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Gift from Bob's Red Mill Launches NCNM Community Nutrition Program

(February 10, 2011) — A gift of \$1.35 million from Bob and Charlee Moore, founders of [Bob's Red Mill Natural Foods](#), will help the [National College of Natural Medicine \(NCNM\)](#) educate Oregon families about healthful food choices and eating habits. The Moores' gift — the largest donation NCNM has received to date — will **fund the school's pilot Ending Childhood Obesity (ECO) Project and help establish an on-campus research/teaching kitchen**. The ECO Project is a free, community-based nutrition program that aims to reduce chronic disease and morbidity associated with childhood obesity by promoting healthful food choices and empowering families through education and training.

“Charlee and I are passionate about healthful food. We’ve dedicated our lives to it,” says Bob Moore, founder and CEO of Bob’s Red Mill, one of the most respected nutrition advocates in the United States. The Moores’ lifelong interest in nutrition has led them to help search for solutions to the health problems affecting children caused by poor nutrition. “The **health care issues caused by obesity are significant — and they can be prevented through healthful foods and better diets**,” says Moore. “We want to do more to inspire people to make changes in their diets — and we believe that our growing partnership with NCNM will accomplish that.”

The Moore family legacy will be used to promote the enduring value of healthful foods through NCNM’s professional and public education and training, says David Schleich, PhD, president of NCNM. The donation will allow the school to establish **far-reaching nutrition education programs for future generations of patients**, including parents and kids. Naturopathic doctors (NDs) look carefully at all aspects of a patient's health and lifestyle to determine the correct treatment — and **nutrition is a key diagnostic tool in the treatment of chronic disease**. President Schleich thanked the Moores, saying “We’re grateful to the Moores for their help in allowing us to go out into the community and make the information about healthful food more widely available to the young people of today. It is still not well understood in our culture that an **education in nutrition, supported by smart lifestyle choices, is an investment in a lifetime of good health.**”

The ECO Project was developed by NCNM’s Dr. Courtney Jackson, an adjunct faculty member who is the lead physician overseeing the new project team. The pilot project is designed as 12 one-hour workshops, which will be offered free of charge through NCNM’s community clinics. The workshops will provide nutrition education and training in cooking and preparing whole foods, with a focus on improving overall fitness.