



From Our Family to Your Kitchen.

October Newsletter

Sierra Meat & Seafood October 2023

Our Featured Brand of the Month:

CERTIFIED ANGUS BEEF®

It was 1978. Getting a great steak at home or even at a restaurant was hit or miss. The Certified Angus Beef® founders said, “You know what? We can do better. We can lay down a set of uncompromising standards for taste and then find the best Angus ranchers to help us.”

The eventual result was the Certified Angus Beef® brand. Decades later, the vision to be the best of the best remains. Which is why every cut of their beef is judged on **10 exacting quality, science based standards**. And why no other brand of beef is as juicy, as tender, or as full of flavor. A lot’s changed since 1978 – but the Certified Angus Beef® brand is still the same collection of family ranchers dedicated to producing beef of uncompromising quality.

DID YOU KNOW? For every pound of Certified Angus Beef® that is sold, money goes right back to family farmers and ranchers? We have farmers in **Gardnerville, NV** raising Certified Angus Beef® cattle and every pound of beef you buy that qualifies at Certified Angus Beef®, is putting money back into their 4th generation family’s pockets.



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

MEAT OF THE MONTH

SIERRA MEAT &
SEAFOOD x
CERTIFIED ANGUS
BEEF® MEAT LAB

Sierra Meat & Seafood teamed up with

Beef NR Tenderloin Steak 1190A

SMS Code - 285707
20-8OZ



Ways to Prepare:
Grill or Pan Sear!

Certified Angus Beef® to host a Meat Lab here in Reno, NV.

We were able to have the one and only, Diana Clark Meat Scientist with Certified Angus Beef®, guide us in beef fabrication.

Sierra Meat & Seafood has been a licensed distributor of Certified Angus Beef®, along with Flocchini Family Provisions being a Value Added Processor.

Are you interested in our Certified Angus Beef® products?

Email sales@sierrameat.com for more information today!



SUSTAINABILITY

BQA (Beef Quality Assurance)

It's no secret that the Beef industry is highly scrutinized when it comes to sustainability, so what is the industry doing to support a more sustainable and prosperous future? We're lucky to have been partners with the *Certified Angus Beef*® brand since the 1980s, a brand known for its commitment to quality beef and this year, the *Certified Angus Beef* brand announced their commitment to training and certifying over 1,000 farmers and ranchers in Beef

Quality Assurance (BQA).

The BQA Certification is a comprehensive training program that encompasses best practices for animal husbandry, animal handling, and the responsible use of antibiotics. It is a nationally recognized education and certification program, funded by the Beef Checkoff, and is designed and regularly updated by leading animal welfare and cattle care experts. By becoming BQA-certified, farmers and ranchers demonstrate their commitment to ethical and sustainable practices and ultimately instill trust in beef customers and consumers regarding the quality of the beef they provide.

We're proud to work closely and have a 40+ year relationship with a team of passionate experts who are dedicated to animal welfare, supporting local farmers and ranchers, and laying the foundation for a long, healthy future.

For more information on sustainability at Sierra Meat & Seafood Company, please contact **Kate Castro** at kcastro@sierrameat.com.



MEAT THE FAMILY

Robert Fahlgren

National Sales Coordinator

Background with Sierra Meat & Seafood: I began working at Sierra Meat and Seafood pulling orders for local restaurants and casinos on the graveyard shift. I slowly worked my way to day shift where I pulled and packed national orders. Eventually I made my way into logistics where I was responsible for scheduling outbound trucks, Southwest, and FedEx orders. Currently I'm working as a National Sales Coordinator where I assist our national team with keying in orders and field calls from our national customers.

Favorite Protein: Ground Bison! Nowadays my favorite meal is my famous bison bowl.

Hobbies: I enjoy playing chess online, reading, exercising and hanging out with my best friend Leia.

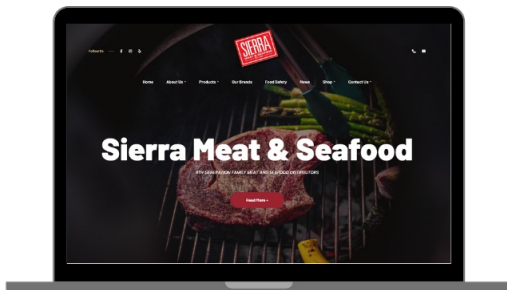
EMPLOYEE UPDATES

Welcome to the Family!

Jon Taylor - Material Handler

John Sherman - Inventory Clerk

Stacey Rojas - Inside Sales Coordinator



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>



Sierra Meat & Seafood | www.sierrameat.com, 1330 Capital Blvd #A, Reno, NV 89502

[Unsubscribe marketing@sierrameat.com](mailto:marketing@sierrameat.com)

[Update Profile](#) | [Constant Contact Data Notice](#)

Sent by marketing@sierrameat.com powered by



Try email marketing for free today!