

# R.D. NETWORK



# NEWS

ESPECIALLY FOR THE FOOD INDUSTRY

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## EMBRACING CULTURAL FOODS

Whether you are developing products for markets in foreign countries, or targeting ethnic markets right here in the U.S., you will want to set your product apart from the competition. A native speaking nutrition consultant can be instrumental in public relations efforts for video news releases and media interviews. To understand the background of your target market's food habits and health and nutrition needs and form a winning strategic marketing plan, turn to the expertise of R.D. Network consultants.

We have featured Ligia in this quarter's issue, yet she is one of many multicultural registered dietitian consultants who can help you achieve your goals for 2002 and beyond.

Ligia is a Registered Dietitian in South Florida with specialized



experience with children, seniors, and food-drug interactions. She is fluent in English, Spanish, and Italian.

Educated in Rome, Caracas, and New York's Colombia University, Ligia holds an M.S. in Biological Science and Pharmacy, an M.S. in Analytical Chemistry, and an M.S. in Science. As you can imagine, Ligia has an extensive knowledge of Latin American and European cultures and food habits.

Ligia reports that "Spanish-speaking seniors are less willing to try new foods," and face communication barriers that interfere with health care delivery. There is a great unmet need for familiar foods and supplement flavors. She developed a complete liquid nutritional supplement at a children's hospital which was well accepted by cancer patients.

### LATINO MARKET GROWS

Latinos represent approximately 12% or 33 million of the U.S. population, and are one of the fastest growing ethnic groups in the U.S., with a 60% increase from 1990, according to the 2000 census. This is an important consumer market, with an estimated total buying power of \$450 billion.

Mexicans make up the largest

percentage of Hispanics in the U.S. at 66%. Central and South American are the second largest group, at 14%. Nine % are from Puerto Rico, 4% from Cuba, and 6% from other countries. Latino foods and eating habits are diverse, but often share a greater fresh fruit and vegetables intake than the average for the United States, and a high value on the importance of family and cooking from scratch.

### TEST YOUR LATINO FOOD IQ:

1. A malanga is:
  - A. a carrot-like root vegetable
  - B. A favorite homemade beer
  - C. A small Mariachi band
  - D. A spicy green salsa
2. Mangoes are a good source of:
  - A. Vitamin A
  - B. Vitamin C
  - C. Potassium
  - D. All of the above
3. This light green fruit is shaped like a large raspberry. It is said to taste like a blend of pineapple, papaya, banana, and lemon. It is a:
  - A. Jicama
  - B. Cherimoya
  - C. Masa Harina
  - D. Plantain

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Suite 303-D, Shawmont Avenue  
Philadelphia, PA 19128  
Phone: 1-877-482-4991  
Fax: (215) 482-9947  
Email: rd-network@msn.com  
Web site: www.RDNetwork.com

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Dietitians for Business, Communications,  
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## LATINO FOODS QUIZ (continued from page 1)

4. Which is a delicious, creamy caramel flavored dessert?

- A. Sofrito
- B. Guava nectar
- C. Dulce de Leche
- D. Chipoltes in adobo sauce

5. Nopales and pitayas are:

- A. Enchilada-like pockets
- B. Breakfast breads
- C. Fresh cheeses
- D. Edible cacti



Cherimoya

6. The Chevrolet Nova means "doesn't go" and was not too popular in Spanish-speaking countries. Along those lines, which fruit is also a Mexican expression which means "No Way!"

- A. ¡Bananas!
- B. ¡Papayas!
- C. ¡Mangoes!
- D. ¡Limonas!

7. This popular food can be a good source of calcium:

- A. Tortillas processed with lime water
- B. Cilantro
- C. Ancho chili peppers
- D. Seasoned rice

## R.D. NETWORK CONSULTANTS SPEAK:

English: *many dialects*  
Spanish: *many dialects*  
French  
Russian  
Chinese: *Mandarin*  
German  
Italian  
Dutch  
Polish  
Hindi  
Tagalog  
Farsi  
American Sign Language

## LATINO FOODS QUIZ ANSWERS

- |      |      |
|------|------|
| 1. A | 5. D |
| 2. D | 6. C |
| 3. B | 7. A |
| 4. C |      |