



POULTRY PRICES MARCH 2020

As part of its mandate to ensure fair pricing in the market place, the Consumer Affairs Division has been collecting live poultry prices from a sample of poultry depots throughout Trinidad. The prices listed below reflect prices collected March 29th, 2020

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 live weight price and pluck and gut fee, instead they 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	7.75	10.00 ▼
Fred's Poultry and Meat Shop	Tunapuna	6.70 ▼	10.00 ▼
Alim's Poultry Depot	Tunapuna	7.40	15.00 ▲
Imtiaz Poultry Depot	California	7.00	12.00
Nell's Poultry Depot	California	7.50	15.00 ▲
Chicken Boys Poultry Depot	Charlieville	8.00 ▲	13.00
Fyaz Hosein Poultry Depot	Couva	7.30	12.50
V & R Ramparas Poultry Depot	LP #117 Balmain Road, Couva	7.35	15.00 ▲
Maddy's Poultry Depot	Southern Main Rd, California	7.00	15.00 ▲
Mohammed's Poultry and Meats	Claxton Bay	7.00	15.00 ▲
Chico's Farm Poultry Depot	Chaguanas	7.00	12.00
St. Charles Poultry Depot	St. Charles Village, Princes Town	7.20	15.00 ▲
V Mac Poultry Depot	149 Malgretoute Village, Princes Town	7.00	15.00 ▲
Ravi's Poultry Depot	La Romaine	7.00	15.00 ▲
Avocat Poultry Depot	Fyzabad	7.00	12.00
Low Price Poultry Depot	Fyzabad	7.20	13.00
Ramphalie	Agostini Village, Rio Claro	7.75	15.00 ▲
D Poultry Depot	Rio Claro	7.50	14.00
Average Price		7.26	13.53
Modal Price		7.00	15.00

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
Ali's Poultry Depot	Diego Martin	13.50
Ali's Poultry Depot	Cunupia	13.00
Ismaeel's Poultry Depot	L.P A55 Monroe Road, Cunupia	12.00 ▼
Mayaro Poultry Depot	Next to Mayaro Market, Mayaro	13.00
Pro Processors	Arima	14.00
Frankie's Poultry Depot	#1 Wickham St, Point Fortin	16.50 ▲
AVERAGE DRESSED WEIGHT PRICE		13.67
MODAL PRICE		13.00

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 national price per lb of **\$7.26** and an average pluck and gut fee of **\$13.53**, a **5lb** bird will cost the consumer **\$49.83 ((5lb x \$7.26) + 13.53)**.

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 **\$49.83**, the consumer will actually get a bird with a weight of around 4lbs after processing. Therefore, this translates to a final price of around **\$12.46** 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	7.26	57.09	4.8 lbs	11.89
5 lbs	7.26	49.83	4.0 lbs	12.46
4 lbs	7.26	42.57	3.2 lbs	13.30

*13.53 pluck and gut

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.