

**MINISTRY OF LEGAL AFFAIRS
Consumer Affairs Division**

Chicken Prices February 20th-21st, 2010

Average Live Weight¹ price per pound: **\$4.09**
 Live Weight prices ranged between: **\$2.99-\$5.70**
 Average Pluck and Gut fee: **\$9.01**
 Pluck and Gut prices ranged between: **\$6.00-\$12.00**

Final Price to Consumer

Based on a 20% loss, an average live weight price per lb of \$ 4.09 and an average pluck and gut price of \$ 9.01 the following final/dressed weight² prices were arrived at:

Table 1: Projected Prices at different weights given the average price of live weight

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	4.09	33.55	4.8 lbs	6.99
5 lbs	4.09	29.46	4.0 lbs	7.37
4 lbs	4.09	25.37	3.2 lbs	7.93

* \$9.01 pluck and gut

Average price per pound:

The average price per pound for live chicken showed an **increase** of approximately 10% or \$0.36 over the period January 24th 2010 to February 21st 2010 as shown in Table 2.

Average pluck and gut fee:

The average pluck and gut fee showed a **decrease** of approximately 1.64% or \$0.15 over the period January 24th 2010 to February 21st 2010 as shown in Table 2. A major contributor to this decline was the return of prices to their original December price by those pluck shops who had increased their prices by as much as \$5.00 or 50% during January when the live weight price of chicken had fallen. This further confirms the observation made in Appendix 1 entitled “*The Current Pricing Strategy Used In The Poultry Industry*” where it was stated that ‘on eleven (11) separate occasions the pluck

¹ The ‘live weight’ price is the price before the chicken has been plucked and gutted. It is estimated that on average, 20% of this live weight is lost in the pluck and gut process for which an additional fee is charged.

² The ‘dressed weight/final’ price is the live weight per pound plus the pluck and gut fee.

and gut fee had been increased during the same month that the live weight price per pound had fallen. It is in the interest of the consumer that such a situation be further investigated and rectified to ensure that they are able to experience cost savings when the live weight price per pound of chicken falls.

The following table shows the trends in the average price of live and pluck and gut chicken for the year;

Table 2: Movement in the Average Price of Live Chicken 2010

Months	Average Price Live Weight \$	Percentage Change in Live Weight %	Average Price Pluck & Gut \$	Percentage Change in Pluck and Gut %
January 23 rd -24 th 2010	3.73	(27)	9.16	3.74
February 20 th -21 st 2010	4.09	9.65	9.01	(1.64)