

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: \$10.98/kg
Store 2: \$14.49/kg
Store 3: \$21.49/kg

**LEADING BRAND OF
WINGS**

Store 1: \$9.88/kg
Store 2: \$10.96/kg
Store 3: \$13.99/kg

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

Food price fluctuations, year over
year, for example from 2012 to 2017.

**UP
32%**

**UP
14%**

**UP
4%**

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

Farmers only receive about **\$1.54 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.

\$1.54

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, since 2013, the live price of chicken has declined by 10.2%.

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