

ABSTRACT

This study aims to investigate the challenges experience by supermarkets in Trinidad in retrieving standard quality resalable local fresh fruits and vegetables in order to retail to those customers that are looking for a certain level of convenience, a one stop shopping area. The study would also indicate the level of sustainable opportunities that are available to producers of local fresh fruits and vegetables to market their produce at these avenues.

From this investigation it would be determined whether there are barriers to the retailing of these goods to the supermarkets. It would also determine who are the suppliers of these goods and the quality or lack thereof in these goods.

The method of investigation would be questionnaires that I have designed with the assistance of my supervisor Mrs. Andrews. The questionnaire would be administered on a face-to-face approach for a randomly selected list of supermarkets that was retrieved from the Namdevco/ namist website for both the South and Central areas. The study aims to collect primary data, as research for similar studies done on the challenges and opportunities that supermarket has for fresh fruits and vegetables, proved futile.

The results of the survey showed that supermarkets had various options in sourcing fresh fruits and vegetables namely, farmers and wholesalers. The survey showed that supermarkets were quite positive in its responses of the quality of goods received, the consistent supply, reliable suppliers and relationship with suppliers. Of the less than one-third supermarkets that did not retail fresh fruits and vegetables more than fifty percent responded that they were close to the

retail markets or fruits and vegetable vendors in the area and therefore would not consider retailing fresh fruits and vegetables, as more than one respondent said they wanted to “spread the wealth around”.

This implies from the researcher’s point of view, that the local producers of fresh fruits and vegetables have an avenue, a market for goods produced, whether they sell to the wholesalers or to the supermarkets. Many of the purchasers of fresh fruits and vegetables in conversation indicated that once they can get a reliable, constant and consistent product at a reasonable price, (which they get from the wholesalers) they would purchase produce from farmers also, as this would reduce the cost to customers. It should be noted that the wholesaler buys from the farmers, thereby increasing the cost to the customers, since the wholesaler must make a profit.