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

**Turkey Timeline**

- **Days to Hatch a Turkey Poult**: 28
- **Hen**: 14-16 average weeks to reach harvest weight
- **Tom**: 18-19 average weeks to reach harvest weight
- **8-16**: Average pounds dressed weight
- **16-24**: Average pounds dressed weight

**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

**48%**

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

**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.

**2012 Thanksgiving Ads Breakdown**

<table>
<thead>
<tr>
<th></th>
<th>Fresh</th>
<th>Frozen</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fresh</td>
<td>29%</td>
<td>71%</td>
</tr>
<tr>
<td>Avg $ per lb.</td>
<td>$1.59</td>
<td>$0.93</td>
</tr>
</tbody>
</table>

**59%**

- Of 2013 U.S. Turkeys were grown by the top 5 States.
- 143,000,000 birds

Source: USDA Agricultural Marketing Service, Market News and National Agricultural Statistics