



# BEEF FAST FACTS

BEEF INFORMATION FOR MEAT RETAILERS AND THEIR CUSTOMERS

## UP & COMERS

The Hispanic population is growing faster than any other ethnic group in the United States.

SOURCE:  
US Census, 2000

## Who is the Hispanic Consumer?

It is estimated that by 2012, one out of every six people in the U.S. will be of Hispanic origin. Hispanic immigrants from Mexico, Central America and South America settle in all parts of the United States and bring with them diverse cultural experiences, attitudes and recipes inspired by their home countries. Read on to learn more about your Hispanic customers. Discover how you can increase your bottom line by implementing ideas that will gain the loyalty of this growing consumer group.

### SUPER BEEF CONSUMER

How are your Hispanic customers different than other customer groups?

#### • Larger Households

Hispanic homes have an average of 4.0 people per household vs. 2.6 people per household for non-Hispanics, with twice as many children in Hispanic households under 18-years-old. Hispanic homes are often multi-generational, with senior citizens sharing space with their children and grandchildren.<sup>1</sup>

#### • Shopping Habits

Hispanic customers shop at grocery stores 26 times per month – triple the average number of trips for the general population. Most Hispanic customers (72%) feel that a store's **meat department is a major factor** when they are choosing a grocery store.<sup>2</sup>

#### • Beef Habits

Beef is considered highly desirable and is more affordable than in their native countries. The wide availability of beef at more affordable prices in the U.S. creates a Hispanic “**super beef consumer**,”<sup>3</sup> with 86% of Hispanics consuming four to five beef meals per week, almost double the two to three beef meals the average consumer eats.

### BEEF — NOT JUST FOR TACOS

Latinos of different nationalities and backgrounds enjoy different beef cuts.

- Mexicans generally prepare thin, flat cuts such as *milanesas* (breaded and fried thin beef fillets), *carne asada* (grilled, often seasoned thin beef cuts) and *arracheras* (grilled skirt steak fajitas).
- Cubans enjoy shredded beef dishes such as *ropa vieja* (flank steak that is cooked, shredded and cooked again) or dishes like *picadillo* (ground beef sautéed with onion and garlic) used to fill tacos or peppers or served over rice.
- Puerto Ricans serve up a fried beef steak with onions called *carne frita con cebolla* or exotic dishes such as stuffed beef tongue (*lengua rellena*).
- Argentineans and Chileans enjoy thick, juicy steaks such as *bife de chorizo* and *lomito*.<sup>4</sup>

### BEEF CUTS THAT TOP THE CHARTS

There are four foundational cuts that your Hispanic customers are looking for:

- *Milanesa*, a thin beef fillet
- Ground Beef
- *Ranchera*, a thin cut steak that is often grilled for tacos
- Beef Ribs

You should be able to identify these cuts as well as know where they are located in your meat case, so you can quickly point them out to your customers. Visit our Web site to find a list of other cuts Hispanics enjoy.



<sup>1</sup> Nielsen Media Research, 2005 Universe Estimates, <sup>2</sup> Food Marketing Institute, El Mercado 2005, <sup>3</sup> Abecé Hispanic Marketing & Advertising newsletter, 6/19/06, <sup>4</sup> Food Marketing Institute, Retail Wire Discussions, *Hispanics and Beef: Economics or Ethnicity?* 6/16/06



## YOUNG AT HEART

According to the last census, more than 34% of the Hispanic population in the U.S. is under 18.

## HOW CAN I HELP YOU? (¿CÓMO PUEDO AYUDARLE?)

What is the best way to help your Hispanic customers? More than half of Hispanic consumers say that “providing bilingual recipes” is the most helpful thing a meat department associate can do. Check out the Hispanic section of the **Beef and Veal Ad Planner** ([www.beefretail.org/markhispanic.aspx](http://www.beefretail.org/markhispanic.aspx)) for recipes like *Milanesa with Smoky Corn Relish* that combine traditional dishes with modern flavors. Your non-Hispanic customers will love these tasty, time-honored meals, too!

### What else can you do?

- Ask your manager if you can demonstrate cooking techniques and sample conventional Hispanic recipes in-store. Hispanic customers are more likely to purchase beef cuts that they sample.
- Research customary Hispanic dishes, such as *ropa vieja*, and be able to suggest appropriate cuts for those dishes or alternative recipes from [LaCarnedeRes.com](http://LaCarnedeRes.com), the Spanish-language version of [BeefItsWhatsForDinner.com](http://BeefItsWhatsForDinner.com).
- Take a look at the new Hispanic materials ([www.BeefRetail.org/resoHispanicToolkitElements.aspx](http://www.BeefRetail.org/resoHispanicToolkitElements.aspx)), including the bilingual Dictionary of Beef Cuts, the Wall Poster and bilingual Easy Fresh Cooking® labels to see what will work best in your store. Hispanic customers appreciate being able to read materials in their native language.



## ASK THE EXPERTS

**Q:** My store only has a self-serve meat case. How can I help attract Hispanic customers?

**A:** Hispanic customers prefer to speak to a butcher, but if that isn't an option in your store, be sure that your beef is clearly labeled. The name of the cut, which Hispanic dishes it is used for, as well as packaged on/use by dates are all important pieces of information your Hispanic customers will want to easily locate on the package.

**Q:** I don't know anything about Hispanic food. How can I suggest beef to my Hispanic customers?

**A:** The Hispanic merchandising section of [BeefRetail.org](http://BeefRetail.org) has suggestions to help you connect with your Hispanic customers and links to other helpful Web pages, such as the Hispanic section of the Beef and Veal Ad Planner.

## ADDITIONAL RESOURCES

- **La Carne de Res.com** – a Spanish-language version of [BeefItsWhatsForDinner.com](http://BeefItsWhatsForDinner.com) offers dinnertime tips, cooking hints and recipes  
[www.LaCarnedeRes.com](http://www.LaCarnedeRes.com)
- **Bilingual Customer Handouts** offer suggestions and safety tips to your Hispanic customers  
[www.BeefRetail.org/markCustomerHandouts.aspx](http://www.BeefRetail.org/markCustomerHandouts.aspx)
- **Hispanic Section of The Beef and Veal Ad Planner** for recipes and photos of traditional Hispanic dishes  
[www.BeefRetail.org/markhispanic.aspx](http://www.BeefRetail.org/markhispanic.aspx)
- **The Effie Award-Winning Hispanic POS Elements** offers resources to help merchandise your beef to your Hispanic customers  
[www.BeefRetail.org/resoHispanicToolkitElements.aspx](http://www.BeefRetail.org/resoHispanicToolkitElements.aspx)
- **Merchandising to the Hispanic Customer** includes a list of cuts Hispanic customers enjoy, as well as tips to help you serve the Hispanic customer base in your store.  
[www.BeefRetail.org/markHispanicMerchandising7774.aspx](http://www.BeefRetail.org/markHispanicMerchandising7774.aspx)

## WIN WITH BEEF FAST FACTS

The first 10 people to submit a correct answer to the following trivia question will win a *Beef Made Easy*® mouse pad!

**Q:** How many times per month do Hispanic customers shop at the grocery store?

Submit your answer here:

[www.beefretail.org/BFFHispanicMerchandisingPrize.aspx](http://www.beefretail.org/BFFHispanicMerchandisingPrize.aspx)

