

A Read and understand



By Monica C. Lozano, May 12, 2015

America finds itself on the threshold<sup>1</sup> of a unique demographic opportunity. The explosive growth of the Latino population means Latinos are projected to make up 26% of the U.S. population by 2050. As today's Hispanic population tends to be younger than comparable groups, Latinos literally represent America's future.

5 With an aging white population reaching retirement, Latino youth<sup>2</sup> are many of our future doctors, lawyers and schoolteachers. America's future economic well-being and competitiveness is increasingly contingent on<sup>3</sup> the success of the Latino population. Latinos want what all Americans want: quality education, economic opportunity, affordable homes, strong and safe communities, good government and access to health care. Unfortunately, we have lagged behind<sup>4</sup> other groups in most of these areas. If we are serious about bridging these gaps<sup>5</sup> and translating population gains into growing influence on America's institutions, we must work together across communities, with experts and thought leaders, to become part of the fabric<sup>6</sup> of American society.

1. (ici) à l'aube 2. young people 3. dependent on 4. nous sommes à la traîne par rapport à  
5. réduire l'écart 6. tissu (social)

B

**M**IAAMI — Salsa overtaking ketchup as America's No. 1 condiment was just the start.

These days, tortillas outsell burger and hot dog buns; sales of tortilla chips trump potato chips; and tacos and burritos have become so ubiquitously<sup>1</sup> "American" most people don't even consider them ethnic. (...) Hispanic foods and beverages were an \$8 billion market in the last year, according to consumer research

5 firm Packaged Facts. By 2017, that number may reach \$11 billion. (...)

From queso fresco to chorizo, traditional Hispanic foods – or even just the flavors of them – are making their way into our everyday diet, particularly among the millennials – those born between the early '80s and the turn of the century. Generation Y's Hispanic community was born into an American culture but still holds onto its traditions, often eating white rice and seamlessly switching between

10 English and Spanish. (...)

The influence goes deeper than the numbers. Like Italian food before it, Hispanic food enjoys broad adoption because it is easy for Americans to cook at home. Few Americans will roll their own sushi, but plenty are happy to slap together a quesadilla.

S. Laboy and J.M. Hirsch, *The Associated Press*, Oct. 17, 2013

1. ubiquitous (adj.) = omnipresent

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