



**COMMODITY PROFILE**  
**MINISTRY OF COMMERCE & INDUSTRY**  
**REPUBLIC OF LIBERIA**



**2013**

<b>Product</b>	
1. Commodity/Product Name:	Wheat Flour
2. Types/Varieties:	Superior Wheat Flour, Baker Choice, Soft Wheat Flour, German Wheat Flour and French Flour
3. Production Information - (a) global production per annum (b) import volume per annum (c) average monthly consumption (d) average shelf life:	<p>a) Global Production (2012): 655 million MT</p> <p>b) Import Volume 7 months (Jan-Jul 2013): 2,311.58MT</p> <p>c) Average Monthly Consumption (2013): 6,604.40 bags (330.22MT)</p> <p>Average Shelf Life (2012): 6-8 months</p> <p>Weight: 25Kg, 50Kg, 50Lbs &amp; 100Lbs</p>
<b>Price</b>	
4. International Prices per various sizes:	<p>100 lbs bag: US\$ 20.33</p> <p>50Kg bag: US\$19.67</p> <p>50 lbs bag: US\$ 10.17</p> <p>25Kg bag: US\$9.84</p>
5. International Price including shipment per various sizes:	<p>100 lbs bag: US\$ 24.11</p> <p>50Kg bag: US\$23.45</p> <p>50 lbs bag: US\$ 13.95</p> <p>25Kg bag: US\$13.62</p>
6. Consumer/Retail Price:	<p>100 lbs bag: US\$ 40.50</p> <p>50Kg bag: US\$42.00</p> <p>50 lbs bag: US\$ 20.25</p> <p>25Kg bag: US\$21.00</p>
7. Wholesale Price:	<p>100 lbs bag: US\$38.00</p> <p>50Kg bag: US\$41.00</p> <p>50 lbs bag: US\$19.00</p> <p>25Kg bag: US\$ 20.50</p>
8. Average Consumer/Retail Price in Rural Areas:	<p>100 lbs bag: US\$48.14</p> <p>50Kg bag: US\$49.00</p>

	50 lbs bag: US\$24.30 25Kg bag: US\$ 24.50
9. Average price margin between international and wholesale price in US\$ and % (Line 7 – Line 5=\$; Line 9/Line 5=%) :	100 lbs bag: US\$ 13.89/58% 50Kg bag: US\$18.55/79% 50 lbs bag: US\$ 5.05/36% 25Kg bag: US\$7.38/54%
10. Average price margin between consumer/retail price and wholesale price in US\$ and % (Line 6 – Line 7=\$; Line 10/Line 7=%) :	100 lbs bag: US\$2.50/7% 50Kg bag: US\$1.00/2% 50 lbs bag: US\$1.25/7% 25Kg bag: US\$0.50/2%
11. Average price margin between rural consumer/retail price and consumer retail price in US\$ and % (Line 8 – Line 6=\$; Line 11/Line 6=%) :	100 lbs bag: US\$7.64/19% 50Kg bag: US\$6.00/14% 50 lbs bag: US\$4.05/20% 25Kg bag: US\$3.00/14%
12. Key factors affecting market price (cost of transportation, scarcity, impropriety such as hoarding, market demand, etc):	The imposition of 7% surtax on imported flour (as a Protective Tariff on a bag of 100LB bag of flour); BIVAC Fees 1.2 % of the FOB; APM terminal charges US\$ 137.67 for 20' container or US\$ 185.33 for a 40' container or as general cargo at a fee of US\$ 11.07 per Ton; 1% ETL (imposed on goods outside of the ECOWAS countries); 7% GST (imposed on goods outside of the ECOWAS countries); import restriction in favor of the local flour milling company; transportation cost, and sometimes scarcity on the local market.
<b>Place</b>	
13. International Suppliers:	Sudhannoversche Muhlenwerke Engelke GMBH, Grand Moulins de Paris, Gentrade International Bv, Barry Continental Enterprise Ltd and Pak Petrol Ununkeri Gida Va, Grand Moulins de Paris Negoce Int'l, Zawia Sodicom Scotland and Lumo Food Ltd.
14. Origins of Shipments:	India, Turkey, France, Germany, Netherlands, UK, Scotland and Nigeria
15. Importers:	Five Star Business Center, Eid Brothers, Roomy Brothers, A-Z Corporation , ATCO, Monoprix Supermarket and Alpha and Brothers Corporation, Eid Supply, Mila Commodities and Bridgeway

	Corporation.
16. Wholesalers:	Barbar Motors, Five Star Business Center, Eid Brothers, Roomy Brothers, A-Z Corporation , ATCO, Monoprix Supermarket and Alpha and Brothers Corporation, Fouani Brothers, Bridgeway Corporation, Afropa Liberia, Venus Corporation, Binani Traders, Eid Supply, UN Drive Supermarket and T. Choitram & Sons
17. Major Retailers:	Please find attached appendix #1.
18. Primary Channels of Distribution to Consumers:	From local flour mill and importers/wholesalers to retailers and from retailers to bakeries and consumers.
<b>Promotion</b>	
19. International Brand Names:	Farne Boulangere, MM.CI, Grand Moulins, Premier Flour, Cake Flour, USAID Flour, Morocco Flour, Urop Star, Salva Wheat Flour, Premier Superior Flour, Exel Flour, White Flour and European Flour.
20. Local Trademark Registration:	No indication of Trademark Registered for flour established in Liberia.
21. Brand Promotion Media Channels (Billboards, Radio, Television, Community Outreach, Publications, etc.):	The Premier Milling Company (local flour milling company in Liberia) offers free samples each month to bakeries
22. Promotions challenges and issues:	Lack of consumer awareness on high quality flour may result to consumers buying sub-standard flour.
<b>Policy</b>	
23. International Governing Laws and Policies and ISO Requirements where applicable:	<p>Liberia has adopted the ISO Codex Alimentarius Voluntary Regulation and the Ghana GS Standards for Wheat flour.</p> <p>ISO Codex standard 152-1985 requires wheat flour to be "free from abnormal flavours, odours, and living insects". The codex includes requirements for moisture content, authorised additives, prohibited contaminants, packaging and hygiene. For full list of standards see attachment.</p> <p>Ghana Standards for wheat flour G 811: 2006 include requirements that flour must be packaged in cotton, paper or plastic sacks; the label must include the name of the product, list of ingredients, name and address of the manufacturer, country of origin, net content, date of minimum durability, conditions for storage. The flour must be milled from wheat of "sound quality" and should be "clean, safe, suitable and of good quality".</p>
24. National governing laws and policies and national standards requirements where applicable:	<p>GOL prohibits the use of potassium bromide in the use of flour for bread making.</p> <p>ISO and Ghana Standards requirements are applicable on the quality of flour imported in Liberia for commercial purposes.</p>

25. Key policy issues:	Imposition on surtax on imported flour; the prohibition of potassium bromide for bread making; and import restriction in favor of the local milling factory. Recent shortage on the market led to high prices.
26. Sector Oversight Ministries and Agencies:	Ministry of Commerce and Industry
<b>People</b>	
26. Consumer Profile – (a) Primary Consumer (ie. Women, children, youth, men), (b) Education Level (c) Average Age, (d) Regional Distribution:	Information not currently available.
27. Consumer Awareness and Protection Issues:	Awareness on the prohibition of potassium bromide in the use of flour.
<b>References</b>	
28. Reference citations for materials used for this report:	<p>Shelf Life Advice, Flour, 2009, accessed on 16<sup>th</sup> July 2013 from <a href="http://shelflifeadvice.com/cooking-ingredients/dry/flour">http://shelflifeadvice.com/cooking-ingredients/dry/flour</a></p> <p><a href="http://www.fas.usda.gov/psdonline/circulars/grain.pdf">www.fas.usda.gov/psdonline/circulars/grain.pdf</a> "World Wheat Production, Consumption and Stocks Local Marketing Years, Thousand Metric Tons</p> <p>Ministry of Commerce and Industry, Foreign Trade Statistics, Divisions of Trade, 2012-2013</p> <p>Ministry of Commerce and Industry, July 16, 2013 Market survey Monrovia and 13 (thirteen) rural counties.</p> <p>Liberia Industry Property Office (LIPO)</p> <p>National Standard Lab (NSL)</p> <p>Ministry of Finance, ASYCUDA trade statistics, Bureau of Customs, 2012</p>
<b>Credits</b>	
29. Report Authors:	Director Steve Flahn-Paye, Senior Price Analyst Stephen Zaizay, Database Analyst Tony Baccus Matthews and Deputy Inspector General -Rural Habib Sangary.

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