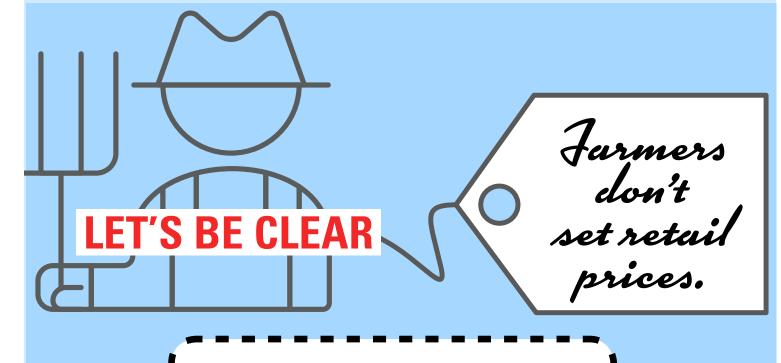
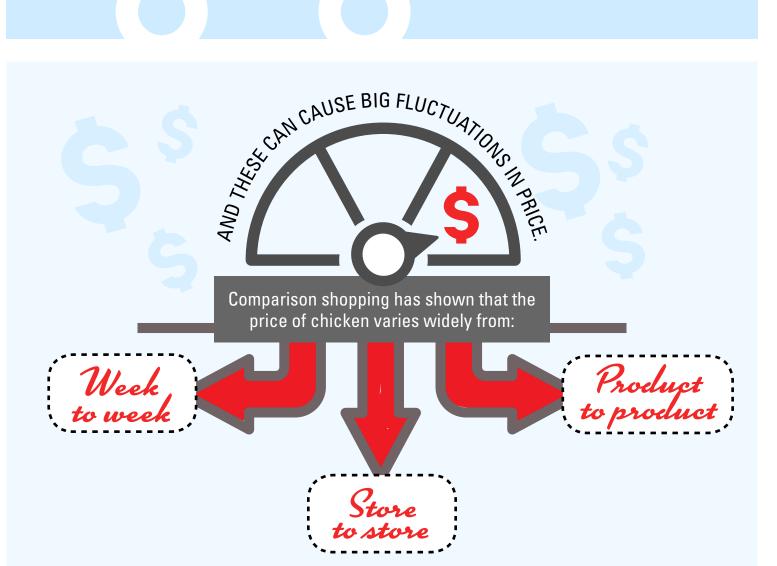
Supply Management & Consumer Prices DON'T BELIEVE THE HYPE



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



So, what's the biggest influence on retail prices in Canada? WHERE, AND WHEN YOU SHOP.



EADING BRAND CHICKEN

SAME brand, SAME cut, SAME week, SAME city,

DIFFERENT stores Store 1: \$10.98/kg

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

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

UP 32%

chicken has barely grown in price - beef and pork get more expensive every day

DESPITE VARYING PRICES,

Food price fluctuations, year over

year, for example from 2012 to 2017.

UP 14% UP 4% **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.



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