

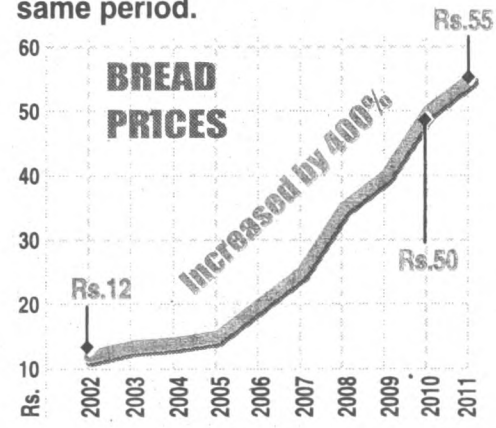
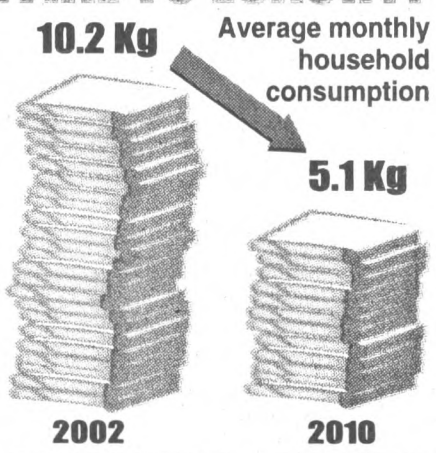
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### BREAD: FROM ESSENTIAL TO LUXURY?

Bread consumption has dropped by 50% during last few years, according to a Census and Statistics Department report. In 2002, average monthly household consumption quantity of bread was 10.2 kg, it was reduced to 5.1 kg in 2010. On the other hand, bread prices had increased by 400% during the same period.

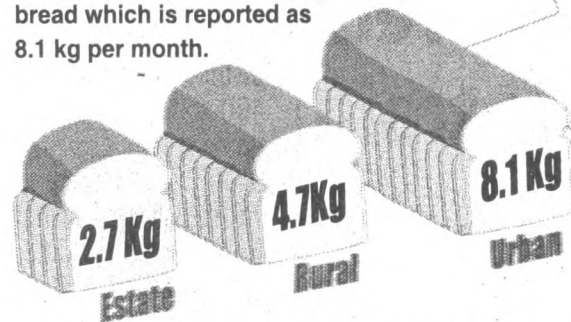


- REASONS FOR DROP**
- ⊙ Health risk
  - ⊙ Increase of price
  - ⊙ Lack of price control



Bakery Owners' Association says the price of bakery products will be increased from February 24 (today) unless the government grants a relief to the industry. The Association anticipates to increase the price of bread by 3.00 to 10.00 rupees and other bakery products by 3.00 to 6.00 rupees.

The average monthly household consumption of bread is 5.1Kg. However, the households in urban areas are reported to be consuming a large quantity of bread which is reported as 8.1 kg per month.



In 2010, 3.2 percent of the total monthly household food expenditure of an average household was spent on bread. In 2002, it was 4.2%.

- ⊙ Highest bread consumption was reported from Western Province In 2010. District-wise, an average household in the Colombo district consumes a quantity of 8.3 Kg of bread per month.
- ⊙ The lowest average monthly household bread consumption was reported from Moneragala district in Uva province in 2010, which is 1.5 Kg.

Source: Department of Census and Statistics

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