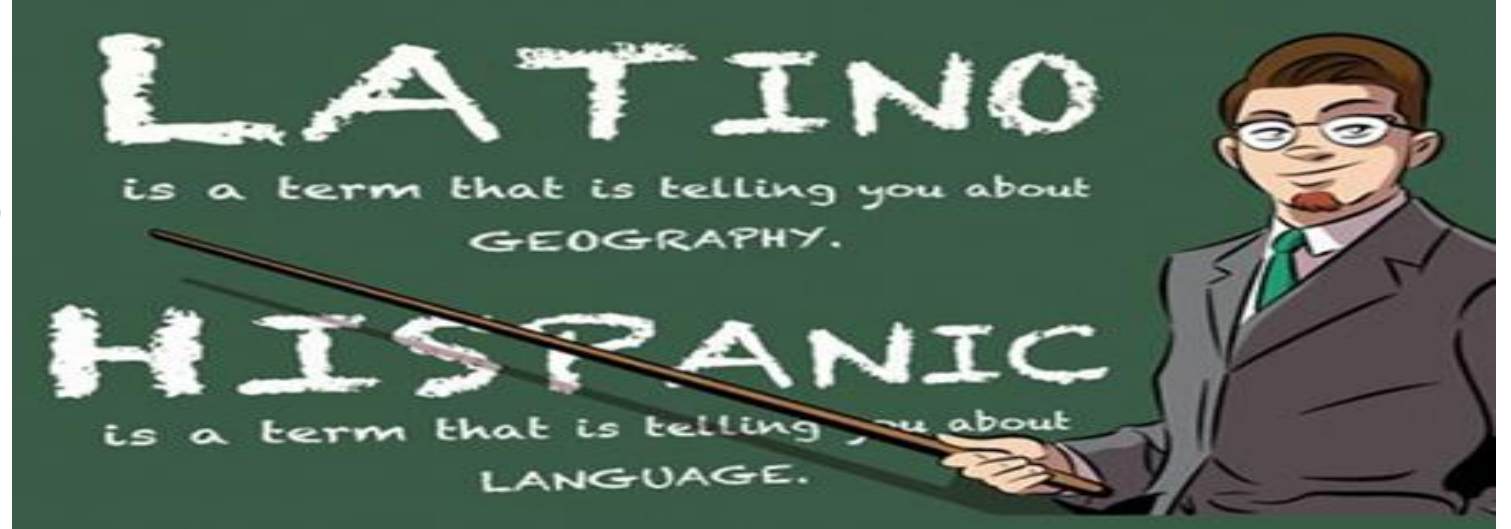


An Overview of the Hispanic/Latino Culture



- The Hispanic/Latino culture is not homogeneous.
- There is a great deal of ethnic diversity within the culture.
- Race is more complex for Hispanics/Latinos since they come from different racial groups, such as Asian, Black, Native/Indian, & White.

Hispanic vs. Latino

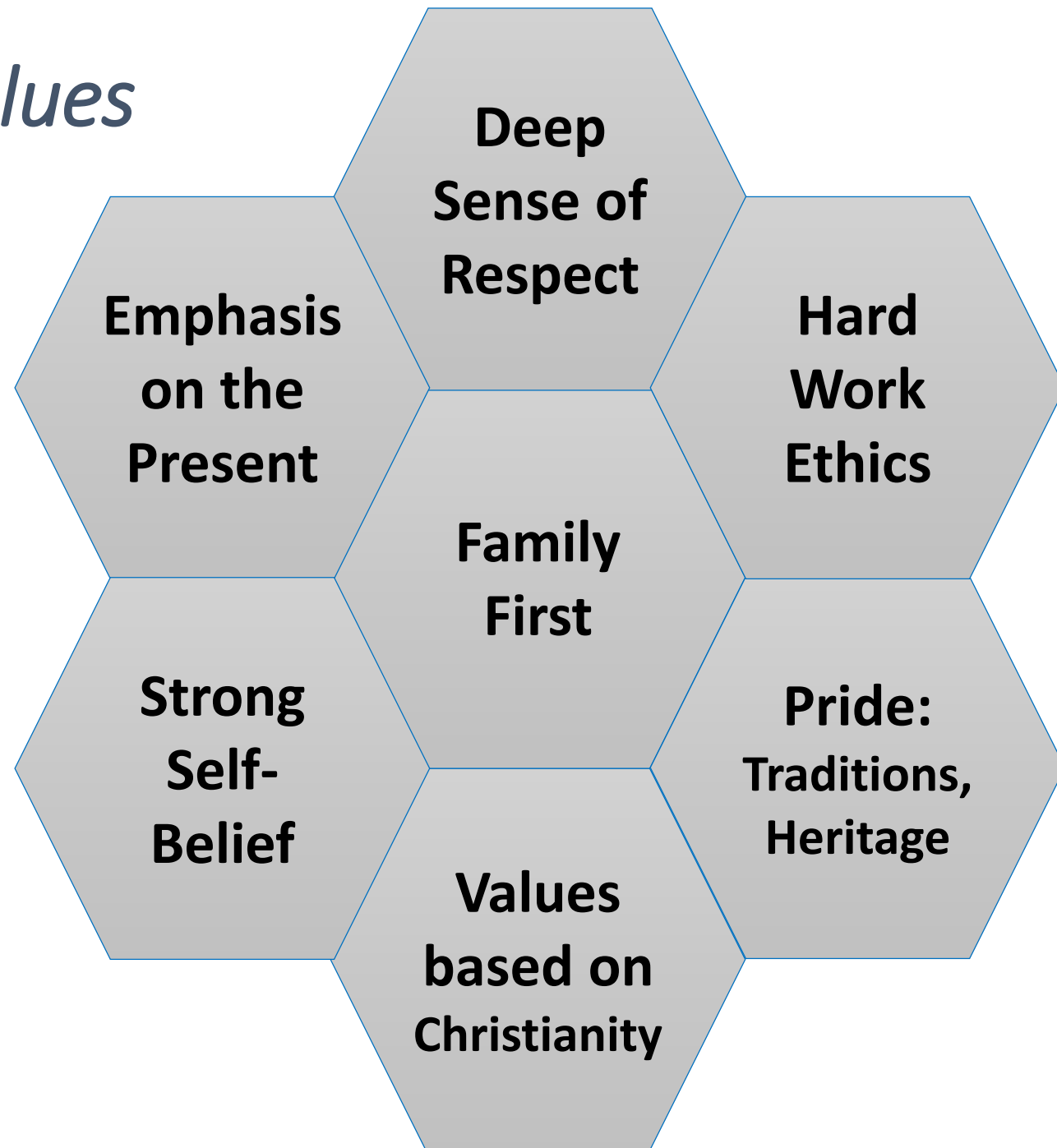


- **Hispanic** and **Latino** are often used interchangeably though they actually mean two different things.
 - **Hispanic** refers to people who speak Spanish and/or are descended from Spanish-speaking populations.
 - While **Latino** refers to people who are from or descended from people from Latin America who speak Spanish, Portuguese and French. (Latin derived languages)
- Latino includes Brazil but does not include Spain.
- Hispanic includes Spain but does not include Brazil.
- Martinique, Guadeloupe, Dominica and Haiti are Latino because they speak French.
- Jamaica, Belize and Guyana are not Latino because they speak English.
- Aruba, Curacao and Suriname are not Latino because they speak Deutsch.
- LatinX is a term to include gender for both “Latino and Latina”

Hispanic vs. Latino



Hispanic/Latino Values



Although the most known Hispanic foods are the Mexican and Spanish ones:

Paella



Tapas



Churros



Tacos



Tamales



Fajitas



Each Hispanic/Latino country has its own distinctive typical dish:

- **Colombia:** Bandeja Paisa, Sancocho



- **Venezuela:** Arepa, Hallaca



- **Peru:** Ceviche, Anticuchos



- **Argentina:** Parrilla, Empanada



Language

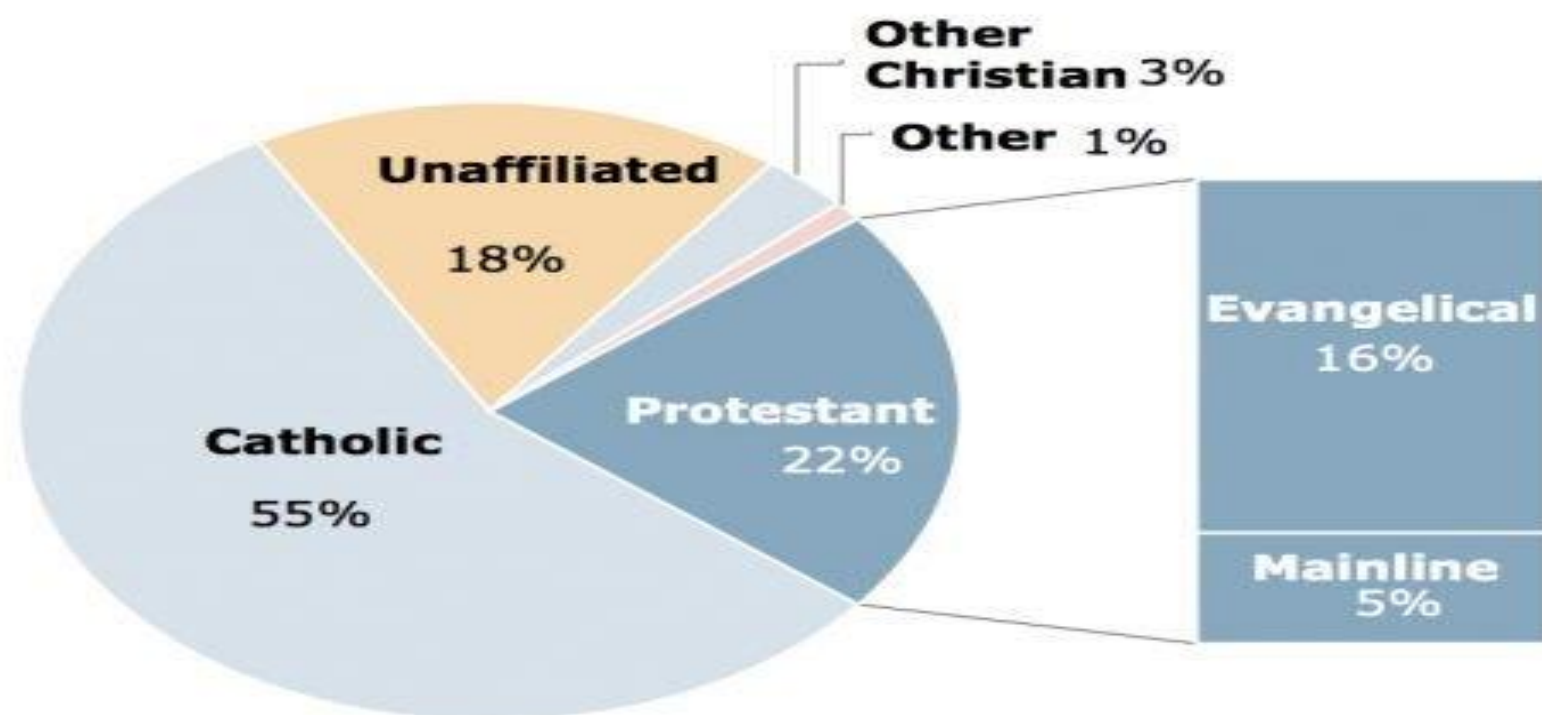


20 Spanish Spoken Countries



2013 Religious Affiliation of Hispanics

Using Pew Research's standard survey question about religion, % of Hispanic adults who identify today as ...



Source: Pew Research Center survey of Hispanic adults, May 24-July 28, 2013. Figures above based on FORM12 and FORMNCO, N=4,080. Figures may not add to 100%, and nested figures may not add to total, due to rounding.



- Celebrations and Holidays: Hispanic/Latino countries celebrate the more popular international holidays, notably Easter, Christmas Eve, Christmas, New Year's Eve, and New Year's Day.
- In addition, each country celebrates its own Independence day, as well as, its own cultural events, such as, Carnival, Day of the Dead, etc.
- Most Hispanic/Latino holidays are centered on or have their origins in religion.
- Many celebrations of the Catholic Church are officially designated by the government as holidays.

Traditional Mexican Folkloric dance: "Jarabe Tapatio"



*Salsa Originated in Cuba/Puerto Rico (1900's)
Most popular dance in the world*



Merengue Originated in Dominican Republic (1930's)



Bachata- Originated in Dominican Republic (1960's)



Cha-Cha *Originated in Cuba (1960's)*



Paso Doble *Originated in Spain (1920's)*
Dance of conquest inspired in bullfighting



Tango Originated in Argentina/Uruguay (1900's)
Dance of seduction (street dance)



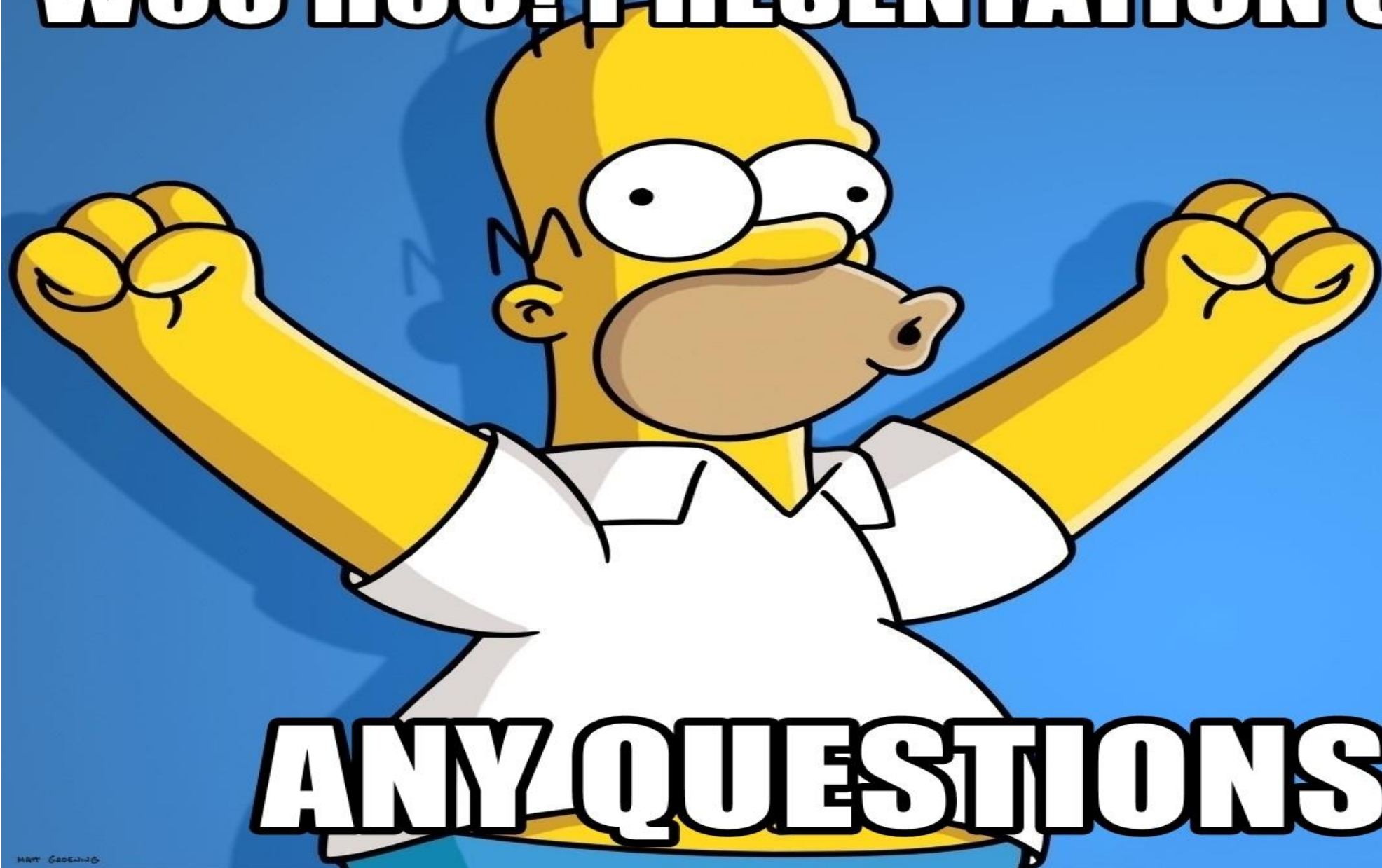
Hispanic Heritage Month from 9/15 to 10/15.





- Hispanic Culture is having a profound effect on American food, music, sports, beauty products, fashion, politics and much more.
- This influence is due not only to the sheer size of the Hispanic population of 61 million now in the U.S. — roughly one in six Americans, with projections to nearly one in three by 2050.

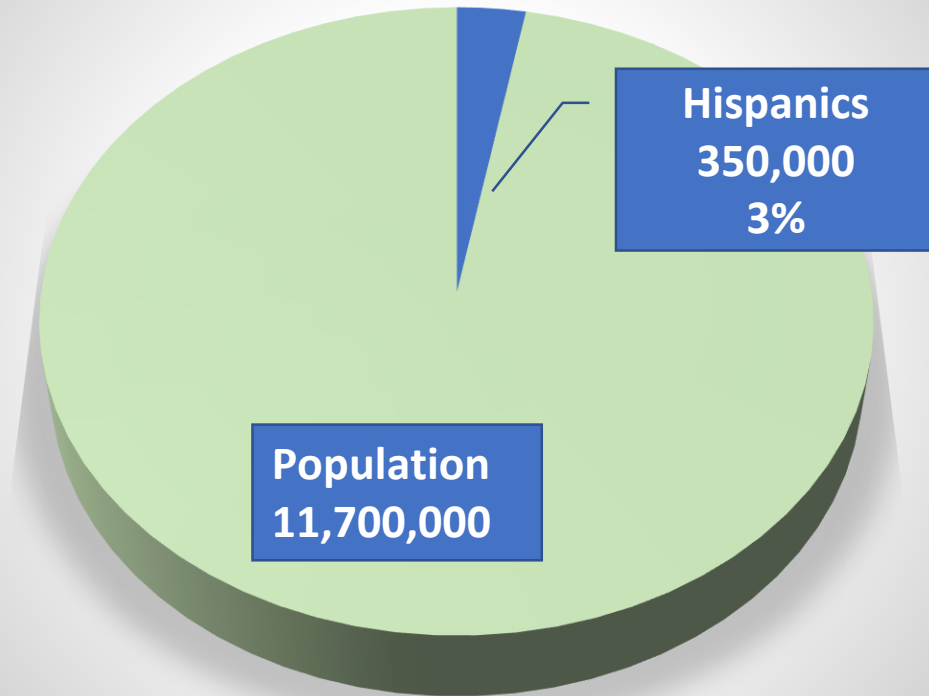
WOO HOO! PRESENTATION OVER



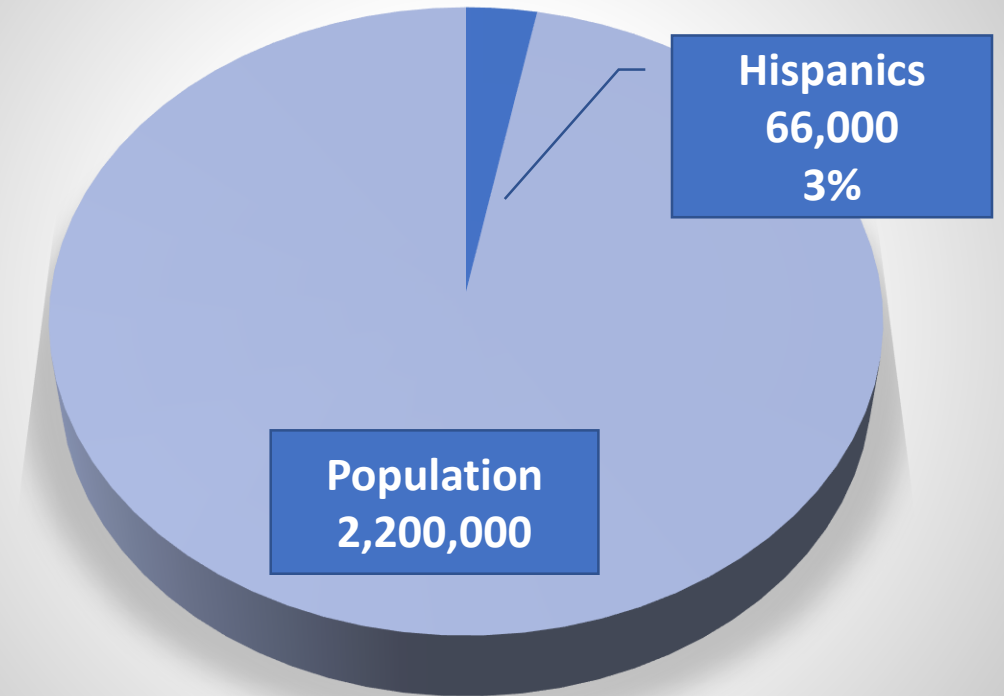
ANY QUESTIONS

Hispanics/Latinos in Ohio/Greater Cincinnati (2018 estimates for 2020)

Hispanics in Ohio



Hispanics in Greater Cincinnati



- Hispanics/Latinos have emerged as an influential component of Ohio's economic sector.
- Spanish language services in schools, libraries, and health care facilities are frequently available for Ohio Hispanic families.
- In addition, the growing demand for culturally specific food products poses a challenge to Ohio food producers, processors, and marketers.