

Biography: Franceen Friefeld RD, CCN, P.H.Ec.

Franceen is a powerhouse in the food and wellness world, bringing over 42 years of expertise as a registered dietitian, professional speaker, three-time published author, media personality, and TV food show host.

A champion for a healthier food supply, Franceen has become one of the industry's leading voices — holding food companies accountable and helping consumers identify the healthiest options that fit their lifestyles.

An empowering and entertaining speaker, Franceen presents at conferences and corporations nationwide. Her powerful presentations, delivered with quick wit and clarity, give audiences the tools to navigate today's increasingly complex food market with command and confidence.

Franceen is the co-author of *The Healthy Weigh* (a bestseller) and *Fill Up Not Out*® — rated one of the top nutrition books by aboutnutrition.com. Her latest release, *Healthy Meals for Your Busy Life Cookbook*, continues her tradition of making healthy eating practical and approachable.

Most recently, driven by her lifelong love of animals, Franceen earned certification as a Canine and Feline Nutritionist through the University of Illinois and the American Association of Veterinary State Boards — expanding her expertise to the health and longevity of our pets too.