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Turkey Sales Skyrocket Amid Russian Crisis

By The Moscow Times

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Meat consumption in Russia is falling amid economic crisis, but turkey production has increased by more than third over the past year, the RBC newspaper reported Tuesday.

Turkey output rose last year by 34.9 percent to 205,000 tons, the newspaper reported, citing data from Agriculture Ministry.

An increased demand for turkey has also been noted by retailers. In 2015 turkey sales in the Perekrestok retail chain were up 20 percent compared to 2014, a company representative told the newspaper.

Analysts link the growing demand for turkey to the economic crisis which has forced Russians to cut back on their spending.

Russians have switched to turkey from more expensive pork and beef, experts told RBC.

This comes amid an overall decline in the consumption of meat in the country.

In 2015, the consumption of meat dropped by 3 percent in 2015 compared to 2014, the newspaper reported.

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