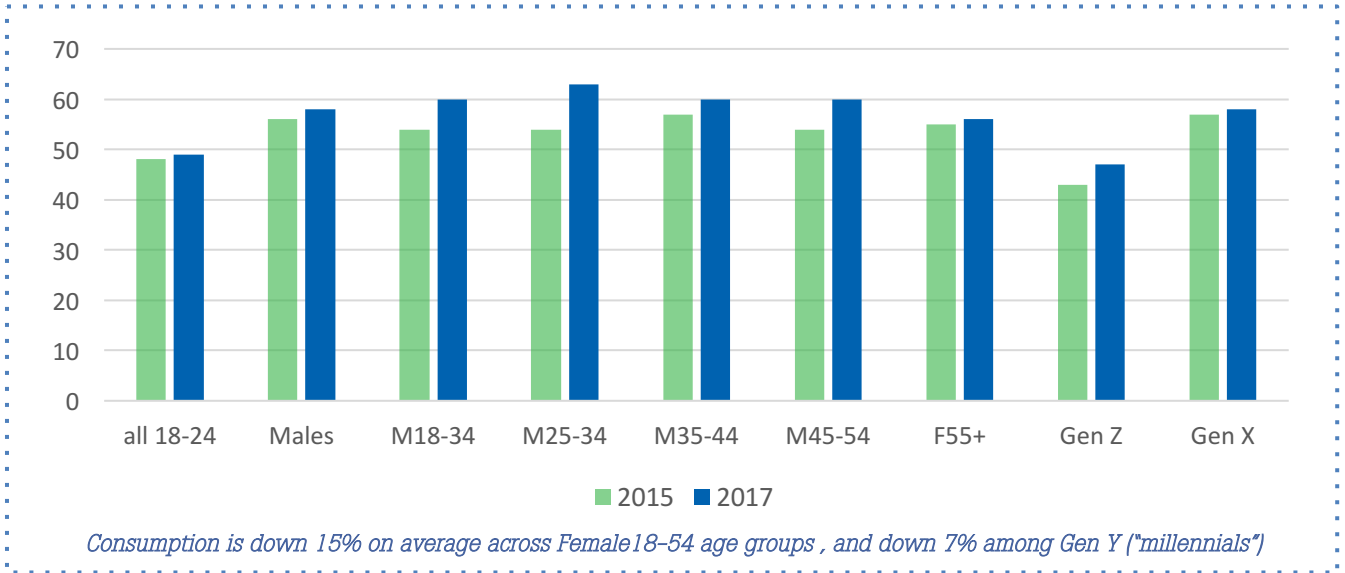
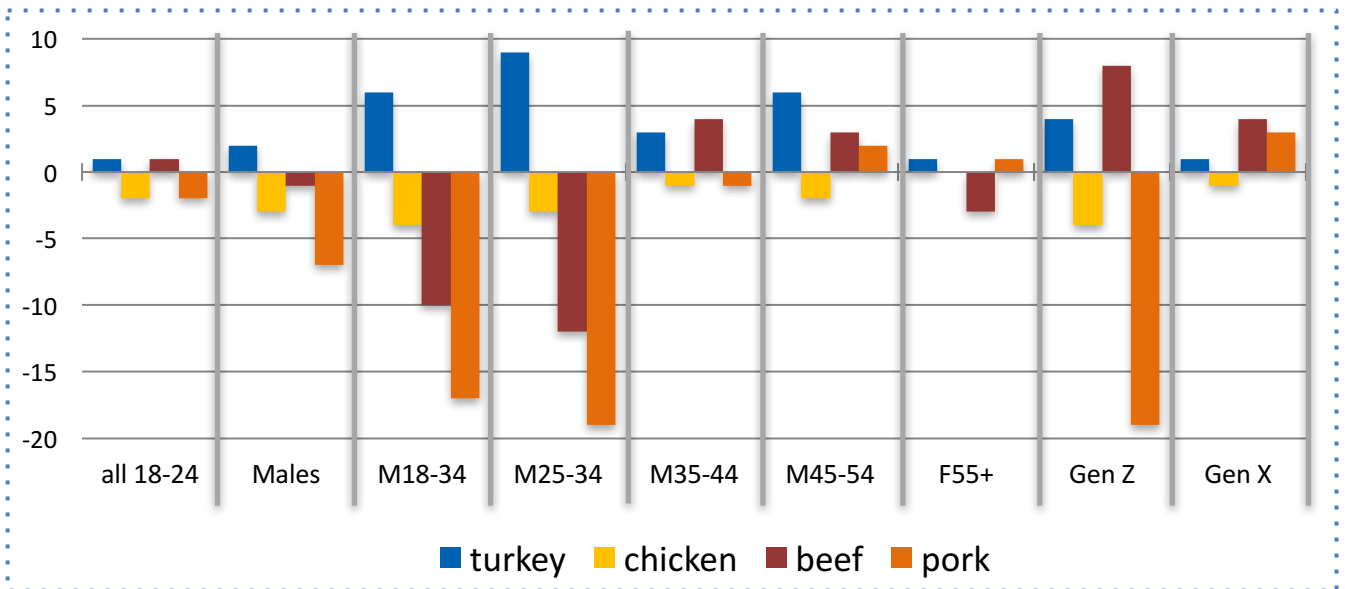




Who Is Eating More Turkey than in 2015? Men 18-54, And Women 55+ ...



...And They Are Eating Less Chicken, Beef And Pork (% Pt. Change 2015 -2017)



Among all survey participants

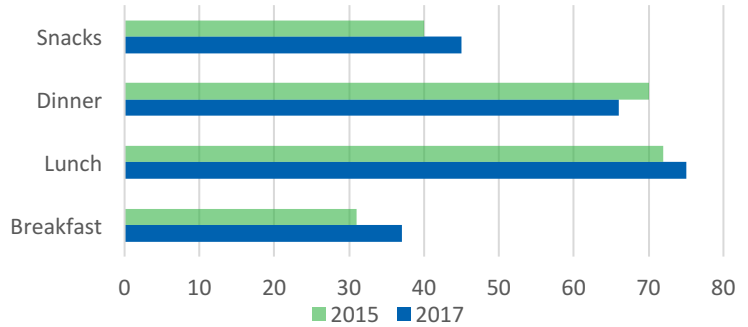
Q: Which of the following types of meat do you eat at least occasionally (about every 90 days), either as an entrée, or as an entrée ingredient (e.g., in a salad, soup, sandwich, wrap, etc.)? Select all that apply.



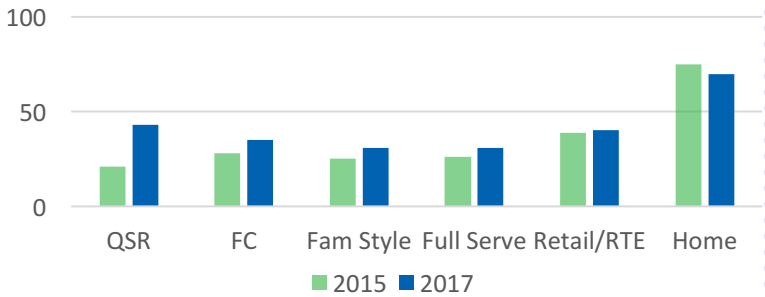
# TECHNOMIC HIGHLIGHTS: TURKEY CONSUMPTION BY THE NUMBERS



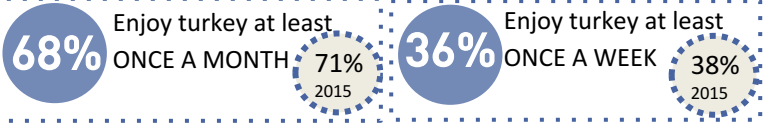
*When?*  
*Breakfast, Lunch, Snacking*  
Percent of consumers who eat turkey at least monthly for...



*Where?*  
*Increases Across All FS Segments*  
Percent of consumers who eat turkey at least monthly from...

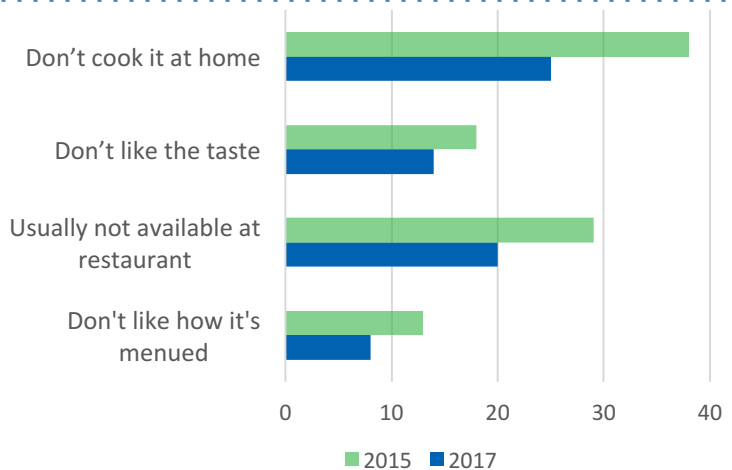


*How Often?*  
*Among Turkey Eaters:*



**39%** Say they are more likely now than 2 years ago to order turkey outside of the holiday season

*Why?*  
*Barriers Are Falling; Reasons For Not Eating Turkey Are Going Away*



*What Preparations Would They Eat More?*



Honey

Spicy Barbecue



Cajun



Smoked