

On Target Living

Registered Dietitian and CEHD alumna Kristin Johnson educates America on healthy and delicious eating

Upon graduation, Kristin Johnson (BS '09, dietetics & exercise science) completed her dietetic internship at Spectrum Health, Butterworth Hospital in Grand Rapids, Michigan. Immediately following her internship, Johnson began working in the corporate world as a Healthy Living Advisor and Supermarket Dietitian for Meijer, Inc. where she helped create and develop educational programs targeted to consumer demographics. During this time in her career, Johnson worked with many corporations to create healthier and, as a result, higher performing work places through education and action.

Realizing that her passion was in the natural world of food and health, Johnson became a dietitian for Mrs. Green's Natural Market in Chicago, Illinois. She dove right into the retail world of Superfoods, learning everything she could about wheat-grass, healthy skin care, and homeopathic remedies.

While working for Mrs. Green's Natural Market, Johnson pioneered a specialized dietitian program that became instrumental in developing the nutrition content for their new stores. Her role included educating shoppers and community groups about healthy eating and lifestyles through in-store shopping trips, customer consultations, cooking classes, and speaking engagements.

In both her West Michigan and Chicago roles, Johnson worked with many large organizations throughout the Midwest including Delta Airlines, Notre Dame University, American Diabetes Association, and Chicago Public Schools.



“Follow your passion and success will naturally follow.”
- Kristin Johnson



Photo courtesy of Kristin Johnson and On Target Living.

Currently, Johnson is the Registered Dietitian and Director of Marketing for On Target Living, a wellness program based out of Bath Township, Michigan. On Target Living is the leading authority on small steps to healthy living, providing a number of services including speaking engagements, performance training, and one-on-one consultations.

In her current role, Johnson travels the United States educating people on the core principles and three pillars to health: rest and recovery, quality nutrition, and daily movement which ultimately lead to increased performance, decreased sick days, lost work time, lowered health care costs, and revitalized company culture.

Johnson is co-author of “Target to Table: Healthy and Delicious Meals One Superfood at a Time.” Understanding people’s struggles when it comes to food and cooking, Johnson created this book to show people how to take small steps at the store and in the kitchen to develop healthy, lifelong eating habits.

Johnson has been published in the Journal of Nutrition and Food Engineering, National Produce Business and Healthy and Fit Magazine. She has also regularly appeared on television shows such as *Indy Style*, *Eight West*, and *ABC 7 Chicago*.