

ABSTRACT

In light of the current high food prices experienced in Trinidad and the government's drive to ensure food security, the calculations of marketing margins is vital to enable individuals to have a better understanding of the operations of the market. General food price increases represent the increases in the entire food basket. Therefore calculating marketing margins for different commodities can give an idea of whether the respective marketing margins are in fact increasing or not and at which point in the distribution channel the margin is growing.

This study evaluated three marketing margins; the farm to wholesale, the wholesale to retail and the farm to retail; for the period 1995-2005 for green cabbage in Trinidad. This price information was received from National Agricultural Marketing and Development Corporation (NAMDEVCO) and the Central Statistical Office (CSO) Trinidad. Ten farmers, ten wholesalers and eight retailers were also interviewed to get a better understanding of the distribution channel for this commodity. These surveys were coded and analyzed using Microsoft Excel and Statistical Package for the Social Sciences (SPSS). The study also attempted to evaluate the international and local factors responsible for price changes in cabbage for the period 1995-2005.

This study sought to find out if there have been considerable changes in the marketing margins for green Cabbage in Trinidad for the period 1995-2005. From the analysis it can be seen that the marketing margins for cabbage seem to fluctuate from year to year. This price data was analyzed further and conclusions drawn about the marketing margins.