal nutritional guidance for their future animal patients.





# 2023 INITIATIVES

## BUILDING FUTURES, TOGETHER

MMI fosters impactful collaborations with leading veterinary nutritionists, educators, and institutions to build a strong foundation for the future of animal health, together.

### MMI Nutrition Guide

We are pleased to report significant progress on the MMI Nutrition Guide, a first-of-its-kind online software designed to support classroom instruction and veterinarians in practice. This innovative tool will provide concise summaries of nutritional modifications for common conditions and disease presentations in dogs and cats.

The MMI Nutrition Guide will also allow users to compare nutrient concentrations between commercial therapeutic pet foods from different manufacturers.



### Clinical Curriculum Development

MMI staff, faculty, and consultants spent 2023 enhancing and expanding our course catalog, bringing in experts in their respective fields to contribute to new learning materials especially for 3rd and 4th year veterinary students.





# MMI BOARD

Leading the way, our volunteer Board of Directors leverages decades of combined experience to propel our mission



**Sean Delaney**

DVM, MS, DACVIM (Nutrition)  
Founder, DVM Consulting, Inc.  
Board Chair



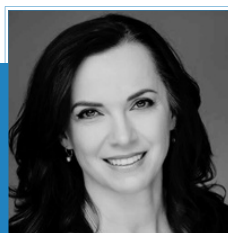
**Don Beatty**

VP Finance (Retired)  
Hill's Pet Nutrition  
Board Treasurer



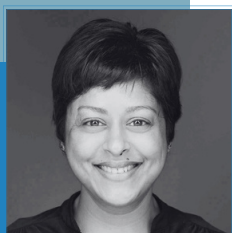
**Jessica Vogelsang**

DVM, CVJ  
Chief Veterinary Officer  
AAHA  
Board Secretary



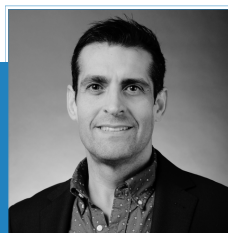
**Iveta Becvarova**

DVM, MS, DACVIM (Nutrition)  
Dir., Global Academic Affairs  
Hill's Pet Nutrition  
Board Member



**Siobhan Bridglalsingh**

DVM, MEd, PhD  
Faculty Lecturer,  
Univ. of the West Indies  
Board Member



**Omar Farias**

VMD  
Sr. Mgr. Academic Affairs  
Hill's Pet Nutrition  
Board Member



**Peggy Schmidt**

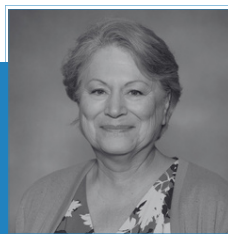
DVM, MS, DACVPM  
Assoc. Dean for Prof. Programs  
Univ. of Wisconsin  
Board Member



**Catherine Walberg**

JD  
Goodell, Stratton, Edmonds &  
Palmer, LLC  
Board Member

MMI extends sincere thanks to Dr. Claudia Kirk for her many years of service. Dr. Kirk retired from the board in November 2023.



**Claudia Kirk**

DVM, PhD, DACVIM (Nutrition, SAIM)  
Professor, Univ. of Tennessee  
Former Board Chair





## CONTACT **US**

Empower your veterinary medical students with the latest advancements in small animal nutrition education. Visit our website for program information or contact us to learn how we can help your institution deliver high quality, evidence-based small animal nutrition education.



Website

[www.markmorrisinstitute.org](http://www.markmorrisinstitute.org)



Email

[info@markmorrisinstitute.org](mailto:info@markmorrisinstitute.org)