



From Our Family to Your Kitchen.

December Newsletter

Sierra Meat & Seafood December 2023



Our Featured Brand of the Month:

VANDE ROSE FARMS

"Raising premium Heritage Breed Pork for gourmet restaurants and retailers throughout the USA. From birth to harvest, our products reflect the tremendous amount of effort that goes into each of our animals. Believing excellence is built by tradition, for generations we have focused on what's best for our pigs and the people we serve. Keeping our core values centered around humane treatment.

As a company, we've decided that providing an exceptional pork program is not enough. Making sure that we focus on making the world a better place than we found it. And making sure that our commitment to giving back stays strong."

-Vande Rose Team

MEAT OF THE MONTH

BEEF CAB RIBEYE LO
17 UP 112A
SMS Code: 142200



BEEF CAB
TOMAHAWK CHOP
SMS Code: 151100



WOLFPACK ATHLETICS

Flocchini Sausage and Sierra Meat & Seafood are now proud sponsors of Wolfpack Athletics! Be sure to catch a basketball game this season at Lawlor Events Center and take a picture with our Flocchini sign. We are excited to

see where this partnership goes!



Go Pack!

If it's not *Certified*, it's not the best.

SUSTAINABILITY

Vande Rose Farms, Pork with a Purpose

As the New Year approaches, it's important to be prepared for CA-Proposition 12, especially for our California-based customers. CA-Proposition 12 is a law that was written to ban the sale of pork from offspring of sows kept in pens that do not meet the prescribed dimensions of 24 square feet per sow. This dimension requirement has put many of the major pork producers in a pickle to meet the requirements, but lucky for us, we partnered with Vande Rose Farms in April of 2021. Vande Rose Farms is one of the only 100% CA-Proposition 12 Compliant Pork Producers in the country, and we're thrilled to have them as one of our partners. Vande Rose Farms based out of Iowa, raises Duroc Heritage breed pigs. All their pigs are raised crate free, vegetarian fed, and do not receive growth hormones or antibiotics ever.

Sierra Meat & Seafood Prop-12 Programs			
Description	Duroc Never Ever	Duroc Withdrawl	Berkshire Never Ever
Crate Free	✓	✓	✓
Vegetarian Diet	✓	✓	✓
All-Natural	✓	✓	✓
Animal Welfare: 3rd Party Verified	✓	✓	✓
Made in the USA	✓	✓	✓
No Antibiotics or Hormones Ever	✓		✓
Minimally Processed	✓	✓	✓

In the event one of the pigs at Vande Rose Farms gets sick, it is then administered antibiotics to fight off the sickness, but the meat from that animal is sold under a different label called 360 Pork, which is still sourced from Vande Rose Farms, raised crate free and vegetarian fed. All 360 Pork is CA-Proposition 12 compliant as well.

Vande Rose Farms is proud to raise *Pork with a Purpose*, all the way from birth to harvest. The quality of their finished product reflects the amount of effort that goes into each animal, and you can truly taste the difference.

For any questions regarding CA-Proposition 12 or sustainability, please contact Merchandising Manager, Kate Castro at kcastro@sierrameat.com.

OPERATIONS

We wanted to congratulate Jakob Day on his recent promotion!

Jakob Day
Director of Operations

HAPPY HOLIDAYS

Our purpose is to create a gathering of family and friends more memorable. We've existed for over 100 years because of the strong partnerships with our customers and unique set of product offerings.

During the Holiday season more than ever, our thoughts turn gratefully to those who have made our progress possible. And in this spirit, we sincerely Thank You.

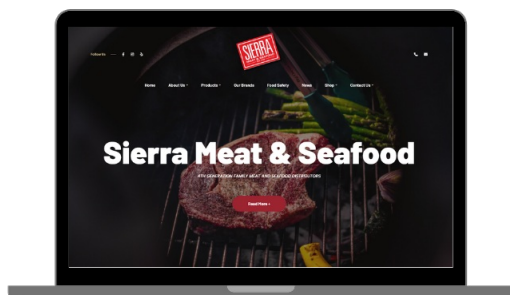
Wishing you and your family a Blessed a Holiday Season!

-The Flocchini Family



Interested in our Push List for amazing items at a discounted cost?

[Click Here for Push List](#)



OUR NEW WEBSITE IS LIVE!

Want to be featured on our new 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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