

 regular page


Industry News - AM

Beef Checkoff's Hispanic Toolkit successful in reaching consumers: study

By Ann Bagel Storck on 6/6/2008

The Hispanic Toolkit funded by the Beef Checkoff to best reach Hispanic shoppers has yielded sales increases and consumer response, according to a pilot study conducted by the checkoff.

The Beef Checkoff developed the Hispanic Toolkit in 2007 to help supermarkets across the country to better serve their growing Hispanic customer base by providing beef cuts and information needed to prepare authentic Latino dishes. The toolkit included a bilingual Beef Cuts & Dishes Dictionary, bilingual peel-off recipe labels, bilingual signs and bilingual recipes. The resources were placed in a separate section in the meat case of cuts preferred by Hispanic shoppers.

Consumer intercepts were conducted among 440 Hispanic shoppers at four test and three control Albertsons and Lucky stores in Southern California and Las Vegas to measure reaction to the toolkit resources. The intercepts were conducted six to eight weeks after the implementation of the Hispanic toolkit resources. Effectiveness of the toolkit was also measured by evaluating sales data of cuts preferred by Hispanic customers at test stores and comparing them to sales at control stores.

Positive results

Results of the pilot test indicate that the Hispanic Toolkit was successful in boosting sales of beef cuts preferred by Hispanic customers at mainstream supermarkets, provided meat department staff with tools to better identify and merchandise these cuts and improved communication between store personnel and customers. During this period, test stores achieved a significant sales increase of 28 percent for beef cuts preferred by Hispanics compared to the sales of the same cuts in control stores.

More than 90 percent of the intercept participants picked up the Beef Cuts & Dishes Dictionary while at the meat case. Additionally, almost all of the respondents who picked up the dictionary rated it as excellent or very good. The bilingual recipe labels also performed very well with customers. Overall, 18 percent of test store respondents who noticed the bilingual recipe label said they purchased a beef item because of the label.

The Hispanic Toolkit also helped to increase customer loyalty in test stores as evidenced by customers' willingness to recommend the store to a friend. Of the respondents in test stores that had noticed the elements, 83 percent said they were very likely to or have already recommended the store to a friend. After the program was implemented, test store meat department ratings moved significantly higher, with 51 percent of test store respondents rating the meat department as excellent compared to 32 percent at control stores.



TRIM THE FAT!

**Townsend 6000DHT
AUTOTrimmer:**
Four pre-set cutting
depths improve
quality and yield.

TOWNSEND
Stork Food Systems

[Click Here for Details](#)

Post a comment

Name:

Subject:

Comment:

Note: Promotional messages or sales solicitations are not appropriate. Messages containing racist, sexist or vulgar language will be removed and can be cause for membership cancellation. For more information see our full [Terms of Use](#).

Re: [No Subject]

Originally posted by **old codger**
I guess the almighty dollar always takes precedent over country loyalty. If we keep catering to the hispanic population, Spanish will become our national language.

Hey Old Codger, if you are in the meat business you are selling a product to consumers. Do you only want to sell it to certain (English-only) consumers? Are the dollars of hardworking Latino families any less green to you?

6/9/2008 3:34 PM

Posted By: Why so xenophobic?

Re: [No Subject]

Originally posted by **old codger**
I guess the almighty dollar always takes precedent over country loyalty. If we keep catering to the hispanic population, Spanish will become our national language.

The kids all speak english, but you have to market to the person doing the shopping and mom speaks spanish. Give it two generations and they will have forgotten their native tongue.

6/6/2008 2:26 PM

Posted By: Hog Boy

Re: [No Subject]

Originally posted by **old codger**
I guess the almighty dollar always takes precedent over country loyalty. If we keep catering to the hispanic population, Spanish will become our national language.

Marketing in multiple languages is good business, however our government fostering the bilingual document requirements is what creates the environment that immigrants today do not have to learn english to survive in our society. Example...a few years back a local election results were threatened to be nullified because the materials were not in Spanish!? There is no motivation to learn because they will be coddled by the government.

6/6/2008 12:18 PM

Posted By: Codependence by Government

[No Subject]

I guess the almighty dollar always takes precedent over country loyalty. If we keep catering to the hispanic population, Spanish will become our national language.

6/6/2008 11:59 AM

Posted By: old codger

Copyright © 2008 Marketing & Technology Group