

process of chicken includes the production of broth, soups, sausages and other processed meat products, although this still represents only a small proportion of total meat production. There are only few plants making chicken meat products, which are still not very common in Mexico.

The slaughterhouse usually delivers the chicken as carcass. One distribution channel goes from slaughterhouse to warehouse, usually in predetermined sporadic quantities. These are then sold to retailers, who either get it at the warehouse or at their own establishment. Approximately 60% of the meat is sold this way. In 30% of the cases, the warehouse does not intervene and the slaughterhouse directly sells the meat to the retailer. This is the case with very large firms which have their own refrigerated transportation. Another 15% is sold directly to the consumer by fully integrated firms, which purchase the live chicken and process it to sell it at the firm itself or to restaurants. The remainder is sold directly by the producer to meat processing firms.

The price to the final consumer of whole chickens is 54% higher than the cost of the live chicken. In the case of prime pieces, such as breast and legs, the difference is of 123%. In addition to the prime cuts consumed mostly by the high and middle income classes, offals are in high demand, in particular liver, as well as the wings, the feet, the neck and the back, which are used for soups and broths, or shredded in tacos and other dishes. At public markets, the chicken is usually sold whole with the head, feet and some offals (liver, heart and sweetbread) or it can be sold by piece. At supermarkets the whole chicken does not have either head nor feet and the offals are included separately. Individual pieces are also sold. Presently it is more common to purchase pieces than whole chicken. In Mexico there are many small takeout shops specializing in broiled chicken, which is very popular. These broilers are an important purchaser of whole chicken. Offals are often sold fresh directly to the consumer or to meat processing plants. The blood, feathers and other offals are also sold to meal producing plants.

Going prices on chicken were as follows during the first week of June 1991:

CUT	SUPERMARKET	PUBLIC MARKET
Live	\$3,800 (1.47)	
Carcass	\$4,600 (1.78)	
Whole	\$ 5,490 (2.13)	\$ 7,000 (2.72)
Breast	\$11,800 (4.58)	\$12,000 (4.66)
Leg	\$11,500 (4.46)	\$10,000 (3.88)
Back	\$ 2,500 (0.97)	\$ 3,000 (1.16)
Wings	\$ 5,750 (2.23)	
Feet	\$ 2,600 (1.01)	
Offals	\$ 5,700 (2.21)	

Note: Numbers in brackets correspond to Canadian dollar equivalents.