

Press Release



WUSATA Leadership Announcement: New Executive Director and Deputy Director

April 29, 2025 | Vancouver, WA.

WUSATA is pleased to announce the appointment of Jason Fearneyhough as our new Executive Director, and the promotion of Renata Dalton to Deputy Director effective April 1, 2025.

Mr. Fearneyhough has served as WUSATA's Interim Executive Director since October 2024 and brings over 25 years of experience in building and developing global markets for agricultural products. A native of Cheyenne, Wyoming, he holds a Bachelor of Science in Agriculture Communications and a Master of Business Administration from the University of Wyoming.

Jason's unique global perspective has been shaped through significant leadership roles, including serving as the Deputy Commissioner of Agriculture of Texas and Director of Agriculture for Wyoming. His extensive background spans agriculture, natural resource management, international trade, and executive leadership in both business and government sectors. This diverse experience, combined with his expertise in non-profit and community development, provides a solid foundation for his leadership at WUSATA.

WUSATA is proud to announce the promotion of Renata Dalton to the role of Deputy Director. Renata joined WUSATA in March 2023 as Director of Programs, bringing more than 20 years of experience across the oil and gas sector and agricultural marketing and trade promotion. Prior to joining WUSATA, she served as the Director of Global Business Development for the North American Blueberry Council (NABC), where she successfully led international initiatives funded by the U.S. Department of Agriculture's (USDA) Foreign Agricultural Service (FAS), including the Market Access Program (MAP), Technical Assistance for Specialty Crops (TASC) Program, Emerging Markets Program (EMP), Quality Samples Program (QSP), and Global Broad-Based Initiative (GBI) Program.

Since joining WUSATA, Renata has been instrumental in strengthening strategic program management, expanding market development activities, and enhancing services to member states and U.S. agribusinesses. Her broad expertise in federal grant management, international market expansion, and global business development will continue to advance WUSATA's mission of connecting Western U.S. agricultural products to markets worldwide.

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