



National Association of  
Nutrition Professionals

## 2022 ANNUAL REPORT

*Our Mission is to advocate for and empower you, our flourishing and diverse community of professionals dedicated to holistic nutrition principles. We envision a future where people choose food as their medicine.*

The NANP Board of Directors and Team are wholly focused on supporting your work in our industry. To that end, we launched the Nourishing You Podcast with clinical information designed for you to share with your clients. We also opened the NANP Merch Store, full of items you can use to tell the world you're a proud Holistic Nutrition Professional. Our Board-Certified members also have exclusive access to merchandise with Board Certified in Holistic Nutrition® branding.

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## BELOW ARE MORE HIGHLIGHTS FROM 2022:



### Education

- 12 Scoop Webinars; 11 clinical and 1 business
- 21 new Continuing Education Programs approved



### Nourishing You Podcast Launched

- Released 11 Audio & Video Episodes:
  - YouTube; 9,643 Views & 1,100 subscribers
  - Audio: 12,142 Show Listens



### HEALCon – BACK IN PERSON!

- 221 Annual Conference attendees
- 38 Exhibitors



### myNANP

- 1,088 Active Users
- 170 New Friend Requests Accepted



### Membership

- 1,295 total members
- 587 new members
- 498 members renewed



### Certifications

- Board Exam in Holistic Nutrition taken 77 times; 51 members passed
- 389 members Board Certified in Holistic Nutrition® (BCHN®); 71 BCHN® Candidates
- Certified Dietary Supplement Professional™ (CDSP™) exam taken 17 times; 14 members passed



### Social Media & Communications

- 121,000+ New Visitors; 24,000+ Returning Visitors to NANP.org
- 52,000+ Facebook Page Reach
- 16,000+ Instagram Reach
- +2,417 New Email Subscribers