



National Association of
Nutrition Professionals

Media Kit



NANP Mission

Our mission is to advocate for and empower a flourishing community of professionals dedicated to the principles of holistic nutrition.

NANP Vision

Our vision is a future where people choose food as their medicine.



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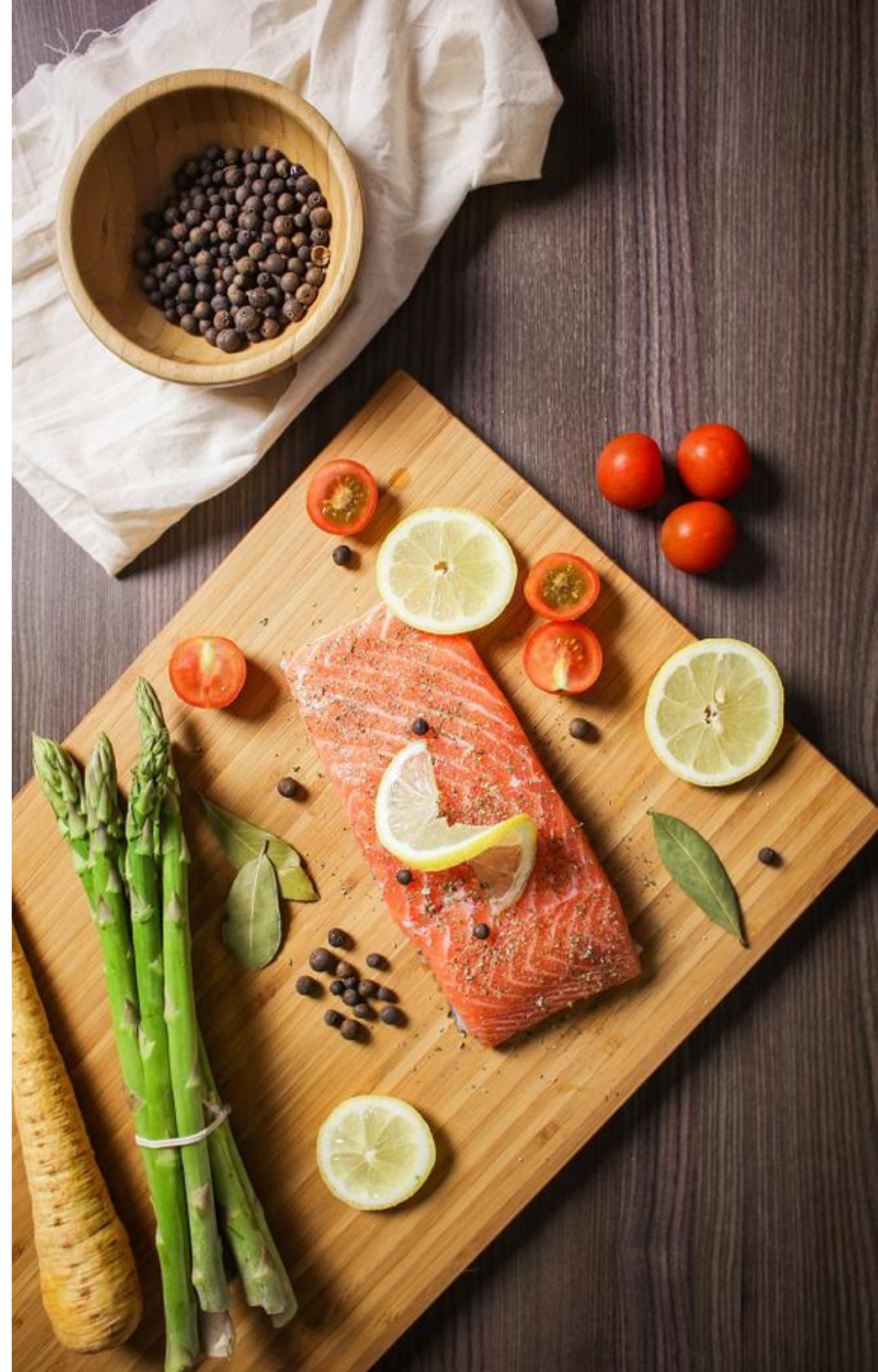
Website

www.nanp.org

Code of Ethics and Scope of Practice

All NANP members are required to acknowledge by signature our strict Code of Ethics upon joining, and are strongly encouraged to practice within their applicable Scope of Practice.

[Click here](#) to view these documents.



Our Reach

40,000 Website Pageviews

10,000+ Unique Users per Month

10,000+ Email Newsletter Subscribers

Audience Demographics

Dominant Age 51–60 years

Gender 98% Female, 2% Male



Career Path



Social Media



[Facebook](#)

9,700 Fans



[Instagram](#)

1,200+ Followers

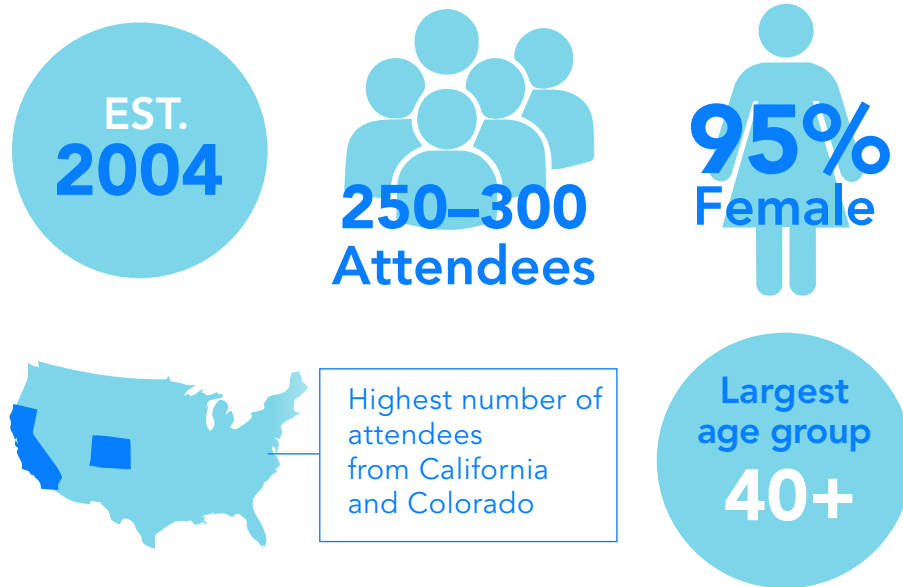


[YouTube](#)

16,500+ Views



Annual Conference



40 – 50 Sponsors/Exhibitors

Types of Sponsors/Exhibitors

- Advanced Specialty Education Certification Programs
- Body Care Product Manufacturers/Suppliers
- Dietary Supplement Companies/Manufacturers
- Laboratory Companies
- Nutrition & Natural Chef Schools
- Online Dietary Supplement Dispensaries
- Organic & Natural Skin Care and Cosmetics Companies
- Organic & Whole Gourmet Foods Producers/Product Suppliers



Personal Growth & Development

The NANP Conference gives an unparalleled chance to learn, grow, and connect with leading industry professionals and like-minded practitioners and students.

"As a first-time attendee at the NANP conference, it was an amazing experience! Being able to learn from experts, meet industry leaders, and network with other holistic practitioners gave me tremendous confidence about being in the holistic health field. It is the premier conference in the industry, you can't miss it!"

TRACIE CLEAVELIN, CONFERENCE ATTENDEE

Past Venues & Locations



Portland, OR



Long Beach, CA



St. Paul, MN



Tucson, AZ



San Diego, CA



San Francisco, CA



Monterey, CA



National Association of
Nutrition Professionals

Board of Directors: Officers

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Board of Directors

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Special Advisors

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Team

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Partner/Advertising Opportunities

Do you have a product or service, or an event that you would like to promote to our e-list? Or do you have a special discount you would like to offer our members? If so, then advertising with NANP is easy and cost effective.

The NANP offers many options for organizations whose philosophies, associations, and intentions are aligned with our mission and vision. Our association reaches over 8,500 subscribers, and our readers include nutrition consultants/ students, naturopaths, M.D.'s, chiropractors, and other holistic health enthusiasts.

This audience is the best, brightest and most passionate anywhere in the country (even the world!). These are the people you want to inform about your organization. These are the champions of holistic health, the leaders of change, and the pioneers of a new path for healthy eating and living. Broaden your reach into these communities by advertising with us. Information regarding advertising and pricing can be found at <https://www.nanp.org/assets/docs/NANP-pricing-122019.pdf>.

NANP partners include organic and sustainably grown food producers, educational institutions that offer programs in holistic nutrition, laboratories, nutritional supplement companies, and health freedom advocacy organizations. Interested companies/organizations may also advertise their goods and services in the NANP bi-monthly online e-newsletter, Nourishing Bytes.

To learn more about partnering with NANP, go to <https://nanp.org/advertise/>.



Membership

We offer three levels of membership:

Professional Membership

Professional members are those working within the nutrition profession and meet the educational standards appropriate for their role delineation. Professional Membership is a privilege that is extended to those who have completed one of the following:

- Graduated from a NANP-approved post-graduate program
- Graduated from a NANP-approved occupational certificate program
- Hold a Bachelor's, Master's Degree or Doctorate in Nutrition or related field of study from an accredited college or university
- Are board certified by the American College of Nutrition or the Clinical Nutrition Certification Board, or by the American Dietetic Association, or comparable board certification in nutrition.
- Are licensed health care professionals whose scope of practice legally includes nutritional counseling and adheres to a natural or holistic model of nutrition (for example: Chiropractors, Nurses, Medical Doctors, Naturo-pathic Doctors).

Student Membership

This privilege is extended to those who are currently a student enrolled in a NANP-approved nutrition program or in a nutrition program at an accredited college or university. Proof of enrollment is required along with membership application.

Associate Membership

This privilege is extended to those who:

- Are graduates of an occupational certification program in holistic nutrition and do not meet the educational standards for Professional Membership
- Are health care professionals who use nutrition and natural food as a primary focus of their clinical or educational practice, but whose scope of practice does not legally include nutritional counseling (for example: Massage Therapists, Psychologists, Fitness Trainers, Personal Coaches).





Holistic Nutrition
Credentialing Board

The Holistic Nutrition Credentialing Board

The Holistic Nutrition Credentialing Board (HNCB) is a credentialing body founded in 2003 as a division of the National Association of Nutrition Professionals (NANP).

HNCB Mission

It is the mission of the HNCB to provide knowledge-based examination and credentialing services to holistic nutrition professionals, thereby promoting a nationally recognized, responsible and credible body of holistically educated nutrition professionals that serve as the primary holistic and functional nutrition resource for consumers, health care professionals and the media. Distinct from, but working in conjunction with the allopathic medical community, HNCB certified professionals work to advance the paradigm for creating health by adhering to a holistic perspective and empowerment model of nutrition education and consulting.

