



CONSULAR NEWSLETTER

ECONOMIC & TOURISM AFFAIRS

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In the 8th edition of our Consular Newsletter on Economic and Tourism Affairs, we celebrate Mexico's fight for independence and its exciting future as the 2021 Hispanic Heritage Month ends on Oct. 15.

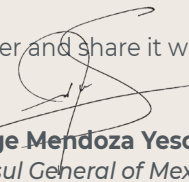
In **#ChooseMexico**, we learn what we already knew in our hearts: Everyone loves Mexican food. We also see a bright future, as Hispanic buying power continues to increase and more and more of our young people are getting college degrees. In addition, we learn that there has been an increase

in the number of both large and small Mexican companies expanding into Arizona, thanks to the welcoming business environment. In this newsletter, you also will meet three successful Mexican citizens working in Arizona—and our [Faces of Mexico in Arizona](#) webinar (in Spanish) will introduce you to a few more.

In the **#ArizonaThrives** section, AZ Sen. **Raquel Terán** tells her inspiring story of fighting for immigrant rights in the most effective way possible: by running for political office—and winning a seat at the table. We also hear encouraging words from **Christopher Landau**, the former U.S. Ambassador to Mexico (Ken Salazar was sworn in Aug. 25 as the new U.S. Ambassador to Mexico) and **Enrique Melendez**, a long-serving member of the Diplomatic Corps of Arizona. In the last article in this section, **Tommy Espinoza**, the president, CEO and co-founder of the Raza Development Fund, talks about why the nonprofit is moving to South Phoenix and its ambitious plans for the coming year.

Finally, in **#DiscoverMexico**, we focus on two cities that played a central role in Mexico's fight for independence: Dolores Hidalgo and Querétaro City. You also will read the story behind the peculiar dish the *Agustinas* nuns created for one of Mexico's most infamous generals and learn the meaning behind the lyrics of one of Mexico's most popular ranchera singers and composers.

I hope you enjoy this newsletter and share it with your friends.


Jorge Mendoza Yescas
Consul General of Mexico



Upcoming Events

BUSINESS EVENTS

[Obra Blanca Expo](#)
Construction
October 12-14, Mexico City

[Expo ANTAD & Alimentaria](#)
Food and beverages
October 18-20, Guadalajara

[Feria Internacional de Tecnología y Manufactura](#)
Manufacturing
January 18-20, 2022, Mexico City

TOURISM EVENTS

[Tianguis Turístico 2021](#)
Tourism
November 16-19, Merida

[Corona Capital 2021](#)
Music festival
November 20-21, Mexico City



Did You Know...

- **Chocolate** had its origins in Mexico with the Olmecs—and later the Mayans and Aztecs?
- Mexico officially became an **independent country in 1821**?
- Mexico City, home to more than **185 museums**, is one of the cities in the world with most museums?
- Mexico is the **largest exporter of beer** in the world?

Who Doesn't Love Mexican Food?

Products and recipes from Mexico have influenced what Americans have been eating for centuries. In recent years, especially in the Southwest, Mexican products can be easily found in almost every restaurant and supermarket. Among the most popular



More Info:

[American Latino Theme Study: Food](#)

[Mexican Food Revolution](#)

[Food & Wine's Ultimate Guide to Mexican Recipes](#)

[Rick Bayless recipes from Frontera](#)

dishes are tacos, enchiladas, tamales and salsas.

The spread of Mexican-owned restaurants across the country over the last decades has positioned Mexican food as the most popular in multiple U.S. states. In fact, according to *American Latino Theme Study: Food* by Jeffrey M. Pilcher, Mexican cuisine

has become one of the top three varieties of ethnic foods available in the United States. Pilcher's study is part of *American Latinos and the Making of the United States: A Theme Study*, a publication of the National Park System Advisory Board (NPSAB) for the National Park Service (NPS).

Latino Buying Power Continues to Rise

The Latino community's contribution to the U.S. economy is significant. In 2018, according to the *2021 State Latino GDP Report* by Bank of America, the total economic output of Latinos in the U.S. was \$2.6 trillion, which is higher than the gross national product (GDP) of Italy and Brazil.

In 2018, Latinos in Arizona contributed \$91.9 billion to the state's GDP, which is larger than the entire economic output of other states in the country. The biggest economic contributions have been in education and healthcare, finance and real estate and business services.



More Info:
[Cultural Connectivity Transformed](#)

[The 2021 State Latino GDP Report](#)

More U.S. Hispanics Are Getting College Degrees



The number of Hispanics in the United States with at least a bachelor's degree is increasing at a significant pace, reaching its highest level in the last three decades. According to figures from Pew Research Center, between 1990 and 2018, the percentage of Latino immigrants 25 years and older with a bachelor's degree or higher increased from 10% to 26%.

Hispanic students account for 22.7% of the total students enrolled in academic institutions in the

U.S., from elementary to graduate school. In fact, this demographic segment has the largest percentage of its population enrolled in high school in the United States.

In Arizona, according to data provided by the Arizona Hispanic Chamber of Commerce, 46% of all K-12 students in the state are Latino. And, at Arizona State University, for example, the enrollment of Hispanic students increased 51% from 2016 to 2020.



More Info:
[School Enrollment of the Hispanic Population: Two Decades of Growth](#)

[Hispanic students continue to thrive at ASU](#)

[Education levels of recent Latino immigrants in the U.S. reached new highs as of 2018](#)

Essential Workers During the Pandemic

Industries that employ a large number of Latino workers have been hit the hardest by the pandemic: agriculture, transportation, caregiving, food packaging and waste management. According to a 2018 report released by the Urban Institute, 31 percent of Hispanic workers in the United States were in essential jobs that required them to work in person and close to others. In comparison, only 26 percent of white workers had this type of job.

Approximately 5 million undocumented immigrants in the country have an essential job. In Arizona, according to statistics from the Center for American Progress, 109,200 undocumented immigrants have been working in critical infrastructure roles during the current health crisis.



More Info:

[Latinx Essential Workers Are the Backbone of Our Economy. How Can We Ensure They Aren't Forgotten during Its Recovery?](#)

[Protecting Undocumented Workers on the Pandemic's Front Lines](#)

[The Urban Institute](#)

[The Center for American Progress](#)

Mexican Companies in Arizona



In recent years, Arizona has experienced significant economic growth and many global companies have decided to establish a presence here. Many enterprises from Latin America, primarily from Mexico, have started business ventures in Arizona.

There are 35 large Mexican companies in the state that employ more than 5,000 people. Small companies from Mexico also are expanding to Arizona due to its favorable business environment.

The five largest Mexican employers in Arizona are:

- **Asarco (Grupo Mexico)**
A mining, smelting and refining company
- **Cemex**
A multinational building materials company
- **El Super**
A supermarket chain
- **Bimbo Bakeries**
A distributor of high-quality bakery products
- **Mission Foods**
A manufacturer of tortillas and tortilla-related products

In addition to the large number of Mexican businesses in the state, Mexican citizens also lead important Arizona-based companies. Nicolas Cuevas, for example, is the executive chairman and co-founder of Mesa-based startup Urbix Resources, which provides a green method to take graphite and transform it into a material that can help power a lithium-ion battery. For more information on Urbix, see the [March 2021 edition](#) of the Consular Newsletter.

Meet Three Successful Mexicans Who Work in Arizona



“We are an organization that transforms trauma into actions and hope. We contribute in many ways, primarily on educational, mental health, immigration and art topics.”

—**Reyna Montoya**
Aliento Founder and CEO



“I contribute to the state of Arizona in multiple ways, by taking care of patients and with my research, where we try to discover better treatments for patients.”

—**Rafael Fonseca**
Director of Innovation, The Mayo Clinic



“I am very proud of representing my country in Arizona. For me, there is nothing more satisfying than promoting my beautiful culture in the United States. I always try to add a Mexican flavor to my dishes.”

—**Samantha Sanz**
Chef de Cuisine, elements Restaurant, The Sanctuary Resort



To learn more about the many Mexican citizens who are having a positive impact in Arizona, check out the social media of the Consulate General of Mexico in Phoenix.

FACEBOOK

facebook.com/consulmex.arizona

TWITTER

twitter.com/consulmexpho

Webinar

[Faces of Mexico in Arizona](#)

Standing Up for Hispanic Rights

BY RAQUEL TERÁN

I was born in Douglas, AZ, on the U.S.–Mexican border to parents who were born



Raquel Terán AZ State Senator District 30

Raquel Terán is a member of the Arizona Senate representing Legislative District 30, which encompasses Central West Phoenix and Downtown Glendale. For the last 16 years Terán has been a vocal and active community advocate for civil, labor, immigrant and women's reproductive rights. She served on the board of Chicanos Por La Causa for eight years and is a current board member of Arizona Center for Empowerment, Living United for Change and the Arizona Legislative Campaign Committee.



More Info:
raquelteran.com

in Mexico. My roots run deep in both Arizona and Mexico—and I carry that pride in everything I do.

Hispanic Heritage Month, which is celebrated Sept. 15–Oct. 15 each year in the U.S., is a special time in Arizona. The contributions of those with Hispanic roots go back hundreds of years and predate only the Indigenous people of the Americas.

I carried that pride with me beginning when I became active in my community, standing up for the rights of immigrants who were being persecuted at the hands of former Maricopa County Sheriff Joe Arpaio. We were told we didn't belong in a state where we have been since before the Declaration of Independence. We were told to go away.

But we didn't go away. Instead, we organized and ran for political offices. I'm proud to be a part of the rich Hispanic history that we now celebrate.

This month, though, is more than just a celebration and a look back. It is important to also look ahead.

The reality is that Mexico is Arizona's largest trading partner. Our state's economy and that of the Mexican state of Sonora are intertwined. The buying power of

Latinos in Arizona was \$5.5 billion in 1990; now it's \$57 billion.

My five-year-old son, EJ, just started kindergarten, but he is our state's story and shows us our future potential. He is bilingual, proud of his Mexican-American heritage and adored by family members on both sides of the border. Although Latinos have grown to more than 30 percent of Arizona's total population, the percentage of Latino children in our state's K–12 educational system is closer to 50 percent.

Unfortunately, too many Arizona residents react to this demographic shift with fear rather than excitement. A young, bilingual workforce with cultural and family connections on both sides of the border is a recipe for success and sustainable economic growth—and should be viewed that way.

To reach our potential as a state, however, we must work together in a bipartisan manner to remove barriers to success and the American Dream. We must stop the attacks on our public schools because education is the great equalizer in our society. A well-funded school system with access to higher education, combined with a concerted effort to reduce poverty and expand civil rights and voting rights will pay dividends for every Arizona resident for generations, regardless of who you are, where you were born or who you love.

That's my dream for the state that I love.

Arizona and Mexico: A Shared Past and Bright Future

BY CHRISTOPHER LANDAU

History is never very far beneath the surface in Mexico. It is common during excavation projects in Mexico City to uncover artifacts from the colonial or pre-Hispanic eras. This year, history looms particularly large, as Mexico marks the 500th anniversary of the fall of the Aztec Empire to the Spanish conquistadors.

History also binds Mexico to the United States—and nowhere is that truer than in Arizona and other areas of our country that once formed part of Mexico. Our shared history has been marked by both highs and lows and it is critical for people on both sides of the border to understand that history to appreciate how we became who we are today.

It is particularly important for the people of Arizona—regardless of their own racial or ethnic background—to recognize and celebrate this magnificent state’s Hispanic heritage. From the Spanish priests and explorers who began

arriving in the 16th century, to the establishment of permanent settlements at Tubac and Tucson in the 18th century, this state’s history is tightly interwoven with Mexico’s history.

The state’s future is also dependent on Mexico’s success because Mexico is the United States’ largest trading partner. Our new free trade agreement opens incredible possibilities for increased prosperity on both sides of the border.

It was my great honor to represent the United States in Mexico. As ambassador, I always tried to focus on the many economic, social and cultural links that bind our countries together. During this Hispanic Heritage Month, I call upon my fellow Americans to reflect on the significant contributions of Hispanics to Arizona and the United States.



Christopher Landau
United States Ambassador to Mexico 2019–2021

Christopher Landau served as United States Ambassador to Mexico from 2019 to 2021. Prior to that, he practiced law for almost 30 years. He is a graduate of Harvard College and Harvard Law School and clerked on the U.S. Supreme Court for Justices Antonin Scalia and Clarence Thomas.



Enrique Melendez
Honorary Consul Emeritus and Executive Director, Diplomatic Corps of Arizona

We Achieve More Together

During the past 17 years that I have served in the Diplomatic Corps of Arizona, I have had the honor and privilege to serve with six different Ambassadors/Consul Generals of Mexico.

In the past year, I have seen remarkable, positive results from the hard work of Consul General Jorge Mendoza and its exposure through this newsletter.

One recent event was particularly special to me. On September 16, the Mexican Consulate in Phoenix honored Raul Castro, my dear friend and former governor of Arizona, who I met when I was just 16 years old. As the only Latino governor in the history of Arizona and later a U.S. Ambassador to my home country of El Salvador, he should be an inspiration for all Latino youth. *¡Sí se puede!*



Tommy Espinoza
President, CEO and
co-founder of the Raza
Development Fund
(RDF)

Tommy Espinoza has more than 45 years of experience in the public, private and nonprofit sectors. Espinoza currently is the president, CEO and co-founder of the Raza Development Fund (RDF), the largest Latino Community Development Financial Institution (CDFI) in the U.S. In 1998, Espinoza established the Partnership of Hope (POH) and the Hope Fund, which is now RDF.

RDF Gets Back to Its Roots

BY TOMMY ESPINOZA

The Raza Development Fund (RDF) is a national nonprofit with a simple mission: to responsibly invest in the Hispanic community. To do that, RDF realized that its headquarters must be where the community needs its capital—in the heart of South Phoenix.

In 2020, RDF returned to its roots and moved from its previous corporate headquarters in downtown Phoenix to South Phoenix, where the spiritual inspiration for a Hope Fund, now RDF, was born.

As the organization has monitored national and local updates during the pandemic, operations have been carried out by staff working remotely. RDF looks forward to opening the doors to its new home at the end of 2021.



**RAZA
DEVELOPMENT
FUND**
SERVING AMERICA
A Support Corporation of UnidosUS

It collaborated with Phoenix-based studio Gould Evans to create a design concept for its new headquarters that matches the warm, homey feeling of the RDF brand using the logo and the history of the logo, as the framework for the design. The RDF logo includes the imagery of a bird, specifically an Aztec *cuauhtli* (eagle). This element celebrates RDF's Hispanic heritage: its ethnicity, roots, family, culture and traditions. It reflects the fusion of various races and offers inclusion and hope.

The RDF *familia* looks forward to celebrating its heritage with the community. The new space will be much more than just a corporate office. With open working areas, it also will be a new home for community organizations. RDF plans to offer workshops for community members as it strives to continue to strengthen its relationships with its new neighbors: the local business owners and all the residents of South Phoenix.



More Info:

**RAZA DEVELOPMENT
FUND**
410 S. Southern Ave.
Phoenix, AZ 85040
602-417-1400
razafund.org/phx

Chiles en Nogada: Celebrating 200 Years



Chiles en Nogada, a legendary dish from the state of Puebla, was created 200 years ago. To celebrate this gastronomic and highly symbolic traditional food, the state recently organized a variety of events.

Chiles en Nogada consists of poblano chiles stuffed with picadillo and topped with a walnut-based cream sauce, pomegranate seeds and parsley. According to legend, this peculiar dish was cooked by local nuns, mostly to honor

Agustín de Iturbide, a Mexican army general and politician. A few days after closing the Treaties of Córdoba that agreed on the Independence of Mexico and led to the retreat of the Spanish army, the victorious *Trigarante* army entered Puebla headed by Agustín de Iturbide.

The dish had to be one that equaled the greatness of the success achieved by the army. The *Agustinas* nuns from the *Santa Mónica* convent used seasonal vegetables to create a stuffed chili dish seasoned and colored with the three colors of the Mexican flag: green, white and red.

The state's Secretary of Culture recently inaugurated an exhibition at the Kitchen Museum Ex Convent of Santa Rosa titled, *Delights, succulents and delicacies served at the table of Agustín de Iturbide in Puebla; 1821-1822*, to honor the



More Info:

Santa Monica Museum of Religious Art

103 18 Poniente St.
Puebla, Pue. 72000
01 222 232 0178

[WEBSITE](#)

HOURS: 10am–5pm,
Tuesday–Sunday

ENTRANCE FEE: 45 pesos

Free for children under 13, students, teachers and senior citizens who present a valid ID. Free admission on Sunday.

Experience *Chiles en Nogada*

Here are four famous restaurants that serve *Chiles en Nogada*. Prices range from US \$11 - \$19.75.

Casa Reyna

Privada de la 2 Oriente #1007
Centro Histórico, Puebla
8am–10pm
casareyna.com

Hotel Colonial

Calle 4 Sur #105
Centro Histórico, Puebla
8am–7pm
colonial.com.mx

La Noria

41 Poniente y 23 Sur
Ex Hacienda La Noria
Monday–Saturday, 1:30–9pm
Sunday 1:30–7pm
restaurantelanoria.com

El Mural de los Poblanos

16 de Septiembre 506
Centro Histórico
Noon–Midnight daily
elmuraldelospoblanos.com

MAKE YOUR OWN

This [Chiles en Nogada](#) recipe is based on an old family recipe from Yuriria, Guanajuato, that dates back to at least the 1950s.

people and landmarks that have shaped the symbolic significance of *Chile en Nogada*. The exhibition, which closed on Oct. 3, displayed paintings, photographs, reproductions of old cookbooks, as well as special cutlery and Talavera plates, reproducing those used in the meal served to Iturbide in 1821.

If you visit the city of Puebla, stop at the Santa Monica Museum of Religious Art, which has a rich collection of religious art from the 16th to the 19th century. At the museum, you can learn more about monastic life in general and the monastic customs of the *Agustinas* nuns.



Dolores Hidalgo: The Cradle of Mexican Independence

The city of Dolores Hidalgo is an especially important *pueblo mágico* for Mexican citizens because it was the birthplace of Mexican independence in the 1800s. When Father Miguel Hidalgo y Costilla rang his church bell in the early hours of Sept. 16, 1810, it was the call to arms that began the Mexican War of Independence. At the

time, the small city was simply known as Dolores. After Mexico gained its independence from Spain, the town was renamed Dolores Hidalgo to honor Father Hidalgo.

When you visit this beautiful city, you must leave with one of its most famous icons: the colorful majolica ceramic

with vibrant colors and characteristic figures. Its traditional ice creams also are very characteristic of the area for their exotic flavors. Where else will you find delicious—and exotic—flavors that range from salty (shrimp and mole) to avocado, lavender cream and the more conventional flavors.



TAKE HOME SOME SOUVENIRS

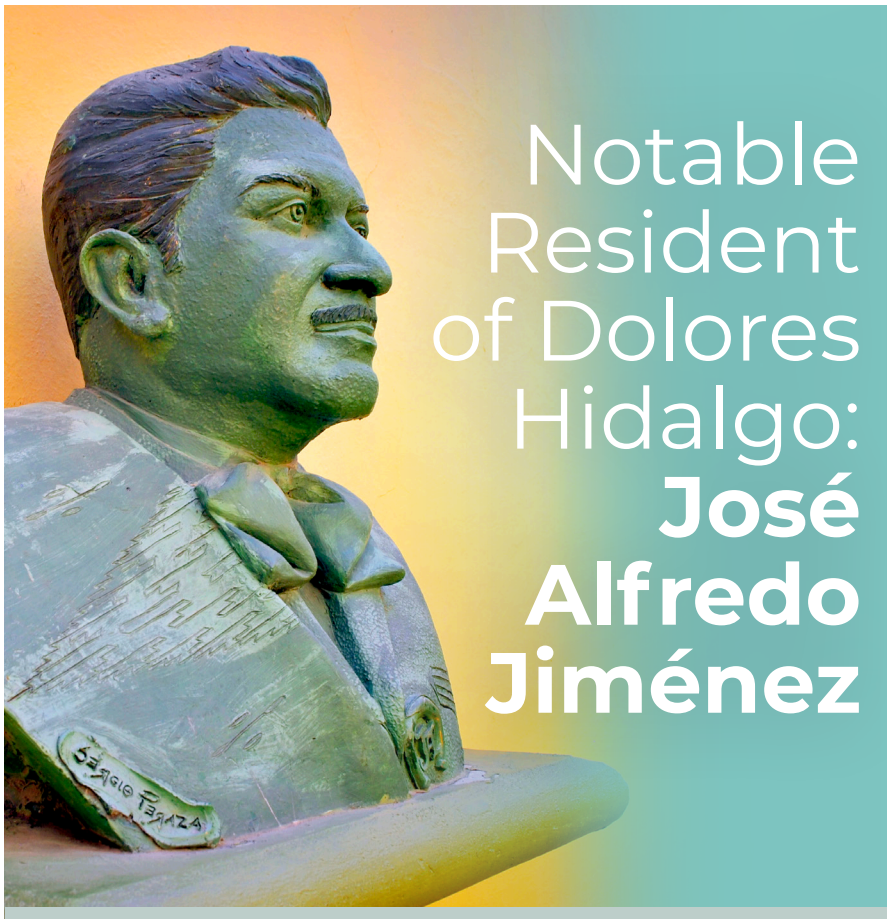
Here are a few ideas for souvenirs that will help you remember your visit to Dolores Hidalgo:

- Pots, vases and different artisan pieces of majolica ceramic and traditional pottery
- Wooden, rustic and colonial furniture
- Regional wines such as Cuna de Tierra, Pago de Vega, Torre de Tierra and Clos la Mar
- Exotic traditional ice cream flavors (mole, pipián, guacamole, shrimp and tequila)



More Info:

visitmexico.com/en/guanajuato



Notable Resident of Dolores Hidalgo: José Alfredo Jiménez

José Alfredo Jiménez Sandoval is probably Guanajuato's most famous singer/songwriter. He was born Jan. 19, 1926, in Dolores Hidalgo, Guanajuato and was one of the most popular ranchera singers and composers in Mexico during the 20th century.

He was recognized for his dramatic, sentimental singing style and his repertoire of more than 1,000 songs. His lyrics clearly show how much he loved his homeland and articulate his vision of what Guanajuato meant to him.

Here are some of his more famous lyrics from *Camino de Guanajuato*:

“Bonito León, Guanajuato la feria con su jugada”
The singer-songwriter left

this famous phrase for the great celebration that is the León fair, a fair that is special for both the locals and tourists from other parts of Mexico and the world.

“Camino de Guanajuato, que pasas por tanto pueblo”

José Alfredo did not make reference to the now-designated *pueblos mágicos*, but we can understand the singer's vision and his appreciation of all the magic and culture found in all the towns of Guanajuato.

The state of Guanajuato has six designated magical towns: Dolores Hidalgo, Salvatierra, Yuriria, Jalpa de Cánovas, Mineral de Pozos and Comonfort. Each one will leave you enchanted with its small colorful

streets, beautiful crafts, delicious typical dishes, historical monuments and the warmth of its people who will welcome you with open arms.

“No pases por Salamanca, que allí me hiere el recuerdo”

This line, which at first seems negative, expresses the sentimental bond José Alfredo had with Salamanca. According to legend, the singer supposedly wrote this part of the song because of the death of his brother, Ignacio, in the area.

Salamanca is one of the most important municipalities of the state. It was the first settlement of Otomi Indians, who first named it Xidoo, which means “place of *tepetates*.” Later, the name was changed to Salamanca, its Spanish city of origin. In this municipality, you can visit its beautiful historic center with important cultural sites or take a tour of the Nopal Circuit, a unique experience based on this emblematic Mexican product.

“El Cristo de tu montaña, del cerro del Cubilete”

One of the icons of the state is honored by the author because the hill and its statue of Christ dominates the horizon.

The sanctuary to Christ is one of the most beautiful and the most visited in the country. Its imposing sculpture measures 65 ft. high and weighs 80 tons.

Querétaro: The Historic Metropolis Where the Fight for Independence Began

The state of Querétaro, like most of the states in Mexico, has many historical landmarks, diverse attractions and activities. It officially became a state of Mexico in 1824 and is located next to Guanajuato.

Querétaro City (formally known as Santiago de Querétaro) is the capital of the state of Queretaro, which is part of the Bajío, a region rich in history and notable economic prosperity. This city played an important role in Mexican history, especially during the planning stages of the battle for Mexican Independence.

Querétaro is the perfect place to celebrate Mexican independence—and *Casa de la Corregidora* is a good starting point. The casa was originally built as a residence and office for the couple in charge of the office of Querétaro's mayor at the end of the 18th century: the lawyer Miguel Domínguez and his wife Josefa Ortiz de Domínguez. Josefa Ortiz de Dominguez is likely the most emblematic woman of the Mexican Independence movement. Her participation has been immortalized through various representations and getting to know her home and the meeting locations where she helped to organize the resistance is an interesting trip back in time.

Today, this remarkable monument overlooks the downtown plaza and is home to the local state government offices.



Querétaro Cathedral

The construction of the cathedral began in 1763 and was completed in 1804, when Father Miguel Hidalgo y Costilla of the town of Dolores (now Dolores Hidalgo), blessed it a few years before the start of the battle for Mexican independence. The cathedral marks the end of the colonial era in the symbolic and cultural sense and illustrates the transition from baroque to neoclassical architecture and from viceroyalty to autonomy. It is located a block from *Casa de la Corregidora* and in front of the *Jardín Zenea*, a colorful public garden that is an ideal place to enjoy the weather and relax with local snacks or drinks. The best way to grasp the rich history of the independence movement and its characters is by visiting the historic places, charming monuments and the museums of Querétaro.



It's Not All History

Even though there is a lot of history to learn in this area, sometimes all you really need is just a little wine and cheese—which you also will find in abundance in the state of Querétaro. In fact, the state is Mexico's second largest wine-producing region with 18 bodegas. The area produces a variety of wines, but is the largest producer of sparkling wine using traditional methods.

Complementing the wineries are nine main cheese factories that produce many traditional, fresh, semi-mature, mature and gourmet varieties combined with jellies and ingredients to match their flavors such as olives, herbs, almonds and blueberries.

And Then There's the Food

European heritage from the 16th century is combined with local ingredients and traditions to create a cuisine unique to the area.

Enchiladas queretanas, the star dish of the state, is a variation of the traditional enchilada, which is a tortilla filled with meat or chicken and covered by a red or green sauce. For the sweet and spicy regional version, the tortillas are seasoned with guajillo chili sauce, which gives them a toasted red color. They are then filled with potatoes and carrots and served with cream and fresh cheese.

Gorditas queretanas are another local treat you'll find everywhere. The gorditas are prepared with corn dough filled with different stews and seasonal ingredients. These less salty gorditas are famous for their softness. The preparation of the corn used in the dough is special to the region, which gives these gorditas a different taste than what you will find in the rest of the country.



More Info:

[Querétaro Tourism information](#)

[The Vineyards of Querétaro](#)

[Cheeseries, An Artisan Work in Querétaro](#)

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