

## PRESS RELEASE

FOR IMMEDIATE RELEASE

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### TOFURKY BY THE NUMBERS

With the holidays fast approaching we thought we'd offer up some Tofurky Tid Bits you might find interesting.

Tofurky Roasts sold in 2008: 308,436

Tofurky Roasts sold in 2007: 275,634

Tofurky Roasts sold in 1995, first year of commercial production: 500

Tofurky Roasts sold since 1995 introduction: 1,677,488

Number of years since 1995 where fewer Tofurky Roasts were sold than previous year: 0

Pounds of grain needed to make one pound of turkey meat: 4.87

Pounds of grain needed to make one pound of Tofurky: .47

Pounds of grain saved in 2008 by Tofurky Roast eaters: 1,781,216

Ounces of Tofurky "meat alternative" in one Roast: 21

Total pounds of Tofurky "meat alternative" consumed in Roasts in 2008: 404,822

Total pounds of meat on an average store bought turkey: 7.95

Total number of turkeys "pardoned" by people eating Tofurky Roasts in 2008: 50,921

Total number of turkeys "pardoned" by people eating Tofurky Roasts since 1995: 292,949

Total number of turkeys "pardoned" by Presidents in last 20 years: 40

First US President to officially "pardon" a turkey at Thanksgiving: George H.W. Bush

Average lifespan of a turkey in the wild: 10 years or more

Average lifespan of a commercial turkey: 6 months

Why did the Tofurky cross the road? To prove it wasn't chicken!

References:

1-5. Turtle Island Foods, Inc. internal sales shipping data

5. University of Illinois Extension Service

7. Turtle Island Foods, Inc.

8. If it takes 4.87 lbs of grain to create a pound of turkey meat and .47 lbs to make a pound of Tofurky “meat alternative that is a net difference of 4.4 pounds of grain. 308,436 Roasts equates to 404,822 lbs of Tofurky “meat alternative” eaten (each roast has 21 oz of Tofurky “meat alternative”). If Tofurky Roast eaters were to eat 404,822 lbs of turkey, this would require 4.4 times as many grains or 1,781,216 lbs of grains.

9, 10. Turtle Island Foods, Inc

11. University of Illinois Extension Service gives average weight of a Turkey at 15 lbs. Eatturkey.com gives 53% as the percent of Turkey that is readily edible.  $15\text{lbs} \times .53 = 7.95\text{ lbs}$

12. Turtle Island Foods, Inc. If an average Turkey weighs 7.95 lbs and 404,051 lbs of Tofurky were consumed in 2008 in Tofurky Roasts, then 404,051 lbs of Tofurky eaten is the equivalent amount of “meat” obtained from 50,824 turkeys. (404,051 divided by 7.95 lbs)

13. Turtle Island Foods, Inc. If an average Turkey weighs 7.95 lbs and 2,328,950 lbs of Tofurky meat alternative were consumed from 1995 to 2008 in Tofurky Roasts(1,677,488 roasts times 1.31 lbs per roast) , then 2,328,950 lbs of Tofurky has been eaten which is the equivalent amount of “meat” obtained from 292,949 turkeys ( 2,328,950 divided by 7.95 lbs).

14, 15. Snopes.com

16, 17. Farm Sanctuary Research Report, Farm Sanctuary POB 150 Watkins Glen, NY

18. Turtle Island Foods, Inc.