

Latashia Redhouse is an enrolled member of the Diné Nation and was raised in southeastern Utah. She graduated with her Bachelor of Science in Journalism with an emphasis in Corporate Communications at Utah State University. She has spent years supporting organizations with marketing strategies and guidance, and is excited to serve the Native American ag-entrepreneurs and business owners.

As the current IAC American Indian Foods Program Director, Redhouse provides support and export education to Native-owned businesses to increase global market access and to assist Tribal food companies navigate distribution options, marketing strategies, budgeting, market opportunities, codes and regulations, and value-added product development.

Redhouse ignited digital marketing strategies to improve worldwide consumer knowledge and engagement. Utilizing storytelling as a core strategy, Redhouse has worked to highlight the traditional wisdom and land stewardship efforts of Native American producers.