

Media Contacts:
Heidi Nelson or Amy Dennis
Harvest PR, 503.274.0086

FOR IMMEDIATE RELEASE

THREE TIPS FOR A TASTIER TURKEY

Follow these tips for a heart-healthy deep-fried turkey this Thanksgiving

CORDOVA, Tenn. – (October 29, 2007) – A long-time delicacy of the South, deep-fried turkey continues to be a favorite food of many Americans. Whether you are a seasoned outdoor cook or new to the technique, these recommendations will help you deliver a moist and delicious bird to the Thanksgiving table.

1. Safety First – Always fry your turkey outdoors, at a safe distance from buildings and flammable materials, and never leave the turkey fryer unattended. Just in case, keep a fire extinguisher easily accessible. For more safety tips, visit www.cottonseed.com/Whatsnew/friedturkey.asp.
2. Bring out the Flavor – Try frying your bird in cottonseed oil. Not only is it a heart-healthy oil according to the American Heart Association, cottonseed oil's neutral flavor brings out the natural flavor of the bird rather than masking it like other oils can.
3. Reuse and Recycle – Retain the original cottonseed oil carton to store for reuse, or transport spent oil to a local biodiesel facility for easy recycling.

Cottonseed oil can be found at Bass Pro Shops, Linens N' Things, Dick's Sporting Goods, Gander Mountain, Meijer, Mill's Fleet Farm, Sportsman's Warehouse and other sporting goods stores.

About the National Cottonseed Products Association

NCPA is the national trade association for the cottonseed processing industry. In addition to the U.S. cottonseed crushing industry, association membership includes refiners, who process cottonseed oil into semi-finished and finished products, dealers and brokers who market cottonseed products, and other firms that provide goods and services to the industry. For more information on cottonseed oil, visit www.cottonseedoiltour.com or www.cottonseed.com.

###