Bakau Old Town Vendor Survey

Survey Code: BM1

Date: 4/12

How long have you been selling American chicken for?

Over 2 years

What price do you sell it at? What price do you purchase at?

Now they sell at 100, they buy at 83

Has the price changed since you started selling?

Yes, it used to be less than 80/kilo when he started, it has gone up.

Who do you purchase the chicken from?

He gets it from the wholesale vendors in Banjul

Why did you choose to start selling American chicken?

He mentioned a passion for business, but also that he has an obligation to feed the people nearby – he has to stock the chicken.

Is American chicken a good investment for your business?

It used to be a good profit, but now its not so much. You need to pay cash power and it eats away all your product

Do you sell full chickens or wings as well? Which kind of chicken sells the most?

They sell wings but legs sell the best

What kinds of people normally buy the chicken?

Women making domestic purchases normally buy the chicken.

Do you encounter any problems with the product?

They don’t encounter any products with the chicken, they don’t sell the expired ones.

Is there a particular brand of chicken that you prefer to sell?

He wants to expand and sell full chicken

Local chicken:

Yes, he buy sit sometimes, he prefers that one because it is made here.

Notes about vendor:

One guy in a corner shop in the middle of town, he had time to talk because business was slow.

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Survey Code: BM2

Date: 4/25

How long have you been selling American chicken for?

More than 5 years now

What price do you sell it at? What price do you purchase at?

Now they sell at 110, they buy cartons at 975

Has the price changed since you started selling?

Yes, it used to be sold at 75/kilo in 2016. They were buying at 500

Who do you purchase the chicken from?

There is a company that supplies it in the market. They normally purchase around 10 cartons

Why did you choose to start selling American chicken?

They sell it because its good business, but they don’t like it that much, its too big, its not nice. He would prefer not to sell it. “One leg itself is almost one kilo, that’s too much”.

Is American chicken a good investment for your business?

It used to be a good profit, but now its not so much. You need to pay cash power and it eats away all your product

Do you sell full chickens or wings as well? Which kind of chicken sells the most?

They sell it all, but legs sell the best

What kinds of people normally buy the chicken?

Women making domestic purchases normally buy the chicken.

Do you encounter any problems with the product?

They don’t encounter any products with the chicken, they don’t sell the expired ones.

Is there a particular brand of chicken that you prefer to sell?

They normally get Koch foods, that one is best he said, but not always available.

Local chicken:

Yes, he buy sit sometimes, he prefers that one because it is made here.

Notes about vendor:

Two guys in Bakau market, selling out of a little stand. Two cartons of Koch Foods legs sitting thawing on the counter. Guys were nice but busy, selling a lot of stuff.

Survey Code: BM3

Date: 4/25

How long have you been selling American chicken for?

7 years.

What price do you sell it at? What price do you purchase at?

2014 he bought for 475. 2015 it went up to 650. 2018 it went to 750. 2020 it went to 850. 2021 it went to 950. It went up to 1000 in 2022. But now its back down to 950 wholesale. He sells it at 110 now. Sometimes it goes up to 1100 now and he increases the price.

Has the price changed since you started selling?

See above

Who do you purchase the chicken from?

He buys it from one supplier located at Kairaba who brings the cartons here to supply them. They bring it from Kairaba Shopping Center. “Ki mo am ganaw dole fi si Bakau”.

Why did you choose to start selling American chicken?

Its very profitable to sell it here, people can’t afford other kinds of meat now, so everyone requests it. He framed it as “jappa”, or helping people out, to sell it at the lowest price possible. They can’t afford anything else so you have to sell it to them. He doesn’t like the chicken much because “I don’t know what kind of chicken it is”, but its what is necessary for people to eat and have strength.

Is American chicken a good investment for your business?

At first the profit was higher. But now the profit is not much. The kilos used to contain up to 11 kilos sometimes, but now they can be 9.5. And cash power is really expensive to keep the legs frozen, so they don’t make a profit off of them now.

Do you sell full chickens or wings as well? Which kind of chicken sells the most?

He sells wings and full chicken. But legs sell the most.

What kinds of people normally buy the chicken?

Women from the community come to buy the chicken here.

Do you encounter any problems with the product?

There aren’t many problems with the chicken, except that sometimes they get supplied chicken that’s not well frozen and it spoils. If you do that, you don’t get a good price for the legs. People still buy it, but they will demand that you reduce the price if it isn’t frozen solid. That’s the main problem, the product often spoils after it leaves the supply center.

Is there a particular brand of chicken that you prefer to sell?

He prefers to sell Case Farms chicken. He said he’ll get a supply from Akar in Banjul sometimes – he has the best chicken, it never spoils, it is always highest quality.

Local chicken

It is available, but he doesn’t really buy it because you never know the quality of it, and you never know what the price will be – it changes all the time. It starts at 300 and it can go up regardless. Its not sold by kilo but at whatever price the supplier wants, which is not good for businesses. They want consistent quality and prices available in the market.

Notes about vendor:

Nice talkative fula guy, he was really nice but also quite busy. Ladies came by to buy chicken legs while we were there.

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Survey Code: BM4

Date: 4/25

How long have you been selling American chicken for?

4 years

What price do you sell it at? What price do you purchase at?

At beginning of Ramadan, it was 930, chaper, but now its going up again to 950. They sell the carton at 980, or 110/kilo. He’s selling Case Farms chicken as well as some from Poland. They all come from one supplier

Has the price changed since you started selling?

3 years ago it was higher, at 1050, but now its come down.

Who do you purchase the chicken from?

It’s a guy from serrekunda who supplies in a moto. 3 days ago he bought 10 cartons – it doesn’t last too long.

Why did you choose to start selling American chicken?

He just saw that it was good business and got into it. Lots of people want to buy it so it’s a guaranteed source of profit.

Is American chicken a good investment for your business?

It sells really fast, which is good. But the profit is not much, maybe 30 dalasis per carton, or sometimes 50 dalasis if he’s selling it at 100/kilo.

Do you sell full chickens or wings as well? Which kind of chicken sells the most?

Just full chicken and legs. The legs sell the most, all of his cartons but 1 are legs.

What kinds of people normally buy the chicken?

Its mostly women who are cooking, but he has one customer who buys 3 cartons everyday to sell it.

Do you encounter any problems with the product?

He rarely encounters any problem with the chicken, its quite reliable to sell. And it goes really fast, so it doesn’t stay long in the freezer.

Is there a particular brand of chicken that you prefer to sell?

He likes to sell the Polish Brand, Cedrob.

Local Chicken?

He says he can’t sell local chicken because its expensive. But he says if there was a good supplier in the market who was reliable, he would sell it of course.

Notes about vendor:

Really busy Fula guy. Not much time to talk. Very serious. He was great at multi-tasking, selling and answering questions.

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Survey Code: BM5

Date: 4/25

How long have you been selling American chicken for?

1 year

What price do you sell it at? What price do you purchase at?

Sometimes he buys at 1000 or 1050. He sells between 100 and 110 a kilo. He sells the whole carton at 1050 or 1100, depending on the price.

Has the price changed since you started selling?

The price changes all the time. He adjusts the price depending on the price.

Who do you purchase the chicken from?

He buys from different suppliers depending on who has the chicken. He gets supplied 5-6 times a month. Current supply was from EE Salif Camara Supply

Why did you choose to start selling American chicken?

He hasn’t been in business long, but thought it would be a good business. It goes fast, and it is always in demand. He sells it mostly to get a profit.

Is American chicken a good investment for your business?

It is generally good, but they have issues sometimes with it. He usually makes 50-75 dalasis per each carton. But the price goes down if the legs have thawed or spoiled.

Do you sell full chickens or wings as well? Which kind of chicken sells the most?

He does both full chicken and wings. But legs sell the best.

What kinds of people normally buy the chicken?

Mostly women who purchase it for cooking at home.

Do you encounter any problems with the product?

He does have problems with the chicken, a lot of it. The price goes up and down everyday. It’s hard to know exactly what the price will be and its unreliable sometimes. Also, if you buy it one day, and power goes out, it can spoil before you have sold it.

Is there a particular brand of chicken that you prefer to sell?

He was selling Pilgrim’s and Case farms from his freezer. Case is better.

Local chicken?

If there was a company who supplied local chicken he would supply it if consumers wanted it.

Notes about vendor:

Quiet Pulo Futa guy. He was new to the business. A bit suspicious. But he was friendly enough after I started speaking Pulaar. He seemed new to Gambia. Maybe just from Conakry.

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Survey Code: BM6

Date:

How long have you been selling American chicken for?

16 years

What price do you sell it at? What price do you purchase at?

100/kilo. She would not say the price.

Has the price changed since you started selling?

Yes, used to be 300

Who do you purchase the chicken from?

Why did you choose to start selling American chicken?

Bc of money

Is American chicken a good investment for your business?

Yes, would not say

Do you sell full chickens or wings as well? Which kind of chicken sells the most?

Everything, and everything sells the same.

What kinds of people normally buy the chicken?

Do you encounter any problems with the product?

Is there a particular brand of chicken that you prefer to sell?

Notes about vendor:

Mandinka lady. V suspicious of survey. Would not answer some questions, thought we were trying to steal her business.

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Survey Code: BM 7

Date: 4/25

How long have you been selling American chicken for?

More than 5, less than 10.

What price do you sell it at? What price do you purchase at?

His brother normally buys it, but he sells it between 100-110/kilo. He’s not sure at how much they buy it, said it was probably 930 dalasis though.

Has the price changed since you started selling?

The price changes all the time. Before Ramadan it was higher, then it went down during Ramadan. But now its going back up.

Who do you purchase the chicken from?

He purchases it from the naar bitik up the road.

Why did you choose to start selling American chicken?

“Business la warra jayi”. Its just business.

Is American chicken a good investment for your business?

Sometimes they have profits, sometimes not. If they buy from a “moto”, they will have profits typically, but not if they buy from the bitiki naar.

Do you sell full chickens or wings as well? Which kind of chicken sells the most?

He also sells full chickens and wings. Legs and wings go the quickest. But full chicken was going the fastest during Ramadan.

What kinds of people normally buy the chicken?

Its only women who are cooking who purchase here, no sellers.

Do you encounter any problems with the product?

They don’t have any problems with the chicken.

Is there a particular brand of chicken that you prefer to sell?

The “white box” is what he prefers to sell. Could be Polish, or could be Koch or Pilgrims.

Local chicken:

He’s not sure, would have to ask his brother. He was thinking we were here to start selling local chickens, said “I don’t understand” to his mom in Mandinka, who seems to be the seller at the site.

Notes about vendor:

Younger Mandinka guy. Was pretty friendly. Seemed to be running the shop for someone else. Had a little sister or something running around inside. His shop wasn’t too busy. His mom or aunt came in after a while.

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Survey Code: BM 8

Date: 4/27

How long have you been selling American chicken for?

7 years

What price do you sell it at? What price do you purchase at?

During Ramadan, he was buying at 975. During Ramadan he sold at 100, and he sold the carton at 1000. But the priceis going up now.

Has the price changed since you started selling?

The price went up a bit during Ramadan.

Who do you purchase the chicken from?

They have a supplier who normally brings it here in a vehicle and sells it.

Why did you choose to start selling American chicken?

Right now there’s not a profit in chicken, but it goes well. People use it all the time, and if you don’t have it to sell, people will be upset. So its good to have. Profit is not much. But selling chicken drives the sale of other items in the shop. People come to buy it and then they get other things that you actually make a profit on. You have an obligation to supply it because people expect it to be there.

Is American chicken a good investment for your business?

Profits aren’t too much, see above.

Do you sell full chickens or wings as well? Which kind of chicken sells the most?

They sell full chicken and sausages, but not wings. Legs sell the most normally.

What kinds of people normally buy the chicken?

Mostly women who are cooking.

Do you encounter any problems with the product?

The problem is the prices. If it goes up, he has to pass that along to customers and then they are unhappy with him.

Is there a particular brand of chicken that you prefer to sell?

He said “Case” is the best one. Case Farms. He also mentioned Tyson because the legs are quite large.

Local chicken?

He said people often ask about local chicken if its available, but he says if he had a supplier he would purchase it.

Notes about vendor:

Really small quiet guy. Couldn’t get good read on languages. He was sitting in back and couldn’t here him well. He kept looking at me suspiciously. But he was nice and gave answers, although they were quite short.

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Survey Code: BM 9

Date: 4/25

How long have you been selling American chicken for?

Since 2011, so 12 years.

What price do you sell it at? What price do you purchase at?

He purchases at 950 for carton, sells at 110 dalasis/kilo. He used to buy it at 450 back in 2011, but its been steadily going up since then.

Has the price changed since you started selling?

Yes, it always changes, it goes up and down sometimes, as in Ramadan.

Who do you purchase the chicken from?

It comes from the guy in the moto who just supplied him. The moto comes Serrekunda.

Why did you choose to start selling American chicken?

The demand is great for chicken. People cook chicken everyday, so he saw the opportunity for a business to help people “jappa”, so for so long he’s been selling chicken now.

Is American chicken a good investment for your business?

It depends on the carton. Some cartons have a ton of retained water, the “glalass” is much, and if it thaws, you’ll only have 9 kilos. And it depends on the supply too, like during Ramadan the supply was more than it is now.

Do you sell full chickens or wings as well? Which kind of chicken sells the most?

He also sells full chicken and wings. Legs sells the most. But people come to him for everything, legs sell the quickest though.

What kinds of people normally buy the chicken?

There’s more women who are cooking, but a few people who purchase it to sell it.

Do you encounter any problems with the product?

Sometimes the cartons come, even when frozen it won’t be 10 kilos. Like for example, he’ll weigh a half carton and it won’t even come up to 5 kilos.

Is there a particular brand of chicken that you prefer to sell?

Koch and Case Farms are the ones he sells the most of here, those are what he prefers.

Local chicken

If there was demand for it and it was available for supply, he would sell local chicken as well.

Notes about vendor:

Nice young guy with a corner shop, he was getting supplied from a truck as we walked up. Received a shipment of wings, chicken franks and Koch food legs. Fula guy.

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Survey Code: BM 10

Date: 4/25

How long have you been selling American chicken for?

He’s been selling since 2017. He came from Senegal

What price do you sell it at? What price do you purchase at?

He buys Koch at 950, but a different kind is 960/975. He sells the carton at 975 to buyers.

Has the price changed since you started selling?

Yes, it changes all the time.

Who do you purchase the chicken from?

He has a supplier called Qualico. He doesn’t know where they are, but they come in a vehicle.

Why did you choose to start selling American chicken?

He doesn’t know: “ask my boss”.

Is American chicken a good investment for your business?

He makes a small profit, like 15-30 dalasis per carton. Its enough to keep the business going, but not much.

Do you sell full chickens or wings as well? Which kind of chicken sells the most?

He sells it all. Legs sell the most, but wings are coming up, sometimes they go quickly too.

What kinds of people normally buy the chicken?

Its mostly women cooking, but often people doing a program will “jenda bena kilo, mu dem fry ko”, but also they’ll go into the market and buy a ½ carton or full one.

Do you encounter any problems with the product?

No problems

Is there a particular brand of chicken that you prefer to sell?

He has one brand he likes to get, but sometimes the supplier will say “we only have 2”, so he’ll get a mixture of different cartons in his supply. He said Koch and Case farms are preferred.

Local chicken?

He doesn’t know, but would want to talk to the supplier to know what kind of chicken and the price, etc. before deciding to purchase it.

Notes about vendor:

Really quiet young guy from Senegal. Seemed pretty tired, but answered questions. Tons of kids coming in to buy sugar and drinks.

Survey Code: BM 11

Date: 4/25

How long have you been selling American chicken for?

15 years

What price do you sell it at? What price do you purchase at?

They sell at 100 kilo, carton at 975. He buys at 90/kilo

Has the price changed since you started selling?

Its always changing, the market drives changes.

Who do you purchase the chicken from?

Tachco, gamfoods.

Why did you choose to start selling American chicken?

Its for markets, for profits

Is American chicken a good investment for your business?

It’s a very small profit, but enough to make the business worthwhile.

Do you sell full chickens or wings as well? Which kind of chicken sells the most?

He sells it all, drums, nuggets, wings, full. All of it sells well. Koch foods and Sadiatou (full chicken from Brazil) are the best sellers. Legs and full.

What kinds of people normally buy the chicken?

Its mostly people just buying kilos for household consumption, but there’s a few vendors. Sometimes he supplies supermarkets like right choice, but not that often.

Do you encounter any problems with the product?

No problems with the chicken, its all fine.

Is there a particular brand of chicken that you prefer to sell?

See above

Local chicken:

“Whatever gives me a profit rek!”

Notes about compound:

Really nice guy, maybe Mauritanian or Lebanese. He has a huge operation with a cold room orders 100-500 cartons regularly. Large bitik full of workers, plenty of kids coming to purchase.

Survey Code: BM 12

Date: 4/25

How long have you been selling American chicken for?

3-4 years.

What price do you sell it at? What price do you purchase at?

They buy at 950 for a carton and sell at 1000 per carton. They sell the kilo at 110/kilo

Has the price changed since you started selling?

Now the price is coming down, but it was higher during Ramadan. It’s the import rate. When it goes up the price does too, when it goes down.

Who do you purchase the chicken from?

He has a supplier in Serrekunda and one in Banjul too, it changes.

Why did you choose to start selling American chicken?

“If you see business, you go into it. If people like the product, if they want it, then you buy it and supply it”

Is American chicken a good investment for your business?

You have some small profits, but the main goal is to help the customers, its to make sure that people come and are happy with your prices. So you adjust accordingly. What you need to get by, but not more.

Do you sell full chickens or wings as well? Which kind of chicken sells the most?

They sell full chickens and wings. All of it sells well here.

What kinds of people normally buy the chicken?

There’s plenty of women who come here to buy it for cooking, but also people who buy the full carton to sell or for programs.

Do you encounter any problems with the product?

No problems with the chicken here.

Is there a particular brand of chicken that you prefer to sell?

He prefers to sell the “white box”, it’s a U.S. brand.

Local chicken?

If its available, he would sell it. “Whatever I can have, I will sell”. But the price is high, he says, so he’s not sure how well the business would do. But he’s saying that it might

Notes about vendor:

Older fula guy, really nice and joking. He seemed skeptical at first, but was pretty happy to talk.

Survey Code: BM13

Date: 4/26

How long have you been selling American chicken for?

5 years, but the bitik has been here longer

What price do you sell it at? What price do you purchase at?

It changes all the time. Sometimes he buys 950, but it goes up to 1050. He sells now at 110/kilo.

Has the price changed since you started selling?

It fluctuates all the time. From 975-1050.

Who do you purchase the chicken from?

A company supplies him from a vehicle that comes around. Banjul and Serrekunda.

Why did you choose to start selling American chicken?

It’s a bitik, so I just thought it would be a good business for the shop to sell chicken.

Is American chicken a good investment for your business?

“Gambia kai, profits amuut fi. Jiggenyi so ko togee, danga dungee rek”. If the women want to cook it, you are obligated to provide it for them. Even if there’s no profit in it, you sell it anyways, otherwise they will finish your business.

Do you sell full chickens or wings as well? Which kind of chicken sells the most?

Legs and full chicken. Legs go faster because they’re cheaper. Its also easier to divide them up, because sometimes people want a half full chicken, can be difficult to sell.

What kinds of people normally buy the chicken?

Mostly women who are cooking.

Do you encounter any problems with the product?

The problem is the lack of profits. Its really difficult to make money off of it because people hold it to such a low price. You can get like 2-25 dalasis profit depending on how much you’re selling and what the price is. He wishes he could increase the price, but if he does, people will not buy it. He’s held at making small profits.

Is there a particular brand of chicken that you prefer to sell?

There’s two kinds, 10 and 15 kilo. The 15 kilo one is really fat, and people “mo ganaaw sakka”, its like its more flavorful.

Local chicken?

If he’s told the price was lower or people were willing to pay more for chicken, he would supply it. But the problem is that people are used to the low price of 110/kilo. They’re not going to pay 300 or 400 for a locally produced chicken.

Notes about vendor:

Quiet guy, seemed skeptical, asked if we were trying to start a business. Had a box of Golden Phoenix box sitting on the counter.

Survey Code: BH 14

Date: 4/26

How long have you been selling American chicken for?

7 years.

What price do you sell it at? What price do you purchase at?

It depends, but its going down now. “The price always changes. It goes to 1100, down to 990”. But he always sells at 120 no matter what the supply is. He wants the price to be stable and consistent.

Has the price changed since you started selling?

All the time

Who do you purchase the chicken from?

He has three suppliers who come around in a truck.

Why did you choose to start selling American chicken?

Business bi dafaa wait, and most people like to buy it, so you need to supply it so that people will come to your bitik.

Is American chicken a good investment for your business?

Yes, he has a profit, “Santa Yalla, you know”.

Do you sell full chickens or wings as well? Which kind of chicken sells the most?

He only sells full chicken in Ramadan. But he does wings, drums, legs and chicken sausage. Legs sell the fastest. Especially for Koriteh or programs, people will buy like 5 cartons at once.

What kinds of people normally buy the chicken?

Mostly women who are going to cook. Occasionally someone will buy to sell, but normally they go to the wholesaler.

Do you encounter any problems with the product?

Sometimes he gets chicken and its not fully frozen, so he normally puts it directly in the freezer, turns it on and then waits until it gets hard. Because if you sell it without ice, people won’t like it.

Is there a particular brand of chicken that you prefer to sell?

“Case farms is the best one” People they like that one. But Qualico is another one. Qualico is smaller legs and more but Case farms is larger legs. People like the large legs that one, because it “satifies a household”

Local chicken?

He would love to supply people with local chicken, because at least you know something about it. He mentioned the left leg too. But he said he doesn’t supply imported eggs, he only gets the locally produced ones because he likes people to know where it comes from.

Notes about vendor:

Quiet corner bitik, skinny quiet guy. Told us to wait while he sold but that he would answer questions. Mandinka speaker. He was selling chicken while we were here. Sold two enormous legs. Definitely Gambian, not from elsewhere. He was annoyed at first, but I think he enjoyed the interview in the end.