



**Media Release**

**FCCC Investigates Potential Price Increases and Supply Constraints For Whole Bird Chicken**

**Wednesday, 9 October 2024**

The Fijian Competition and Consumer Commission (FCCC) has initiated an investigation into reports of potential price increases and supply shortages for whole bird chicken in some retail stores. This follows concerns raised by consumers about rising prices and the unavailability of certain sizes of whole bird chicken.

FCCC CEO, Mr Joel Abraham, confirms that FCCC has written to both major suppliers, Crest and Rooster, requesting clarification on the current supply situation and any changes to pricing.

“While both manufacturers have indicated there are no price increases or supply issues, we have received conflicting reports from retailers,” said Abraham.

“Retailers have reported shortages and confirmed the removal of discounts, which directly impacts weekly retail pricing. The discrepancy between what is being reported by manufacturers and retailers is of great concern to FCCC, and we are actively investigating the matter.”

FCCC will take decisive action against any party found to be providing misleading information or exploiting consumers by withholding discounts or manipulating supply. As part of this effort, FCCC is also prepared to recommend policy changes on imports if it is determined that local suppliers are not acting fairly.

“Our responsibility is to protect consumers from unfair business practices, and we will not hesitate to enforce strict regulatory measures. We will not tolerate any attempts to inflate prices or limit product availability to the detriment of Fijian consumers. Any trader or manufacturer found providing false or misleading information will face serious consequences, as permitted under the law,” Abraham warned.

With the festive season approaching, FCCC’s priority is to ensure that whole bird chicken, a key product for Fijian households, remains affordable, accessible, and available. The Commission will provide further updates as the investigation progresses.

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