



BOUNTY FARM LTD

Patrick De Groot

COMPETING WITH THE LIVE MARKET IN GUYANA

CPA - POULTRY PROCESSING
WORKSHOP - BARBADOS
MARCH 10-14, 2003



BOUNTY FARM LTD

MAKING SURE THE LIVE
MARKET STAYS ALIVE AND

THE METHOD WE ARE USING
TO CAPTURE PART OF IT

CPA - POULTRY PROCESSING
WORKSHOP - BARBADOS
MARCH 10-14, 2003

HISTORY OF LOCAL PRODUCTION VS IMPORTS

✠ 1975	SELF SUFFICIENT	
✠ 1985	25% LOCAL	75% IMPORTED
✠ 2002	70% LOCAL	30% IMPORTED
✠ 2003	98% LOCAL	???? IMPORTED

CPA - POULTRY PROCESSING
WORKSHOP - BARBADOS
MARCH 10-14, 2003

LOCAL PRODUCTION IN GUYANA

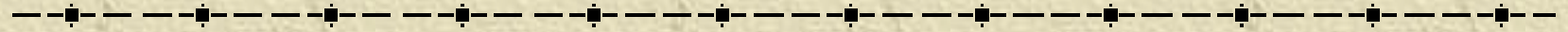
✚ TOTAL CKNS PRODUCED / YEAR	5,000,000 LBS
✚ AVERAGE / WEEK	1,000,000 LBS
✚ LARGEST PROCESSOR / WEEK	375,000 LBS
✚ BOUNTY FARM / WEEK	175,000 LBS
✚ LIVE MARKET – PLUCK SHOPS / WEEK	500,000 LBS

CPA - POULTRY PROCESSING
WORKSHOP - BARBADOS
MARCH 10-14, 2003

MARKET DISTRIBUTION

✦ LIVE MARKET	50%
✦ SUPERMARKETS	20%
✦ FAST FOOD OUTLETS	22%
✦ SMALL SHOPS	6%
✦ HOTELS	1%
✦ MISSC.	1%

REASONS FOR LARGE LIVE MARKET



- ✦ LARGE PERCENT OF POPULATION IN 4 & 5 QUINTILE
- ✦ THESE PERSONS HAVE NO REFRIGERATOR
- ✦ LARGE MUSLIM POPULATION