



Market Fresh, Local Homegrown  
American Lamb  
to Multicultural Americans

**HISPANICS**

# The Hispanic Market Opportunity



The ethnic lamb market is booming. Minority populations account for about 58% of the total US lamb consumption and nearly three-quarters of minority lamb consumers prepare lamb at home.

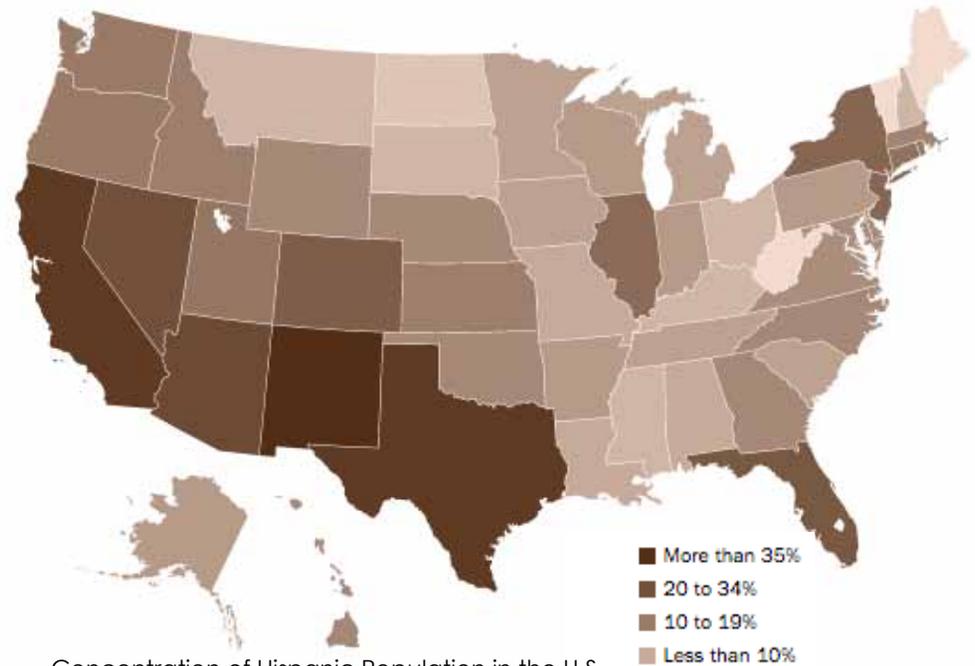
The Hispanic market in particular, diverse in culture and united by language, continues to expand with more than 54 million Hispanics in the United States and projected to cross the 100 million mark by 2050. Hispanic buying power tops \$1.2 trillion with more grocery store visits and disposable income spent in the grocery aisle than the national average.

This marketing tool will help you tap into this potential and generate awareness and sales of American lamb to your Hispanic consumers. Raising awareness about the quality, freshness and Halal certification of American lamb, while creating new, everyday family meal occasions for lamb purchasing are the easiest ways to grow your Hispanic lamb buyer market.

The following information is based on recent research<sup>1</sup> and offers information and simple tips to help you maximize your opportunity and sales with the Hispanic community.

<sup>1</sup> Data sources include: U.S. Census, Nielsen, Pew Research Center, AFCERC, Selig Center for Economic Growth

# The Hispanic Market Opportunity: KEY FACTS



Concentration of Hispanic Population in the U.S.  
map from the Pew Research Center (2012)

## **Large and Influential**

Over 54 million Hispanics in the US with nearly \$1.2 trillion spending power

## **High Groceries Spenders**

Spend 15-20% more of disposable income on groceries

## **Frequent Family Shoppers**

Shop for food more frequently and it's often a family affair

## **Larger Family Size**

More likely to cook from scratch at home and for larger families

## **Lamb Consumers**

One of the largest lamb-buying segments, and most likely Mexican

# How Do Hispanics Choose Their Lamb?

The majority of Hispanics in the United States are from Mexico. Their lamb purchases tend to be price-driven but flavor and freshness are also very important drivers.



- Hispanic lamb purchases tend to be price driven, resulting in a preference for less expensive, older cuts
- Less concerned with origin of lamb or freshness
- One of the most popular cuts desired is shoulder
- Look for meat that looks and smells fresh
- Believe that redder meat indicates quality
- USDA labels are important
- Look for the expiration date on the package

# How You Can Communicate Value to the Hispanic Consumer



Since lamb purchases tend to be price-driven, especially in day-to-day shopping, it's critical that you redefine value with themes that resonate: *flavor, freshness and good health.*

Keep in mind that Hispanic consumers don't want to feel marketed and sold to; they would rather connect with brands that embrace their culture.

Educate consumers about American lamb using cultural values which include family and tradition—integral characteristics of American lamb farmers.

Use the family-owned and family-raised nature of American lamb as vehicle to explain the benefits

of American lamb versus imported lamb to build engagement, loyalty and collective endorsement. Bilingual and localized content will help connect with Hispanic consumers on an even deeper level.

The main message we want to communicate to Hispanic consumers is: Choose American Lamb because it is locally grown, fresh and raised with homegrown goodness

We want Hispanic consumers to: *Ask for fresh, local, homegrown flavor each time they are at the counter.*

# Additional Messaging Cues



Consider these additional messaging cues when developing marketing materials, signage or educational collateral targeted at the Hispanic consumer.

## **American lamb is flavorful**

Sheep are raised on nutrient-dense diets rich in fresh, young grasses and other forage resulting in a leaner, more delicate tasting lamb meat.

## **American lamb is raised by families**

It's a family affair: more than 80,000 family farmers raise healthy, American lamb across every state in the US.

## **American Lamb is fresh**

10,000 miles fresher than imported lamb, American lamb is local and never frozen, resulting in a milder, more succulent, and tender lamb.

Remind consumers of the health benefits of lean, American lamb while appealing to their desire to provide healthy meals for their family.

One lean 4oz serving of American lamb provides:

- An excellent source of high-quality protein
- Vitamin rich benefits
- Nearly half the daily requirement of zinc
- An ideal source of iron
- A heart healthy meat high in good fats

Reflective of universal food trends, Hispanics also care about lamb that is:

- Fresh
- Locally grown
- Locally processed in a clean and safe environment

Source: USDA National Nutrient Database for Standard Reference

# Hispanic Marketing Do's and Don'ts



## ❌ DON'T

- Don't lump all Hispanic consumers into the same category (e.g. Mexican); identify if they are Mexican, Puerto Rican, Caribbean or Latin American and communicate accordingly.
- Don't assume that all Hispanic consumers want to be communicated with in Spanish; Hispanic consumers are bilingual and majority consumes media in both English and Spanish.
- Don't simply translate general market communications and ads into Spanish; transcreated materials are available online and could be utilized for outreach.
- Don't feed into stereotypes: avoid sombreros, fiestas, mariachis, rancheros in your marketing communications.
- Don't hide behind signage and marketing collateral, making it hard for Hispanic consumers to learn more about American lamb.

## ✅ DO:

- Make yourself aware of your local area's unique Hispanic composition, its language idioms, holidays and traditions
- Offer the option for a Spanish or English conversation with bilingual materials
- Ensure that concepts, ideas and translations are appropriate for your specific market
- Use shared values when marketing to diverse Hispanics: love of family and community, optimism in life, and being happy.
- Educate retailers and butchers about American lamb's benefits for Hispanic consumers.
- Provide resources for consumers to learn more (phone numbers, website)

# Marketing for Success

## ENGAGE WITH HISPANICS WHERE THEY ALREADY SHOP, EAT AND SOCIALIZE

Messaging to Hispanic consumers with bilingual, relevant materials in high-engagement areas demonstrates commitment and understanding to the community.

- Participate in national conventions, festivals and trade shows
- Post flyers at religious and social centers around major holidays
- Leave collateral and educational materials with retailers
- Develop educational materials for retailers
- Create bilingual displays and signage to promote freshness and daily specials
- Offer product sampling at food wholesalers, retailers and farmer markets
- Connect with growing segments like universities, hospitals and hotels
- Place in-store information detailing which cuts are best for particular dishes
- Promote less-expensive cuts as a point-of-entry
- Create and promote a Hispanic section of the meat case with marinated and convenient pre-prepared lamb packs



*Ensure all messaging communicates the 'Fresh, Homegrown Flavor' of American Lamb.*

Make product and packaging consistent with consumer preferences

- Eschew overtly Hispanic brand names and packaging design
- Use on-pack stickers to identify meat as local where appropriate
- Inform about the manufacturing facilities being local and American
- Create simple on-pack and in-store lamb recipes with familiar ingredients and preparation methods for everyday cooking
- USDA on-pack label guarantees

Manage your marketing communications targeted to Hispanics

- Partner with a multicultural agency with expertise in Hispanic market
- Assign staff that understands cultural sensitivities of Hispanic consumers
- Advertise within traditional and online channels to connect across demographics
- Distribute press releases to Hispanic, mainstream and ethnic media channels
- Leverage word of mouth with Hispanic community and cultural leaders
- Cross-promote lamb with popular Hispanic brands and cooking products

## KEY BRANDS FOR CROSS-PROMOTION

Consider cross-marketing popular Hispanic brands or including popular Hispanic products into recipes and tips. Well-known Hispanic and mainstream brands include:

- Bimbo Bakeries  
[www.bimbobakeriesusa.com](http://www.bimbobakeriesusa.com)
- Bruce Foods Corp  
[www.brucefoods.com](http://www.brucefoods.com)
- Chipotle Mexican Grill  
[www.chipotle.com](http://www.chipotle.com)
- Corona  
[www.corona.com](http://www.corona.com)
- Goya Foods  
[www.goya.com](http://www.goya.com)
- Gruma Corporation  
[www.gruma.com](http://www.gruma.com)
- Grupo Bimbo  
[www.grupobimbo.com](http://www.grupobimbo.com)
- Hain Celestial  
[www.hain-celestial.com](http://www.hain-celestial.com)
- Jarritos  
[www.jarritos.com](http://www.jarritos.com)
- Kikkoman Corporation  
[www.kikkoman.com](http://www.kikkoman.com)
- Ruiz Foods  
[www.elmonterey.com](http://www.elmonterey.com)
- Taco Bell Corporation  
[www.tacobell.com](http://www.tacobell.com)
- Trader Joe's Company  
[www.traderjoes.com](http://www.traderjoes.com)
- Whole Foods Market  
[www.wholefoodsmarket.com](http://www.wholefoodsmarket.com)

## RELY ON THE EXPERTS

Consider using these resources to help guide your marketing communications to Hispanics:

### ORGANIZATIONS AND CONFERENCES

- National Council of La Raza (NCLR)  
[www.nclr.org](http://www.nclr.org)
- Association of Hispanic Advertising Agencies (AHAA) [www.ahaa.org](http://www.ahaa.org)
- Association of Latino Professionals in Finance and Accounting (ALPFA)  
[www.alpfa.org](http://www.alpfa.org)
- National Association of Latino Arts and Culture (NALAC)  
[www.nalac.org](http://www.nalac.org)
- National Society of Hispanic MBAs (NSHMBA) [www.nshmba.org](http://www.nshmba.org)
- National Hispanic Medical Association (NHMA)  
[www.nhmamd.org](http://www.nhmamd.org)
- Hispanic National Bar Association (HNBA) | [www.hnba.com](http://www.hnba.com)
- National Association of Hispanic Journalists (NAHJ) | [www.nahj.org](http://www.nahj.org)
- National Association of Hispanic Real Estate Professionals (NAHREP) | [www.nahrep.org](http://www.nahrep.org)
- National Alliance for Hispanic Health (NAHH)  
[www.hispanichealth.org](http://www.hispanichealth.org)
- League of United Latin American Citizens (LULAC) | [www.lulac.org](http://www.lulac.org)
- U.S. Hispanic Chamber of Commerce (USHCC)  
[www.usbcc.com](http://www.usbcc.com)

- U.S. Mexican Chamber of Commerce (USMCC)  
[www.usmcc.org](http://www.usmcc.org)
- Hispanic Federation  
[www.hispanicfederation.org](http://www.hispanicfederation.org)
- Expo Comida Latina  
[www.expocomidalatina.com](http://www.expocomidalatina.com)
- CIA Latin Flavors, American Kitchen  
[www.ciaprochef.com/lfak](http://www.ciaprochef.com/lfak)
- Multicultural Retail 360  
[www.multiculturalretail360.com](http://www.multiculturalretail360.com)

### CONSUMER RESEARCH

- Nielsen  
[www.nielsen.com/us/en/insights/reports.html](http://www.nielsen.com/us/en/insights/reports.html)
- IAB (Interactive Advertising Bureau)  
[www.iab.net/hispanicconsumers](http://www.iab.net/hispanicconsumers)
- Experian  
[www.experian.com/simmons-research/trends-in-hispanic-consumer-demographics.html](http://www.experian.com/simmons-research/trends-in-hispanic-consumer-demographics.html)
- Simmons  
[www.experian.com/marketing-services/hispanic-consumer-study.html](http://www.experian.com/marketing-services/hispanic-consumer-study.html)
- Scarborough  
[www.scarborough.com/services/consumer-insights/hispanic](http://www.scarborough.com/services/consumer-insights/hispanic)
- Packages Facts: Hispanic Food shoppers in the U.S.  
[www.packagedfacts.com/Hispanic-Food-Shoppers-8262201](http://www.packagedfacts.com/Hispanic-Food-Shoppers-8262201)

# The Right Cut At The Right Time

Traditional Hispanic, particularly Mexican, holidays are critical purchasing occasions but so are many traditionally American holidays. Follow this seasonal merchandising calendar to guide your promotions.

New Year's Day/New Year's Eve (Año Nuevo)	January 1, 2015	Latin America	<p>For the holidays, the Hispanic market prefers the higher quality cuts from fresh non-frozen young animals weighing 25 to 45 pounds fresh carcass weight, although it will vary by holiday and culture.</p> <p>When providing recipes and meal tips, keep fresh, seasonally available ingredients in mind.</p> <p>Popular Hispanic lamb dishes include:</p> <ul style="list-style-type: none"> <li>• Roasts using rib and shoulder chops, bone-in leg and shoulder, rack</li> <li>• Braised dishes using shoulder chops and meat</li> <li>• Grilled kabobs using shoulder meat</li> <li>• Stews using shoulder meat and shanks, often mutton</li> </ul>
Birthdate of Benito Juarez	March 21, 2015	Mexico	
Birthdate of Cesar Chavez	March 31, 2015	Mexico	
Holy Week (La Semana Santa)	March 29-April 5, 2015	Latin America	
Cinco de Mayo	May 5, 2015	Mexico	
Mother's Day (Dia de Las Madres)	May 10, 2015	Mexico/Latin America	
The Day of the Three Kings	June 6, 2015	Latin America	
Father's Day	June 21, 2015		
4th of July	July 4, 2015		
Mexican Independence Day	September 16, 2015	Mexico	
Day of the Dead/All Souls Day (El Dia de los Muertos)	November 2, 2015	Mexico, Central America	
Anniversary of the 1910 Revolution	November 20, 2015	Mexico	
Thanksgiving	November 26, 2015		
Feast Day of Our Lady of Guadalupe (Dia de la Virgen de Guadalupe)	December 12, 2015	Mexico	
Las Posadas	December 16-24, 2015	Mexico, Latin America	
Other Celebrations Include Weddings, Birthdays and Births			

For additional marketing tools and education about marketing to Hispanic consumers and American lamb, please visit [www.americanlamb.com](http://www.americanlamb.com) or call (866) 327-LAMB.