



From Our Family to Your Kitchen.

# November Newsletter

## Sierra Meat & Seafood November 2023

Our Featured Brand of the Month:

## DIESTEL FAMILY RANCH



"We've done everything but compromise the values we were founded on to raise the most delicious birds that money can buy. That insatiable hunger for 'better' inspires everything we do, from how we raise our turkeys and craft our products, to the relationships we build with our team members and customers, to advancing the art of independent farming for everyone. It's what we call the Diestel Difference—the Farm, the Food, the Family, and the Future—and the gist is this: If there's a right choice, we'll make it."

Sierra Meat & Seafood is proud to carry Diestel Turkeys this Holiday Season. Contact us for information at 775-322-4073!

## MEAT OF THE MONTH

Certified Angus Beef®  
Flank Steak

SMS Code - 141950  
6-10LB

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

## NATIONAL BISON DAY

NOVEMBER 4TH

- Bison are the largest mammal in North America. Male bison (called bulls) weigh up to 2,000 pounds and stand 6 feet tall, while females (called cows) weigh up to 1,000 pounds and reach a height of 4-5 feet. Bison calves weigh 30-70 pounds at birth.
- You can judge a bison's mood by its tail. When it hangs down and switches naturally, the bison is usually calm. If the tail is standing straight up, watch out! It may be ready to charge.
- Bison may be big, but they're also fast. They can run up to 35 miles per hour. Plus, they're extremely agile. Bison can spin around quickly, jump high fences and are

strong swimmers.



**Ways to Prepare:**  
Grill or Pan Sear!



## SUSTAINABILITY

### The Diestel Difference

The Diestel Turkey Farm, located in Northern, California is a family farm that has been raising sustainable turkeys for your Thanksgiving feasts and more since 1949. The Diestel team raises food they are proud of. Everything is produced according to strict animal welfare and environmental standards.

From their *commitment to regenerative agriculture*, to the fresh pine-wood shavings that line their barns, to the natural and organic cleaners they use, to the generous spaces they give the birds to roam, to pioneering innovative new processes, Diestel only makes choices they are proud to talk about—like deciding to become one of the first turkey producers to earn a *Global Animal Partnership Step 5 rating*.

The Diestel Family doesn't just talk about contributing to a sustainable future, they prove it with their actions. They donate more than 100,000 pounds of turkey to the local food bank each year and partner with organizations like Meals on Wheels. They work with schools, too, donating compost from the turkey ranch to those with on-site gardens to help the next generation of meat aficionados learn to grow and value real, whole, natural foods. Diestel is our Turkey brand of choice for the Holidays and has been for many years! We're happy to offer you the highest quality, best tasting, sustainable, family-owned turkeys around!

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

## OPERATIONS

### Production

The production team has been working to train the next generation of butchers with our Butcher Apprentice program! This skillset has been rapidly diminishing in our labor market, so what better way to contribute to developing people than to train others in this valuable and rewarding career. Our grind room is



focusing on efficiency, and better ways to produce.

This effort is being led by Oscar German! Previously relied upon for his exceptional maintenance abilities, Oscar has come to us with many great ideas and suggestions, while consistently contributing to a positive culture. We are confident and excited that Oscar is going to help lead us to and execute on many great initiatives in the near future. Congratulations, Oscar!

### Quality Assurance

Lead by none other than our own Hollie Glisson, we completed our SQF audit with a score of a 97! In addition to this we had back-to-back audits with Organic and MSC shortly thereafter. Fantastic job Hollie and team, we could not do it without you!

### Warehouse

Our warehouse team has been navigating their favorite time of year while working in a freezer....WINTER! Hang in there and stay warm! With the help of our procurement team keeping the correct amount of inventory in stock, the warehouse team has been working on cleaning and organizing before the holidays!

### Logistics

Louie Marcias, our Logistics Manager, has developed a very comprehensive logistics tracking program to provide real time, up to date information to our national customers. His increased involvement in the shipping department has allowed a “personal touch” to each order shipping. Getting eyes on, and verifying the quality of our shipments leaving, gives us the increased peace of mind knowing that our customers are getting only the best service possible.



## MEAT THE FAMILY

### Steve Possemato

#### Production Manager

**Background:** I have 3 children 36 year old daughter, 33 son, 31 year old daughter. I was a Jockey Agent from the time I quit college to when I turned 22. Right after I had started my own Pizza place and then started my family and got out of the food business. I sold real estate for many years until my kids were grown. Shortly after I got right back into the food business. I got into the meat business at approximately 20 years ago, this resume includes purchasing, production and sales.

**Favorite Protein:** New York Steak Medium Rare or a 46oz Porterhouse (yes i can eat the whole thing)

**Hobbies:** I have enjoyed playing slow pitch softball, horse racing, bowling, golf and visiting my children when I can.

## EMPLOYEE UPDATES

### Company Values Highlight “Do the Right Thing”

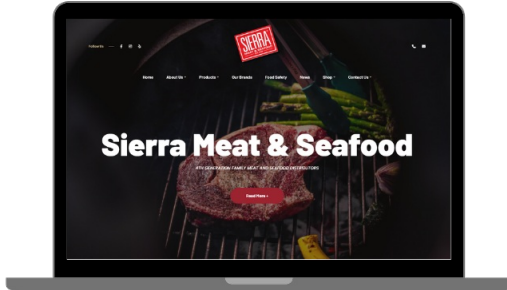
Here at Sierra Meat & Seafood, Our Shared Purpose serves as a reminder to each employee on a daily basis:

**We Value People**  
**Sustainability Matters**  
**Product Excellence**

## Do the Right Thing

Jose Marquina, a dedicated employee who has worked for us for the last 13 years, showed the utmost exceptional service by coming in on Friday 10/27/23 afterhours to cut a last minute fish order. The customer received the order on Saturday as promised, and was ecstatic with the quality of the freshly cut fish. Thank you for **doing the right thing** and giving exceptional service with everything you do!

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### 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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