



From Our Family to Your Kitchen.

June Newsletter

Sierra Meat & Seafood June
2023



Our Featured Vendor of the Month:

KVAROY ARCTIC

"Good for the Planet. Great on the Plate!"

Kvaroy (Kwa-ray) Arctic Salmon is farmed off the island of Kvaroy where many families live and work. The water off Kvaroy belongs to the people of Norway, meaning official standards must be met. But Kvaroy has even stricter standards of their own that they follow. Over 20 years ago, they stopped using copper nets and their pens are fallowed 3 times longer than required. They farm salmon for 16 months and allow the water to be undisturbed for 6-8 months. 50% of our seafood eaten worldwide is farmed! When it comes to sustainable salmon farming Kvaroy is top notch and raising the bar in the industry. Sierra Meat & Seafood is proud to distribute this salmon all the way from Norway! Say Kwa-ay!



MEAT OF THE MONTH

**CAB Tenderloin
189A**

**SMS Code - 141100
Pack Size: 12-6.6LB**



The Durham Ranch team had the opportunity with Deer Industry New Zealand (DINZ) to showcase Durham Ranch Venison at the National Restaurant Association 2023! It was an incredible opportunity for our National Sales and Merchandising team to expand our reach in the Specialty Protein Market. Are you looking to expand your palette with some Durham Ranch Venison?

**Please reach out to our
VP of Sales - Carol Jerwick at
cjerwick@sierrameat.com!**



Recommended Cooking Applications:

Grill
Pan Sear
Roast



LET'S TALK OPS!

Warehouse

Nick Martin has assumed role of “Night Shipping and Receiving Supervisor”, ensuring accuracy and timeliness in fulfillment of our customer’s orders! Congratulations Nick!

Production

Revision of steak and grind pars have been underway to ensure that we are always keeping up with our customers needs!

Maintenance

New Stacker/ Interleaver Machine put into service in our grind room, allowing for more efficient and consistent output of grind products.

QA

Several employees achieved HACCP Seafood Certification including Hollie G., Johnny M., Ryan F., and Jakob D.! Leading the charge on our upcoming SQF audit is our QA Supervisor Hollie Glisson. Great job Hollie!

Delivery

Delivery drivers are preparing for the summer heat to stay safe and cool in increasing temperatures.

Logistics

We shifted large amounts of freight to a new carrier in order to stay on the cutting edge of communication and follow through to our customers, while staying competitively priced!



SUSTAINABILITY

Identifying our Baseline

Last month, you were introduced to our Green Team at Sierra Meat & Seafood Company and this month, we want to tell you a little bit about what we do! Tracking our environmental impact is a big piece of our work. With the help of our mentors in the industry, we have set goals to reduce our waste, electricity, and water usage. But, as we all know, to achieve a goal, we must know what our baseline is.

For the past year, we have been tracking our monthly waste, electricity, and water usage to identify trends and averages over given periods of time. Of course, it is expected to see the numbers increase during the holidays and other busy times of the year. Our long-term goal is to have a more efficient way to manage our total waste, so as to make the spike in waste and/or usage less drastic, no matter the time of year.

With the information collected over the past year, we can now move forward towards reducing our overall environmental impact. When we reduce our impact on the environment, we help contribute to cleaner air, water and food for our generation and the generations yet to come.

If you have questions about the Sustainability work at Sierra Meat & Seafood Company, please contact Kate Castro (kcastro@sierrameat.com).

MEAT THE FAMILY



HUGH MORGAN

Regional Sales Manager

Background – Grew up in Reno-Wooster High and UNR. Sysco 20 years with Opco and Corporate positions. JBS Beef as Regional Director Business Manager for beef program. Iowa Food Group Director of R&D Marketing/Sales. Opened up 300,000 sq ft multi protein processing company. 6 kids and 2 grandkids

Favorite Protein – Veal Osso Bucco

Looking forward to – Moving back to Reno and contributing to growing with Sierra Meat & Seafood to

bring it to another level!

Hobbies – Golf-Hunting-Off Roothing-Motorcycles-Cooking-Hockey-Family (family first, that’s a hobby..) lol.

**Interested in growing your meat and seafood portfolio in the Reno/Tahoe area?
Please contact me at hmorgan@sierrameat.com!**



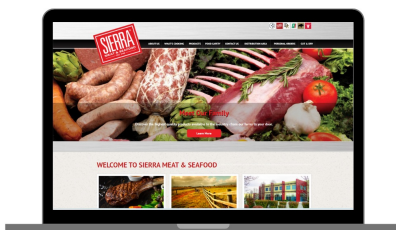
EMPLOYEE UPDATES

2023 Leadership Summit

In early May, five leaders in our building went off to Vancouver, Canada to participate in a Leadership Summit. While surrounded by many like-minded, successful people in the food industry, we were able to network, share ideas and identify opportunities. Some of the companies included, but was not limited to Macdonald Meat Company, Seattle Fish Company, Presteve Foods and more!

One of the exercises required our Senior Vice President, Bernadette Flocchini, and Merchandising Manager, Kate Castro, to give a ten-minute presentation to the group on the state of the business and history of Sierra Meat & Seafood Company, all the way from its humble beginnings at Durham Meat Company in the 1930s.

We are grateful to get to work so closely with so many inspiring and influential people in the industry.



Sierra Meat & Seafood's website is a 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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