



# Gobbledygook

## Turkey Timeline

The fresh bird you eat at Thanksgiving was an egg back in July!

# 28

Days to Hatch a Turkey Poult



Hen



Tom

# 14-16

Average Weeks to Reach Harvest Weight

# 18-19



# 8-16

Average Pounds Dressed Weight



# 16-24

# 22.5

million whole turkeys were consumed at Thanksgiving in 2012 (including leftovers)

18.25 million sold frozen

4.0 million sold fresh

225 thousand sold smoked

# 11.5

million dozen shell eggs were marketed during the 3 weeks leading up to Thanksgiving 2012 with an average ad price of \$1.45/doz.

# \$50.75

average price of a store-prepared meal at Thanksgiving 2012 including a 10-12 pound conventional bird, feeding 6-8 people, with 4 traditional sides.

# 48%

of 2012 supermarket promotional activity for whole turkeys targeted the Thanksgiving marketing period.

## 2012 Thanksgiving Ads Breakdown

Fresh

29%

\$1.59

Frozen

71%

\$0.93

breakdown

avg \$ per lb.

# 59%

of 2013 U.S. TURKEYS were grown by the top 5 States.

143,000,000 birds

MN .....	18.6%
NC .....	14.5%
AR .....	12.0%
IN .....	7.0%
MO .....	7.0%

