

# Supply Management & Consumer Prices

**DON'T BELIEVE THE HYPE**

**LET'S BE CLEAR**

*Farmers  
don't  
set retail  
prices.*

That job belongs to retailers and restaurant owners,  
who charge what they believe consumers will pay.

STORE PRICES ARE  
INFLUENCED BY THINGS LIKE:

**COST OF COMPETING MEATS**  
**BRAND POSITIONING**  
**RETAILER COMPETITION**  
**STORE SPECIALS**

AND THESE CAN CAUSE BIG FLUCTUATIONS IN PRICE.

Comparison shopping has shown that the  
price of chicken varies widely from:

*Week  
to week*

*Product  
to product*

*Store  
to store*

So, what's the biggest influence on retail prices in Canada?

**WHERE, AND WHEN YOU SHOP.**

**CHECK THIS OUT**

SAME brand, SAME cut, SAME week, SAME city,  
DIFFERENT stores

**LEADING BRAND OF  
CHICKEN  
BREASTS**

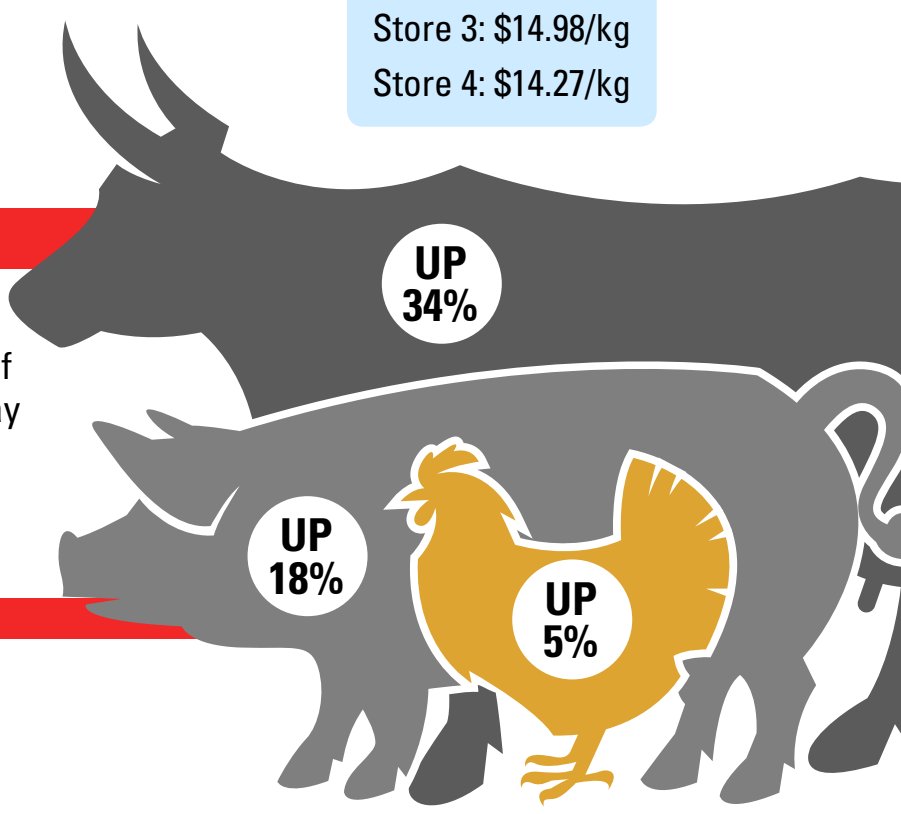
Store 1: \$15.41/kg  
Store 2: \$24.23/kg  
Store 3: \$26.43/kg

**LEADING BRAND OF  
WINGS**

Store 1: \$9.41/kg  
Store 2: \$13.21/kg  
Store 3: \$14.98/kg  
Store 4: \$14.27/kg

DESPITE VARYING PRICES,  
chicken has barely grown in price – beef  
and pork get more expensive every day

Food price fluctuations, year over  
year, Consumer Price Index from  
June 2013-June 2015



*nothing* **SUPPLY MANAGEMENT HAS  
TO DO WITH CONSUMER PRICES**

Farmers only receive about **\$1.58 per kg**,  
as the flock leaves the farm.

It's called the "live price", most of which goes  
toward covering the cost of feed and chicks and  
it's **THE ONLY PRICE** chicken farmers get to negotiate.

It's not much, but it keeps farms sustainable  
by covering a farmer's cost of production.

**AND IT KEEPS PRICES STABLE.**

**\$1.58**

*that's not much*  
To put it another way,  
the farmer's share of  
a restaurant plate is  
usually less than tip  
you give your server!

**In fact**, in the past year the live price of chicken has declined by 5.0%  
and over the past two years, it is down a **HUGE 7.7%**.

Clearly, there is a disconnect between the farmer price and the retail price.

**TO LEARN MORE ABOUT  
HOW SUPPLY MANAGEMENT WORKS  
AND HOW IT BENEFITS CANADIAN FARMERS  
AND CONSUMERS PLEASE VISIT:**

**WWW.CHICKENFARMERS.CA**