



University of Tennessee Extension  
*Center for Profitable Agriculture*  
P.O. Box 1819  
Spring Hill, TN 37174

## Press Release

Contact: Megan Bruch  
Phone: (931) 486-2777

FOR IMMEDIATE RELEASE  
July 25, 2006

### **Growing Hispanic Population May Create Market for Tennessee Farmers**

The Hispanic population in Tennessee grew by approximately 35 percent to over 167,000 persons between 2000 and 2004, according to the U.S. Census Bureau. By 2010, some estimates indicate the Hispanic population in the state will reach 230,000 people.

As the population and their associated buying power increases, so does the demand for food products preferred by Hispanics. This increase in demand may be an opportunity for Tennessee farmers to produce and market products desired by this growing group of consumers.

“Accessing this market is not easy, however,” says Megan Bruch, marketing specialist with the University of Tennessee Center for Profitable Agriculture. “Barriers to developing a market with Hispanic consumers include understanding product preferences and learning where potential markets may exist.”

A recent study by the UT Center for Profitable Agriculture, in cooperation with the Tennessee Department of Agriculture and the USDA Agricultural Marketing Service, sought to help farmers interested in pursuing this market.

“Hispanic consumer preferences can be described by the four F’s: family, freshness, flavor and friendliness,” says Amanda Ziehl also a marketing specialist with the Center. “Family values, tradition and size all influence purchasing behavior, and a desire to prepare meals from scratch and with fresh products greatly influences purchasing preferences.”

“Hispanic consumers enjoy unique flavors and flavor combinations influenced by produce, herbs and spices native to their countries of origin or to the origin of their parents or ancestors. Shopping is also often considered a social activity, and Hispanic consumers build relationships with and loyalty to retail outlets and brands,” said Ziehl.

A greater population implies greater demand for products, but the Hispanic population in the state is not evenly distributed.

“Geographic areas with higher Hispanic populations will likely be better potential markets for products,” says Bruch. “Data indicate the top 10 counties in Hispanic population in 2004 were Davidson, Shelby, Rutherford, Montgomery, Hamilton, Knox, Hamblen, Williamson, Bedford and Sumner, although other counties experienced high percentage increases in population between 2000 and 2004.”

Information from the study is summarized in a newly released UT Extension publication: *The Growing Hispanic Population in Tennessee: A Potential Market for Tennessee Farmers?* The publication is available through county UT Extension offices or online at the Center for Profitable Agriculture's Web site at <http://cpa.utk.edu>.

###

Contacts: Megan L. Bruch and Amanda Ziehl, UT Center for Profitable Agriculture, (931) 486-2777

Center for Profitable Agriculture  
P. O. Box 1819  
Spring Hill, TN 37174

Phone: 931-486-2777  
Fax: 931-486-0141  
E-mail: [cpa@utk.edu](mailto:cpa@utk.edu)