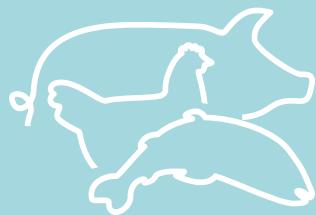


Representing
Animals®



Representing Animals

Annual Report 2025



Representing
Animals®

Representing Animals Foundation is a UK-based non-profit organisation established to support the work of Prof. Andrew Knight and others. It works toward a reduction in the production, consumption, and other uses, of non-human animals globally. Those animals still used for human purposes should experience better welfare. We do this through:

- Education about non-human animals and their interests
- Research and advocacy to increase the development and consumption of plant-based and alternative protein products, and to encourage flexitarian diets and vegan lifestyles
- Research and advocacy focused on sustainable companion animal diets
- Research and advocacy focused on other animal welfare issues
- Research and advocacy focused on conservation issues including the reduction and mitigation of climate change effects, the promotion of biodiversity, appropriate transformation of our agricultural sector, and nature restoration.

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Executive Summary

Sustainable pet diets are comprised of vegan or cultivated meat-based ingredients. The sustainable pet food sector developed rapidly in 2025. This was evidenced by a July 2025 [study](#) by scientists from biotechnology company ClonBio and Iowa State University. The study of 4,563 European dog foods noted rapid, recent growth of the plant-based pet food sector: *"The plant-based product segment experienced the most significant growth, particularly post-2020, with launches surging from nine in 2020 to 57 in 2024."* Although animal-based pet food launches remained higher, these declined over approximately the same period. 'Hybrid' dog foods (substantially including both plant- and animal-based ingredients) grew most rapidly.

The authors concluded, *"This trend reflects growing consumer interest in vegan, ethical, and environmentally sustainable pet food options"*, and that, *"The slowdown in the growth of animal-based products may indicate a shift in consumer priorities, with factors such as sustainability and ethics increasingly influencing purchasing decisions."*

Similarly, a July 2025 [study](#) demonstrated marked recent increases in scientific publications, product launches and patents for vegan and cultivated meat-based pet foods. Eighty-nine new plant-based pet foods were identified from 2014 – 2024. The authors noted, *"These alternatives can tap into a growing consumer demand for sustainable and health-conscious pet-food options..."* They concluded, *"the integration of alternative proteins into pet food products has the potential to revolutionize the industry... As ... consumer perception evolves, alternative proteins are likely to become an integral component of the future pet food market."*

However, they also noted that, *"Consumer acceptance, influenced by perceptions of novelty, taste, and safety, needs to be carefully cultivated through transparent communication and education about the benefits."* And, *"It is important to build trust through ... educational efforts that highlight the benefits and safety of alternative protein sources."*

This is exactly what our vegan pet food outreach programme is achieving. Our team is the most prolific globally, focused on conducting research and outreach on sustainable pet diets. In 2025 we published or completed eight key scientific studies and articles and delivered 22 presentations, on sustainable pet diets, primarily to conferences and universities, including large veterinary audiences. These articles collectively generated several thousand media stories globally – assisted by the press offices of the three universities affiliated with Prof. Andrew Knight. Our social media channels also generated several hundred thousand impressions. These outputs are described in the following sections.

This substantial activity has contributed to the global growth of this sector. Global valuations of the vegan pet food market increased spectacularly from [USD 10 billion](#) in 2020 to around [USD 27 billion](#) in 2024. The sector was expected to more than double in value to USD 57 billion by 2034 – a compound annual growth rate of 7.8% – much faster than the traditional pet food market.

As one of the most highly qualified animal advocates internationally, Andrew is also regularly asked to support other animal advocacy campaigns. Additional scientific publications in 2025 highlighted the severe adverse environmental impacts created by animal agriculture, particularly in terms of greenhouse gas (GHG) emissions, and called for animal agriculture to be included within climate reduction targets at policy fora such as COP30. Another highlighted the major contribution plant-based diets could make to improving global public health. Another demonstrated that chickens suffer severely when gassed with CO₂ at slaughter, including those from RSPCA-certified farms, contrary to media statements by the RSPCA. A final publication reviewed leading AI models, and provided recommendations for their evaluation and use by animal advocates.

Animal advocacy successes supported by Andrew included the Dutch Senate voting to phase out public funding for primate experiments at the Dutch Biomedical Primate Research Centre, except if another pandemic arises. This is the largest primate research facility in Europe. This followed early 2025 feedback by Andrew and other experts on a draft Dutch government commissioned report, which had favoured the use of primates.

A poultry/pig megafarm was also refused planning permission in Norfolk, UK. Our 2023 scientific study of the risks to public health and animal welfare created by such intensive farms, and Andrew's subsequent summary statement, "played a key role" according to campaigners.

Andrew also met with the UK government Animal Welfare Committee to support efforts to ban CO₂ gassing of pigs at slaughter – which is particularly cruel, and with a Welsh Government (Senedd) committee to support plans for Wales to become the first UK nation to ban greyhound

racing. Andrew presented key results from his 2019 report *Injuries in Racing Greyhounds*. This evidence was extensively quoted in the subsequent report.

Such prior scientific publications often continue to yield benefits for years to come. For example, by late 2025 our 2023 systematic review of solutions to the climate change problem – highlighting the importance of plant-based diets – had been cited by 48 subsequent scientific articles/documents, including a UN policy journal '*Earth's Hidden Climate Allies*'.

As a veterinary Professor of Animal Welfare Andrew also co-signed numerous letters in support of numerous animal advocacy campaigns, to governments and leading private companies. The animal advocacy movement urgently needs more highly skilled, qualified and impactful animal advocates, and so Andrew also mentored several veterinary students and veterinarians seeking professional careers in animal advocacy.



Andrew Knight gives a podcast interview in Helsinki

In achieving these outputs, Andrew closely collaborated with numerous organizations and individuals. Key collaborators are listed in the following. Andrew is grateful to all of them, and especially to the funders whose financial support have made this work possible.

"Your pioneering work is paving the way for brands like THE PACK and Meatly to be able to provide these innovative plant-based and cell-based products."

Damien Clarkson, CEO & Co-Founder, THE PACK, UK.

"I am a very passionate vegan vet running my own pet food business in the UK and helping thousands of people transition their dogs to a complete plant-based diet. ... I have been able to regularly use the numerous studies carried out by Prof Knight to back up all the science and show people that it is possible. ... It's amazing how far we've all come with our vegan pet food companies in the last 3 years thanks to your studies!"

Dr Arielle Griffiths BVSc MRCVS, Founder, Just Be Kind Dog Food, UK.

寵物數量

狗148萬；貓131萬
(已經超過15歲以下兒童)

PET POPULATION IN TAIWAN



Species	2022	2023
Cats	1.20M	1.23M
Dogs	1.48M	1.51M

Source: Taiwan's Ministry of Agriculture

A man in a dark jacket and jeans is standing on the right, holding a microphone and gesturing with his right hand. In the foreground, the back of a person's head is visible, and there are some refreshments on a table.

A vegan pet food presentation in Taipei

Animal and Diet Advocacy

Sustainable pet diets

Our vegan pet food campaign began immediately with the start of the new year, with the launch of our Veganuary for Pets campaign. Our press release attracted significant attention, resulting in a story in [The Times](#).

This was followed on 06 February by one of the most important days in the history of sustainable pet food. The world's first cultivated meat-based pet food – cultivated chicken-based dog treats – was launched in London by Biotech company [Meatly](#), in partnership with vegan pet food company [The PACK](#). This generated massive press coverage. Andrew was extensively interviewed, including on BBC TV prime time news (Today programme), with a longer feature on [BBC Breakfast](#).

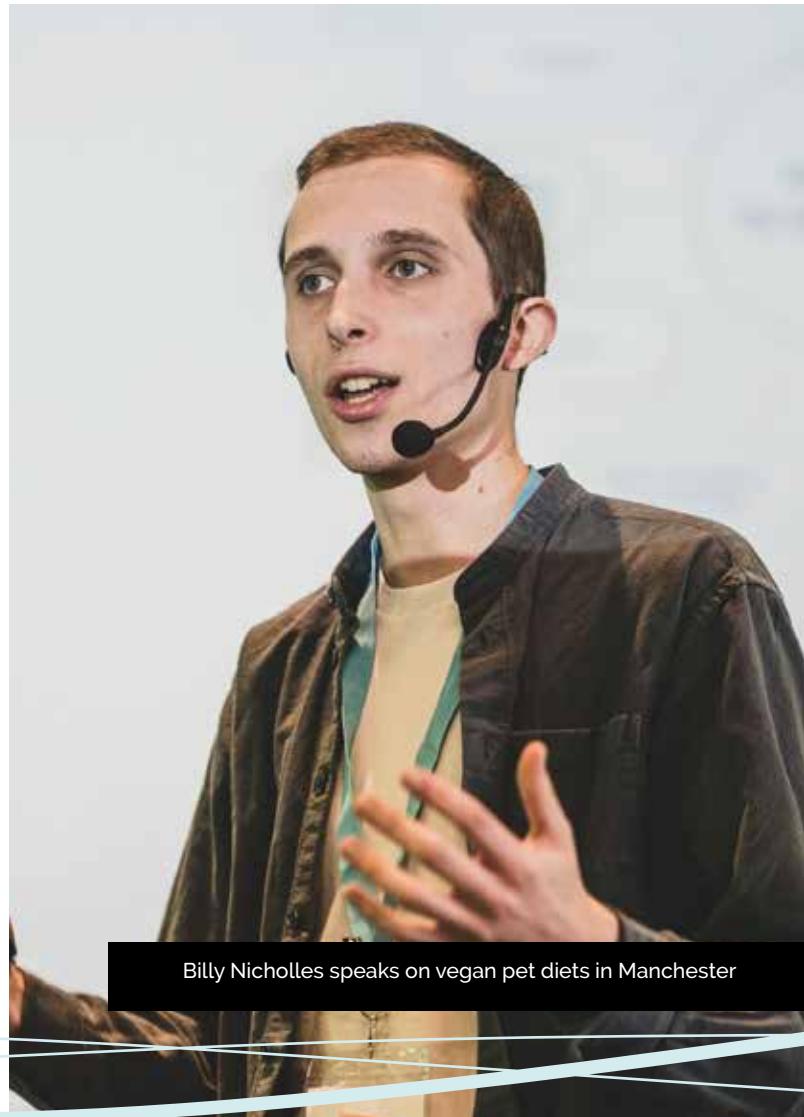
Later the same month the first nutritionally complete dog food based on fermented microbial protein was launched by German company Marspet. [The 'Feedkind' microbial protein](#) had been produced in China by US company Calysta. By late 2025 their sizeable production plant was producing commercial volumes, with the protein appearing in other pet food formulations within the UK. These developments created further opportunities for significant media outreach.

A very busy year publishing research studies and summary articles, then ensued. Our highly talented team of collaborators (see Key Collaborators) collectively published (or had accepted, with publications forthcoming), 13 articles or technical letters within veterinary journals.

Most of our publications are highly strategically targeted to maximise positive impacts for animals, and these were no exception. Studies included large-scale studies on consumer acceptance of sustainable pet diets, revealing that just under half ([dogs](#)) or over half ([cats](#)) of all pet guardians currently feeding conventional or raw meat-based diets, would realistically consider sustainable alternatives, if their key concerns were met. These were

most commonly concerns about pet health, nutritional soundness, and other key areas – all of which have been, or are being, addressed by our other studies. This information will greatly assist the rapidly growing sustainable pet food industry to understand and address these key consumer concerns.

Other key 2025 studies confirmed good digestibility, and major environmental benefits associated with vegan pet diets. These were often followed by press releases, generating several thousand press stories globally (see Media Coverage). The greatest press coverage followed the publication of our key studies on consumer acceptance of sustainable [dog](#) and [cat](#) diets.



An unprecedented 30 presentations were also delivered, most commonly to universities and conferences (see Presentations). On two occasions very large veterinary audiences were reached. Reactions were usually very positive. Some presentations were further outreached via recordings, which combined with several hundred thousand social media impressions, to reach a very large combined external audience.

Ten podcasts were also published, as well as the world's first known full length documentary film focused on vegan pet diets, produced by Finnish filmmaker Jon Erik West with our support. Andrew Knight was extensively interviewed within these podcasts and this documentary.

Additional outreach in 2025 included briefings to four companies seeking to enter the sustainable pet food sector, one investor and three animal advocacy NGOs.

"As someone who spent 10 years working in the companion animal nutrition industry, I can't stress enough how appreciated and important your work is! The lack of education (and misinformation) pertaining to vegan diets for companion animals in the nutrition world is frustrating to say the least. ... Your content is full of fantastic information that I'll be using myself, along with sharing. This is an incredibly helpful resource for people who contact us with related inquiries."

Anonymous US animal advocacy staffer.



Animal advocacy

As one of the most highly qualified animal advocates globally, Andrew is frequently asked to support a wide range of other animal advocacy campaigns. These also resulted in some important successes in 2025.

In January Andrew met with the UK government Animal Welfare Committee which was assessing the welfare impacts on pigs of high concentration CO₂ gassing during slaughter. Andrew also provided our newly published study highlighting the severe welfare problems this creates. Our study called for a ban. Subsequently the DEFRA Animal Welfare Committee Opinion on this issue also called for a ban. This is an important step towards the creation of governmental policy.

In February, the Welsh Government (Senedd) announced plans for Wales to become the first UK nation to ban greyhound racing. This followed the deaths of 2,700+ greyhounds at UK tracks in the previous six years, with thousands more seriously injured. New Zealand had announced plans for a ban in 2024, and Andrew has campaigned for bans in both countries. His report Injuries in Racing Greyhounds was published in 2018, and he's presented this several times to governmental bodies. He provided written evidence to the Welsh Government in 2024 and 2025, and provided oral evidence to a Welsh Senedd Committee, in 2025. This evidence was extensively quoted in the subsequent report: *"Professor Andrew Knight described a ban on greyhound racing as "long overdue," citing persistent welfare harms that regulation has failed to address. He highlighted high rates of catastrophic injuries and sudden deaths, poor kennelling and husbandry standards, inadequate socialisation leading to behavioural problems, and deficient diets causing dental disease. Professor Andrew Knight also raised concerns about the lack of transparency and traceability for thousands of dogs bred, but not deemed competitive, many of which disappear without record."* The final decision on a ban remains with the Senedd.

In April a poultry/pig megafarm was refused planning permission near Methwold in Norfolk, UK. This was described as "US-style megafarm" that "would have reared almost 900,000 chickens and pigs at any one time". Refusal followed a concerted campaign by activists, supported by

our 2023 scientific study of the risks to public health and animal welfare created by such intensive farms, and Andrew's 2025 summary statement. Said Jane Tredgett of campaign group Humane Being, *"your report was mentioned several times ... by experts/MPs and councillors speaking against, so it played a key role."* Similarly, Scrap Factory Farming stated, *"Your report was key in all of this Andrew and Jenny!! Thank you."* Consistent with our standard procedure, our study is available open access to assist similar campaigns elsewhere.

In October the Dutch Senate voted to phase out public funding for primate experiments at the Dutch Biomedical Primate Research Centre, except if another pandemic arises. This is the largest primate research facility in Europe and currently houses around 1,000 monkeys. Over the next five years, approximately €12.5 million per year will be redirected from non-human primate (NHP) research to innovative, human-specific research methods. The goal is for all public funds to be used exclusively for animal-free research methods by 2030. This followed early 2025 feedback by Andrew and other experts on a draft Dutch government commissioned report, *Research Involving Non-Human Primates: Four Policy Scenarios for the Netherlands—Report*, which had favoured the use of NHPs.

As a veterinary Professor of Animal Welfare Andrew also co-signed numerous letters in support of various animal advocacy issues, including the International Declaration to Abolish Trophy Hunting, led by Dr Jane Goodall, and letters to governments supporting plant-based diets to address the climate emergency (UK), calling for better legal protections of decapod crustaceans at the time of killing (UK), and for prohibitions on the use of dogs and cats in harmful research, testing, and educational activities (Canada). Also included were letters to leading private companies, e.g., to Starbucks UK calling for Starbucks to make oat milk the default option in all Starbucks stores UK-wide, and to Pets at Home – the UK's largest pet care retailer, with over 450 stores – calling for them to stop selling animals.

Statements confirming severe animal welfare violations within farms, zoos and elsewhere were also provided to several campaigning organisations in support of various animal advocacy campaigns. Some of these were used in subsequent media coverage.



Dutch TV interview with Andrew in Amsterdam

Publications

Sustainable pet diets

Several key articles on vegan pet food were published in 2025. The most important were two key studies analysing consumer acceptance of sustainable pet diets, following our large-scale, international 2020 survey. The first study included 2,639 dog guardians. Around 84% were currently feeding their dogs either conventional or raw meat-based diets. However, a substantial 43% of this group were willing to consider at least one type of more sustainable dog food (such as vegan, vegetarian or cultivated meat-based formulations). The most acceptable was cultivated meat-based dog food (chosen by 24% of these respondents), compared to vegetarian (17%) and vegan (13%) dog diets.

The companion study analysed responses from 1,380 cat guardians. In total 89% of these guardians fed their cats conventional or raw meat-based diets. However, just over half — 51% — of this group considered at least one of the more sustainable options potentially acceptable. The most popular alternatives were those based on cultivated meat (chosen by 33% of this group) followed by vegan diets (18%).

It was very encouraging that so many pet guardians currently feeding conventional or raw meat-based diets were willing to consider alternatives. Consistent with other studies cultivated meat-based pet diets remained the most popular alternative. However, by 2025 these diets were barely available, in contrast with the next most popular options — plant-based diets. This is why plant-based diets currently remain the leading focus area for sustainable pet food advocacy.

Both studies found that guardians who themselves reduced or avoided meat were significantly more open to alternative diets for their pets, as were those with higher educational qualifications. Age and regional differences were also apparent, with older consumers, and those from the UK, often less open to alternatives than those in other

European nations, North America or Oceania, although these differences were often not statistically significant.

These studies provided detailed information about the concerns guardians most need satisfied, prior to choosing alternative diets, and how these varied among demographic groups. The leading concerns were pet nutritional soundness and health outcomes, although several others were also important. Also studied were the information sources most used by guardians, with product labels and packaging used most frequently.

It is expected that this information should greatly assist the sustainable pet food sector to reach and effectively communicate with



new clients. To maximize accessibility these studies were published fully open access, and extensively outreached. They collectively attracted hundreds of global press stories.

Another key study published in *Frontiers in Sustainable Food Systems*, also fully open access, highlighted the major environmental costs of meat-based pet food in terms of land use, GHG emissions, and climate breakdown, and concurrently, the major reductions across all impact categories offered by vegan pet diets. This study achieved massive global press coverage.

Another study was completed and submitted for publication. This review of 31 studies demonstrated good digestibility of vegan dog and cat diets. This effectively addressed a common (albeit incorrect) criticism that vegan diets are not adequately digested by dogs and cats.

Two important summary articles were also published in *Faunalytics* and *Plant-Based News*, helping to educate the animal advocacy and plant-based dietary movements about recent research and developments in this field, and three letters were published within *Veterinary*

Times – the leading UK veterinary news journal, delivered to nearly all UK veterinary practices. The latter comprised a debate between Andrew Knight and a raw meat advocate who asserted that dogs were carnivores who could not be healthy when fed vegan diets, and further, that humans suffered “brain shrinkage” when transitioning from “hypercarnivore” diets to agriculturalists, thousands of years ago. And that climate change was a myth. The letters pages are very widely read, and the published responses were designed to educate veterinarians, using humour to increase readership further.

“That letter to the Vet Times was really very funny. I hope this argument does not end any time soon because I am enjoying it immensely.”

Jamie McClement, Referral Surgeon / Musculoskeletal clinician & Clinical Director at Abington Park Referrals, Chair of Referrals Clinical Board IVC, UK.

A large scale switch to vegan dog food would...

...reduce greenhouse gases by the equivalent of the emissions of South Africa or the U.K.

...save freshwater volumes greater than all the renewable freshwater in Denmark

...free up land larger than Saudi Arabia or Mexico

A *Faunalytics* article summarized the benefits of vegan pet diets

Animal advocacy

Several additional publications supported other animal important advocacy causes. A key study called for climate reduction targets to include industrialized animal farming, given that this sector is one of the leading causes of GHG emissions, land and freshwater use, deforestation, and biodiversity loss. Partly because this study was published on Day 1 of COP30, it achieved in incredibly high press coverage. A similar study was published in *Oxford Open Climate Change* earlier in 2025.

A consensus report from 64 experts from 72 entities across five continents also highlighted the urgent need for a global transition toward plant-predominant food systems to effectively tackle chronic lifestyle-related diseases – which remain the leading causes of preventable illnesses and deaths worldwide. This also highlighted the major sustainability benefits of plant-based diets.

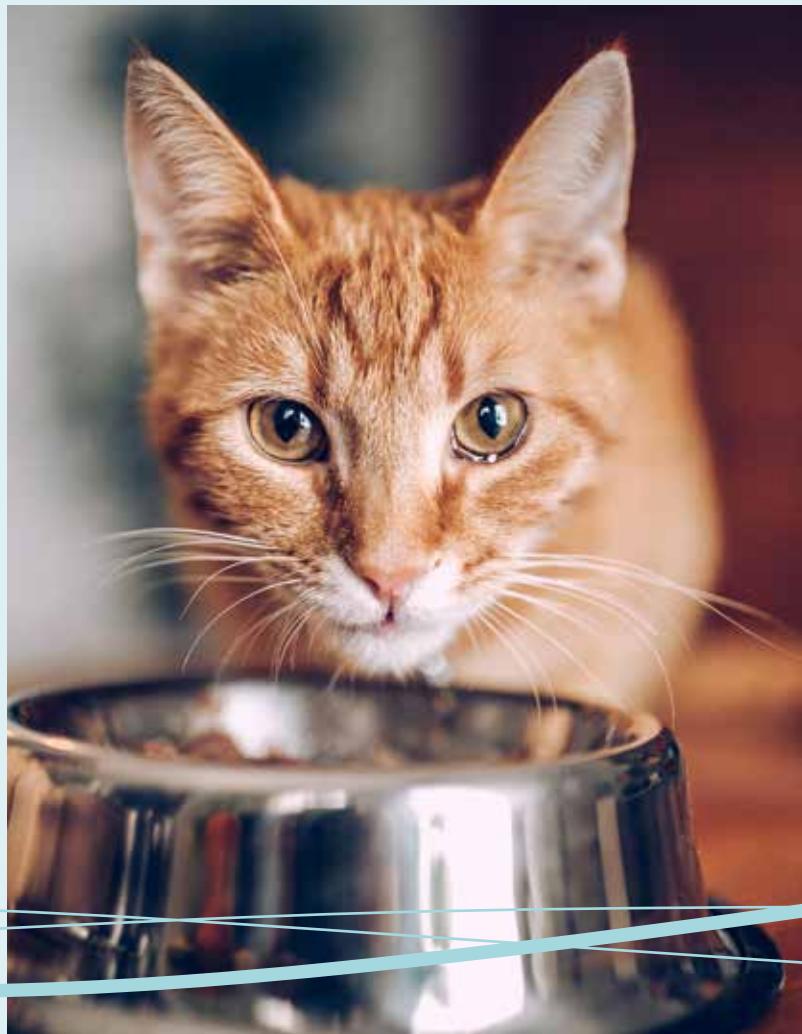
Another key study was accepted for publication in *Frontiers in Veterinary Science*. After analysing the relevant scientific evidence we concluded that chickens undergo very significant suffering when gassed with CO₂ prior to slaughter. This was contrary to RSPCA claims in *The Independent* defending this stunning method – including within RSPCA-certified farms. We demonstrated that the RSPCA was wrong to defend such cruelty.

Additionally, in a Faunalytics article we also reviewed and tested a suite of leading AI models, providing recommendations for model selection and use by animal advocates.

Plant-based pet food (8)

- Mace JL, Bauer A, Knight A & Nicholles B. (2025). Consumer acceptance of sustainable dog diets: a survey of 2639 dog guardians. *Animals*, 15(20), 2988.
- Mace JL, Bauer A, Knight A & Nicholles B. (2025). Consumer acceptance of sustainable cat diets: a survey of 1380 cat guardians. *Animals*, 15(20), 2984.

- Nicholles B & Knight A (2025). The environmental sustainability of meat-based versus vegan pet food. *Front. Sust. Food Sys.*, 9.
- Mace J & Knight A (2025). The expanding market for ethical companion animal food. *Faunalytics*, 18 Jun.
- Nicholles B & Knight A (2025). The environmental impact of dog and cat food: what you need to know. *Plant-Based News*. 21 Mar.
- Knight A (2025). 'Overwhelming scientific evidence' surrounding vegan diets. *Vet Times*, 55(11), p. 27.
- Knight A (2025). Regarding the hazards of plant-based diets. *Vet Times*, 55(06), p. 19.
- Knight A (2025). Science and reason in climate change debate. *Vet Times*, 55(43), p. 23.



Animal advocacy (5)

- Mace JL, Knight A, Vieira F, Tatemoto P & Gameiro M (2025). The missing target: why industrialized animal farming must be at the core of the climate agenda. *Animals*, 15(22), 3256.
- Feigin SV, ..., Knight A, et al. (2025). Solving climate change requires changing our food systems. *Oxford Open Climate Change*, kgae024.
- Wirnitzer KC, ..., Knight A, et al. (2025). Toward a roadmap for addressing today's health dilemma—the 101-statement consensus report. *Front. Nutr.*, 12:1676080.
- Mace JL & Knight A (in press). To what extent do chickens suffer when gassed with CO₂? *Front. Vet. Sci.*
- Mace J & Knight A (2025). AI model selection: an animal advocacy case study. *Faunalytics*, 03 Sep.

"I just transitioned my two doggos onto vegan kibble (after reading Andrew Knight's studies - they are doing brilliantly, looking amazing and very much enjoying the food :)"

Lindsay Marshall, PhD, SFHEA, FRSB, Director of Science, The Humane Society of the United States.

"The timing of this study couldn't be more critical with COP30 happening now. Food-system reform still feels like the missing pillar in many climate discussions, especially in emerging economies where livestock emissions are projected to grow the fastest. Your study makes a compelling case for why plant-based transitions must be seen as climate action, not just dietary choice. ... The evidence you're bringing forward is incredibly valuable for those of us working to shift public awareness and policy in favour of plant-based and sustainable diets."

Nina Manukian, Media and Communications Manager, China Vegan Society.



Presentations

Thirty presentations – usually invited, and frequently plenaries – were delivered by Andrew and his collaborators in 2024, sometimes to large audiences, including 450+ veterinarians and veterinary students. The main subject was sustainable pet diets. Also covered were the impacts of animal agriculture on climate change and environmental degradation, and scientific and educational animal use and alternatives.

Key audiences included veterinary schools and conferences, and universities. Among several highlights were plenary presentations on vegan pet diets at the first known in-person conference on vegan pet food, globally, in The Netherlands in October, and at a leading veterinary school in Mexico City – the Universidad del Valle de Mexico, in September. The latter was attended by 200+ veterinary students and faculty members, with all seats filled within the premier university lecture theatre, and many extra attendees packed around the walls.

Another highlight was a presentation on vegan dog health at the annual conference of a European veterinary specialty college, at Helsinki University, in September. This presentation reached around 200 veterinary specialists in animal welfare or behaviour, and attracted a conference award, drawing further positive attention to the topic. A presentation in Taipei brought key vegan pet food information to audiences there for the first time, as did presentations in Finland, Austria and Portugal.

These presentations went *extremely* well. Audiences often appeared very motivated after learning about recent vegan pet food research and developments. In particular, around 95% of previously sceptical veterinary audiences afterwards seemed to *support* plant-based pet diets, provided these are nutritionally-sound. These audience reactions were among the highlights of 2025.

Wider distribution sometimes followed, via recordings. Following Andrew's Taipei presentations, for example, Taiwanese animal advocacy organizations requested permission to *"continually download videos from your YouTube channel, add Mandarin subtitles, and share them on our social media platforms."* Such efforts are always supported and greatly appreciated.

Audiences were based in the UK, Europe (Austria, Finland, The Netherlands and Portugal), the US, Mexico, Taiwan and Australia. Taiwan's President Dr Lai Ching-Te joined 600+ attendees at the Animals for Asia conference in Taipei – which may be the first time a current national leader has joined an animal advocacy conference. To minimize CO₂ emissions, time and costs, presentations were provided virtually where possible. Virtual audiences often included attendees from additional nations. These presentations included:



Vegan pet food (22)

UK

- 2nd Annual Cambridge Food Systems Symposium, St John's College, University of Cambridge
- Livestock, Environment, and People Conference 2025, Oxford
- PHAIR conference, University of Edinburgh
- University of Winchester
- Vegan and Animal Rights Conference 2025, Manchester (2): oral and poster presentations
- Bournemouth Natural Science Society
- Hampshire Skeptics Society, Winchester
- Vegan Runners UK Big Weekend, Southampton

Europe

- Helsinki (2): 7th annual meeting of the European Veterinary Congress of Behavioural Medicine and Animal Welfare, Helsinki University, and additional public presentation
- International Masters on Human and Animal Interaction, University of Veterinary Medicine Vienna

- The Plant-Based Dog – Science and Practice [conference], Netl, Kraggenburg, The Netherlands
- Elevate Braga [conference], Braga, Portugal

Asia & Australia

- Sentient – the Veterinary Institute for Animal Ethics, Australia
- Taipei: public presentation

US

- Society for Veterinary Medical Ethics, US
- Los Angeles, US (2): AVA Summit and additional public presentation
- Mercy for Animals, US

Mexico

- Mexico City (2): Universidad del Valle de Mexico [veterinary school], and Vegan Business Summit 2025, World Trade Centre



Vegan pet food conference in The Netherlands

Scientific and educational animal use (6)

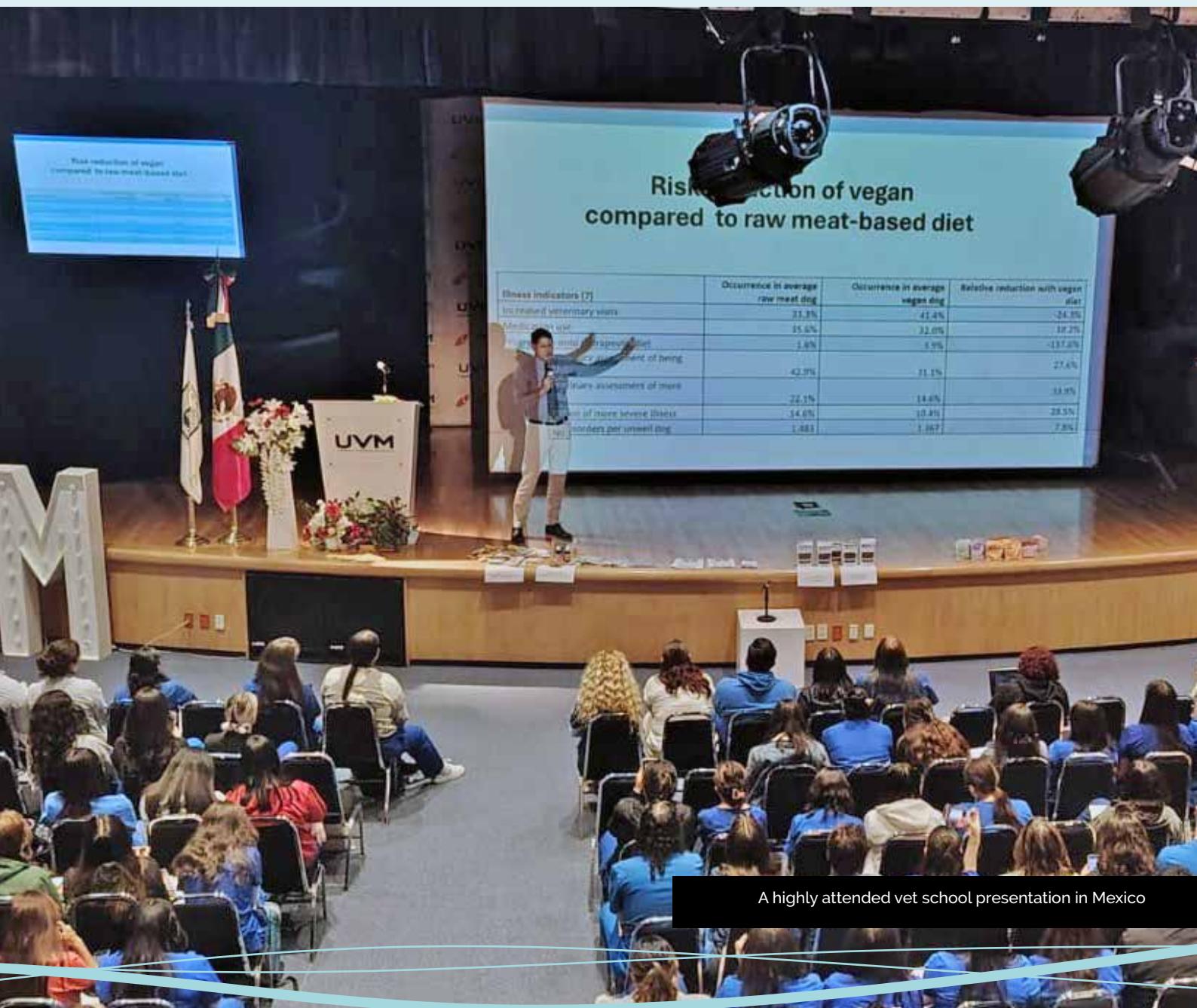
- University of Queensland Animal Welfare and Ethics Special Interest Group
- Society for Veterinary Medical Ethics, US
- Taipei (3): Animals for Asia conference and additional public presentations
- Adelaide, Australia

Other animal advocacy (2)

- American College of Animal Welfare, US
- Elevate Braga [conference], Braga, Portugal

"Several months ago, we began considering a publication project on students' conscientious choices against animal experimentation. Your talks have given us not only stronger inspiration but also a greater sense of affirmation. I truly hope there will be chances in the future to learn from you again."

Yuan-Chih Lung, Director, Taiwan Human-Animal Studies Institute.



"I'm the Founder of vegan dog food startup company, Kulay Dogs, in Brisbane. Thank you very much for all your work – researching and ultimately highlighting the many benefits of a (nutritionally appropriate) plant-based diet for dogs. Your work has been a

major reason why my wife and I started Kulay twelve months ago. We've just made our first batch of complete food for dogs! So, thank you very much. Keep up the truly amazing and trail-blazing work."

Brad Dalrymple, Founder, Kulay Dogs, Brisbane.



Sustainable pet food display in Taipei

Media Coverage

As in previous years, Andrew continued to be interviewed on a weekly basis on a wide range of vegan and animal advocacy issues. Andrew's work or quotes again appeared in hundreds of media stories, with vegan and cultivated meat-based pet diets remaining the most common topic. Other topics included the intensive farming of chickens and pigs, pig slaughter methods, animal experimentation (including traumatic brain injuries and strangulation inflicted on rats), and animal 'de-extinction' efforts (through genetic engineering of animals such as the woolly mammoth, dodo and Tasmanian tiger).

The two leading stories in 2025 are summarised below. In each case widespread coverage was assisted by press releases and the press offices of Andrew's three affiliated universities. Press release and Altmetrics statistics are provided. Altmetric scores provide weighted counts of the attention from news outlets, social media and other sources.

1. Studies on consumer acceptance of sustainable dog and cat diets. This press release was published on 1,844 downstream news websites with a combined potential reach¹ of 105 million. Altmetric statistics: 231 (dog study) and 241 (cat study) by end 2025, ranked these in the top 1% among all recorded scientific articles of the same age.

2. Study 'The missing target: why industrialized animal farming must be at the core of the climate agenda.' Our press release was published on 1,823 downstream news websites. Altmetric statistics: 253 by end 2025, also placed this in the top 1% among all recorded scientific articles of the same age.

Leading news outlets reporting Andrew's work or interviewing him included BBC TV (Breakfast and Today programmes), Dutch national TV (human.nl), BBC radio UK and Scottish national stations, NPO Radio 1 (a major Dutch radio station), *New Scientist*, *The Washington Post*, *The Times*, *The Guardian*, *The Spectator*, *The National* (Abu Dhabi), *Veterinary Times* (UK), and *PETS International*.

One highlight occurred in April when the popular mainstream Dutch TV programme, HUMAN (human.nl), on Dutch public channel NPO 2, aired an episode on sustainable pet diets within a sustainable lifestyles series. The month prior Andrew was interviewed in depth in an Amsterdam dog park. At the end a pack of dogs were offered three bowls of cultivated meat-based, plant and microbial protein-based vegan diets. A 'feeding frenzy' ensued, with all diets wolfed down on camera and all bowls emptied. The resultant episode can be viewed at npo.nl. This is probably the first time vegan pet food has aired as a full-length episode on mainstream TV, anywhere. These episodes normally attract 300,000 – 500,000 viewers, combining live TV and subsequent online viewing. This was followed by an episode on Dutch radio in May.

Andrew was also interviewed within 10 podcasts – some of which were split into multiple shorter episodes and released over several weeks. These can be viewed along with short summary videos of key research and animal welfare issues, at Andrew's YouTube channel and social media channels. Collectively these amassed many thousands of views in 2025, including:

Instagram: 475,000+ views

Linked-In: 330,000+ impressions (top performing posts covered piglet abuse in an intensive pig farm: 55,000+ impressions, and greyhound racing: almost 18,000 impressions).

Facebook: 215,000+ views

YouTube: 3,500+ views

¹Potential reach is an estimation of the number of worldwide unique visitors on desktop and mobile devices provided by Similarweb.

"You have achieved amazing results on US radio. You must have been syndicated. I have attached screen shots of the first 4 pages. I got bored after that." – University of Winchester Press Office.

Vastly over one million people were reached across US and UK radio stations, following widespread BBC TV coverage of the world's first cultivated meat-based dog food in London.

"I recently watched your talk on YouTube It really helped me clarify some doubts ... After listening to your talk and considering the environmental impacts, as well as the availability of nutritionally balanced vegan dog food, I've decided to transition my dog to a plant-based diet. Thank you for the amazing work you do."

Alessandra, Spain.



MY DOG IS A VEGAN



PART 1

NUTRITION
SUPPLY
PRODUCTION
LABELLING

PART 2

CARNIVORE / OMNIVORE
ANIMAL BY-PRODUCT
VEGANISM
VEGAN DOG FOOD
ENVIRONMENTAL IMPACT
FUTURE

Documentary Film

In August the first known documentary film about vegan pet diets was released by Finnish filmmaker Jon Erik West. *My Dog is a Vegan* explored the dog food industry and highlighted the vegan option. Jon provided the story of trialling his own dogs on vegan diets for several months, and interviewed leading veterinarians, animal nutritionists, and researchers, including Andrew Knight. The two part documentary was released onto YouTube in August: [Part 1](#), [Part 2](#), and on [Unchained TV](#). Jon is also trying to get it aired on Finnish TV.

"This film invites viewers to join on a journey that challenges assumptions and opens minds. The film aims to spark an open and informed discussion about what we feed our pets – in this case, dogs – and whether a 100% plant-based diet could be a viable alternative."
– Jon Erik West, Director, *My Dog is a Vegan*.

Awards

In 2025 Andrew was deeply honoured to be awarded the Juliana von Wendt Foundation abstract award for his presentation, 'Vegan versus meat-based dog food: health outcomes in 2,536 dogs,' at the 7th annual meeting of the European Veterinary Congress of Behavioural Medicine and Animal Welfare, Helsinki University, in September. This was one of only two conference awards, and attracted further positive attention to this topic from this international audience of around 200 specialist veterinarians.

"This award was a profound honour, and would not have been possible without my wonderful study co-authors, Hazel Brown and Alexander Bauer."

Prof. Andrew Knight.



About

Representing Animals is a UK-based non-profit organisation established to support the work of Prof. Andrew Knight and his collaborators. It works toward a reduction in the production, consumption, and other uses, of non-human animals globally. Those animals still used for human purposes should experience better welfare.

Andrew is a veterinary Professor of Animal Welfare, affiliated with Murdoch University School of Veterinary Medicine, Western Australia, and the School of Environment and Science at Griffith University, Queensland. He is an Adjunct Professor at both. He's also affiliated with the University of Winchester, UK, where he established and directed its Centre for Animal Welfare from 2015 – 2023. This became one of Winchester's largest and most active research and knowledge exchange centres.

Andrew is also a veterinary specialist in animal welfare accredited in the US, UK, EU, and New Zealand, a Fellow of the Royal College of Veterinary Surgeons, and Principal Fellow of Advance HE.

He produces a large volume of research and outreach which helps to advance understanding of animals and their welfare. These have included two books, numerous academic and popular articles and external presentations, social media videos and websites. Andrew regularly collaborates with animal welfare charities to advocate for animals and is frequently interviewed by the media. He has received 16 awards for this work.



Key Collaborators

Andrew regularly collaborates with animal and vegan advocacy organisations and colleagues, to support a range of strategically-targeted projects. Key collaborating colleagues in 2025 included those below.



Alexander Bauer PhD

Alexander Bauer is a freelance researcher. He received his doctorate in Statistics from the LMU Munich, Germany, with a focus on the analysis of spatio-temporal data. With broad research interests and as a former Fellow of the LMU Munich Statistical Consulting Unit StaBLab, he is actively involved in applied research projects in various fields. His progressive research includes topics such as the treatment of rehomed laboratory dogs and the health of pets fed vegan diets. He led the statistical analyses for the studies on the consumer acceptance of sustainable dog and cat diets.



Antonia Chan BVetMed MSc MRCVS

Antonia is a registered veterinary surgeon having graduated from the Royal Veterinary College, University of London in 2016 and studied her MSc in Biodiversity and Global Change at UCL (2023-2024). She worked with dogs and cats as a clinical vet in the UK for six years previously, is now volunteering with various animal welfare and veterinary NGOs and working with Andrew on pet nutrition research.



Svetlana V Feigin PhD

Svetlana serves as the Executive Director of the All Life Institute, a global think tank dedicated to protecting and enhancing all life on this planet including humans, nonhumans, and the Earth. She is also the Director of Academic Research at the Center for a Humane Economy. She received her doctorate in

Psychology from the University of Auckland, New Zealand. In 2025, she led a multi-author article, 'Solving climate change requires changing our food systems,' in *Oxford Open Climate Change*, which concluded that transitioning to plant-based diets and phasing out intensive animal agriculture are essential for climate change mitigation.



Jenny L. Mace MSc AWSEL, BSc, FHEA

Jenny is a Visiting Scholar with the University of St Andrews. Between 2020 and 2025, she was a remote Associate Lecturer in animal welfare/ethics at the Centre for Animal Welfare at the University of Winchester, in addition to being an External Examiner for Hartpury University's MSc in animal welfare, policy, and legislation. She is also a member of the Editorial Advisory Board of *Anthrozoös*. Jenny now conducts both commissioned and pro-bono projects via [Mace Animal Welfare](#). She led six of the previously-listed publications on vegan pet diets and animal advocacy topics, and her full portfolio is at: [maceanimalwelfare.co.uk/portfolio](#). Jenny cares for two rescue cats, one Romanian-rescue dog, and five ex-laying hens.



Billy Nicholles BA

Billy Nicholles is a researcher and business professional specialising in vegan pet food. He is a Research Associate at [Bryant Research](#), a UK-based research consultancy specialising in the protein transition, where he conducts research and coordinates projects related to the pet food protein transition. He is also a Founders' Associate at [Omni](#), a leading UK vegan pet food company, where he manages business development and growth. He led two of the previously-listed publications on vegan pet diets including a study in *Frontiers in Sustainable Food Systems*, and spoke on this topic at various conferences.



Jade Warren BSc, MSc

Jade Warren is a Research Assistant at The Vegan Society. She holds a First-Class BSc in Biological Sciences from the University of Liverpool and a Distinction in MSc Environmental Technology from Imperial College London, with the latter focusing on sustainable food systems and alternative protein technologies. She led the study examining the digestibility of vegan and vegetarian pet diets.



Katharina Wirnitzer BEd, MSc, PhD

Katharina Wirnitzer is a Professor for Sports and Public Health affiliated with the Charité -Universitätsmedizin Berlin,

and the University of Innsbruck, and University College of Teacher Education Tyrol, Austria. Since 2003 she has worked at the interface of sports/exercise, vegan nutrition, and sustainable health. She is a scientific member of various international/governmental Advisory Boards and the Findings from her Austrian School Study were considered by the DGE-Position Statement Paper on Vegan Diets. In 2025 she co-authored with Andrew and 62 other experts a Frontiers in Nutrition consensus report highlighting the key role of plant-predominant food systems in reducing chronic lifestyle-related diseases, which remain the leading causes of preventable illness and death worldwide.



Mad Ideas

Mad Ideas is a multi award-winning, creative graphic design agency supportive of pro-vegan/animal causes, who are “*delighted to be among Professor Andrew Knight’s key collaborators.*” Their goal has been and always will be to make a positive difference. Their specialisms of fresh graphics, marketing communications and technical expertise engage, educate and inspire. They are able to support internal and external communications, including: branding with personality, infographics, packaging and marketing materials. Mad Ideas frequently provides graphics to help outreach Prof. Knight’s work via social media.





Intensive animal farming directly and indirectly harms many billions of animals.



Representing Animals supports vegan lifestyles, including nutritionally sound vegan diets for dogs and cats.

