A questionnaire survey was applied to characterize the traditional production systems of rabbit rearing used among farmers in Tobago. For the purpose of the study, data from a survey of 20 rabbit farmers was analysed. The reason for undertaking this study was to access the potential of traditional rabbit farming in Tobago, and to propose subsequent alternatives to improve the efficiency of traditional rabbit farming on the island, within the concept of sustainability. Results of the study revealed that there is great potential for rabbit farming on the island however much need work in the area of research and development must be done.