



Irish Dairy Board

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FOR IMMEDIATE RELEASE

St. Patrick's Day Facts

News about St. Patrick's Day, Irish Food, and Kerrygold Butter and Cheeses

St. Patrick's Day Facts

The following facts come from Census Bureau News, compiled by the U.S. Census Bureau and released January 15, 2014.

- Congress proclaimed March as Irish-American Heritage Month in 1995 and the President issues a proclamation commemorating the occasion each year.
- The world's first St. Patrick's Day parade occurred on March 17, 1762, in New York City, featuring Irish soldiers serving in the English military.
- The number of U.S. residents who claimed Irish ancestry in 2012 was 34.1 million, more than seven times the population of Ireland (4.6 million).
- In 2012, Irish was the nation's second most frequently reported ancestry, trailing only German.
- New York had 2.5 million people claiming Irish ancestry in 2012, among the most in any state.
- Also in 2012, the percentage of the population in Massachusetts claiming Irish ancestry was 22.6 percent, which was among the highest in the nation.

Irish Food Facts

Facts about the history of butter in Ireland are from Peter Foynes, director of the Cork Butter Museum in Cork City, Ireland. The museum traces the history of Irish butter through remarkable artifacts, from the 56-pound keg of 1,000-year-old butter, to butter-making tools, from ancient to modern.

- While potatoes were introduced to Ireland in the late 16th century, cattle have been in the Emerald Isle since 3,500 BC.
- The Cork Butter Exchange, founded in 1769, was once the largest butter market in the world. In the heyday of its 150-year history, Irish butter was exported far and wide — to Europe and America, and as far away as India.
- The Butter Exchange introduced food grading in 1769 and may have been the first to do so. Grading food and taking responsibility for quality management gave Cork butter an international reputation for reliability.
- The modern era of the butter industry began in 1961 with the creation by the Irish government of the Irish Dairy Board. The Board reintroduced quality control and efficient production through economies of scale. It enabled the dairy industry to market, package and brand more effectively by introducing the Kerrygold label.

(more)

Kerrygold's Unique Attributes

Cows are natural ruminants and grass is their natural diet. Ireland is the ideal environment for the production of milk and dairy products from grass-fed cows.

- Milk comes from cows that roam freely in Ireland's lush pastures. Ireland is one of the few places left where dairy herds roam free.
- Kerrygold uses traditional husbandry methods that respect animal welfare. Cows must be well-fed and maintained to stay fertile and produce quality milk; this is key to quality dairying in Ireland.
- Kerrygold cows are never given growth hormones.
- Ireland has one of the longest grass-growing seasons in the world, from March to November, which means dairy herds enjoy fresh pastures nearly year-round.
- Beta-carotene, nature's own pigment found in grass, gives Kerrygold butter its distinctive golden color and flavor definition.

The Irish Dairy Board, Farmer Cooperatives and Kerrygold

Cooperatives ensure the viability of Ireland's small family farms.

- The Irish Dairy Board is the marketing and selling cooperative created by Ireland's small dairy farmer co-ops and co-op creameries to export dairy products the world over.
- "Kerrygold" is the international brand of the Irish Dairy Board.
- A vast number of small local Irish farmers and creameries that meet Kerrygold's exacting standards participate in the cooperatives.
- Irish dairy farmers manage their small holdings (40+ acres) tightly to ensure the optimum access of their herds to fresh, edible and nutritious grass. Average herd size per farmer is 60 cows.

For more about Kerrygold products, visit www.kerrygoldusa.com.

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