

**Abstract**

This research examines the St Vincent and the Grenadines banana industry value chain with the current marketing and pricing situation under the new EU regime environment. The study focus on the current economic status of the banana industry, Steps in banana production, the contribution of the major “player” in the St Vincent banana value chain and an outline of the constraints faced at each level of the chain. In order to gain a clearer understand of the topic in focus, a critical analysis of existing data was done along with the utilization of the cost of production model, Value chain and SWOT analysis models. The study presents the functions of each major “player” along with their contribution to the supply value chain and the problems faced at each level.