

ANNUAL REPORT. 202025

content | campaigns | change



Welcome message

Welcome to the VeggyMalta Annual Report.

2025 was a landmark year for VeggyMalta, marked by record reach, growing public engagement, and decisive action for animals. Across our platforms, VeggyMalta's social media channels continued to expand significantly, allowing us to reach wider and more diverse audiences with consistent messages on veganism, animal protection, and sustainability. Our website also grew as a trusted resource, with our collection of vegan recipes nearing **300 plant-based dishes**, making it one of the most extensive local vegan recipe libraries in Malta.

This year also saw **record participation and visibility for Malta Meat Free Week**, which achieved an estimated social media reach of over **3 million people**, making it our most impactful edition to date. Through partnerships, media coverage, and a record number of public participation, MMFW once again demonstrated that large-scale dietary change is both possible and widely supported.

Through **Vuči għall-Animali**, VeggyMalta played a central role in some of the most important animal-protection developments of the year. These included exposing the illegal keeping of lions and other wild animals, sustained pressure on the authorities regarding dangerous and bully breeds, and the launch of a national petition calling for stronger enforcement of zoo regulations and dangerous-animal laws. Our on-the-ground actions at illegal zoos, alongside reporting to the relevant authorities, reinforced the role of civil society in holding systems accountable.

Education remained a core pillar of our work. Throughout the year, VeggyMalta continued producing television programmes, digital series, and educational campaigns that made complex topics — from vegan nutrition to animal welfare law — accessible to the wider public. These initiatives were supported by targeted campaigns and collaborations aimed at translating awareness into informed action.

The achievements outlined in this report reflect a year of sustained effort, collaboration, and growth. They also set a strong foundation for the work ahead, as VeggyMalta continues to use media, education, and advocacy to drive meaningful change in Malta.

Darryl Grima
Founder, VeggyMalta



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Who We Are & Why We Exist

VeggyMalta is Malta's leading vegan and animal-rights media platform, founded to inform, inspire, and mobilise change towards a more compassionate, sustainable society. What began as a grassroots initiative has grown into a multi-platform media and advocacy organisation that connects food, ethics, environment, and animal protection under one coherent vision.

At the heart of VeggyMalta is a team of activists — people who have consciously chosen to work in a field they believe in and feel deeply passionate about. For us, this work is not simply a job; it is an extension of our own ethos and values. The causes we advocate for are the same ones that guide our personal lives, and this alignment is what gives VeggyMalta its authenticity and resilience.

The VeggyMalta team continues to grow every year, bringing with it new ideas, new people, and new talents. With each addition comes a renewed energy and an ever-stronger desire to create meaningful change. This organic growth allows VeggyMalta to remain dynamic, creative, and responsive — constantly evolving while staying true to its core principles.

VeggyMalta exists to normalise plant-based living while challenging systems that profit from exploitation — of animals, people, and the planet. We do this through high-quality media production, public campaigns, events, education, and strategic advocacy. Our work is intentionally accessible: veganism is not presented as elitist or extreme, but as practical, joyful, culturally rooted, and deeply Maltese.

Operating across television, digital media, social platforms, live events, and print, VeggyMalta produces original content in both Maltese and English. Our flagship TV programmes, online series, recipes, and educational formats reach thousands of households every week, bridging the gap between awareness and everyday action. From cooking shows and travel series to investigative reporting and policy explainers, VeggyMalta uses storytelling as a powerful tool for social change.

Crucially, VeggyMalta is not only about lifestyle. It is also about responsibility. Through our animal-rights arm Vuči għall-Annimali, and through collaboration with local and international NGOs, VeggyMalta plays an active role in exposing abuse, pushing for enforcement of existing laws, and advocating for legislative reform. We believe media has a duty not just to entertain, but to hold power to account.

Our work is built on collaboration rather than competition. Over the years, VeggyMalta has partnered with NGOs, educators, farmers, artists, musicians, chefs, doctors, and policymakers — creating spaces where different sectors can meet around shared values. Whether through national campaigns like Malta Meat Free Week, charity events like Rock'N 4 Animals, or direct engagement with authorities, VeggyMalta acts as a connector within Malta's growing ethical movement.



Malta Meat Free Week

VeggyMalta's Flagship National Campaign

Malta Meat Free Week 2025 marked the most ambitious and far-reaching edition of the campaign to date. Building on the success of previous years, MMFW25 expanded significantly in scale, physical presence, partnerships and cultural impact, firmly establishing itself as Malta's leading public-facing plant-based initiative.

Unprecedented Reach & National Visibility

MMFW25 achieved:

- Over 3.5 million social media reach,
- Four large-format billboards,
- Large cardboard totems placed in supermarkets nationwide, ensuring high visibility at point of purchase
- Posters displayed across retail locations, reinforcing campaign recognition
- 50,000 printed leaflets, distributed directly in shops to directly reach audiences

This strong physical presence complemented online and broadcast media.

Broadcast & Media Coverage

- Extensive TV coverage on VeggyMalta's own programmes
- Additional exposure through guest appearances on other television shows
- Radio support from Vibe FM, expanding reach to wider audiences

Together, this created a coherent media ecosystem spanning television, radio, digital, retail and outdoor advertising.

Record Participation & Engagement

- Largest number of participants to date, reflecting sustained growth year on year
- Ongoing recipe inspiration, practical tips and educational content shared throughout the campaign
- Dedicated electronic newsletters, supporting participants before, during and after the challenge

MMFW25 was not only widely seen — it actively changed behaviour.



3RD TO 9TH NOVEMBER

FOR THE
ENVIRONMENT

FOR THE
ANIMALS

FOR YOUR
HEALTH

JOIN THE CHALLENGE
JOINING IS FREE!

WWW.MALTA MEAT FREE WEEK.COM



GO ONE WEEK ZERO MEAT

TAKE THE 2025
CHALLENGE!



Strong Brand, Retail & Supermarket Collaboration

2025 saw the widest commercial engagement in MMFW history:

- Multiple plant-based brands offering promotions and incentives
- Increased supermarket participation, making plant-based choices more accessible
- A €2,000 prize pool, the largest ever offered as part of the campaign

International backing was once again provided by: Thrive Philanthropy and ProVeg International

Restaurants Driving Cultural Change

Restaurant engagement continued to grow:

- Increasing participation from food establishments across Malta
- Notably, Bahia hosted a dedicated plant-based degustation event after MMFW, inspired directly by the campaign

This demonstrated MMFW's ability to extend its influence beyond the campaign week, creating lasting change within the food sector.

Partnerships Beyond Food

MMFW25 reinforced its role as a cross-sector collaboration platform:

- NGO support from Friends of the Earth Malta, aligning MMFW with wider environmental objectives
- Strategic linkage with the screening of the documentary Food for Profit

Why Malta Meat Free Week Matters

MMFW25 clearly demonstrates VeggyMalta's capacity to:

- Deliver large-scale national campaigns
- Combine physical activation with digital reach
- Engage brands, retailers, media and NGOs simultaneously
- Create positive, measurable impact without polarisation

For partners, MMFW represents visibility with integrity — a campaign that is trusted, inclusive and results-driven.

**OVER
3 MILLION
SOCIAL MEDIA
LOCAL REACH
IN JUST ONE
MONTH!**



Plant-based TV productions

Broadcasting Plant-Based Living to a National Audience

Television remains one of VeggyMalta's strongest and most trusted platforms. Through consistent, high-quality broadcast productions, VeggyMalta brings plant-based food, ethical living and sustainability into mainstream Maltese homes, week after week.

Our TV work combines education, entertainment and accessibility, making plant-based choices relatable, culturally relevant and practical for a broad audience.



Education, Food & Entertainment

Ghand il-Vegan is VeggyMalta's flagship vegan cooking and lifestyle programme produced for TVM, combining:

- Recipe demonstrations
- Ingredient education
- Food history and fun facts
- Creative inspiration

The show presents vegan food as exciting, flavourful and culturally diverse, while remaining grounded in everyday practicality.

What Makes It Work

- Recognisable, repeatable format
- Strong presenter-led storytelling
- Educational content without lecturing
- High replay value across digital platforms

Why TV Matters for Partners

For collaborators and sponsors, VeggyMalta's TV productions offer:

- Broadcast-level credibility
- Long-form storytelling opportunities
- Brand integration that feels authentic, not forced
- Cross-platform amplification
- Alignment with positive, values-driven content
- TV allows brands to be part of a conversation, not just an advertisement.



Your Home Pharmacy, Powered by Plants

Mill-Ispizerija tad-Dar is a lifestyle and wellbeing television programme that explores how plants and everyday foods can support a healthier, more balanced life.

Aired on NET TV

Expert-Led & Credible

The programme is presented by qualified nutritionists:

- Dr Antonella Grima (previous season)
- Alicia Galea (current season)

Both presenters bring a science-based, practical perspective, ensuring that the programme remains credible, accessible and evidence-informed.

Format & Approach

Rather than positioning itself as a "vegan" or "plant-based" show, Mill-Ispizerija tad-Dar:

- Focuses on health, prevention and everyday wellbeing
- Explores home-remedy style uses of food and plants
- Uses familiar ingredients commonly found in Maltese kitchens
- Communicates benefits without labels or ideology



Vuči għall-Animali

Giving Animals a Voice Through Media, Action and Accountability

Vuči għall-Animali is our animal-protection and advocacy platform, created to ensure that animal-related issues in Malta are addressed with transparency, evidence and public accountability.

Operating at the intersection of **media, investigation, civic action, education and policy engagement**, Vuči brings issues that are often hidden or ignored into the public domain — and follows them through beyond headlines.

Naxxar lions

The beginning of the year was marked by Vuči's reporting on the illegal keeping of lions and a leopard in Naxxar. Through sustained media coverage, the case highlighted serious gaps in enforcement related to dangerous and exotic animals.

This reporting:

- Brought national attention to the scale of illegal animal keeping
- Triggered public debate on enforcement failures
- Pressured authorities to respond

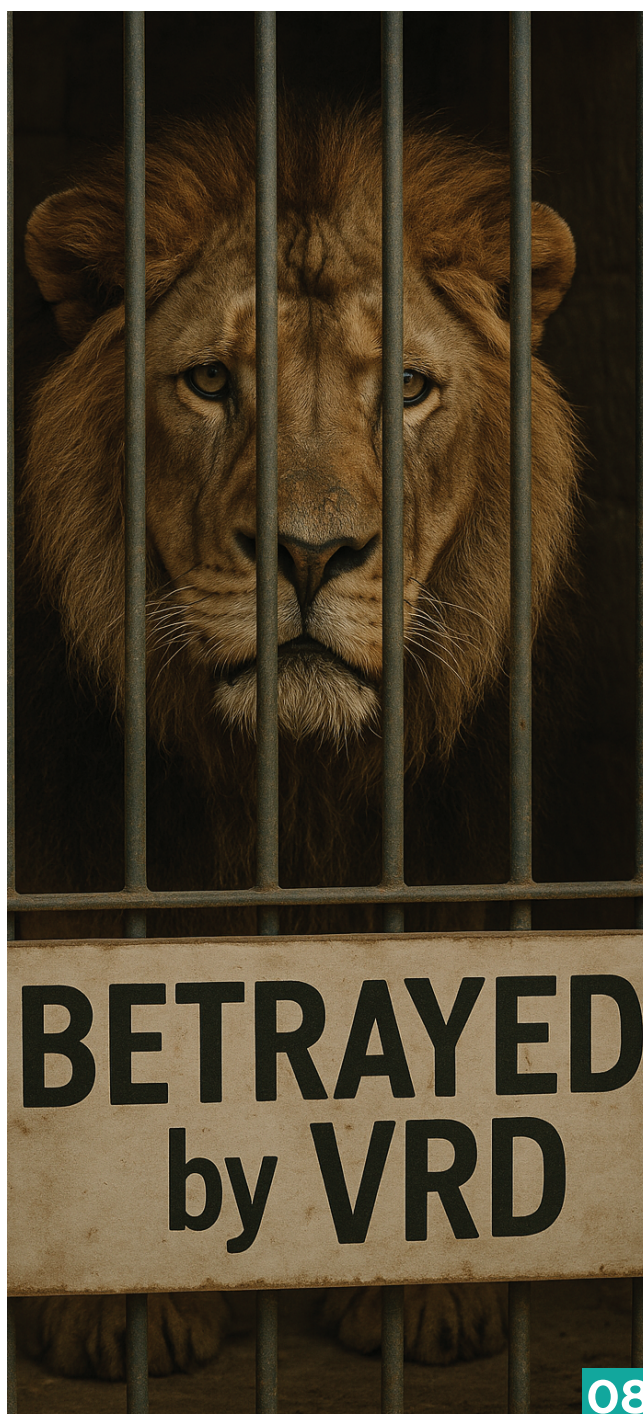
Illegal zoos and circuses

Vuči għall-Animali consistently called for action against illegal zoos and licensed facilities found to be in breach of Zoo Regulations.

Throughout the year, Vuči carried out repeated on-site visits to illegal zoos, reporting concerns directly to the Animal Welfare Directorate and the Police. In parallel, and together with Enrico Rizzi, Vuči reported two licensed zoos to the authorities for allowing illegal animal petting activities.

As a result of sustained monitoring and public pressure, Vuči also successfully intervened to stop an animal circus from operating, preventing further exploitation of animals.

At the same time, Vuči għall-Animali maintained constructive collaboration with state authorities, while also working closely with international partners, including Four Paws International and



AAP, helping to facilitate cooperation between the Maltese authorities and established international animal protection organisations.

Policy advocacy highlights

During the year, Vuçi focused on targeted, policy-driven advocacy across several key areas:

- Participated in the Bully Breed Task Force, established following Vuçi's request to government.
- Launched a separate national petition on dangerous animals, calling for stronger regulation and enforcement.
- Submitted proposals for the re-establishment of a 24-hour state animal hospital.
- Maintained a clear, science-based position on Mediterraneo Marine Park, calling for transparency and reform.
- Opposed the downgrading of wolf protection at EU level, supported by all Maltese MEPs.
- Exposed the sale of silver foxes as pets, highlighting gaps in wild-animal regulation and the need for the introduction of the positive list.

These initiatives represent only part of Vuçi's ongoing advocacy work to strengthen animal protection through policy, enforcement, and systemic reform.

We published two purpose-driven books for pet guardians — The Dog Record Book and The Cat Record Book — ensuring that every purchase directly supports animal shelters through a dedicated donation.

Why Vuçi għall-Animali Matters

Vuçi demonstrates VeggyMalta's ability to:

- Identify systemic failures
- Mobilise civil society
- Engage institutions constructively
- Translate media exposure into policy processes

For partners, Vuçi represents serious, responsible advocacy — work that is principled, effective and aligned with long-term social responsibility.



Vuçi għall-Animali
TV shows have over
100,000*
weekly views

*excluding repeats, iptv,
catch-up and netondemand



Live Music, Ethical Living and Community Action

Rock'n 4 Animals 2025 took place at Vincent's Eco Farm, a location that perfectly reflected the values of the event — sustainability, respect for nature, and ethical living. €4500 was raised thanks to the event.



The Vuči għall-Animali Awards 25 celebrated those individuals and organisations who went beyond words and took real action for animals in Malta. Through categories such as Unsung Animal Heroes, Trailblazers, St. Joseph and the Vuči Award, the awards recognise courage, consistency, and impact — from frontline rescuers and educators to organisations driving systemic change. These awards are not about popularity, but about honouring those who stand up for animals when it truly matters.

€4500

raised in this
year's edition of
Rock'n 4 Animals.

This added with
our other initiatives
meant that in 2025
Vuči għall-Animali
raised a total of

€10,000

for animal activists
feeders and NGOs.



Be Part of the Change

Real change happens when values are matched with action. VeggyMalta offers companies the opportunity to actively support a transition towards a more compassionate, plant-based Malta — not as passive donors, but as enablers of measurable impact.

By partnering with VeggyMalta, companies help sustain campaigns that educate the public, protect animals, and normalise ethical food choices. This support directly enables investigative work, large-scale awareness initiatives, educational media, and community-driven events that create long-term cultural change.

At the same time, VeggyMalta's unique media ecosystem ensures that this impact is visible. Through television, digital platforms, social media, events, and public campaigns, partners are aligned with positive, future-focused narratives that resonate with an increasingly conscious audience. This is values-led visibility — grounded in credibility, consistency, and real outcomes.

Supporting VeggyMalta means investing in solutions, not just causes. It means contributing to a growing movement for animals, sustainability, and public wellbeing, while being part of a media platform that reaches thousands of people across Malta and beyond.

We invite companies who believe in responsibility, innovation, and ethical leadership to join us — and to help shape a future where compassion and progress go hand in hand.

What Your Support Enables

By supporting VeggyMalta, partners directly enable:

- **Large-scale public campaigns** that normalise plant-based living and reach hundreds of thousands of people across Malta
- **Investigative and advocacy work** through Vuċi għall-Animali, exposing abuse, supporting enforcement, and pushing for stronger animal-protection frameworks
- **Educational media production**, including television programmes, digital series, and bilingual content that informs and empowers the public
- **Community events and initiatives** that turn awareness into participation and direct support for animal-protection efforts
- **Accessible resources**, such as Malta's growing library of nearly 400 vegan recipes, helping people make practical, everyday change

Each partnership helps transform values into action — creating impact that is measurable, visible, and lasting.

