



Seminario Virtual

5/20/2015

# **Distribucion & Comercializacion**

**Alimentos latinos en el Estado de la Florida  
– EEUU.**

William Baldarrago

[William.Baldarrago@Goya.com](mailto:William.Baldarrago@Goya.com)

20 de Mayo de 2015



# Regla de las “3C” para lograr el...





# El que **CREE** y el que **CREA ... CRECE!**





# CREER, CREAR para juntos CRECER...

Algunos Supermercados de cadena en la Florida



WHERE SHOPPING IS A PLEASURE®



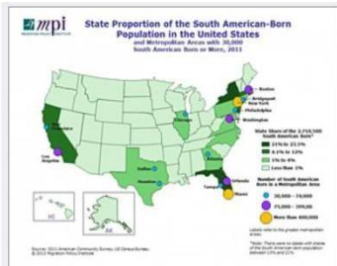


# CREER, CREAR para juntos CRECER...

En comparacion a las demas comunidades , la inmigracion sudamericana es la que mas ha crecido entre el 2000 y el 2010 en USA

## South American Immigrants in the United States

MAY 2, 2013 SPOTLIGHT | By Sierra Stoney, Jeanne Batalova, Joseph Russell



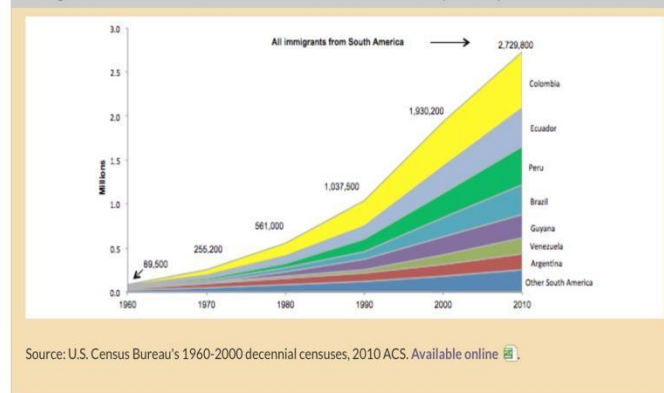
Compared to other regions of origin in Latin America and around the world, South America has always had relatively few immigrants living in the United States. While the overall population remains lower than those from Mexico, Central America, or the Caribbean, South America's immigrant population grew faster between 2000 and 2010 than all regions but Central America. South American immigrants' share of the overall immigrant population in the United States has also been growing steadily for the past 50 years, from less than 1 percent in 1960 to almost 7 percent in 2011.

As a group, South American immigrants are better educated, less likely to enter the United States as refugees, and more likely to enter as immediate family members than the overall foreign-born population. Despite some differences, South Americans closely mirrored many trends in the overall foreign-born population, including age, arrival period, naturalization rates, and occupations. A closer examination of South American immigrants, however, reveals a great deal of variation by country of birth.

This article focuses on South American immigrants residing in the United States, examining the population's

Between 2000 and 2010, South American immigrants were the second-fastest growing segment of the Latin American immigrant population behind Central Americans. During the 2000s, the number of South American-born individuals living in the United States increased from 1.9 million to 2.7 million, a growth rate of 41 percent (see Table 1). This was the second fastest growth rate during this period among the foreign born from Latin America, behind Central Americans (51 percent), but in front of immigrants from Mexico (28 percent) and the Caribbean (26 percent).

Figure 1. Number of South American Born in the United States by Country of Birth: 1960 to 2010



Fuente: MPI  
<http://www.migrationpolicy.org/article/south-american-immigrants-united-states>



# CREER, CREAR para juntos CRECER...

Los de mayor crecimiento entre los Sudamericanos son Colombia (658,700 \*24%), Ecuador (435,500\*16%), Peru 411,800\* 15%) y Brazil (329,900\* 12%).

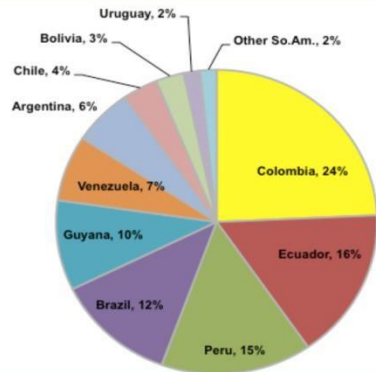


The top countries of origin for South American immigrants in 2011 were Colombia, Ecuador, Peru, and Brazil.

In 2011, the top countries of origin for immigrants from South America were Colombia (658,700 people, or 24 percent), Ecuador (435,500, or 16 percent), Peru (411,800, or 15 percent), and Brazil (329,900, or 12 percent).

- To view other countries of birth for South American immigrants, click here [📄](#).

Figure 2. Share of South American-Born Population by Country of Birth, 2011



Source: U.S. Census Bureau's 2011 ACS. Available online [📄](#).

Nearly two-thirds of all South American immigrants resided in four states: Florida, New York, New Jersey, and California.

Florida was home to the largest number of South American immigrants in 2011, (626,400, or 23 percent of the nation's 2.7 million South Americans), followed by New York (569,700, or 21 percent), New Jersey (316,700, or 12 percent), and California (240,800, or 9 percent).

Other states with South American-born populations greater than 100,000 were Massachusetts (113,100, or 4 percent) and Texas (109,600, or 4 percent).

[Back to the top](#)

Nearly half of all South American-born immigrants lived in two major metropolitan areas: greater New York and Miami.

In 2011, the greater New York metropolitan area was home to the largest number of South American immigrants – about 833,300, or 31 percent of the 2.7 million South American born in the United States. The greater Miami area was second with 426,700 South American immigrants, or 16 percent.

Other metropolitan areas with South American-born populations greater than 60,000 included the greater Washington, DC (132,900, or 5 percent), Los Angeles, CA (117,300, or 4 percent), Boston, MA (89,300, or 3 percent), and Orlando, FL (78,100, or 3 percent) metropolitan areas.

Also of note, South Americans made up nearly 22 percent of all immigrants in the larger Orlando (78,100 out of 356,200) and Bridgeport, CT (39,100 out of 180,700) areas, and for 20 percent of the total immigrant population in the greater Miami area (426,700 out of 2.2 million).

[Back to the top](#)

[Modes of Entry and Legal Status](#)

Fuente: MPI  
[http://www.migrationpolicy.org/article/sou](http://www.migrationpolicy.org/article/south-american-immigrants-united-states)



# CREER, CREAR para juntos CRECER...

## Colombianos, venezolanos y peruanos duplican población en Florida

### Sudamericanos en la Florida

Colombianos: 300,000

Venezolanos: 102,000

Peruanos: 101,000

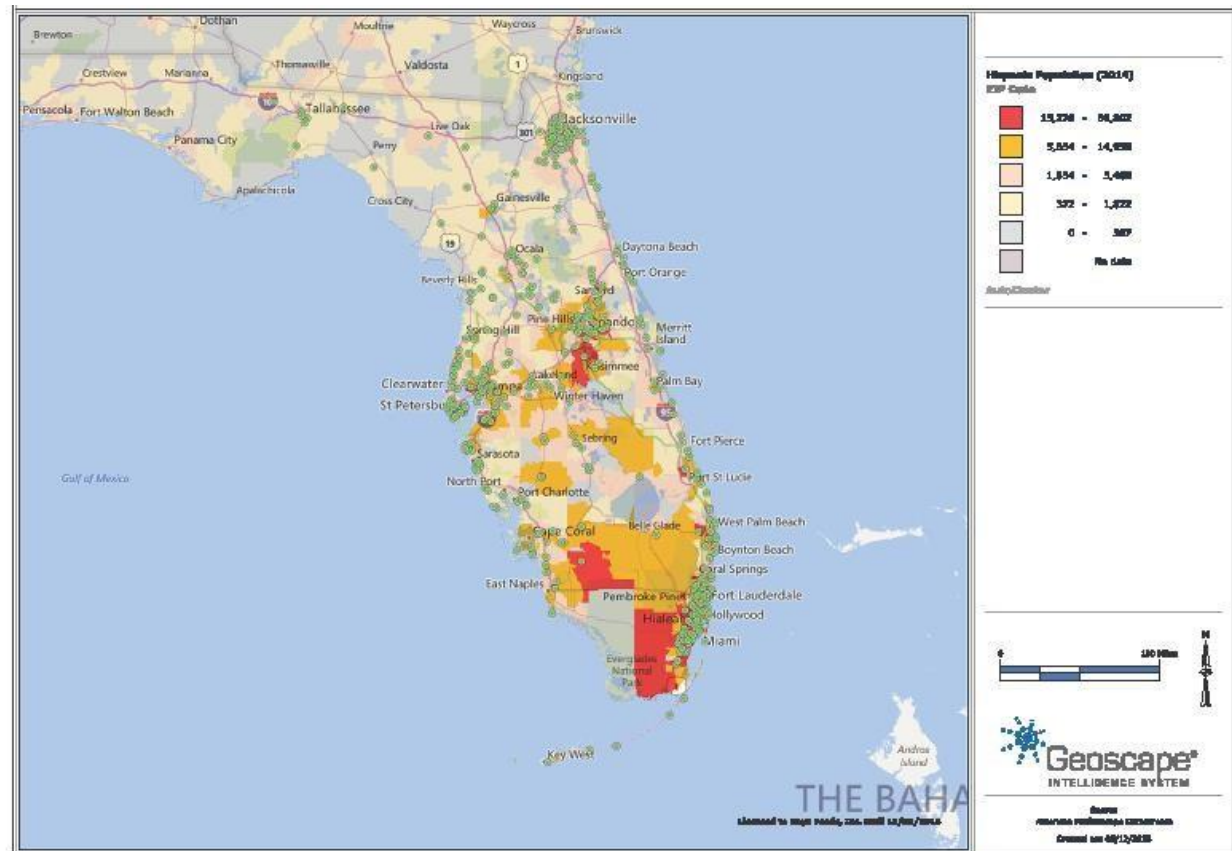
130% de incremento con respecto al 2000

Ecuatorianos: 60,600.

Argentinos: 56,300

70% Viven en los condados de Miami-Dade, Broward y Palm Beach en el Sur.

El resto principalmente en los condados de Orange y Osceola donde esta la ciudad de Orlando y los parques temáticos de Disney en el Centro de la Florida.





# CREER, CREAR para juntos CRECER...

Casi 80 años de vida corporativa - Fundado en 1,936 – 26 Facilidades

## 2,200 Productos

Aceites  
Aceitunas  
Arroz  
Frijoles  
Vegetales  
Pastas  
Carnicos  
enlatados  
Refrescos  
Conservas  
Galletas  
Tortillas  
Condimentos y  
Sazonadores  
entre otros.







# CREER, CREAR para juntos CRECER...

<http://www.goya.com>

Visita nuestra pagina web – Ingles / Español

The screenshot shows the Goya website homepage with a dark blue header. The top navigation bar includes links for "En Español", "About Goya", "Press Room", "Contact Us", "LOGIN", and "JOIN NOW", along with social media icons for Facebook, Twitter, Pinterest, and YouTube. Below the header is a search bar with the text "SEARCH:" and radio buttons for "Recipes", "Products", and "Site", followed by a "GO" button. The main navigation menu features tabs for "HOME", "RECIPES", "PRODUCTS", "NUTRITION", "VIDEO GOYA", "PROMOTIONS", "GOYA E-STORE", and "COUPONS". The main content area is divided into two columns. The left column features a large orange banner with the text "Your new favorite 'Go-To' meal." and images of Perdue chicken breast, Goya beans, and a bowl of chicken and beans. Below the banner are tabs for "TORTILLAS", "BEANS IN SAUCE", "NEW LOOK!", "GOYA SPRING RECIPES", and "PERDUE & GOYA". The right column features a blue banner with the text "Fire up the grill and kick off the SUMMER SEASON!" and images of three colorful drinks and a can of Goya Mango Mojito. Below the banner is a "Mango Mojito View Recipe" button. At the bottom of the page, there is a section titled "Goya's Favorite Recipes" with tabs for "CINCO DE MAYO", "EASY DRINKS", "AFFORDABLE MEALS", and "QUICK MEALS", followed by three small images of recipes.



# CREER, CREAR para juntos CRECER...

“DSD”  
Servicio de  
entrega Directa

Nuestro  
representante  
toma la orden y  
en menos de 24  
horas se entrega  
el producto en el  
punto de venta.





# CREER, CREAR para juntos CRECER...

“DSD”  
Servicio de  
entrega Directa

En esta imagen  
nuestro  
mercaderista  
coloca el producto  
en la gondola.

Felizmente  
acompañado del  
Gobernador de la  
Florida, Rick Scott.





# CREER, CREAR para juntos CRECER...

Nuestra primera dama Michelle Obama difundiendo Mi Plato y el consumo de productos saludables.

Lineas  
saludables  
Goya

Dieta  
Sin Azucar  
Bajo en Sodio  
No sodio  
añadido  
Bajo en grasas  
Organicos etc.





# CREER, CREAR para juntos CRECER...

50 años comprándole al Perú

Que ofrecemos  
y que  
buscamos?

Calidad-Precio  
Servicio

Trato directo,  
sin

intermediarios

[www.Goya.com](http://www.Goya.com)





# CREER, CREAR para juntos CRECER...

50 años comprándole al Perú

Gandules  
Sardinas  
Choclo  
Olluco  
Paneton  
Papa Amarilla  
Pimientos  
Esparragos  
Alcachofas  
Aceituna de Botija  
Pastas de Aji  
Amarillo, Rocoto,  
Huacatay , Panca  
Y por su puesto  
nuestro grano de  
Oro, la Quinoa.





# CREER, CREAR para juntos CRECER...

Difundiendo el consumo de la Quinua en la Universidad de Humboldt – Miami. De la mano de las coordinadoras, Chef Irina Herrera y Chef Mariline Villa. Consul General del Peru, Embajador Cesar Bustamante.

Evento organizado por Sierra Exportadora





**CREER, CREAR** para juntos **CRECER...**

**SE ALCANZA EL  
ÉXITO  
CONVIRTIENDO  
CADA PASO EN  
UNA META  
Y CADA META EN  
UN PASO**

**William Baldarrago**

Key Account Manager  
& Category Manager

[William.Baldarrago@Goya.com](mailto:William.Baldarrago@Goya.com)

**Luis Olarte**

Assistant Purchasing  
Director

[Luis.Olarte@Goya.com](mailto:Luis.Olarte@Goya.com)

**Goya Foods of Florida**

13300 NW 25<sup>th</sup> Street  
Doral, Fl. 33182 – USA

[www.Goya.com](http://www.Goya.com)

305-592-4093