



MEDIA ADVISORY / INTERVIEW OPPORTUNITY

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Ohio Experts Talk Thanksgiving Turkey

Looking for a great, localized Thanksgiving story? Ohio is home to turkey farmers who are willing to participate in interviews or help answer questions about the industry. Ohio processes more than 4.6 million turkeys annually. If you are interested in talking to one of the state's turkey farmers or would like to learn more about Ohio turkey farming, please contact us.

Potential story ideas include:

- *In-studio interviews* – Jim Chakeres, executive vice president of the Ohio Poultry Association is a great cook and can demonstrate on-air how to prepare the perfect turkey dinner or provide great recipes for turkey leftovers. We can provide recipes and cooking tips for print media.
- *Turkey to be easy on the wallet this year* – Purchasing whole turkeys is a great opportunity for savings because they can be divided into several meal portions before and after cooking and they provide opportunities for great leftover dishes. In addition, the Thanksgiving turkey will be a little more cost-effective this year as prices were locked in prior to this summer's drought that caused food prices to rise due to increasing grain costs.
- *Food safety tips* – The holiday season can be a busy time in the kitchen, which may cause some cooks to want to take shortcuts when preparing their Thanksgiving feast. Experienced cooks and novices should keep turkey safety best practices in mind. We can help you answer the basic questions for your audience – What's the best way to thaw a turkey? How long can I keep leftovers? What about grilling or frying the turkey?
- *Putting a twist on traditional turkey preparation methods.* Although most Ohioans prepare Thanksgiving dinner by roasting their turkeys, there is growing interest to add new twists to the traditional dish. More cooks are looking at non-traditional methods of turkey preparation, such as deep-frying, brining, smoking and grilling.
- *Turkey leftover tips* – For some, the leftovers are as much a part of the holiday tradition as the feast itself. We can provide tips and great recipes to stretch the food dollar even more by using the remaining cooked turkey to prepare an entrée, pizza, chili, soup, sandwich or salad.

Ohio Turkey Facts

- Ohio ranks ninth nationally in turkey production.
- In 2010, Ohio processed 4.6 million turkeys with a value of \$177.6 million.
- Ohio's turkey flocks consume more than 4.4 million bushels of corn each year, with a weight equivalent of 252 million pounds.

Other Turkey Facts

- U.S. turkey consumption has increased 102 percent since 1970, due to consumers' recognition of turkey's good taste and nutritional value.
- In 2011, U.S. consumption of turkey was 16.1 pounds per person.
- Turkey production in the United States has increased nearly 110 percent since 1970, meeting consumers' demand as more people choose turkey.

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