



PRAIRIE NATURAL MEATS & SEAFOOD

Ale Vidal Soler | President-Owner

Q: HOW DID YOU GET STARTED IN YOUR CAREER?

A: I grew up in Argentina. My family worked in agribusiness for many generations. While in the industry myself, Argentina opened the border to bring natural beef—grass fed and hormone free—to the United States. I moved to Miami, without knowing English, and started from scratch, introducing this product. There were lots of rejections and frustrations, but I kept going. I started bringing air shipments from Argentina—3,000 pounds at the time. Now we are selling over 1 million pounds per week, including out of a small retail store in Des Moines to offer the community products from all over the world at wholesale prices.

Q: WHAT SETS YOU APART FROM YOUR PEERS?

A: I started my company from the ground up, doing and learning every position myself. I never once gave up when

it was difficult or doors were shut in my face. I did not waver from my dream.

Q: WHAT IS YOUR FAVORITE PART OF MENTORING FUTURE LEADERS?

A: I believe I can transmit the passion I have for the business and industry to inspire anyone if they have interest in learning, challenging themselves and working hard.

Q: WHAT ADVICE DO YOU HAVE FOR YOUNG WOMEN JUST ENTERING THE WORKFORCE?

A: Work very hard, invest lots of hours and never give up. Practice communication instead of frustration. Ask for help and listen to other opinions. But always follow your gut—that way you won't regret it.



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All Natural Beef, Veal, Lamb, Goat, Duck, Pork, Seafood, Rabbit