



From Our Family to Your Kitchen.

July Newsletter

Sierra Meat & Seafood July 2023



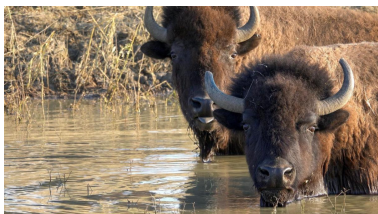
Our Featured Vendor of the Month:

DURHAM RANCH

Leading a Legacy of Natural & Sustainable Proteins
Since 1934

With a long history of raising animals and custom butchering for fine restaurants, Durham Ranch is proud to offer you a broad range of specialty meats, including bison, wild boar, Wagyu beef, venison, elk, Duroc pork, natural beef. Our ranchers ensure that all Durham Ranch Natural and Sustainable Meats are raised according to the high standards we set for ourselves at our very own 4th generation bison ranch in Wyoming.

The values that guide our family were developed long before we purchased the Durham Bison Ranch in northeast Wyoming in 1965. We inherited the core of who we are and what we believe in from our great-grandfather, Armando Flocchini Sr., an immigrant butcher from Italy, who purchased the Durham Meat Company (pictured) in San Francisco in the 1930's. This is what started it all.



NATURAL AND SUSTAINABLE SPECIALTY MEATS®



MEAT OF THE MONTH

BISON DRY AGED
BURGER 2/1

SMS CODE - 710350



July is National Bison Month!

Here are some FAQs about the Durham
Bison Ranch:

- The genetics of the bison at Durham Ranch trace back to Yellowstone National Park
- Durham Ranch Bison are raised



Recommended Cooking Applications:

**Grill
Pan Sear**

without hormones or steroids. Antibiotics are only used in the ranch in emergency animal welfare situations and are not used for growth-promotants at sub-therapeutic levels

- Bison is rich in B Vitamins and high in Iron, Selenium and Zinc! You are guaranteed some of the best protein with every purchase.



LET'S TALK OPS!

Warehouse

With the 4th of July, Rib Cook Off, and Labor day approaching, ramp up for summertime is in full swing! Our Warehouse team is working hard to get all orders picked accurately and swiftly for timely delivery.

Production

Our production team is continually exceeding expectations ensuring all product is cut on time, and quality expectations are exceeded every time!

Quality Assurance

Our SQF audit is approaching rapidly, employee and food safety is at the top of our priority list, and we are excited to beat last year's score by working to be better every day!

Delivery

Our drivers are staying cool and courteous while making deliveries, staying in communication with our inside sales coordinators to ensure our customers are up to date on all information! Many initiatives are active with the help of our new Regional Sales Manager, Hugh Morgan, to provide excellent service you can count on, stay tuned!



SUSTAINABILITY

Holistic Resource Management

Our great grandfather, Armando Flocchini Sr. was looking for a cow-calf operation back in the 1960s when he stumbled upon a bison ranch in Gillette, Wyoming. In

1965, our family purchased the ranch over a glass of wine and a handshake. Fast forward to today, Armando

(John) Flocchini III is entering his 38th year using the Holistic Resource Management Model on our 55,000 acre stretch of land we call the Durham Bison Ranch.

Holistic Resource Management is a value-based, conservation minded, decision-making framework that gives farmers and ranchers the power to regenerate grasslands from an ecological, economic and social perspective. Altogether, Holistic Resource Management equips us to understand the “whole” we are managing (not controlling) and make decisions that bring forth abundant outcomes, regenerating life for all involved.

At the Durham Bison Ranch, our bison spend 3-4 days on a given pasture before moving onto the next. On our 86-pasture ranch, this methodology provides each pasture with 400 days to regenerate life before the bison return.

For more information, please contact **Kate Castro** at kcastro@sierrameat.com.

MEAT THE FAMILY



CHRISTIAN MAAS
COO (Chief Operating Officer)

We are thrilled to share with everyone the addition of Christian Maas to our team! Christian is joining us as our Chief Operating Officer with a focus on executing key initiatives and developing our team.

Christian joins us with a successful, twenty-year background in leadership roles in many other food manufacture companies across North American and Europe and we're excited to have his expertise in the building! Please join us in welcoming Christian to the Sierra Meat & Seafood Company family!

EMPLOYEE UPDATES

New Faces!

We are sad to announce that Jana, the heart and soul of our Accounts Payable department is moving on to her next adventure in life. Jana has been an integral force behind our AP department. We are all going to miss her inspiring, bright as the sun manner and outlook on life. Although we are sad to see her go, we are happy for her next adventure and glad she will get to spend more time with her family! Jana is so invested in our success that she is staying on through the end of July to train the new Accounts Payable contact, Sonya. **THANK YOU, JANA!**

Sonya started in June and will work closely with Jana to ensure our accounts payable doesn't miss a beat. Sonya has worked in the finance industry for 15+ years and has experience in credit management, accounts payable and accounts receivable. Her "can do" attitude and positive disposition is the perfect match. **WELCOME SONYA!**



Sierra Meat & Seafood's website is getting a new look! Stay tuned for when our new site goes live. Want to be featured on our website?

Contact marketing@sierrameat.com for more information on our marketing program.

Download our new app to order, pay, and earn cash rewards: <http://www.cutanddry.com/sierra>



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