

Abstract

As an Agribusiness Management student of the University of the West Indies, it has become increasingly apparent that there exists a societal as well as commercial responsibility to recognize the importance of understanding both our local food market and the needs of its consumers at a time where globally, there endures significant and continuous change. For these reasons there exists the establishment of this piece, an in-depth examination of the differences held in the mind of the consumer and their attitudes toward the adoption or substitution of imported root crops, fruits and vegetables for their domestically produced counterparts. For the purpose of this study the root crops, fruits and vegetables chosen are cassava and the Irish potato, papaya and peaches and callaloo bush and spinach, produced in majority domestically and internationally respectively.

The market research results, obtained through appropriate sampling and extensive cross-referencing to existing secondary research, allow for a statistically robust and relevant interpretation of the perceptions currently held by Trinidadian nationals with regard to their preference of domestic foods in relation to their imported substitutes. Stakeholders in the food industry may want to note potential opportunities illustrated by the findings of this study and take specific action to their own sectors.

The study was conducted throughout various areas within Trinidad and was subsequently analyzed using the statistical program SPSS (Statistical Packaging for the Social Sciences). The results illustrated that factors such as quality, price, freshness and domestic production are key concerns in the purchasing decisions of Trinidad residents.