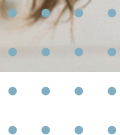




MARK  
MORRIS  
INSTITUTE

# ANNUAL REPORT 2024



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



## Our Organization

Established in 1993, the Mark Morris Institute honors the legacy of Dr. Mark Morris Sr., a pioneer in small animal medicine. He was among the first veterinarians to establish a small animal-exclusive practice in the U.S. and played a leading role in the establishment of the American Animal Hospital Association (AAHA) and the American Veterinary Medical Association (AVMA).

Dr. Morris is best known for his groundbreaking contributions to veterinary nutrition - developing the first pet foods designed to help manage disease. His innovations have significantly improved the quality of life for countless pets worldwide.

As a 501(c)(3) nonprofit, MMI remains dedicated to continuing Dr. Morris' work by serving as a leading resource for veterinary nutrition education. Our goal is to equip veterinary professionals with the knowledge and tools to promote optimal companion animal health.

## Our Vision & Values

We are committed to providing unbiased, non-commercial, and science-driven education. Our resources are carefully developed by experts in instructional design and rigorously reviewed by independent veterinary specialists.

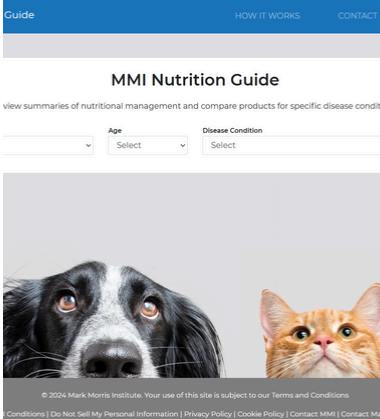
MMI aims to empower veterinary students and professionals by focusing on the scientific principles of effective veterinary nutrition, addressing misconceptions and providing clarity on evolving industry standards. Through our work, we enable the veterinary community to make informed, evidence-based decisions that enhance animal health and well-being.

# OUR HISTORY



Hand  
Thatcher  
Remillard  
Roudebush  
Novotny

Small Animal  
Clinical Nutrition  
5th Edition



## 1993

MMI is founded to honor the career and life of Dr. Mark Morris Sr. and his contributions to veterinary nutrition and nutrition education

## 2010

MMI publishes the 5th edition of Small Animal Clinical Nutrition, one of the foundation veterinary nutrition textbooks

## 2020

MMI takes the lead in producing high-quality, interactive online nutrition education modules during a time when most instruction in veterinary schools was online lectures due to restrictions imposed to combat the global pandemic.

## 2024

The MMI Nutrition Guide is launched, a first of its kind tool, to enable veterinarians and veterinary students to quickly and easily compare therapeutic diets between manufacturers and review nutritional management strategies for common health conditions in dogs and cats.

# OUR PEOPLE

## Leadership and Faculty



MMI's success is driven by the dedication of our leadership team. Under the guidance of Chief Academic Officer and Executive Director Dr. Cailin Heinze and the operational expertise of Beth Harrison, MMI's Manager of Administration and Finance, MMI continues to provide high-quality, evidence-based nutrition resources to veterinary schools as well as practicing veterinarians. Their leadership ensures that students receive up-to-date, clinically relevant nutrition training, bridging critical gaps in veterinary education and that MMI continues to innovate and provide excellent service to our academic partners and the veterinary profession as a whole.

### FACULTY

Cecilia Villaverde, BVSc, PhD, DACVIM (Nutrition) and Diplomate ECVCN

Angela Witzel Rollins, DVM, PhD, ACVIM (Nutrition)

Maryanne Murphy, DVM, PhD, DACVIM (Nutrition)

Deborah E. Linder, DVM, MS, DACVIM (Nutrition)

Jennifer A. Larsen, DVM, MS, PhD, DACVIM (Nutrition)

Marjorie Chandler, DVM, MS, MANZCVS, DACVIM (Nutrition, SAIM), MRCVS



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



Beth A. Harrison, BBA  
Manager of Administration  
and Finance



# OUR BOARD



**Chair**

**Sean J. Delaney**

DVM, MS, DACVIM  
(Nutrition)  
Davis Veterinary  
Medical Consulting, Inc.



**Treasurer**

**Don Beatty**

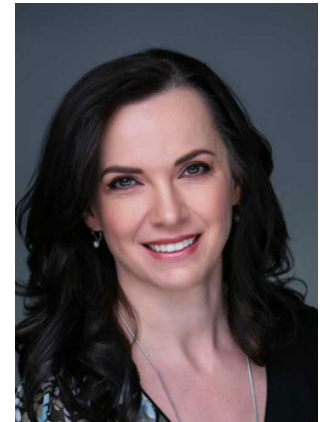
VP Strategic Initiatives  
& VP Finance (Retired)  
Hill's Pet Nutrition



**Secretary**

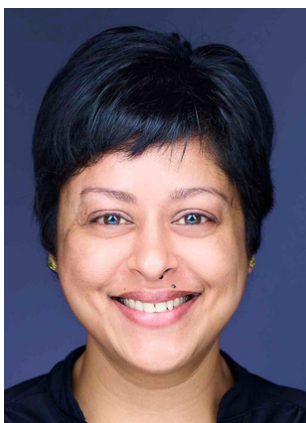
**Jessica Vogelsang**

DVM, CVJ  
Chief Medical Officer,  
American Animal  
Hospital Association



**Iveta Becvarova**

DVM, MS, DACVIM  
(Nutrition)  
Sr. Director of Global  
Academic & Professional  
Affairs Hill's Pet Nutrition



**Siobhan**

**Bridglalsingh**

DVM, MEd., PhD,  
DACVIM (Nutrition)  
Faculty, University of  
the West Indies



**Omar Farías**

VMD  
Senior Manager,  
Academic Affairs  
Hill's Pet Nutrition



**Peggy Schmidt**

DVM, MS, DACVPM  
Assoc. Dean for  
Professional Programs,  
University of Wisconsin  
School of Veterinary  
Medicine



**Catherine Walberg**

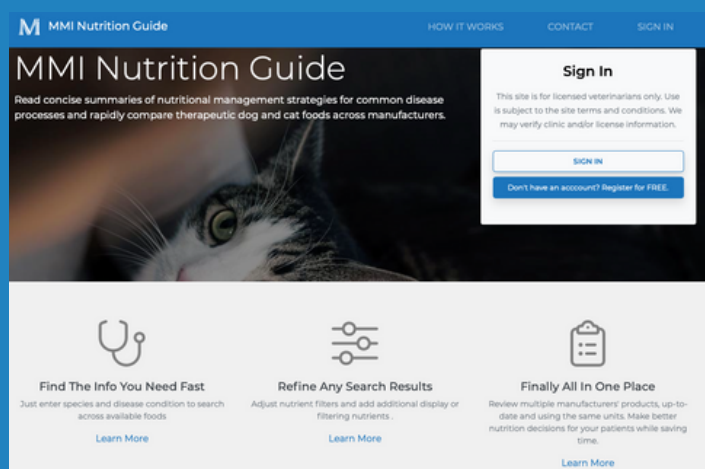
J.D.  
Goodell, Stratton,  
Edmonds, & Palmer, LLC

# STRATEGIC PROGRESS

Since initiating our multi-year strategic plan, MMI has remained committed to expanding our impact, modernizing veterinary nutrition education, and fostering inclusivity within the profession.

A major achievement in 2024 was the successful launch of the MMI Nutrition Guide. This innovative tool provides veterinarians and veterinary students with concise, evidence-based guidance on nutritional management for common disease conditions. By integrating this tool into veterinary education, we are strengthening our mission to enhance clinical nutrition training.

**2,170 Students  
Reached**



Additionally, we updated our core educational materials to align with the latest AAFCO pet food labeling regulations, ensuring veterinary students are well-prepared for real-world applications. We also made significant progress towards expanding our teaching material library, reinforcing our leadership in independent, evidence-based veterinary nutrition education.

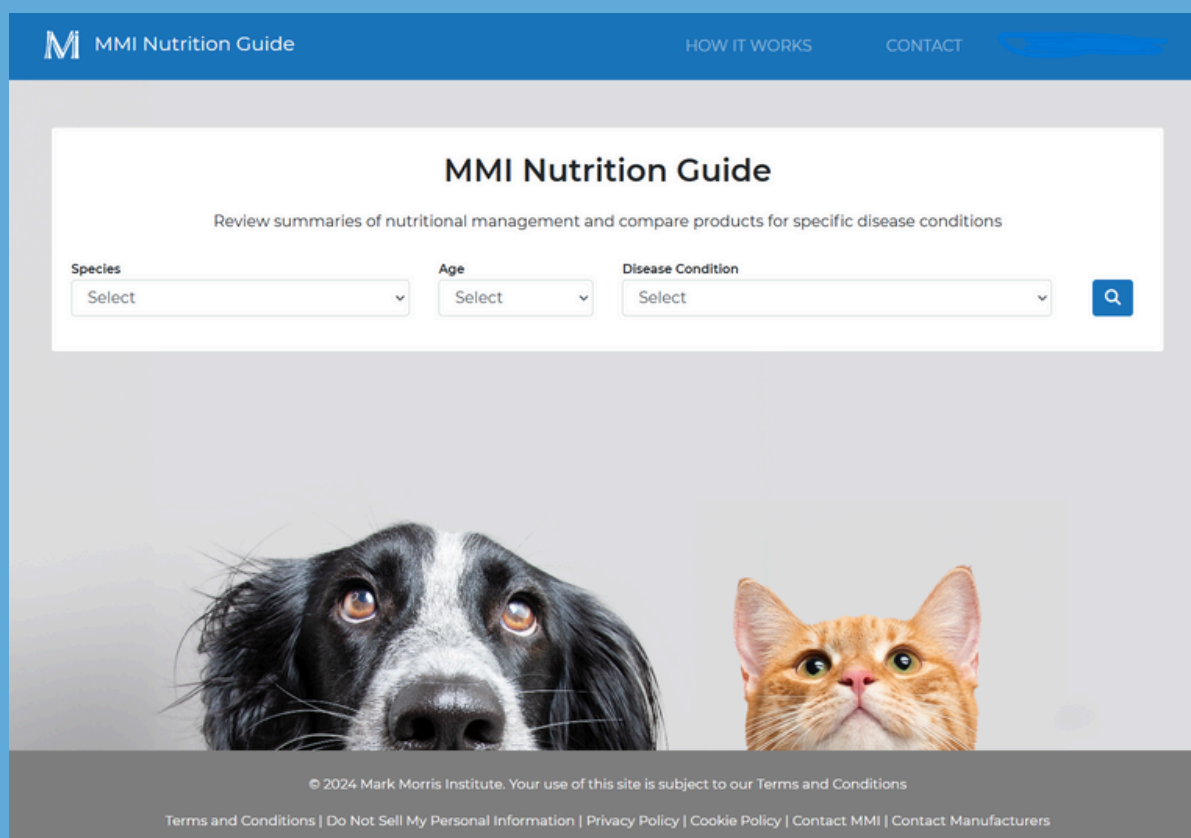
## BRIDGING THE GAP

MMI continues to play a crucial role in bridging the knowledge gap in veterinary nutrition education. By providing expert faculty and high-quality teaching materials, we support veterinary schools that may lack veterinary nutritionists, ensuring that students have access to essential nutrition education. Our efforts contribute to a more uniformly educated veterinary workforce, better equipped to provide optimal nutritional guidance to their future patients.

# MMI NUTRITION GUIDE

A defining achievement in 2024 was the successful launch of the MMI Nutrition Guide, a first-of-its-kind resource designed for veterinary students and professionals. This tool simplifies therapeutic diet selection by allowing users to compare nutrient concentrations and caloric values across multiple manufacturers.

Beyond serving as a comparison tool, the Nutrition Guide provides concise, research-backed recommendations on the nutritional management of common disease conditions in dogs and cats. MMI remains committed to keeping this resource up-to-date and enhancing the user experience to ensure its continued value in veterinary education.



The screenshot displays the MMI Nutrition Guide website. The header is a dark blue bar with the MMI logo and 'MMI Nutrition Guide' on the left, and 'HOW IT WORKS' and 'CONTACT' on the right. The main content area has a white background with the title 'MMI Nutrition Guide' and a subtitle 'Review summaries of nutritional management and compare products for specific disease conditions'. Below this are three dropdown menus labeled 'Species', 'Age', and 'Disease Condition', each with a 'Select' option. A search button with a magnifying glass icon is to the right of the 'Disease Condition' dropdown. At the bottom of the main content area is a large image of a black and white dog's face and an orange cat's face. The footer is a dark grey bar with the copyright notice '© 2024 Mark Morris Institute. Your use of this site is subject to our Terms and Conditions' and a link to 'Terms and Conditions | Do Not Sell My Personal Information | Privacy Policy | Cookie Policy | Contact MMI | Contact Manufacturers'.

MMI Nutrition Guide

HOW IT WORKS CONTACT

MMI Nutrition Guide

Review summaries of nutritional management and compare products for specific disease conditions

Species Age Disease Condition

Select Select Select

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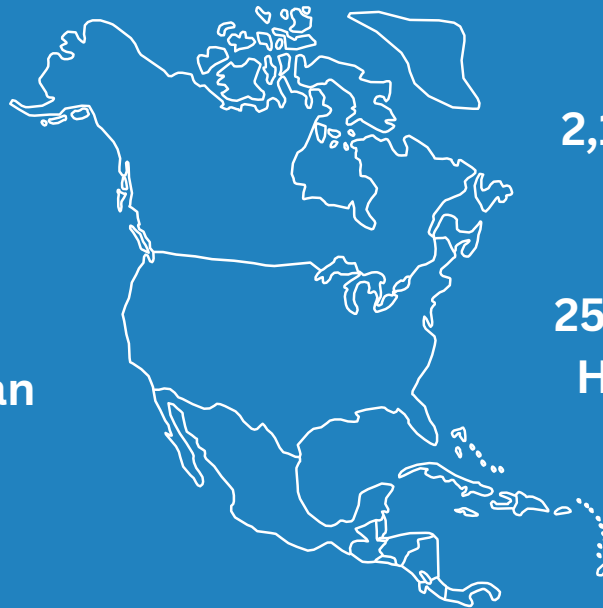
Terms and Conditions | Do Not Sell My Personal Information | Privacy Policy | Cookie Policy | Contact MMI | Contact Manufacturers

# TEACHING PROGRAM

The MMI Veterinary College Teaching Program delivers customized educational solutions, designed to fill knowledge gaps in veterinary nutrition education. We offer a combination of live in-person and online lectures, case-based discussions, practical laboratories, and asynchronous e-learning modules, allowing institutions to tailor their nutrition curricula to best meet student needs.

In 2024, we provided 2,170 veterinary students with high-quality, evidence-based nutrition education across North America and the Caribbean. By integrating clinical nutrition training into veterinary programs, we ensure that future veterinarians are well-equipped to provide optimal dietary recommendations for their patients.

**2 Canada**  
**19 USA**  
**1 Mexico**  
**2 Caribbean**



**2,170 Students  
Reached**

**25,200 Contact  
Hours Taught**





# FINANCIAL OVERVIEW

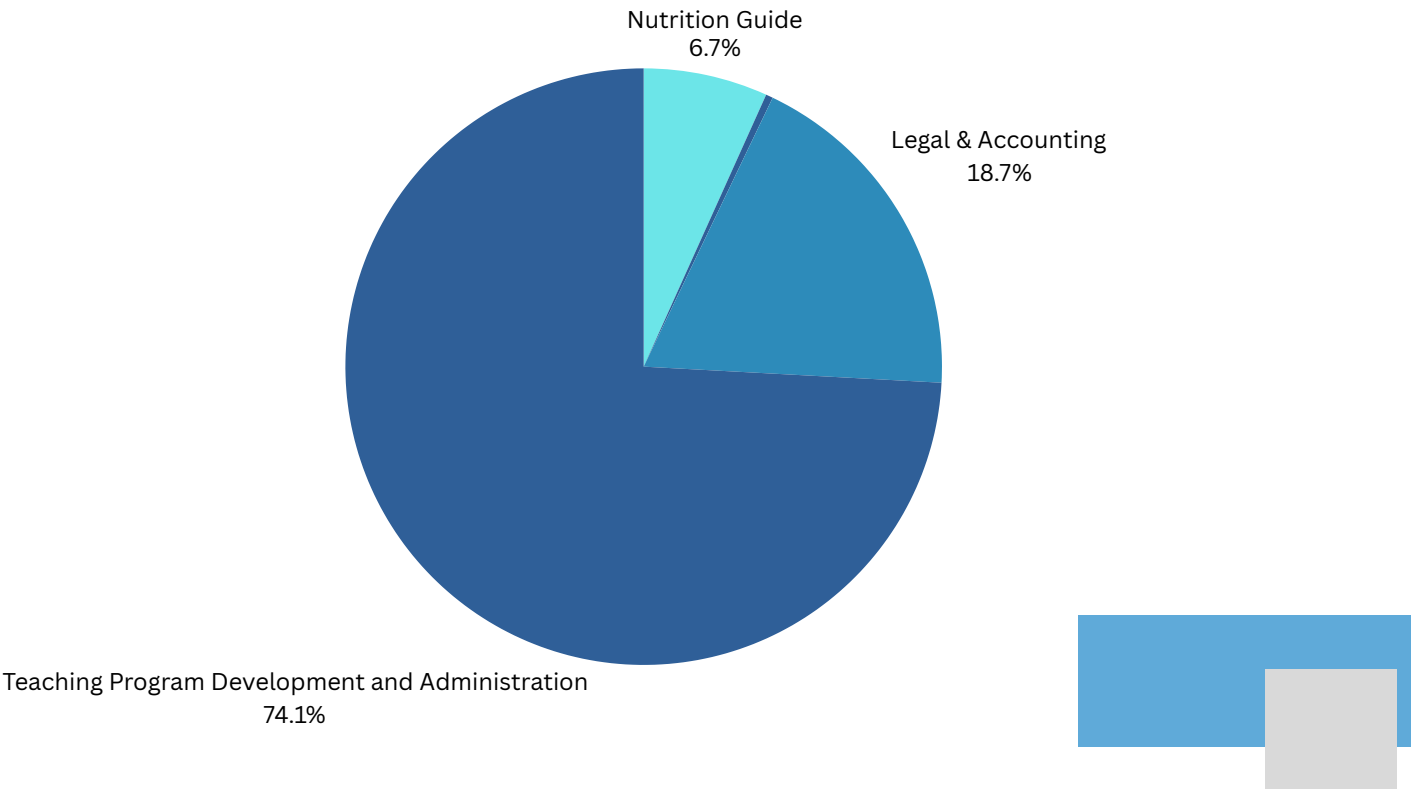
In 2024, the Mark Morris Institute (MMI) maintained a strong financial position, ensuring the continued success of our mission to provide unbiased, evidence-based veterinary nutrition education.

The largest area of expenditure (74.1%) was allocated to our Teaching Program development and administration, reinforcing our commitment to delivering high-quality veterinary nutrition education.

A portion of the budget (6.7%) was dedicated to the continued development and rollout of the MMI Nutrition Guide, ensuring this valuable tool could become available for veterinary professionals.

Legal and accounting expenses increased to 18.7% of expenditures, reflecting the evolving legal environment of the pet food industry.

Board operations remained highly cost-efficient at just 0.4% of expenditures, allowing us to prioritize educational expansion and curriculum improvements while maintaining fiscal responsibility.



# CONNECT WITH US

Mark Morris Institute

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Topeka, KS 66604 - 9998

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



## THANK YOU!

MMI extends sincere gratitude to our Board, Leadership team, faculty, consultants, collaborators, supporters, and students for their invaluable contributions in making 2024 an outstanding year.

We are especially grateful to Hill's Pet Nutrition for their continued, generous support. Their support plays a crucial role in enabling MMI to expand access to high-quality, evidence-based veterinary nutrition education.