

Cost of Thanksgiving Dinner in Arkansas Drops Nearly 20% in 2025

Arkansas families can expect to pay less to put Thanksgiving dinner on the table this year. According to the Arkansas Farm Bureau's 2025 Thanksgiving Dinner Survey, the average cost to prepare a traditional holiday meal for 10 people totals \$56.77, or about \$5.68 per person. That's a roughly 20% decrease from last year's \$71.29, marking the lowest total since before the pandemic.

Each year, members of the Arkansas Farm Bureau Women's Leadership Committee play a key role in helping gather food price data for the American Farm Bureau Federation's (AFBF) Annual Thanksgiving Dinner Survey. The committee's efforts ensure Arkansas is well represented in this national snapshot of holiday meal costs, which is one of the longest-running and most recognized surveys tracking the cost of a traditional Thanksgiving dinner in the United States.

The survey tracks the average retail cost of popular Thanksgiving meal items, including turkey, ham, potatoes, vegetables, rolls and pie ingredients. Volunteer shoppers from across the state collect prices from grocery stores in their local areas to provide a snapshot of food costs for Arkansas consumers.

Thanksgiving Dinner Survey Items & Average Prices

Classic Menu Items	2024	2025	% Change YoY	
16 lb. Young Tom Turkey	\$15.13/.94 lb	\$14.10/.88 lb	-7%	✓
4 lb. Half Bone-in Ham	\$21.2/5.30 lb	\$14.07/3.52 lb	-34%	✓
Sweet Potatoes (3 lb)	\$3.03/1.01 lb	\$2.40/.80 lb	-21%	✓
Russet Potatoes (5 lb bag)	\$2.97/.59 lb	\$2.47/.49 lb	-17%	✓
Fresh Cranberries (12 oz pkg)	\$1.83	\$1.43	-22%	✓
Fresh Carrots (1 lb)	\$1.04	\$1.16	12%	↑
Fresh Celery (1 bunch)	\$1.05	\$1.74	66%	↑
Frozen Green Peas (16 oz pkg)	\$1.44	\$1.02	-29%	✓
Frozen Green Beans (16 oz pkg)	\$1.77	\$1.57	-11%	✓
9" Frozen Pie Shells (2 per pkg)	\$3.29	\$1.94	-41%	✓
Cube Stuffing, Herb Seasoning (14 oz pkg)	\$3.99	\$2.61	-35%	✓
Dinner Rolls (12 count pkg)	\$4.20	\$1.68	-60%	✓
Pumpkin Pie Mix (30 oz can)	\$4.20	\$3.98	-5%	✓
Whole Milk (1 gallon)	\$4.23	\$3.64	-14%	✓
Whipping Cream (½ pint carton)	\$1.92	\$2.96	54%	↑

Total Average Cost

2024	2025	% Change YoY
\$71.29 (\$7.13 Per Person)	\$56.77 (\$5.68 Per Person)	-20%

The traditional centerpiece of the Thanksgiving meal, the 16-pound young tom turkey, saw a roughly 7% decrease in price, falling from \$15.13 (\$0.94 per pound) in 2024 to \$14.10 (\$0.88 per pound) in 2025.

While most prices trended lower, a few items increased slightly, including fresh celery, which rose from \$1.05 to \$1.74 per bunch and fresh carrots, up from \$1.04 to \$1.16 per pound.

While lower overall costs are welcome news, some of the apparent savings may be offset by what economists refer to as “shrinkflation.” This occurs when product package sizes are reduced without a proportional drop in price. Several items in this year’s survey, such as frozen green peas, frozen green beans and cube stuffing, are now sold in smaller packages, some as small as 12 ounces instead of the traditional 16-ounce size.

These subtle size reductions mean that, while prices appear lower, consumers may be taking home slightly less food for their dollar. It’s a reminder to check package weights when comparing prices year to year.

Average meal totals varied by location, with prices ranging from \$50.89 in Boone County to \$68.36 in Garland County.

While food prices in Arkansas remain somewhat lower than many other states, costs can still vary by region and retailer. Shoppers are encouraged to watch for weekly promotions and in-store specials to help stretch their Thanksgiving budgets even further.

The survey was conducted using statewide averages from members of the Arkansas Farm Bureau Women’s Leadership Committee, who surveyed food prices at grocery stores and supermarkets across the state. Participants reported the “best in-store price” for 15 items, taking advantage of advertised specials while excluding discount coupons and purchase requirements. While not a scientific study, the survey aims to provide a snapshot of actual prices across Arkansas, with data collected from Nov. 1-7..

Prices for Surveyed Counties	
Boone	\$50.89
Carroll	\$58.46
Craighead	\$55.89
Faulkner	\$53.58
Garland	\$68.36
Hempstead	\$51.27
Lonoke	\$58.54
Sevier	\$56.34
Sharp	\$57.48



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