PRESS RELEASE

WSAVA and The Farmer's Dog Announce Diamond Partnership

Partnership enables WSAVA to extend support for global veterinary teams

The Farmer's Dog, the pet-food company offering fresh, vet-developed, science-backed, human-grade dog food, has been named as the World Small Animal Veterinary Association’s (WSAVA’s) new Diamond Partner. Under the Partnership, The Farmer’s Dog will support key WSAVA initiatives in 2024 and beyond, including the work of its Professional Wellness Group (PWG), which works to support the mental health and well-being of veterinary teams globally. The PWG recently launched the WSAVA’s first set of Global Guidelines on Professional Wellness.

The Farmer’s Dog will also support the activities of three new working groups:

- The Non-clinical Working Group: this group is working to identify the non-clinical opportunities and threats facing companion animal practice globally and to provide resources, including continuing education, focused on the development of skills, such as leadership, management and communication
- The Advancement of the Veterinarian-led team Working Group: this group is working to define the role and remit of individuals in the veterinarian-led team to ensure that teams operate productively and that all members enjoy sustainable and rewarding careers
- The Essential Standards for Companion Animal Veterinary Practice Working Group: this group is working to define the standards, systems and competencies that a companion animal veterinary practice requires in order to practice safely. Its work will culminate in the launch of a set of WSAVA Essential Standards for Companion Animal Veterinary Practice.

The WSAVA works to advance the health and welfare of companion animals and to advocate on behalf of companion animal veterinarians and the wider veterinary team. Its activities include the development of WSAVA Global Guidelines in key areas of veterinary practice, together with lobbying on important issues affecting companion animal care worldwide.
WSAVA President Dr Ellen van Nierop, said: “We already offer a great deal of support and continuing education to our members on clinical topics. Given the challenges facing the profession, we’re now also focusing on helping our members to develop the essential non-clinical skills they need.

“The new working groups that The Farmer’s Dog is supporting will enable us to accelerate our activities in these critical areas and offer our members even more opportunities to develop new skills. We’re delighted to welcome The Farmer’s Dog as a Diamond Partner and look forward to working with them.”

“The WSAVA was the perfect choice as our first veterinary association partner,” said Dr Ryan Yamka, Vice President and Head of R&D and Food Safety Quality and Regulatory, The Farmer’s Dog. “We share the same goal: advancing the health and welfare of companion animals—and this includes good nutrition. The WSAVA is a respected force among veterinarians and we’re excited to join as an industry partner in championing the well-being of veterinary health-care teams and their patients.”

“We are dedicated to the well-being of companion animals and the veterinary professionals who care for them,” added Dr Brandon Stapleton, Head Veterinarian, The Farmer’s Dog. “As part of the WSAVA’s community and committees, we’ll play an active role in advancing professional wellness for these teams of caring people, and developing standards of excellence for companion animal practices, alongside some of the best veterinary professionals in the industry.”

Note to editors:

About the WSAVA

The WSAVA represents more than 200,000 veterinarians worldwide through its 116 member associations and works to enhance standards of clinical care for companion animals. Its core activities include the development of WSAVA Global Guidelines in key areas of veterinary practice, including pain management, nutrition and vaccination, together with lobbying on important issues affecting companion animal care worldwide.

The Professional Wellness Group has been supported by Hill’s Pet Nutrition since its inception and the company recently supported the launch of the new WSAVA online Certificate in Professional Development and Personal Wellbeing.

About The Farmer’s Dog

Since its founding in 2014, The Farmer’s Dog has emerged as the leader in reimagining the $100+ billion pet-care industry, starting by making fresh food for dogs. Founded on the idea that avoiding ultra-processed food is an important way to improve the health of our pets, The Farmer’s Dog makes its fresh recipes in human-food facilities to human-food standards. Fresh food plans are designed by board-certified nutritionists, pre-portioned for each dog’s unique needs, and delivered right to customers’ doors. To date, we’ve delivered hundreds of millions of meals nationwide and continue to apply technology and research to improving how we care for our pets.

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