

## ABSTRACT

The title of the study conducted was “Supermarkets opportunities and challenges for fresh fruit and vegetable producers” This study was intended to investigate both the opportunities and challenges that small, medium and large supermarket face in obtaining their fresh fruits and vegetables from their local producers. In addition to this question, another narrow question can be investigated: Did a specific location (North West, East, Central, or South Trinidad) or size of supermarket (Small, Medium, or Large) affect the results of this study. The observation was on behalf of the supermarket’s view point therefore the target population was the supermarkets. In other words the problem reinstated is: what are the pros and cons that supermarkets experience from acquiring fresh fruits and vegetables from producers throughout Trinidad?

A questionnaire is the most common way of collecting primary data. In order to investigate this topic a questionnaire was created with the specific questions pertaining to the area of study. This was distributed into four main areas Northwest, East, Central and South Trinidad through simple random sampling. In addition to filling out the survey instrument a face to face interview was conducted where all the responses of the questionnaire were explained clearly by the participants.

After performing the survey it was seen that neither size nor location of the supermarkets had different results. The major opportunities encountered by the supermarkets with their producers were quality produce, reliability, and special discounts offered at times. In contrast the major challenges were quality of the fruits and vegetables and availability or scarcity of produce when being ordered. An important point to note was that both of these challenges were recorded on a very small scale. Most supermarkets had no problems with their producers. With these results it

can be implied that the majority of supermarkets experienced opportunities rather than challenges.