



Cultivating the Latino Powerhouse

“CHB Bites” is a column designed to keep you in-the-know about the Certified Hereford Beef® (CHB) program. To get involved with CHB on social media, search Certified Hereford Beef on Facebook and Pinterest, or @certifiedherefordbeef on Instagram.

The U.S. Latino market is a demographic and economic powerhouse reshaping American food culture¹ and driving outsized demand for fresh proteins. With roughly 70% of the Latino population under age 45, this segment is young, family-centered and on a growth trajectory that translates directly into sustained grocery and foodservice spending. Hispanic households over-index on food expenditures, especially fresh proteins, making them a high-value audience for beef brands and American Hereford Association (AHA) members looking to expand Certified Hereford Beef® (CHB) volume and loyalty.

Beyond population dynamics, this market segment’s purchasing power is remarkable. If the U.S. Latino economy were a standalone nation, its GDP—roughly \$4.1 trillion—would make it the fifth-largest global economy. This means Latino consumers shape retail assortments and influence trends. They are more likely than average to live in multigenerational households and to prioritize family meals—conditions that favor larger format purchases, family-size packaging and premium, flavorful proteins.

Certified Hereford Beef is uniquely positioned to capitalize on both U.S. Latino demand and export opportunities across Latin America. CHB’s brand values of family, tradition, pride in craftsmanship and quality meals

mirror the cultural leanings of many Latino consumers.

Taste testers, retailers and sales teams in Latin America consistently describe CHB’s flavor profile as, “Perfect for Latino tastes—bold but not overpowering, with a natural, full beefy flavor.”

After seeing and hearing our strong basis for differentiation and sampling our product in Colombia, we not only received positive feedback, but we won over the largest retail grocery chain in the country. We are preparing for a CHB launch in 35 Exito stores, with a second rollout in another 30 stores by the end of summer. That is the very definition of market momentum.

By listening to and visiting our largest customer, Rancho Markets, we know this audience rewards brands that meet their taste preferences and authentically connect with them. On-target strategies drive trial and cultural resonance drives loyalty. Latino consumers demonstrate higher engagement with brands that reflect their culinary traditions, values and heritage.

Winning this market requires culturally relevant product positioning, targeted retail and influencer partnerships and creative content that celebrates family, tradition and flavor. Those shared values create authentic storytelling opportunities that transcend language and format. Rather than merely translating

our English promotional campaign into Spanish, CHB is implementing a customized plan that connects with Latinos where they shop, cook and celebrate. By highlighting our shared values as we tell our brand’s quality story and the ranch-to-table care behind each cut, CHB becomes a trusted part of family celebrations and everyday cooking.

With CHB merchandised in Exito stores and in the innovative Rancho Markets, we have key building-block relationships that provide a distribution platform and a testing ground for tailored, scalable packaging, merchandising and co-marketing initiatives that speak directly to Latino shoppers.

CHB has a clear advantage in cultivating the Latino market segment, which represents a core growth engine. On behalf of the AHA, we are deploying smart, cost-effective initiatives to cultivate U.S. Latinos. Winning requires cultural relevance in product, messaging and retail and influencer partnerships. Early retail wins create a strong foundation to scale up in the U.S. The payoff will be larger volumes, deeper loyalty and brand equity that extends well beyond this vital consumer segment. **HW**

¹U.S. Latino market data sourced from PDG Insights.

For more information about Certified Hereford Beef, visit CertifiedHerefordBeef.com or email info@herefordbeef.org.