

# Industry and market trends turkey

What is the OECD Economic Survey of Turkey?

Based on findings from the OECD Economic Survey of Turkey, Economic Outlook, and Going for Growth reports, it highlights major economic trends and key policy recommendations for sustainable and inclusive growth.

What is the turkey industry?

The turkey industry is a significant contributor to the poultry sector. It ranks second in the overall sale of poultry meat. Between 1980 and 1990, turkey consumption in the U.S. increased by 92%. The industry provides a high quality, low cost, nutritious source of food protein.

How has the turkey industry evolved?

The turkey industry has developed from a single-product, holiday-oriented market to a year-round, diversified and value-added product line. Increasingly, turkey products are marketed in a variety of ways and serve as a staple for health-conscious consumers.

Where can I find more information about the turkey industry?

For additional statistics about the U.S. turkey industry, visit USDA's Turkey Sector page. Turkey consumption has nearly doubled since 1970 (8.2 pounds per capita), as consumer education and awareness of the nutritional value and taste of turkey products continue to increase.

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