



POULTRY PRICES MARCH 2019

As part of its mandate to ensure fair pricing in the market place, the Consumer Affairs Division (CAD) has been collecting live poultry prices from a sample of poultry depots throughout Trinidad. The prices listed below reflect prices collected on March 24th, 2019.

It must be noted that the average price per pound (lb) is the 'live weight' price, which is the price before the chicken has been plucked and gutted. An additional fee is charged for plucking and gutting. Some poultry depots do not offer a separate live weight price and pluck and gut fee, but instead offer a single 'dressed weight' price which is the price per pound after the chicken has been processed.

| POULTRY DEPOT/ PLUCK SHOP | LOCATION | LIVE WEIGHT PRICE (\$ PER LB) | PLUCK & GUT FEE (\$) |
|------------------------------|--|-------------------------------------|-------------------------|
| National Poultry Depot | St. James | 7.40 | 10.00 ▲ |
| Alim's Poultry Depot | Tunapuna | 7.20 | 15.00 ▼ |
| Fred's Poultry and Meat Shop | Tunapuna | 6.65 | 10.00 ▲ |
| Imtiaz Poultry Depot | California | 7.00 | 12.00 |
| Nell's Poultry Depot | California | 7.20 | 12.00 |
| Chicken Boys Poultry Depot | Charlottesville | 8.00 ▼ | 13.00 |
| Joyce Poultry Depot | Endeavour | 7.00 | 12.00 |
| V & R Ramparas Poultry Depot | LP #117 Balmain Road, Couva | 6.80 | 12.00 |
| Maddy's Poultry Depot | Southern Main Rd, California | 6.00 | 15.00 ▼ |
| Mohammed's Poultry and Meats | Claxton Bay | 7.00 | 15.00 ▼ |
| Chico's Farm Poultry Depot | Chaguanas | 7.00 | 11.00 |
| Fyaz Hosien Poutry Depot | Couva | 7.20 | 12.00 |
| V Mac Poultry Depot | 149 Malgretoute Village, Princes Town | 7.00 | 15.00 ▼ |
| Poui Road | St. Mary's Moruga | 7.00 | 12.00 |
| T Ragoonanan | St. Mary's Moruga | 7.00 | 12.00 |
| St. Charles Poultry | #290 St. Charles Village, Princes Town | 7.00 | 12.00 |
| Ravi's Poultry Depot | La Romaine | 7.00 | 15.00 ▼ |
| Indar's Meat & Poultry Depot | High Street, Siparia | 5.99 ▲ | 12.00 |
| Avocat Poultry Depot | Fyzabad | 7.00 | 15.00 |
| Ramphalie | Agostini Village, Rio Claro | 7.50 | 15.00 ▼ |
| D Poultry Depot | Rio Claro | 7.50 | 12.00 |
| Tableland Poultry Depot | Tableland | 8.00 ▼ | 12.00 |
| Selley's Poultry Depot | Liet Street, Mayaro | 7.50 | 10.00 ▲ |
| Tableland Poultry Depot | Tableland | 8.00 ▼ | 12.00 |
| Selley's Poultry Depot | Liet Street, Mayaro | 7.50 | 10.00 ▲ |
| AVERAGE PRICE | | 7.08 | 12.65 |
| MODAL PRICE | | 7.00 | 12.00 |

| POULTRY DEPOT/ PLUCK SHOP | LOCATION | DRESSED WEIGHT \$ PER LB |
|-------------------------------------|-------------------------------|-----------------------------|
| Ali's Poultry Depot | Diego Martin | 12.50 |
| Market Poultry Depot | San Juan | 15.00 |
| Reeyad's Poultry Depot | San Juan | 13.00 |
| Shamshudeen Poultry and Meats | Williams Street, El Socorro | 13.00 |
| D'Abadie Meat Mart | D'Abadie | 12.75 |
| Pro Processors | Arima | 14.50 |
| J Poultry Depot | Sangre Grande | 15.50 ▼ |
| Ali's Poultry Depot | Cunupia | 14.00 |
| Ishmaeel's Poultry Depot | L.P A55 Monroe Road, Cunupia | 12.00 ▲ |
| Mayaro Poultry and Meats | Next to Mayaro Market, Mayaro | 13.00 |
| Penal Poultry Depot | Penal Junction, Penal | 12.50 |
| Frankie's Poultry Depot | #1 Wickham St, Point Fortin | 15.00 |
| AVERAGE DRESSED WEIGHT PRICE | | 13.56 |

Consumers are advised that although two (2) pricing methods exist, there is no general rule of thumb that one method is better than the other. The better method will always be the one that offers the most savings to consumers at the time of purchase. To illustrate this, assume a consumer wishes to purchase a 5lb chicken at a poultry depot that uses the live weight pricing method. Using the average price per lb of **\$7.08** and an average pluck and gut fee of **\$12.65**, a 5lb bird will cost the consumer **\$48.05 (5lb x \$7.08) + \$12.65**. However, it is estimated that, on average, 20% of the live weight of the bird is lost in the pluck and gut process. Therefore, when purchasing a 5lb bird for **\$48.05**, the consumer will actually get a bird with a weight of around 4lbs after processing. Therefore, this translates to a final price of around **\$12.01 (\$48.05 ÷ 4lb)** per lb for the actual bird. Estimated final prices for other similar weights are shown below:

| LIVE WEIGHT | AVERAGE PRICE PER LB \$ | PRICE PER BIRD INCLUSIVE OF PLUCK AND GUT* \$ | DRESSED WEIGHT (20% LOSS) | FINAL PRICE PER LB TO CONSUMER \$ |
|----------------------|-------------------------|---|---------------------------|-----------------------------------|
| 6 lbs | 7.08 | 55.13 | 4.8 lbs | 11.49 |
| 5 lbs | 7.08 | 48.05 | 4.0 lbs | 12.01 |
| 4 lbs | 7.08 | 40.97 | 3.2 lbs | 12.80 |
| *12.65 pluck and gut | | | | |

Prices of frozen processed chicken parts were collected at supermarkets in Trinidad during the conduct of the Division's Retail Food Price Survey (March 8th – 22nd, 2019). Averages are tabled below:

AVERAGE PRICES OF PROCESSED FROZEN CHICKEN PARTS IN SUPERMARKETS

| CHICKEN PARTS | AVERAGE PRICE PER PACK \$ | CHICKEN PARTS | AVERAGE PRICE PER PACK \$ |
|---------------|---------------------------|---------------|---------------------------|
| Breasts | 18.95 | Thighs | 14.14 |
| Drumsticks | 20.54 | Wings | 21.64 |

The information is published in accordance with Section 44(1) of the Consumer Protection and Safety Act 1985 and does not constitute an attempt to advertise for any business establishment.

- Director of Consumer Guidance

The Consumer Affairs Division is interested in safeguarding not just the economic well-being of consumers but their health interests as well. Accordingly, consumers are advised to always:

1. Compare prices across poultry depots;
2. Ensure that the premises of poultry depots are maintained in a sanitary condition and that there is running water;
3. Ensure that handling is done in a safe and sanitary fashion;
4. When purchasing chicken that has already been processed, ensure that the chicken is free of all entrails and is not discoloured.
5. When purchasing frozen chicken at the supermarket, examine the expiry or "sold by" date on the packaging to ensure that it is fit for consumption.

For further enquiries, please contact the
Consumer Affairs Division (623-2931)
or email consumeraffairs@gov.tt | www.tradeind.gov.tt

KEY
 ▲ Highest Live Weight Price per lb ▲ Highest Pluck and Gut Fee ▲ Highest Dressed Weight Price
 ▼ Lowest Live Weight Price per lb ▼ Lowest Pluck and Gut Fee ▼ Lowest Dressed Weight Price

