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BACKGROUND

Summer is one of the strongest opportunities to position turkey as an everyday protein for grilling, quick meals, lighter eating and entertaining.

Turkey's versatility across burgers, sausages, deli, ground turkey and whole-muscle cuts makes it easy to incorporate into meals throughout the season. At the same time, consumers are increasingly interested in where their food comes from, creating an opportunity to highlight the farmers, families and professionals behind turkey production.

This toolkit is designed to help members promote turkey as:

- A versatile, everyday food
- An iconic American bird, raised with care
- An industry supported by farmers, processors and professionals across the country

Use the ready-to-share graphics, photos, captions and resources as a starting point, or make the campaign your own with content that feels authentic to your brand. Members are encouraged to customize posts, share their own photos, highlight recipes, film grilling clips and capture behind-the-scenes moments from their farms, facilities or teams.

Need an easy place to start? Try prompts like "What's on the grill?", "Why turkey?", "Show us your summer plate" or "Share a quick turkey tip."

Have questions? Reach out to Alex Davidson at adavidson@turkeyfed.org.

SUMMERTIME TALKING POINTS

- Summer is a prime opportunity to position turkey as an everyday protein across grilling, quick meals, lighter eating and entertaining.
- Turkey fits naturally into burgers, sausages, skewers, wraps, bowls, salads, sandwiches and shareable meals.
- Consumers are increasingly focused on simple, protein-forward meals, and turkey delivers.
- Turkey Lovers' Month provides a strong promotional hook to drive visibility and trial throughout June.
- National Turkey Lovers' Day will be celebrated on June 21, 2026.
- Summer is an opportunity to celebrate the bird, the food and the people behind turkey.

KEY SEASONAL THEMES

Grilling

- Turkey burgers, sausages and skewers perform well on the grill
- Provides a lighter alternative without sacrificing flavor
- Fits both casual and elevated cookout occasions

Everyday Meals

- Ground turkey supports easy weeknight cooking
- Deli turkey fits lunch and quick meal occasions
- Turkey simplifies dinner decision-making
- Great for back to school, easy homemade meals

Light & Fresh Eating

- Works in wraps, salads and bowls
- Aligns with protein-forward and balanced eating trends

Entertaining

- Scalable for groups and gatherings
- Versatile across menus and cuisines

Turkey Lovers' Month

- Dedicated promotional window in June
- 2026 marks 37 YEARS of celebrating Turkey Lovers' Month
- Opportunity to increase frequency and visibility
- Strong tie-in with grilling and summer meals
- National Turkey Lovers' Day is celebrated on the third Sunday in June, which is also Father's Day.

America 250: The Bird & The People

- Turkey has been part of America's food story for generations, connecting family farms, holiday traditions and everyday meals across the country.
- As America marks 250 years, turkey offers a natural way to highlight the people, farms and communities that help feed the nation.
- Many turkey farms are multigenerational family operations, carrying forward a legacy of hard work, stewardship and American agriculture.
- Turkey farmers build on generations of experience while using modern tools to support bird health, food safety and responsible production.
- From farm families to processors, drivers, retailers and restaurants, turkey supports an American supply chain rooted in local communities.
- Turkey has a special place in American tradition, but it is also a year-round protein raised by farmers who help feed families every day.

- America's turkey industry reflects the best of U.S. agriculture: family farms, strong communities, skilled workers and a commitment to doing things the right way.

TURKEY DAY OF SERVICE

On Sunday June 7, NTF will recognize the 2nd Annual Turkey Day of Service to highlight the many ways the turkey industry is giving back to their local communities. Your company can participate in Turkey Day of Service in a variety of ways, including donating product, contributing funds, volunteering time or supporting a local community organization. Please let NTF know how you plan to spend Turkey Day of Service. Remember, no act of service is too large or too small!

Key Messages:

- The farmers and companies that make up the turkey industry care about their communities where they live and operate.
- Many hunger-relief efforts center on the winter holidays. Through this Turkey Day of Service on June 7, we want to help raise awareness of the issue of food insecurity the rest of the year and highlight other ways the turkey industry supports their communities.

How You Can Engage: Let NTF know how your company plans to participate. Members are encouraged to share Turkey Day of Service activities on social media using #TurkeyDayofService, invite local press to attend an event, send a post-event press release or film a quick video of your team giving back. NTF is available to help develop materials or amplify member efforts.

LOCAL MEDIA PITCHES

Summer Grilling

Subject: Summer Grilling Upgrade: Why Turkey Belongs on the Grill

Hi [Reporter],

As grilling season ramps up, turkey is a versatile, lighter option that works across everything from burgers and sausages to skewers and cutlets — while also delivering a lean, high-protein option for consumers looking for healthier choices.

We can connect you with a spokesperson to share simple recipes, grilling tips and practical ways to incorporate turkey into everyday meals this summer. This is an easy, visual story that fits well for both quick hits and deeper features.

Let me know if you're interested.

Best,
[Your Name]

Turkey Lovers' Month

Subject: June Feature: Turkey Lovers' Month

Hi [Reporter],

With Turkey Lovers' Month coming up in June, it's a great opportunity to spotlight fresh, creative ways to enjoy turkey all month long.

The National Turkey Federation ([LINK](#)) has a wide range of recipe inspiration — from quick weeknight meals to elevated, shareable dishes — that resonate with today's audiences looking for high-protein, versatile options.

I'd be happy to collaborate by providing recipe ideas, cooking tips and easy content hooks tailored to your platform. We can also connect you with chefs and creators to bring the recipes to life in an authentic way.

Let me know if you're interested, and I can share a few ideas to get started.

Best,
[Your Name]

Meet a Farmer

Subject: Turkey Lovers' Month: Meet a Farmer in Your Community

Hi [Reporter],

With Turkey Lovers' Month in June, we can connect you with a turkey farmer in your community to show how turkeys are raised today — from daily care to the steps taken to keep birds healthy and ensure a safe, consistent food supply.

It's a timely, visual human-interest story that puts a face to what's on the plate, offering a behind-the-scenes look at where food comes from at a time when audiences are especially engaged with cooking and gathering.

We can coordinate interviews, farm access or visuals depending on your needs.

Let me know if you'd like to connect.

Best,

[Your Name]

Back to School with Turkey

Subject: Back to School: Easy, Healthy Meals with Turkey

Hi [Reporter],

As kids head back to school, many families are looking for quick, healthy meal options that fit into busy routines. Turkey is a versatile, high-protein choice that works across everything from deli sandwiches and lunch prep to easy weeknight dinners like burgers, bowls and wraps.

We can provide simple recipe ideas, practical tips or connect you with a spokesperson to share how turkey fits into back-to-school meals in a way that's convenient and approachable for families.

Happy to tailor this to your audience or format.

Best,

[Your Name]

FULL CONTENT BANK

Summer Graphics and Content Creation Tools

NTF has created a library of ready-to-post graphics, photos, captions and customizable content tools to help members promote turkey throughout the summer.

Members can use the materials as-is or customize them with their own photos, logos, recipes and local messages. Whether you need a quick plug-and-play post or want to create something more tailored to your audience, these resources are designed to make participation easy.

Available Resources:

- [Dropbox photo library](#)
- [Campaign logos](#)
- [Graphic creator tool](#)

The graphic creator makes it easy to build turkey-focused social graphics using NTF's campaign look and feel. To get started, select the theme you want to create — Turkey Lovers' Month, Meet the Farmer or Meet the Farm — then upload your own photo, fill in your information and download the final graphic.

Members are encouraged to use photos from their own farms, facilities, teams or products to make the campaign feel personal while still connecting back to the broader industry effort.

[**VIEW A STEP-BY-STEP GUIDE HERE.**](#)

The image shows a web-based graphic generator interface titled "FACES OF THE TURKEY INDUSTRY" and "How to Use the Generator". The interface is divided into two main sections: a form on the left and a live preview on the right. The form is titled "CARD BUILDER · TURKEY LOVERS' MONTH" and contains several sections: "PHOTO" with an upload button and a placeholder image of a turkey; "YOUR INFO" with input fields for NAME, ORGANIZATION, and LOCATION; and "LOGO" with three color options: RED, WHITE, and BLACK. A "DOWNLOAD CARD" button is at the bottom. The live preview section shows a generated card with a turkey photo, the text "FACES OF THE TURKEY INDUSTRY", "NAME", "ORGANIZATION", and "LOCATION", and the "TURKEY LOVERS' MONTH" logo. Eight numbered red boxes with arrows point to specific features: 1. Upload your photo; 2. Drag on the card to reposition your image; 3. Use Rotate and Zoom to adjust the image; 4. Reset Position if you want to start over; 5. Enter your name, organization and location; 6. Choose your logo color; 7. Preview updates live here; 8. Download your finished card.

FACES OF THE TURKEY INDUSTRY
CARD BUILDER · TURKEY LOVERS' MONTH

How to Use the Generator

1 Upload your photo

2 Drag on the card to reposition your image

3 Use Rotate and Zoom to adjust the image

4 Reset Position if you want to start over

5 Enter your name, organization and location

6 Choose your logo color

7 Preview updates live here

8 Download your finished card

PHOTO
YOUR PHOTO
✓ white-turkey-farm.jpg

← Drag on card to reposition →

ROTATE 0°

ZOOM

RESET POSITION

YOUR INFO

NAME
NAME

ORGANIZATION
ORGANIZATION

LOCATION
LOCATION

LOGO

TURKEY LOVERS' MONTH RED WHITE BLACK

DOWNLOAD CARD

LIVE PREVIEW

What you see is what downloads

Selected Summer Recipes

- [Turkey Sausage Skewers](#)
- [Turkey Kebabs](#)
- [Turkey Smashburgers](#)
- [Grilled Turkey Bao Buns](#)
- [Bite-Sized Grilled Turkey Gyros](#)
- [Zesty Turkey Zucchini Boats](#)
- [Pesto Turkey Salad & Wrap](#)
- [Mini Turkey Kebabs](#)
- [Grilled Turkey Summer Rolls](#)
- [Grilled Jerk Turkey Salad](#)
- [Asian BBQ Turkey Lettuce Wraps](#)
- [Crunchy Turkey Tacos](#)
- [Southwestern Turkey Burgers](#)
- [Rosemary Lemon Spatchcocked Turkey](#)
- [Dry Rubbed BBQ Turkey Breast with Pico De Gallo](#)

Educational Resources

- [Cooking Turkey Overview](#)
- [Graduate to the Grill: Part I](#)
- [Graduate to the Grill: Part II](#)
- [Turkey Smoke 101](#)
- [The Core Four Food Safety Practices](#)
- [Partnership for Food Safety Education's Safety in All Seasons: Summer](#)
 - [Grilling Safety](#)
 - [Food Safety on the Move](#)
 - [Seven Super Steps to Safe Food in the Summer](#)
 - [Summer without Salmonella](#)
 - [BAC to School: Pack a Safe Lunch 101](#)

General Summer Posts

What's for dinner tonight? Turkey. 🍗🍴

Simple, quick and packed with protein. #TryTurkey

Turkey isn't just for Thanksgiving. It's for right now. ☀️

From weeknights to weekends, it fits. #TryTurkey

Lean protein, big flavor. 💪

Turkey belongs in your summer lineup. #TryTurkey

Grill's on. Turkey's up. 🔥🍗

Burgers, sausages or skewers — your call. #TryTurkey

Hosting this weekend? 🎉

Turkey makes it easy to serve something everyone will enjoy. #TryTurkey

Wraps, bowls, salads or sandwiches. 🥗🥙

Turkey does it all. #TryTurkey

Busy night? Keep it simple with turkey. ⚡

Dinner doesn't have to be complicated. #TryTurkey

From the grill to the kitchen, turkey works anywhere. 🏠🔥 #TryTurkey

Simple ingredients. Real meals.

Start with turkey. #TryTurkey

Keep it light, keep it easy, keep it turkey. #TryTurkey

Big flavor without the extra effort. #TryTurkey

Your go-to protein for summer starts here. #TryTurkey

Turkey Lovers' Month Posts

Turkey Lovers' Month starts now. 🍗🎉

30 days of easy meals and grilling. #TurkeyLoversMonth #TryTurkey

June = Turkey Lovers' Month. 📅

Time to bring turkey into your rotation. #TurkeyLoversMonth #TryTurkey

Turkey Lovers' Month = dinners solved. 🍽️

Start simple. Start with turkey. #TurkeyLoversMonth #TryTurkey

All month long: more turkey, more options. 🔄

From burgers to bowls, it works. #TurkeyLoversMonth #TryTurkey

If you love grilling season, you love turkey. 🔥

Welcome to Turkey Lovers' Month. #TurkeyLoversMonth #TryTurkey

30 days. Countless meals. 🍗

Make the most of Turkey Lovers' Month. #TurkeyLoversMonth #TryTurkey

Consider this your sign. 👁️

Make turkey tonight. #TurkeyLoversMonth #TryTurkey

Turkey Lovers' Month and grilling season go hand in hand. 🍷🔥 #TurkeyLoversMonth #TryTurkey

Every week is a good week for turkey.
June just makes it official. #TurkeyLoversMonth #TryTurkey

More turkey. More meals made easy.
That's what June is all about. #TurkeyLoversMonth #TryTurkey

Farmer + Bird Posts

Behind every turkey on your table is a farmer. 🧑🌾🐔
Caring for their flocks every day. #TryTurkey

Raised with care and attention. ❤️
That's what goes into every turkey meal. #TryTurkey

This starts long before dinner. ⌚
From the barn to your plate. #TryTurkey

More than a meal — it starts with the bird. 🐔
Healthy, well-cared-for turkeys matter. #TryTurkey

From farm to table, there's a story behind every bite. 🌱🍽️ #TryTurkey

Turkey Lovers' Month celebrates the bird, the food and the people behind it. 🐔👨🍳
#TurkeyLoversMonth #TryTurkey

America 250 Posts

250 years of America. Generations of family farms. 🇺🇸
Turkey is part of the story we're still writing. #TryTurkey

From American farms to American tables. 🇺🇸🍽️
Turkey has a place in celebrations big and small. #TryTurkey

As America marks 250 years, we're celebrating the farmers, families and food that bring us together. 🇺🇸 #TryTurkey

Made for summer cookouts, family tables and American celebrations. 🔥🇺🇸
Make turkey part of the moment. #TryTurkey

America's story has always been told around the table. 🍽️🇺🇸
This summer, bring turkey to yours. #TryTurkey

From multigenerational farms to backyard grills. 🧑🔥
Turkey is raised here, enjoyed here and made for moments like this. #TryTurkey

Raised by American farmers. Shared by American families. 🇺🇸
That's something worth celebrating. #TryTurkey

This summer, celebrate American farms, American food and the meals that bring us
together. us 🇺🇸 #TryTurkey

A classic American bird, made for modern meals. 🇺🇸
Celebrate America 250 with turkey. #TryTurkey

American farms. American families. American flavor. us 🇺🇸
Celebrate with turkey. #TryTurkey

Back To School Posts

Back to school, back to routine. 🎒
Turkey makes weeknight dinners easier. #TryTurkey

New school year. Same dinner question. 🍽️
Turkey has you covered. #TryTurkey

Lunches, dinners and after-school bites. 🌯 ⚡
Turkey fits the routine. #TryTurkey

Busy nights are back.
Keep dinner simple with turkey. 🇺🇸 #TryTurkey

Homework, practices and packed schedules. 📅 🏃
Turkey helps make mealtime easier. #TryTurkey

Back-to-school season calls for easy meals.
Start with turkey. #TryTurkey

Pack the lunchbox. Fill the fridge. 🌯
Turkey makes it easy. #TryTurkey

From sandwiches to wraps to quick dinners.
Turkey works all school year long. #TryTurkey

School nights move fast. ⚡
Turkey keeps dinner simple. #TryTurkey

Lunchbox ready. Dinner ready. Routine ready. 🌯 🍽️
Turkey does it all. #TryTurkey

Turkey wraps = lunchbox win. 🌯 🎒
Easy to pack, easy to love. #TryTurkey

School night dinner, solved. 🍴

Turkey makes it simple, quick and delicious. #TryTurkey