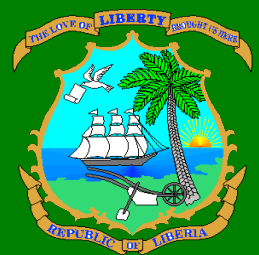


COMMODITY PROFILE
Chicken Feet
MINISTRY OF COMMERCE & INDUSTRY
REPUBLIC OF LIBERIA
Submitted on March 21, 2017



Product	
1. Commodity or Product Name	Poultry Products
2. Types/Varieties:	Chicken Feet
3. Production information	
a. global production per annum:	a. 8.9 Million MT
b. import volume per annum:	b. 8,311.5MT
c. average monthly consumption:	c. 692.62MT
d. average shelf life:	d. 3 Months
e. Weight per CTN:	e. 20KG
Price	
4. International price per various sizes:	USD\$ 5.00
5. International price including shipment per various sizes:	USD\$ 6.50
6. Consumer / Retail Price:	USD\$20.00
7. Wholesale Price:	USD\$15.00
8. Average Consumer/Retail Price in Rural areas:	USD\$18.35 (LD\$2,000/US\$109.00)
9. Average price margin between international & wholesale price in US\$ and % (Line7-Line5=\$; Line 9/Line5= %)	15.00-6.50=8.50/6.50=1.31%
10. Average price margin between consumer/retail price and wholesale price in US\$ and % (Line 6-Line7=\$; Line10/Line7= %):	20.00-15.00=5/15.00=0.33%
11. Average price margin between rural consumer /retail price and consumer retail price in US\$ and % (Line8-Line6=\$; Line11/Line6= %):	18.35-20.00=-1.63/20.00=-0.08%
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 infrastructure
Place	
13. International Suppliers:	<ul style="list-style-type: none"> a. France b. Spain c. Dubai d. Netherland e. Etc
14. Origins of Shipment:	EU, UAE
15. Local Producers:	N/A
16. Local Production:	N/A
17. Importers:	Cheaitou Brothers Inc, Caroline Frozen, West Africa Enterprise, Fresh Frozen Food, Sham Inc., etc
18. Wholesalers:	Same importers
19. Major Retailers:	Local Marketeers
20. Primary channels of distribution to consumers:	Importers – Distributors – Retailers – Consumers
Promotion	

21. International Brand Names:	N/A
22. Local Trademark Registration:	N/A
23. Brand Promotion Media Channels (Billboards, Radio, Television, Community Outreach, Publications, etc.):	N/A
24. Promotion challenges and issues:	N/A
Policy	
25. International Governing Laws and Policies and ISO Requirements where applicable:	MoA Certificate
26. National governing laws and policies and standard requirements where applicable:	Require Storage and Cooling Facilities
27. Key Policies Issues:	N/A
28. Sector Oversight Ministries and Agencies:	Ministry of Commerce and Industry Ministry of Agriculture Ministry of Health
People	
29. Consumer Profile a) Primary Consumer	A. All
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, Ayscuda and the Internet
Credits	
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