AN EXPLORATION OF CORNED BEEF & CABBAGE
The history, anatomy and market of a St. Patrick’s Day favorite

HISTORY

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.

ANATOMY

CORNED BEEF
Point/Beef
Per 3 oz serving:
213 calories
15 grams of protein
16 grams of fat
A good source of zinc, vitamin bl2 & selenium.

Brisket

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.

Market
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

DATA SOURCES:
USDA Market News
National Agricultural Statistics Service
Economic Research Service
U.S. Census Bureau
National Nutrient Database

Data compiled by AMS Agricultural Analytics Division in 2013
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United States Department of Agriculture