

AN EXPLORATION OF CORNED BEEF & CABBAGE

THE HISTORY, ANATOMY AND MARKET OF A ST. PATRICK'S DAY FAVORITE

1700s

Cattle are brought to Ireland by British Landowners.



Ireland becomes known for its export of corned (salted) Beef to England, France & the colonies.

Most of the Irish can't afford beef, so they eat corned pork instead.

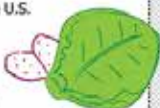


1800s



Over 1 million Irish emigrate to the U.S.

In New York, they find salted beef brisket being sold very cheaply. Considering beef a luxury, they use it in place of pork with cabbage & potatoes.



Growing Irish populations in cities across the U.S. turn St. Patrick's Day into a celebration of Irish pride & nationality.



New traditions, like parades & eating corned beef & cabbage, replace the old.

CORNED BEEF



BRISKET

POINT/DECKLE



FLAT

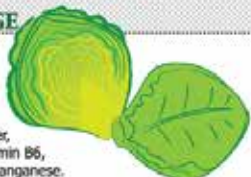
Per 3 oz serving:
213 calories
15 grams of protein
16 grams of fat

A good source of zinc, vitamin b12 & selenium.

GREEN CABBAGE

Per 1/2 cup serving:
17 calories
4 grams carbohydrate
0 grams of fat

A very good source of Fiber, Vitamin C, Vitamin K, Vitamin B6, Calcium, Potassium and Manganese.



Cabbage is related to broccoli, cauliflower, brussels sprouts & other crops belonging to the mustard family.

PRODUCTION



In 2012, the U.S. produced 2.13 billion pounds of cabbage valued at \$390 million.

That same year the U.S. produced just under 24 billion pounds of beef, including brisket.



PROMOTION



St. Patrick's Day is the biggest holiday for brisket & green cabbage. In 2012, 90% of store holiday promotions for corned beef featured flat & point cuts.

Holiday prices were also 21% lower for cuts of brisket & 47% lower for green cabbage than the rest of the year.

47% OFF



HISTORY

ANATOMY

MARKET

