

Abstract

Within recent years the production major agricultural commodities such as sugar cane, citrus, cocoa and coffee have experienced significant declines, there has however been an increase in the production of pineapples especially in the Tableland district in South Trinidad.

The increase in production of pineapples together with continued imports of pineapples products, large fluctuations in prices in the local fresh fruit market and recent increases in the cost of imports, farmers are now experiencing a reduction in the sale of their fruits. As a result pineapple farmers now need to explore new markets in order to maintain their profitability.

Through interviews conducted with farmers cost of productions for locally produced pineapples were developed and used to assess their competitiveness through the use of National Protection Coefficient in the Miami, New York and Toronto markets for both air and ocean freight.

Locally produced fresh pineapples were found not to be competitive in the Miami, New York and Toronto markets by means of air freight. By ocean freight however, local fresh pineapples were found to be competitive in the Miami, and Toronto Markets.