

Minnesota Turkey's post in response to a KARE-11 segment on preparing turkey for Thanksgiving:

We were disappointed in your turkey preparation segment this morning for a few reasons. While we were happy to see that the overall food safety information was correct (use a meat thermometer, don't leave your turkey out on the counter overnight to save time, etc.), the information on how turkeys are raised was irresponsible and at times erroneous.

- 1) The recall is for GROUND turkey – not “several different turkey products” as the segment indicated at the beginning. Whole birds and turkey breasts are not affected by the recall.
- 2) ALL turkeys in the U.S. are raised without added hormones and steroids. It is illegal. Your guest implied that the brand she prefers is somehow safer/ better because of no added hormones or steroids but this simply isn't true. Any brand of turkey (or chicken for that matter) in the U.S. doesn't have added hormones or steroids.
- 3) The guest also mentioned that her preferred brand raises “their turkeys on family-owned farms across the country.” While this is true, it is also true that Minnesota's turkey brands raise their turkeys on family farms across MN and WI.
- 4) Finally, it was mentioned that the guest's preferred brand has a traceability code, which allows customers to trace the turkey they purchase back to the farm. Well, Minnesota's largest brand of turkey has a similar traceability system as well, so it's no different than the other brand.

We encourage everyone to know the facts, don't be swayed by marketing practices that share misinformation between or about various turkey brands, and practice safe food handling.

Minnesota raises more turkeys than any other state in the U.S. – we have 450 turkey farm families right here! - and if folks would like a locally-raised turkey on their Thanksgiving table, then we hope they consider supporting a Minnesota brand.

(And if you have questions about Minnesota turkey products and our farmers, please find us on Facebook!)