



POULTRY PRICES JULY 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 July 28th, 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	7.50	10.00 ▼
Alim's Poultry Depot	Tunapuna	7.00	15.00
Pradeep's Poultry Depot	Tacarigua	6.99	10.00 ▼
Imtiaz Poultry Depot	California	7.50	12.00
Nell's Poultry Depot	California	8.00 ▲	12.00
V&R Ramparas Poultry Depot	LP #117 Balmain Road, Couva	6.90	12.00
Maddy's Poultry Depot	Southern Main Rd, California	6.50	15.00
Chicken Boys Poultry Depot	Charlerville	7.50	13.00
Mohammed's Poultry and Meats	Claxton Bay	7.00	15.00
Chico's Farm Poultry Depot	Chaguanas	7.00	10.00 ▼
Fyaz Hosien Poultry Depot	Couva	6.90	12.00
V Mac Poultry Depot	149 Malgretoute Village, Princes Town	7.30	15.00
Poui Road	St Mary's, Moruga	7.00	12.00
T. Ragoonanan	St Mary's, Moruga	7.20	16.00 ▲
St. Charles Poultry	290 St. Charles Village, Princes Town	7.00	12.00
Ravi's Poultry Depot	La Romaine	6.90	15.00
Penal Poultry Depot	Penal Junction, Penal	7.00	13.00
Indar's Meat & Poultry Depot	High Street, Siparia	5.49 ▼	12.00
Avocat Poultry Depot	Fyzabad	6.50	12.00
Low Price Poultry Depot	Fyzabad	7.20	13.00
Ramphalie	Agostini Village, Rio Claro	7.00	15.00
D Poultry Depot	Rio Claro	7.00	12.00
Tableland Poultry Depot	Tableland	8.00 ▲	12.00
AVERAGE PRICE		7.06	12.83
MODAL PRICE		7.00	12.00

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

POULTRY DEPOT/ PLUCK SHOP	LOCATION	DRESSED WEIGHT \$ PER LB
Market Poultry Depot	San Juan	16.00 ▲
Reeyad's Poultry Depot	San Juan	13.00
Shamshudeen Poultry and Meats	Williams Street, El Socoroo	13.00
Fred's Poultry and Meat Shop	Tunapuna	16.00 ▲
D'Abadie Meat Mart	D'Abadie	12.75
Pro Processors	Arima	14.00
J's Poultry Depot	Sangre Grande	15.00
Ali's Poultry Depot	Cunupia	13.00
Ishmaeel's Poultry Depot	L.P A55 Monroe Road, Cunupia	12.00 ▼
Mayaro Poultry and Meats	Next to Mayaro Market, Mayaro	13.00
Frankie's Poultry Depot	#1 Wickham St, Point Fortin	14.00
AVERAGE DRESSED WEIGHT PRICE		13.80

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 **\$7.06** and an average pluck and gut fee of **\$13.80**, a 5lb bird will cost the consumer **\$49.10 (5lb x \$7.06) + \$13.80**. 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 **\$49.10**, the consumer will actually get a bird with a weight of around 4lbs after processing. Therefore, this translates to a final price of around **\$12.28 (\$49.10 ÷ 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	7.06	46.27	4.8 lbs	11.70
5 lbs	7.06	40.67	4.0 lbs	12.28
4 lbs	7.06	35.07	3.2 lbs	13.14
*13.80 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 (July 12th – 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	19.20	Thighs	14.03
Drumsticks	20.86	Wings	21.30

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
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