



SIMPLE SWAPS

Beef Edition



Consumers are craving beef, but rising prices are a deterrent. Find out what diners really want and see how to use lean, protein-rich turkey as a smart and easy alternative.

The Natural Choice

Consumers care about how their meat is sourced, including the animals' quality of life. Butterball is American Humane Certified™ and remains committed to the well-being of our turkeys. It's just one more reason why Butterball is America's favorite turkey brand.*



*Technomic Poultry Consumer Trend Report, 2021

Savory Substitutes

Offer better value and health benefits when you sub Savory White Homestyle Turkey Burger or All Natural 85/15 Coarse Ground Turkey for beef in these recipes.

Use a turkey burger in traditional and nontraditional applications.



Classic Burger

With tangy cranberry sauce, Dijon mustard and a pear arugula salad.



Spicy Honey Turkey Burger

A little heat, a little sweet with a honey-and-ancho-chili glaze and salsa macha on brioche.

Buffalo Turkey Burger

Plenty of zing, with buffalo wing sauce, cayenne and blue cheese mayo.



Turkey Burger Fajita Salad

Sliced turkey patties on iceberg and romaine lettuces with spices and fajita veggies.

Meet demand for Asian flavors with turkey.



Singapore Meatballs and Zoodles

An easy-to-prepare dish with turkey meatballs coated in a ginger-garlic sauce and served over sautéed zucchini noodles.



Vietnamese Bun Cha

Northern Vietnamese cuisine-inspired, featuring grilled turkey patties, herbs and julienned veggies.

Turkey Beats Beef



view beef as healthy or very healthy



Almost 80% view turkey as a healthy or very healthy protein



45%

eat beef to add more protein to diet

ONE TURKEY SERVING PROVIDES

50%

of the daily value of lean protein

TURKEY IS HIGH IN:

Vitamins B3, B6 and B12

Zinc

Selenium

Phosphorous

Iron

Source: Technomic: Beef & Pork Consumer Trend Report 2024 | Technomic Healthy Eating Consumer Trend Report, 2022 <https://peakbraininstitute.com/secret-brain-boosting-power-turkey/> <https://www.eatturkey.org/2020/06/02/turkey-all-part-of-a-well-balanced-diet/>