

## **ABSTRACT**

The title of the study conducted is 'Supermarket opportunities and challenges for fresh fruit and vegetable producers'. The purpose of the study was to identify the opportunities and challenges of supermarkets; small, medium and large; in obtaining their fresh fruits and vegetables from producers. More specifically, the study investigated the whether the location and the size of the supermarket affected the results of the study. The study was done on the viewpoint of the supermarket with supermarkets in the Chaguanas area.

The information was collected through the use of questionnaires, telephone interviews and face to face interviews. This method was chosen as it was the most common and convenient way to collect the required data. The questionnaire was created with specific questions pertaining to the area of study. The interview was collected in addition to filling out the questionnaire so that all the responses could be clearly explained to the participants.

After the data was collected and analyzed I found that there were more opportunities than challenges for the supermarkets when obtaining their fresh fruits and vegetables from producers. Some of these opportunities were reliability, lower costs and quality. Although these were advantages to some they were seen as challenges to others. There are quite pleased with the service and the actual produce that they get although there are the challenges.