

ABSTRACT

In Trinidad, small farmers are among those that have been severely affected by the lack of or under utilization of sources of market information. To manage their responsibilities, small farmers in the Wallerfield/Talparo region, need to have access to strategic information so that they can keep abreast of global developments in the farming industry and conduct their business strategically to respond to mitigate and negative impacts of the absence of market information. This paper presents results of the study involving forty small scale farmers. While investigating the project 'sources of market information for small farmers' the exposure to farming districts and various types of farms were present. Learning different attitudes of farmers and farming methods was also a benefit. After collecting and analyzing the results, it was observed that farmers in the Wallerfield/Talparo region lacked opportunities of obtaining market information. This group of farmers was basically restricted to a limited amount of information and most of them were deprived of the benefit of internet usage. It wasn't a problem to most farmers, if internet wasn't present in their area. This is so because of the lack of knowledge of the significance of the valuable information that can be an asset to their occupation. These farmers mostly concentrated on farming activities and failed to expand their horizon to alternative means of sources of market information. The result analysis was performed under chi square analysis with a 5% degree of significance. The values that were used and that gave a significant relationship to this project were those values that were less than 0.05. This study showed the relationship between distances of farm when compared to internet access. There was a significant relationship here since those farms that are situated further away from the town were deprived of this luxury. It was also extracted from the research that those farmers who didn't have internet access at home, was not interested in the use of internet. The younger generation of farmers paid

more attention to the operations of internet usage. Overall, the farmers in the Wallerfield/Talparo region were mainly operating under information shared among them.