



COMMODITY PROFILE
ONIONS(2015)
MINISTRY OF COMMERCE & INDUSTRY
REPUBLIC OF LIBERIA
Submitted on June 29, 2016



Product	
1. Commodity or Product Name	Onions
2. Types/Varieties:	Yellow onions 35/50g
3. Production information	
a. global production per annum:	a. 18,736.51
b. import volume per annum:	b. 859.91MT
c. average monthly consumption:	c. 71.66MT
d. average shelf life:	d. Fresh whole onion 1-2 months
e. Weight per CTN:	e. 10KG or 20KG
Price	
4. International price per various sizes:	USD\$ 2.60
5. International price including shipment per various sizes:	USD\$ 3.63
6. Consumer / Retail Price:	USD\$ 8.00
7. Wholesale Price:	USD\$7.00
8. Average Consumer/Retail Price in Rural areas:	USD\$ 9.00
9. Average price margin between international & wholesale price in US\$ and % (Line7-Line5=\$; Line 9/Line/Line5= %)	$11.7 - 2.60 = 4.40 / 2.60 = 1.69\%$
10. Average price margin between consumer/retail price and wholesale price in US\$ and % (Line 6-Line7=\$; Line10/Line7= %):	$13.8 - 7 = 1 / 7 = 14\%$
11. Average price margin between rural consumer /retail price and consumer retail price in US\$ and % (Line8-Line6=\$; Line11/Line6= %):	$3.9 - 8 = 1 / 8 = 12\%$
12. Key factors effecting market price (cost transportation, scarcity, impropriety such as hoarding, market demand, etc.):	<ul style="list-style-type: none"> • Impact of the exchange rate • Limited transport and electricity for storage infrastructure
Place	
13. International Suppliers:	Netherlands, France
14. Origins of Shipment:	Netherlands, France
15. Local Producers:	A/N
16. Local Production:	A/N
17. Importers:	Roomy, UN Drive, Fouan Bro. Venus, Monoprix T.Choithram, ATCO, Atlantic, ETC
18. Wholesalers:	Same as importers
19. Major Retailers:	A.B. Jalloh, Alpha Trading, Jouga Ent. Bouba 62Trading Cent, ABD Provision, John Store
20. Primary channels of distribution to consumers:	Importers – Distributors – Retailers – Consumers
Promotion	
21. International Brand Names:	Dutch Onion, and Chanpio
22. Local Trademark Registration:	A/N
23. Brand Promotion Media Channels (Billboards,	TV, Radio, and Billboards

Radio, Television, Community Outreach, Publications, etc.):	
24. Promotion challenges and issues:	N/A
Policy	
25. International Governing Laws and Policies and ISO Requirements where applicable:	Cooling facilities
26. National governing laws and policies and standard requirements where applicable:	Require Storage and Cooling Facilities
27. Key Policies Issues:	Licensing region
28. Sector Oversight Ministries and Agencies:	Ministry of Commerce and Industry
People	
29. Consumer Profile a) Primary Consumer	A. Women, Children, youth and general public
30. Consumer Awareness and Protection Issues:	Ministry of Commerce and Industry (Consumer Unit)
Reference	
Reference citation for materials used for this report:	BIVAC International Liberia ,IPD and importer invoices
Credits	
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