Nuestro Rancho Launched in LA

Craig Huffhines

Marketers are like architects who design a great-looking building. Architects think of who is going to be using the space that's being designed and built, how that space will be used and how value can be added to the space to maximize the productivity and creativity of the people who will be working together in that space.

When it comes to good marketing, marketers must evaluate those same ideas about the customers they are targeting and determine how these customers will use the product, what are the values they deem important and how can the product be positioned to draw that targeted customer to that product. Certified Hereford Beef (CHB) LLC has been working diligently to be the architect of an amazing growing food market targeting quality Hereford beef into Hispanic grocery stores.

Beef is a wonderfully diverse product that has tremendous value to the average family household across cultural lines. The U.S. is most certainly a cultural melting pot, and one of the fastest growing populations is the Hispanic community.

Hispanic Americans, many of them Spanish speaking, have quickly become the demographic majority in the Southwestern U.S., and that trend is moving east and heading to New York state.

CHB LLC recognized the massive opportunity to target the Hispanic food trade, which happens to be the largest per capita beef consuming demographic in the U.S. As a result, CHB LLC staff commissioned food marketing researchers to conduct a feasibility study to determine if a beef brand could be developed and targeted toward the Hispanic community. The test results came back strong, and CHB LLC has now launched a second branded beef label that will be test marketed in Los Angeles this summer.

Nuestro Rancho™, Spanish for "our ranch," has been launched in a 12-store test in the Los Angeles area with an entire branding program designed to attract heavy beef users to a premium product in an already heavy beef market area.

Through a marketing relationship with Harvest Meat Co. Inc., a family owned meat distribution company with a primary warehouse located in San Diego, Calif., Spanish speaking sales people are taking CHB® product labeled under the Nuestro Rancho brand to the streets. The estimated weekly per store use of beef in some of the Los Angeles meat markets is often three to four times greater than that of a traditional Midwestern grocery store of the same size.

Another great advantage of developing marketing relationships with the Hispanic community is the type of beef cuts its members prefer. Cuts from the chuck and round, which tend to be undervalued at times, are the cuts of preference within the Hispanic community, which is a fantastic complement to those food service and restaurant accounts that prefer exclusively steak cuts from the rib and the loin.

Launching a brand requires a great deal of energy in promotion, advertising and customer relations. A lot of time will be spent during the next several months working with each customer in promoting the product and discovering the needs of each client.

The process is really not unlike selling Hereford cattle. You identify a target market: maybe it's a prospective commercial bull customer with black cows or Bos indicus cows, maybe it's a junior show heifer prospective buyer or possibly it's another Hereford breeder looking to upgrade his cow herd with elite cow genetics. All of these are different target markets that require a focus and energy in developing relationships with your customers and an understanding of their needs.

The work doesn't stop there! Once you have them as customers, they become a part of your family. Their success is of paramount importance to your long-term success. We at the American Hereford Association and CHB LLC are looking forward to developing these food industry relationships, keeping these customers happy and sustainable in order to drive back more value through the chain and ultimately to your farm or ranch. We'll keep you posted on our progress. Until then, hasta luego! **HW**