

National Association of Nutrition Professionals

2019 Annual Report

Our Mission is to advocate for and empower you, our flourishing community of professionals dedicated to the principles of holistic nutrition. Just as you do, we envision a future where people choose food as their medicine. We devote each day to bringing this vision to fruition.

2019 brought a tremendous amount of growth to our industry. Our membership grew by over 65%, made possible by our vital relationships with key NANP partner schools. We applaud the 110 members who sat for our board exam (224% more than the prior year!), resulting in a 23% increase overall in those who are now Board Certified in Holistic Nutrition®. Member engagement grew at a phenomenal rate, with our social community posting over 9,000 post responses - compared to 545 responses posted in 2018. These are just a few of the exciting insights from last year. See below for more.



713

NEW MEMBERS

Membership:

- **1,311** Total Members
- **713** New Members
- **366** Members Renewed



11

WEBINARS

Education:

- **11** Webinars on a wide range of topics; **5** Clinical and **6** Business
- **6** New Category I Continuing Education programs approved



84

PASSED
BOARD EXAM

Board Exam:

- **110** Took the exam
- **84** Passed



8,700+

SUBSCRIBERS

Social Media & Communications:

- **113,000+** new users to www.nanp.org
- **9,300+** Facebook followers
- **8,700+** Subscribers



42,854

JOB VIEWS

Career Center:

- **42,854** Job views
- **203** Job Seekers signed up
- **35** Resumes posted
- **23** Employers signed up



9,273

FORUM
RESPONSES

NANP Website's Social Community:

- **169** Topics introduced/discussed in the Member Forum
- **9,273** Responses posted to the Member Forum
- **12** Topic-specific Circles created



308

CONFERENCE
ATTENDEES

Annual Conference:

- **308** Annual Conference attendees
- **40** Exhibitors
- **3** Sponsors

