



From Our Family to Your Kitchen.

# September Newsletter

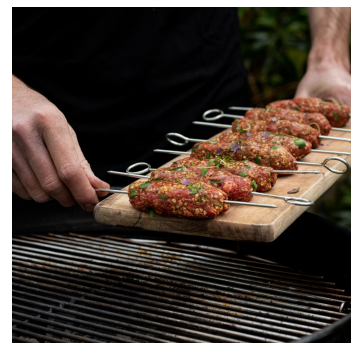
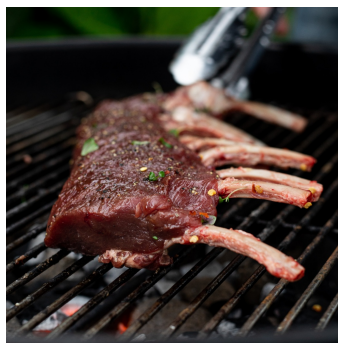
Sierra Meat & Seafood  
September 2023

Our Featured Vendor of the Month:

## DUNCAN VENISON



Grass-fed means something special in New Zealand. The clean air and consistent water supply enables growth of rich, green pastures all year round. Our deer graze freely on these lush pastures, with access to nutritional feed crops such as brassicas and beets during the winter months. The abundance of feed and grazing territory means our deer enjoy a life free from stress and confinement, promoting sustainable farming and better animal welfare. With acres of space to roam on a diet of good grass, our deer grow lean and strong. The result is delicious, tender venison of the finest quality, with rich flavours and a delicate texture. Free range venison offers outstanding **nutritional value** with more protein and less fat than other red meats, along with an abundance of healthy vitamins and minerals.



## MEAT OF THE MONTH

DURHAM RANCH  
VENISON DENVER  
NEW YORK FZ

## New Zealand Venison BBQ Week

September 4th-10th

As a chance to boost the profile of New Zealand Venison outside the traditional game season, BBQ is one of the most accessible gateways for consumers!

**SMS Code - 718050**

4-3.35LB AVG(2PER)



**Ways to Prepare:**

Grill or Pan Sear!

Durham Ranch has been distributing venison sourced from New Zealand for the last 40 years. We can't wait for the next 40+ more! Please take your pictures and videos for us to share during this week!

Tag us and use the hashtags below to get a throwback Durham Ranch Venison hat shipped right to you!

Please use the following hashtags when posting:

#nzvenisonbbq

#nzvenisonbbqweek

#durhamranch

#durhamranchvenison

@nzvenison | @durhamranch | @sierrameat



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## LET'S TALK OPS!

### **Logistics/ Delivery**

During these hot summer days, our friendly drivers are staying cool and safe (like our product) in our delivery trucks. They are loving summertime, but are ready for cooler weather to settle into the Northern Nevada area!

### **Warehouse**

Our warehouse team has grown! We are pleased to announce that several new associates have started. Please welcome: Makenzie (Warehouse Coordinator), Lum (Receiving), Daryl (Air Shipment Packer), Amanda (Order Selector), Cienna (Receiving), and Blake (Order Selector)! We are thankful to have you all on our team!

### **Production**

Johnny Mann has been working hard helping lead our production associates in keeping our par stock up and ready for all our customers, great job Production team!

### **Quality Assurance (QA)**

We are in our SQF unannounced audit window, Hollie, our QA Supervisor, has led the charge on our audit prep and continues to ensure that we are always keeping food safety at the top of our priority list. Thank you, Hollie!

### **Maintenance**

Our maintenance team has been working tirelessly to keep all of our production equipment running smoothly as we are staying busy with foodservice, retail, and JIT product. We look forward to evaluating, expanding, and optimizing our production equipment, making sure that we are always on the cutting edge.

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# SUSTAINABILITY

## *The Most Sustainable Deer Industry in the World*

Durham Ranch Elk and Venison is sourced from New Zealand, home to the most sustainable deer industry in the world. Our Kiwi partners have been working with us for

over 40 years and three generations.

New Zealand farmed elk and venison comes from free-range deer raised by farmers who take pride in their sustainable farming practices and high standards of animal welfare. NZ deer are not given antibiotics in their feed, hormones or any other growth promotants, nor are they fed on genetically modified pastures.

All aspects of NZ farmed venison and elk meet the highest ethical standards.

The welfare of deer is a top priority of the NZ deer industry. It is a key element in the pasture to plate concept. Specific focus is placed on ensuring best practice guidelines are followed with transportation, abiding by the five freedoms and when stock are being handled. The Five Freedoms are as follows: Freedom from hunger & thirst, Freedom from discomfort, Freedom from pain, injury or disease, Freedom to express normal behavior, and Freedom from fear or distress.

NZ deer farmers have also been championing sustainability since 2001 and processors have followed their lead, leaving no waste behind, from Farm to Fork.

For more information, contact our Merchandising Manager, Kate Castro at [kcastro@sierrameat.com](mailto:kcastro@sierrameat.com).

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## MEAT THE FAMILY

### Jakob Day

Continuous Improvement & Operations Manager

**Background:** I started working at Sierra Meat in 2015 while in EMT academy, began really enjoying, learning, and bonding with my coworkers at Sierra Meat Company and have continued to work, grow, learn, and enjoy my time each day here! I started with no knowledge of the meat industry, no forklift experience and no drivers license. I interviewed with Pat Flocchini when he had asked me what kind of experience I had. I told him, no drivers license, forklift or warehouse experience, to which he responded “well what can you do?” And I responded “I can work hard”, the rest is history!

**Favorite Protein:** My favorite protein would have to be Wagyu tomahawk steaks! The first time I ate one, I started laughing, because it was so good that’s all I could do!

**Hobbies:** I have only a couple of hobbies!

I enjoy working out, and was 2018 Nevada Light Heavyweight Bodybuilding Champion.

I play guitar (mostly country music, and have always been a huge George Strait fan)

When I’m not doing those things, I love to work on cars, trucks, or anything mechanical. I like to break things in vehicles to learn how to fix them!

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## EMPLOYEE UPDATES

### *Here we Grow Again!*

**Exciting month for our Sales Team! Sierra Meat and Seafood is investing in our sales team and our footprint regionally and nationally. We pride ourselves on having a passionate and diligent Sales Department that goes above and beyond and we are lucky to have found 3 new employees who fit that culture.**

**Key Account Manager-Hawaii and Guam:**

Tom Quan officially started on August 28th with our team, however he has been a part of the family for 20+ years as our broker for the Hawaiian Islands. We are excited to have him onboard and to grow our Hawaii & Guam footprint. Tom's experience with us includes showcasing our products in various food shows throughout the islands, visiting customers and identifying products within their budget to grow business. We are lucky to have Tom and his knowledge of Hawaii and the meat industry officially onboard with us.

#### **Key Account Manager - Northern California:**

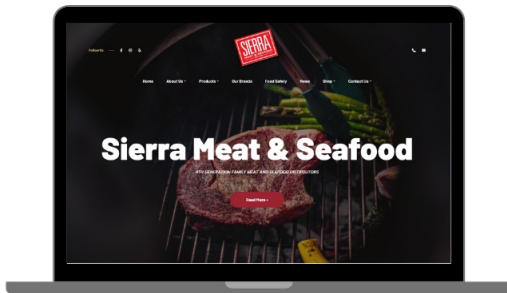
Chris Duncan started on August 29th as Key Account Manager for the Northern California region. We are excited to have him onboard to grow our California footprint. Chris has over 10 years experience with Sierra Meat & Seafood and Durham Ranch as chef/owner and he is a firm believer in our quality or product. Chris is enthusiastic about educating our customers and serving them as a consultative asset.

#### **Regional Account Executive:**

Brian Rojas started on August 28th as Regional Account Executive. We are excited to have him onboard to continue to grow our regional sales trajectory. Brian has over 20 years experience in sales and has a passion for center of the plate proteins. Brian enjoys being a consultative partner to his customers and gaining business by going above and beyond.

#### **More Employees to Join the Family:**

Robert Green - Driver  
Charley Champagne - Grind Room  
Kevin Devey - Grind Room  
Shawn Hornbaker - Grind Room  
James Bible - Driver  
Lum Coleman - Material Handler  
Myron Wadsworth - Night Shift Warehouse



### **OUR NEW WEBSITE IS LIVE!**

Want to be featured on our new website?

Contact [marketing@sierrameat.com](mailto: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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