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NARA Names Jennifer Wilson as its New EU-UK Representative

ALEXANDRIA, VA, January 25, 2024 – The North American Renderers Association (NARA) is excited to announce that Jennifer Wilson, has been chosen to advocate for the interests of NARA members in Europe as the association’s new EU-UK Representative. She was preceded in this role by Bruce Ross, who retired at the end of 2023. Wilson will be representing NARA member interests in the European Union and the United Kingdom and will navigate the policy and commercial landscape for renderers and allied industry in the region. While Wilson will be the primary consultant for NARA, she is backed by team members in multiple locations throughout Europe.

Following a 27-year career with the United States Department of Agriculture (USDA) at the U.S. Embassy in London, Wilson is now a freelance policy and trade marketing advisor and is the principal in the consulting firm, Trade Roots Consulting, that she started following her government service. Since October 2022, Jennifer has been working for the U.S. Sustainability Alliance (USSA) focusing on the laws and regulatory aspects of conservation, water quality, soil erosion, forest management, eco-labelling, and on other aspects of sustainability and regenerative agriculture policy development that are of interest and impact the agri-food products of the twenty-five trade association members of the USSA.

“Jennifer Wilson has earned a stellar reputation for her decades of experience managing a portfolio of complicated policy issues at the U.S. Embassy in London, including co-authoring USDA’s annual European Biofuels Report. NARA is fortunate to have someone so skilled representing our interests in Europe,” said NARA SVP of International Programs, Dana Johnson Downing. “I’ve seen Jennie in action numerous times at meetings with government and private sector officials in Brussels, London, and throughout Spain, so I know she will hit the ground running advocating for NARA.”



Jennifer Wilson

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About the North American Renderers Association

The North American Renderers Association (NARA) represents the interests of the North American rendering industry to regulatory and other governmental agencies, promotes the greater use of animal byproducts, and fosters the opening and expansion of trade between foreign buyers and North American exporters. In addition to its U.S.-based headquarters, the association maintains offices in Mexico and Hong Kong, and has market consultants in strategic locations around the world. NARA publishes a bi-monthly trade magazine, *Render*. For more information, visit www.nara.org.