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.
General Contact

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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
27,000 Website Pageviews
9,000 Unique Users per Month
8,580 Email Newsletter Subscribers

Audience Demographics
Dominant Age 51–60 years
Gender 98% Female, 2% Male

Career Path
74% Solo Independent Practitioners

Social Media
Facebook 8,719 Fans
Twitter 854 Followers
Instagram 599 Followers
YouTube 854 Subscribers (and counting!)
Annual Conference

**EST. 2004**

*250–300 Attendees*

*95% Female*

*Highest number of attendees from California and Colorado*

*Largest age group 40+*

**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

**Past Venues & Locations**

- Portland, OR
- Long Beach, CA
- St. Paul, MN
- Tucson, AZ
- San Diego, CA
- San Francisco, CA
- Monterey, CA

**Past Themes**
Board of Directors: Officers
Click here to view.

Board of Directors
Click here to view.

Special Advisors
Click here to view.

Team
Click here to view.
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 http://nanp.org/become-a-partner-organization.
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, Naturopathic 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.)
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.