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NEWS FROM NEW YORK FARM BUREAU

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NY FARM BUREAU MARKET BASKET SURVEY REVEALS PRICES FOR THANKSGIVING DINNER

The 2015 Market Basket Survey reveals a nearly 3% price increase for the average Thanksgiving Day dinner over last year's meal. The average total price this year, which includes a 16 lb. turkey, is \$52.30. This is a \$1.36 increase over last year's total of \$50.94. Turkey prices are \$1.65 per pound, up 12-cents a pound on average in this informal survey. This modest rise is likely attributed to a decline in production following the avian influenza outbreak in the Midwest earlier this year. However, the increase is partially offset by a decline in other prices, including for a gallon of whole milk, which has dropped 53 cents from last year at this time.

As always, New York Farm Bureau's volunteer shoppers throughout the organization's 11 districts upstate and on Long Island try to get the best prices available, but they do not use promotional coupons or special deals such as "buy one-get one free." The shopping list includes 12 Thanksgiving food items ranging from turkey and rolls to fresh carrots and celery to whipping cream.

Market Basket Survey Comparison	2015 Average Price	2014 Average Price
<i>Frozen, Self-Basting Turkey 16 lb.</i>	\$26.40	\$24.48
<i>Herb-seasoned cube stuffing 14oz.</i>	\$3.04	\$2.57
<i>Enriched Brown & Serve Rolls 12 oz./12 per pkg.</i>	\$3.11	\$2.75
<i>Gallon of Whole Milk</i>	\$3.33	\$3.86
<i>Frozen Green Peas 16oz. pkg.</i>	\$1.64	\$1.67
<i>Libby's Pumpkin Pie Mix 30oz. can</i>	\$3.09	\$3.14
<i>9 in. frozen pie shell</i>	\$2.68	\$2.97
<i>Whipping Cream ½ pint carton</i>	\$2.02	\$1.93

<i>Fresh Carrots per pound</i>	\$1.24	\$1.66
<i>One Bunch of Celery</i>	\$1.78	\$2.00
<i>Sweet Potatoes per pound</i>	\$1.36	\$1.63
<i>Package of Fresh Cranberries</i>	\$2.61	\$2.28
<i>Total Price</i>	\$52.30	\$50.94

This survey is one of the responsibilities of the NYFB State Promotion and Education Committee which also participates in the American Farm Bureau Federation’s Quarterly Market Basket Survey. AFBF’s 30th annual informal national price survey of classic items found on the Thanksgiving Day dinner table indicates the average cost of this year’s feast for 10 people is \$50.11, a 77-cent price increase from last year’s national average. More information on the national survey can be found at www.fb.org.