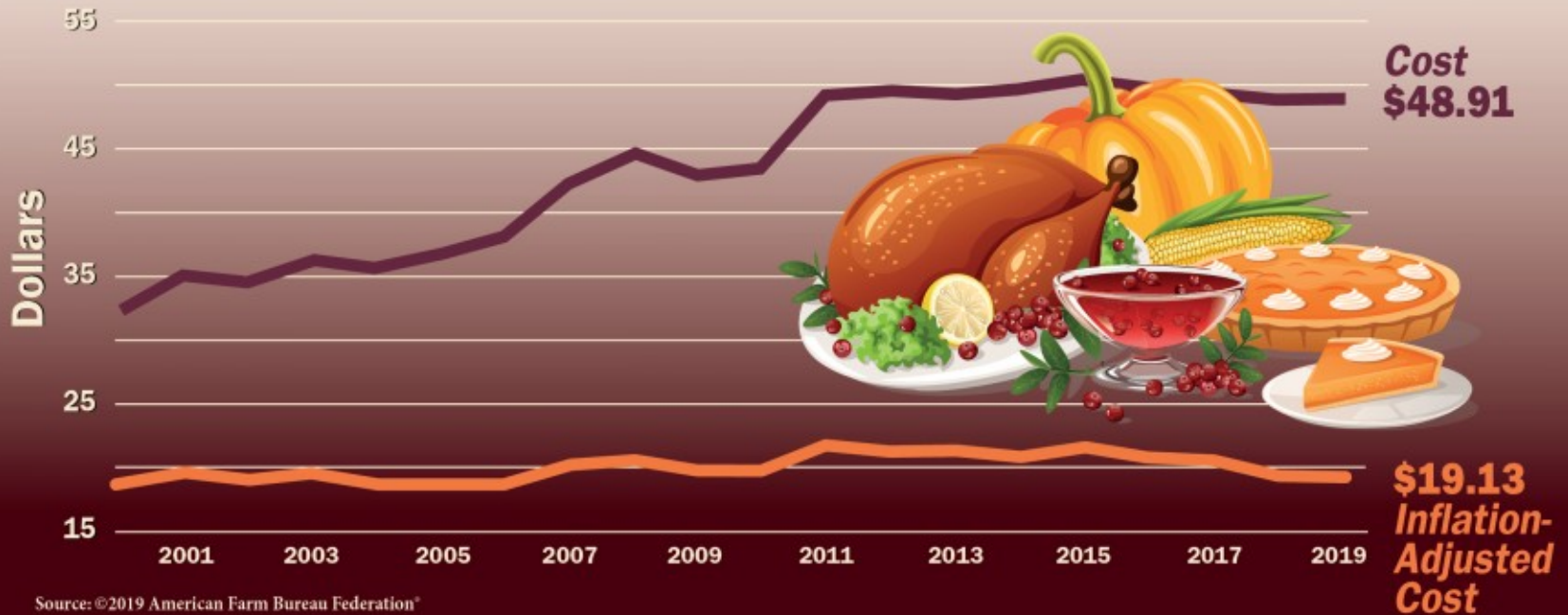


THANKSGIVING SPECIAL: THE FARMER'S SHARE OF FOOD PRICES

AAE 320

Paul D. Mitchell

2019 Thanksgiving Dinner Cost



Cost of Thanksgiving meal for 10 people is \$48.91, up 1 cent from last year

https://www.fb.org/newsroom/farm-bureau-survey-thanksgiving-dinner-cost-rises-only-a-penny?utm_source=morning_brew

Farm Bureau 22 slide PowerPoint

Key Points

- 1 A strong majority of adults celebrate Thanksgiving with a special meal.**
 - And a majority of adults celebrate Thanksgiving at their home or a family member's home.
- 2 A majority of adults cook their entire Thanksgiving meal at home, while 14% purchase part of their meal fully cooked.**
 - Younger adults are more likely than older adults to purchase part of their Thanksgiving meal fully cooked.
- 3 95% of adults serve turkey at their Thanksgiving meal, and half serve both turkey and ham.**
 - In addition to the tested items, adults also typically serve macaroni and cheese, gravy, corn, and different types of desserts at their Thanksgiving meal.
- 4 A strong majority of adults (88%) were not aware farmers receive 8 cents of each dollar consumers spend on food.**
- 5 Three in four adults are interested in learning more about how their food is produced.**
 - More than one in three Millennial and Gen X adults are *very interested* in learning more about how their food is produced.
- 6 A strong majority of adults (88%) trust farmers.**

Methodology:

This poll was conducted by Morning Consult from October 31 - November 3, 2019, among a national sample of 2,200 Adults. The interviews were conducted online and the data were weighted to approximate a target sample of adults based on age, race/ethnicity, gender, educational attainment, and region. Results from the full survey have a margin of error of plus or minus 2 percentage points.



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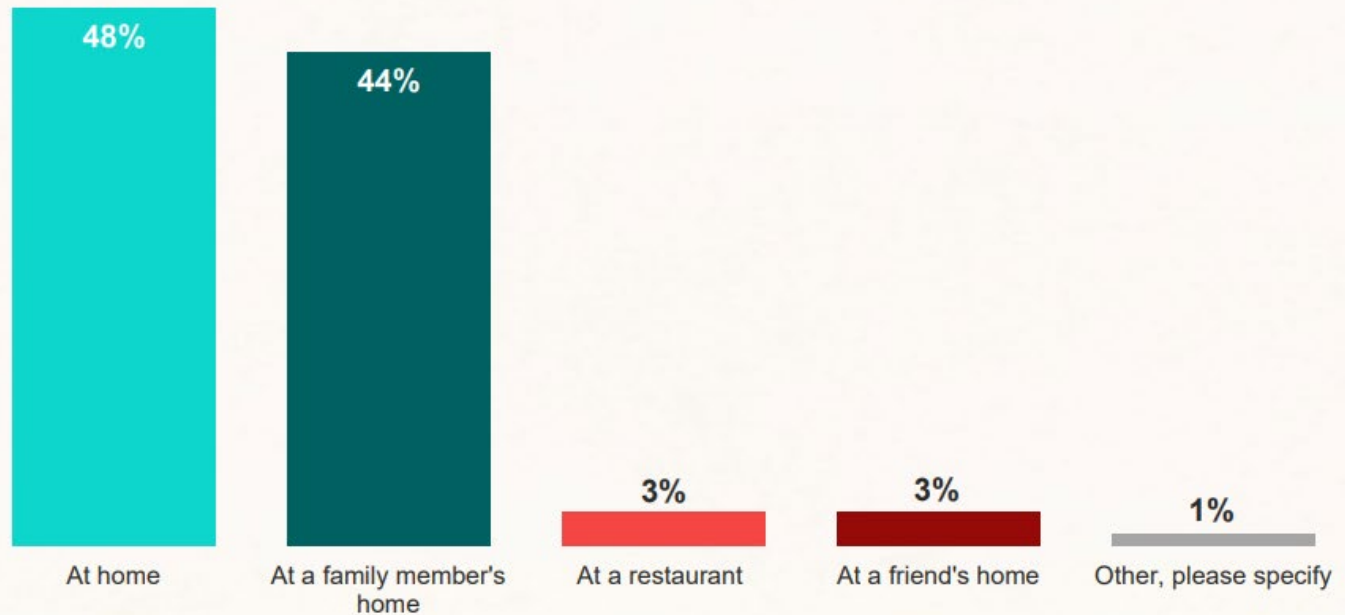
[https://www.fb.org/files/AFBF Thanksgiving Polling Presentation 2019.pdf](https://www.fb.org/files/AFBF_Thanksgiving_Polling_Presentation_2019.pdf)

90% celebrate by having a special meal, usually with family

A majority of adults celebrate Thanksgiving at home (48%) or at a family member's home (44%).

Where do you typically eat your Thanksgiving meal?

ADULTS WHO CELEBRATE THANKSGIVING WITH A MEAL



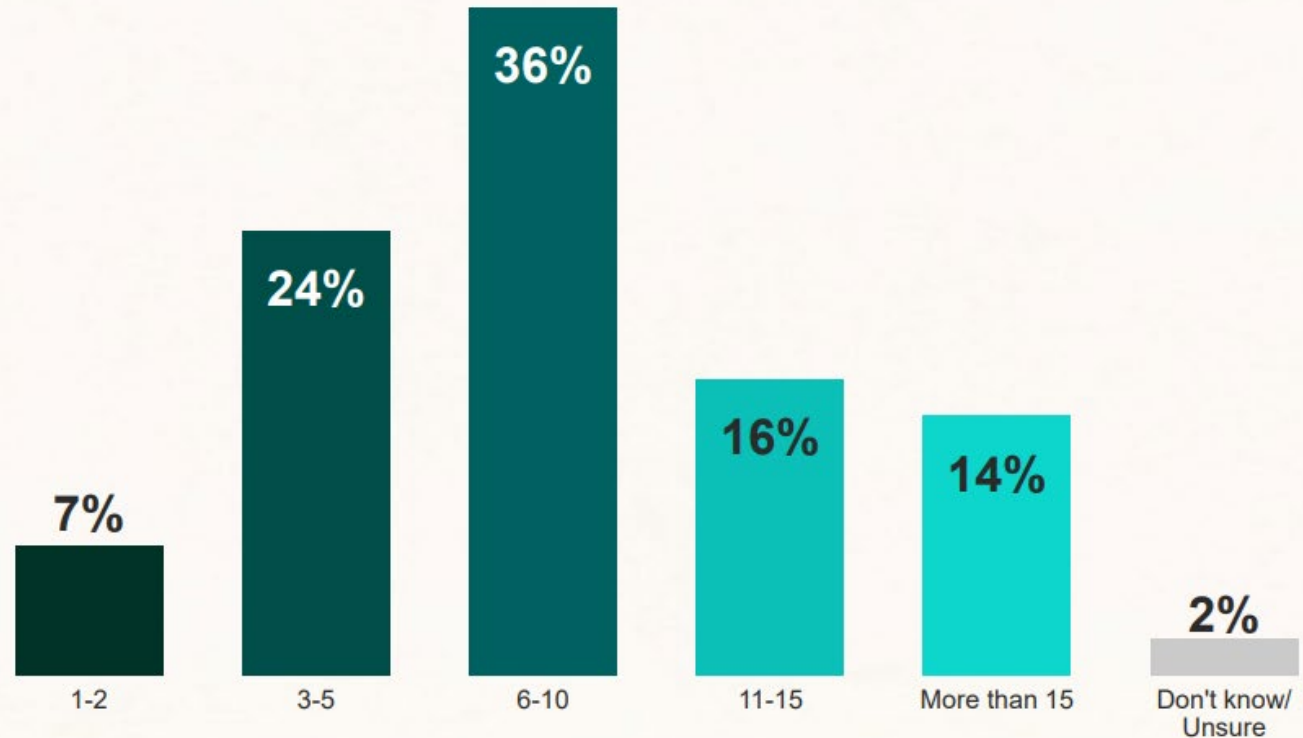
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With family and friends

A plurality of adults have 6-10 people at their Thanksgiving meal.

How many people are typically at your Thanksgiving meal?

ADULTS WHO CELEBRATE THANKSGIVING WITH A MEAL

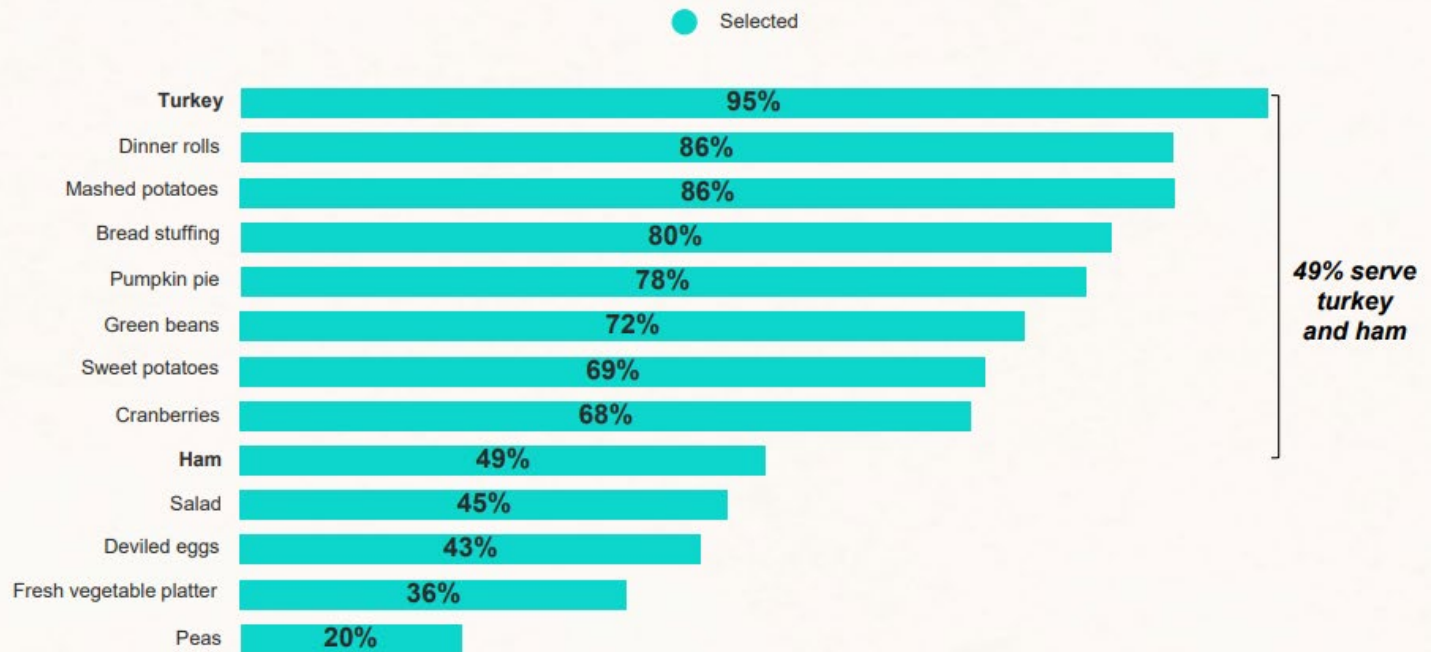


Turkey, plus bread, mashed potatoes, stuffing, pumpkin pie, green beans, sweet potatoes, cranberries, ham, salad, deviled eggs, fresh vegetables, and peas

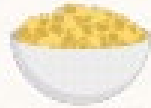
95% of adults serve turkey at their Thanksgiving meal, and half (49%) serve turkey *and* ham.

Thinking about your Thanksgiving meal, which of the following items or dishes are typically served? Please select all that apply.

ADULTS WHO CELEBRATE THANKSGIVING WITH A MEAL



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1. Macaroni & cheese



2. Gravy



3. Corn



4. Apple pie



5. Pecan pie



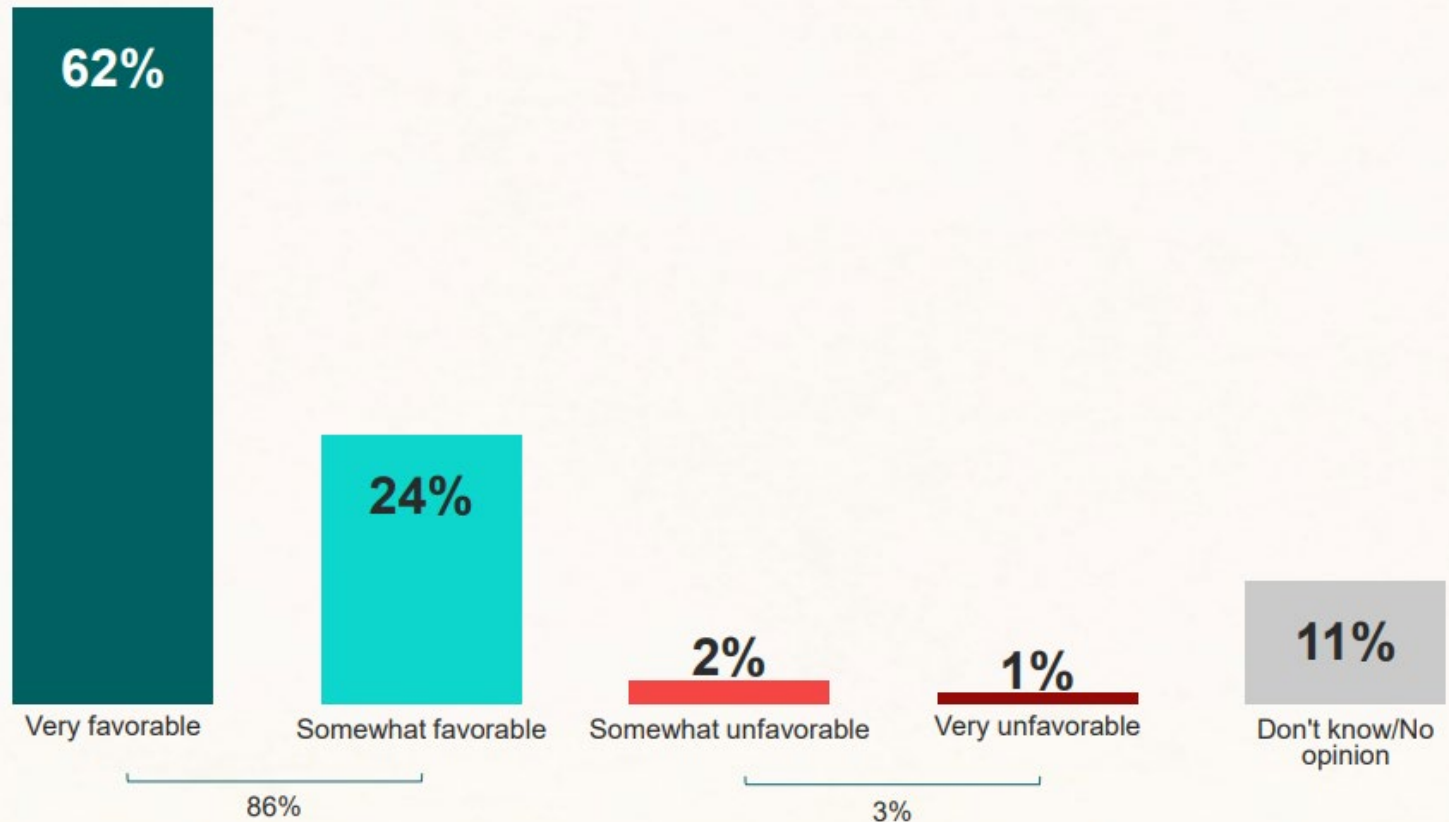
6. Chocolate desserts

What people think of farmers and agriculture

Three in five adults (62%) have a *very favorable* opinion of farmers.

Generally, do you have a favorable or unfavorable opinion of farmers?

U.S. ADULTS

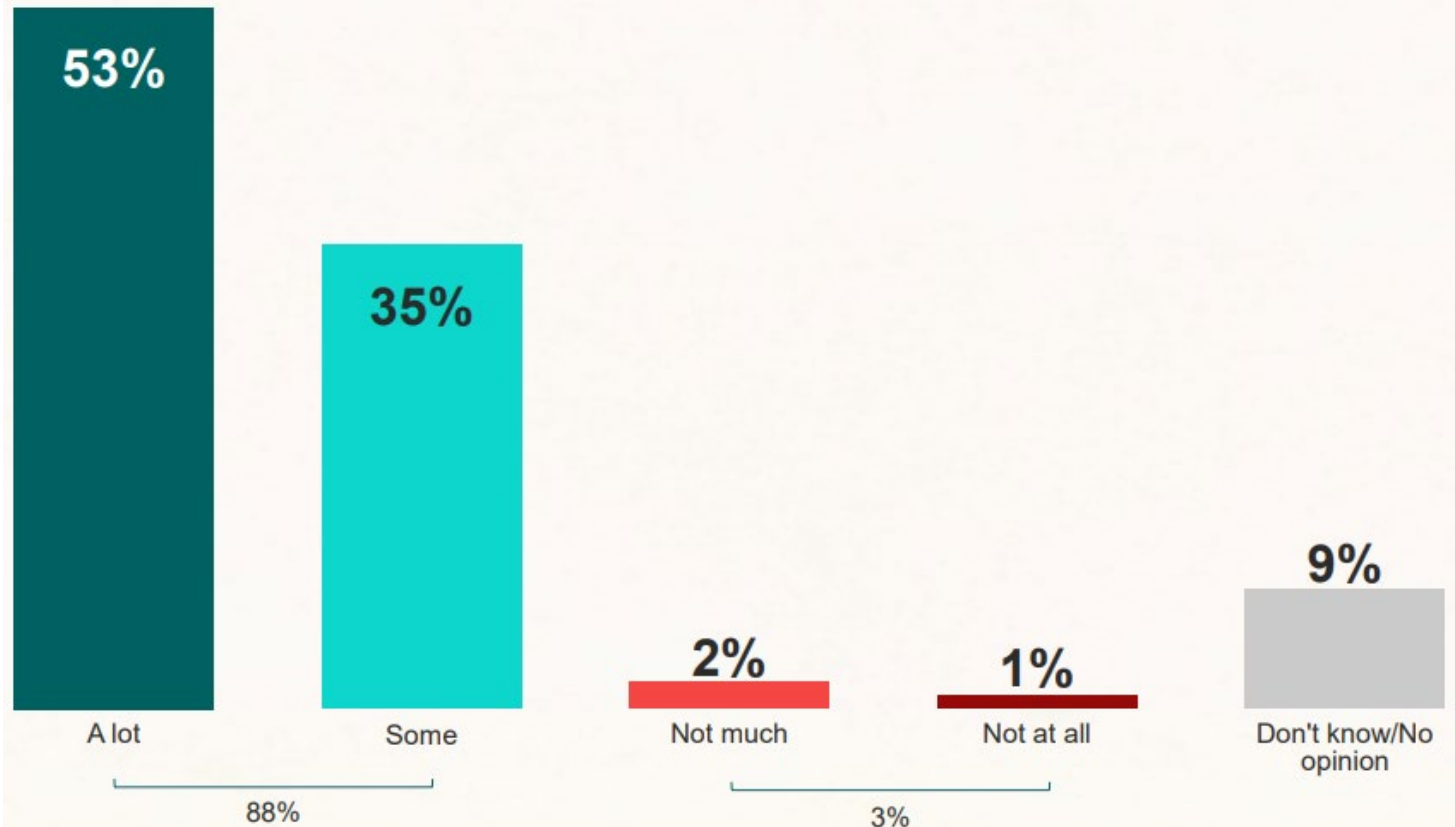


What people think of farmers and agriculture

Similarly, a strong majority of adults (88%) trust farmers.

How much do you trust farmers?

U.S. ADULTS

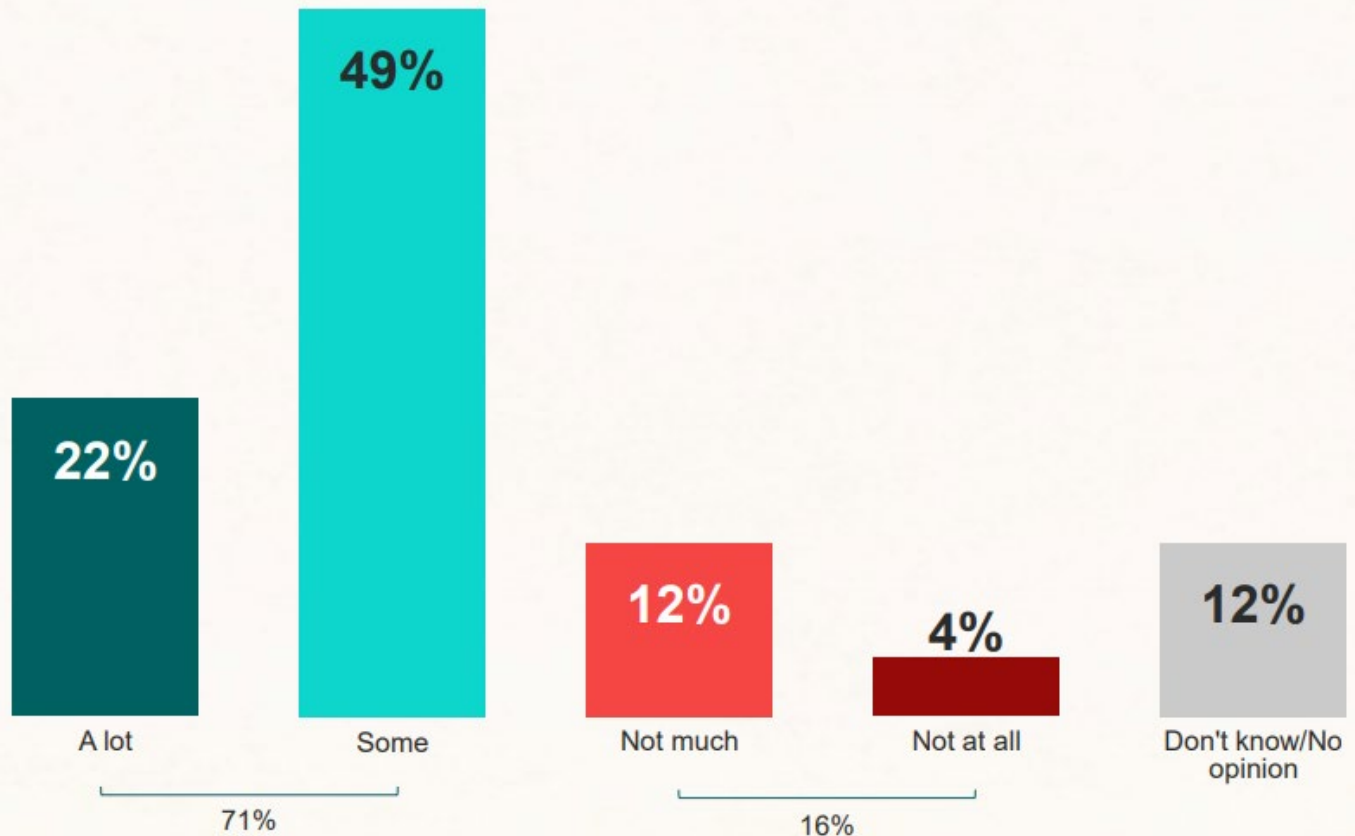


What people think of farmers and agriculture

A majority of adults (71%) trust modern agriculture.

Agriculture today looks very different than it did even 30 years ago. How much do you trust modern agriculture?

U.S. ADULTS

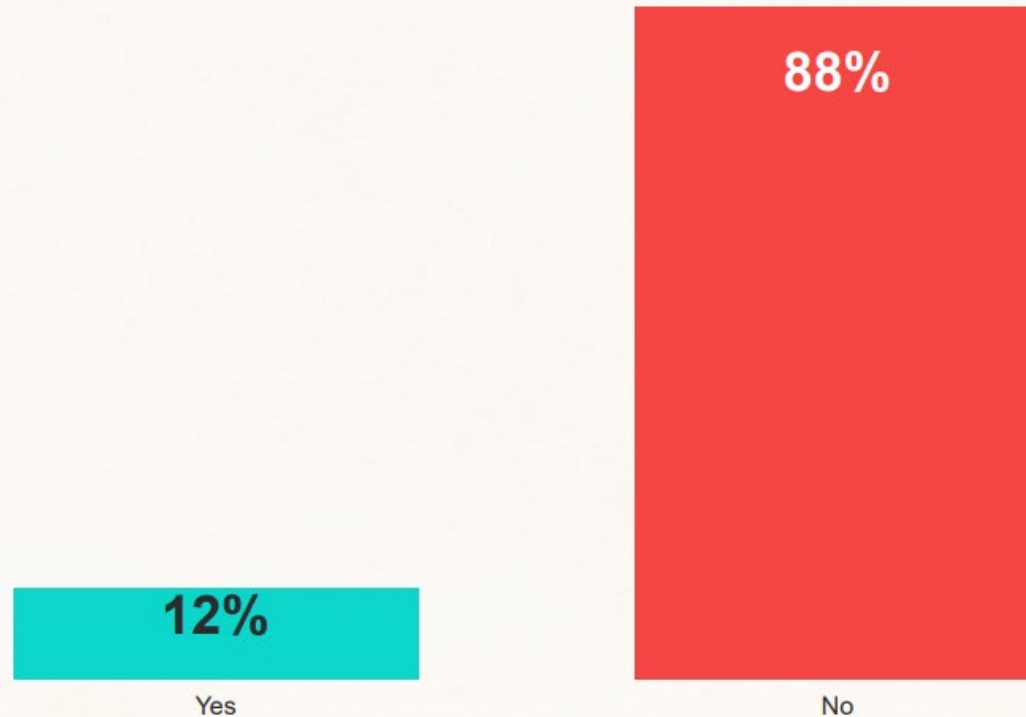


What people think of farmers and agriculture

A strong majority of adults (88%) were not aware that farmers receive 8 cents of each dollar consumers spend on food.

According to the U.S. Agriculture Department's Economic Research Service, farmers receive 8 cents of each dollar that consumers spend on food. Were you aware of this fact?

U.S. ADULTS



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The graphic features a dark green header with the text "Thanksgiving Special" in a white, cursive font. To the right is the National Farmers Union logo, which consists of three white stars above three white wavy lines, with the text "National Farmers Union" in a white, sans-serif font. Below the header is a light beige section with the title "The Farmer's Share" in a large, bold, dark red font. Underneath the title is a paragraph of text in a smaller, dark red font.

Thanksgiving Special

National Farmers Union

The Farmer's Share

Did you know that farmers and ranchers receive only 14.6* cents of every food dollar that consumers spend? According to the USDA, off farm costs including marketing, processing, wholesaling, distribution and retailing account for more than 85 cents of every food dollar spent in the United States.

- Average of 14.6% of consumer spending goes to the farmer
- Thanksgiving meal is 12.1%

<https://nfu.org/2019/11/19/farmers-receive-12-cents-of-the-thanksgiving-food-dollar-nfu-farmers-share-shows/>

<https://1yd7z7koz052nb8r33cfxyw5-wpengine.netdna-ssl.com/wp-content/uploads/2019/11/Thanksgiving-2019-Farmers-Share-1.jpg>

Turkey

11 lb., Butterball



Retail: \$16.39
Farmer: \$0.66**

Mashed Potatoes

5 lbs., Russet



Retail: \$4.59
Farmer: \$0.67

Stuffing

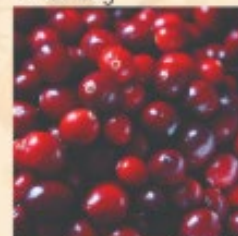
15 oz., Arnold Cubes



Retail: \$3.99
Farmer: \$0.07

Cranberries

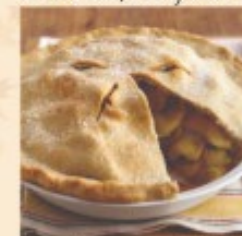
12 oz. bag



Retail: \$2.99
Farmer: \$0.19

Apple Pie

21 oz. can, Lucky Leaf



Retail: \$4.59
Farmer: \$0.64

Dinner Rolls

12 rolls



Retail: \$2.69
Farmer: \$0.03

Boneless Ham

1 lb.



Retail: \$3.99
Farmer: \$0.65

Sweet Corn

15.25 oz., Del Monte



Retail: \$2.59
Farmer: \$0.52

Milk

1 gallon, fat free



Retail: \$4.59
Farmer: \$1.66

Steak

1 lb.



Retail: \$8.99
Farmer: \$1.66

Green Beans

1 lb.



Retail: \$2.29
Farmer: \$0.61

Sweet Potatoes

1 lb.



Retail: \$1.69
Farmer: \$0.23

Tomatoes

1 lb.



Retail: \$3.39
Farmer: \$0.33

Carrots

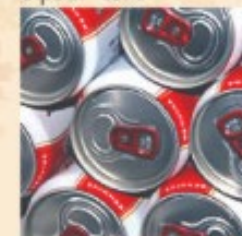
5 lbs.



Retail: \$4.59
Farmer: \$1.44

Beer

6 pack - cans



Retail: \$9.99
Farmer: \$0.04

Farmer's share derived from USDA, NASS "Agricultural Prices," 2019. | Prices based on September 2019 data.

Retail prices based on Safeway (SE) brand, except where noted.

*Figure according to U.S. Department of Agriculture Economic Research Service | **Figure according to Contract Poultry Growers Association of the Virginias

November 18, 2019

HAPPY THANKSGIVING!
