

INDIANA TURKEY MARKET DEVELOPMENT COUNCIL

Turkey Marketing Earns 1.5 Million Impressions with Key Indiana Audiences

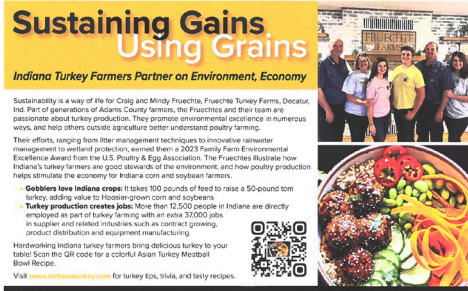
The Indiana Turkey Market Development Council (TDMC) entered a new phase of marketing in the second half of 2023. Needing to move on from a National Turkey “Peanut Butter and Jelly” media focus, the Council decided to segment and prioritize the following target audiences:

- Food Influencers
- Rural Consumers
- Rising Consumers
- General Indiana Consumers

Thinking on each target audience, they created new campaigns which have generated over 1.5 million impressions.

Some of the campaigns included:

- Print Media in My Indiana Home, Indiana Corn and Soybean Magazine, REMC “Indiana Connection.”



**Sustaining Gains
Using Grains**

Indiana Turkey Farmers Partner on Environment, Economy

Sustainability is a way of life for Craig and Mindy Fruechte, Fruechte Turkey Farms, Detroit, Ind. Part of generations of Adams County farmers, the Fruechtes and their team are passionate about turkey production. They promote environmental excellence in numerous ways, and help others outside agriculture better understand poultry farming.

Their efforts, ranging from litter management techniques to innovative rainwater management to weed control, earned them a 2023 Family Farm Environmental Excellence Award from the U.S. Poultry & Egg Association. The Fruechtes illustrate how Indiana's turkey farmers are good stewards of the environment, and how poultry production helps stimulate the economy for Indiana corn and soybean farmers.

Gobblers love Indiana crops! It takes 100 pounds of feed to raise a 50-pound tom turkey, adding value to Hoosier-grown corn and soybeans.

Turkey production creates jobs: More than 12,500 people in Indiana are directly employed as part of turkey farming with an extra 37,000 jobs in supplier and related industries such as contract growing, product distribution and equipment manufacturing.

Herdsourcing Indiana turkey farmers bring delicious turkey to your table! Scan the QR code for a colorful Asian Turkey Meatball Bowl Recipe.

Visit www.indianaturkey.com for turkey tips, trivia, and tasty recipes.



**YOUR INDIANA
TURKEY
FARMERS**

**INDIANA
FARMERS
BRING TURKEY
TO YOUR TABLE**

IT STARTS ON THE FARM: Turkey farmers focus on the health and happiness of the 20.5 million turkeys raised in Indiana each year, making Indiana the 4th largest turkey producing state in the country.

GOBBLERS LOVE INDIANA CROPS: It takes 100 pounds of feed to raise a 50-pound turkey, adding value to Hoosier-grown corn and soybeans.

TURKEYS MEAN JOBS: Indiana turkey producers directly employ 12,500 people in Indiana, with an extra 37,000 jobs in supplier and related industries, such as contract growing, product distribution and equipment manufacturing.

TO YOUR TABLE: Turkey is a great source of protein and B vitamins for your family, with 50% of daily value of lean protein in a single serving of turkey.

Visit indianaturkey.com for turkey tips, trivia and tasty recipes.



**INDIANA TURKEY FARMERS
BRING TURKEY TO YOUR TABLE!**

Explore tasty turkey recipes & learn all about Hoosier turkey farming at www.IndianaTurkey.com

**YOUR INDIANA
TURKEY
FARMERS**

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- Partnerships with five Thanksgiving morning “Turkey Trot” Races across Indiana. TMDC provided the ever popular turkey ruler in participant giftbags.



- Hoosier Ag Today Media Placements that cover a wide variety of topics from production to nutrition.

<https://www.hoosieragtoday.com/2023/10/24/turkey-production-indiana-ag-economy/>



The Importance of Turkey Production to Indiana's Ag Economy
 It's easy to think about turkeys with Thanksgiving around the corner. However, you may not know just how important turkeys are to Indiana's ag economy.
 "Indiana turkey production is an incredible driver of regional rural economies," says Rebecca Joniskian, President of the Indiana State Poultry Association. "We are fourth in the nation in turkey production with 20 million turkeys produced here in Indiana. We produce a lot of premium turkey dell meat, along with ground turkey, breast meat, novel, turkey drums like you get at the Indiana State Fair—so Indiana turkey can be found in many different forms." Joniskian says the main reason Indiana is number four for turkey production is because of the state's corn and soybean production.

- Electronic Billboard at the Indiana State Fair

Why Did The Turkeys Visit the Fair?



To hang with the flock at the Northwest Pavillion!!




www.IndianaTurkey.com

- AgriNovus Podcast Feature: We Have To Talk Turkey.

<https://agrinovusindiana.com/2023/11/20/podcast-we-have-to-talk-turkey/>

Each impression shared important messages about Indiana turkey to continue building awareness, preference and appreciation for this important protein and its impact on Indiana's economy.

