

ABSTRACT

This research paper investigates the topic of competitiveness of the tomato industry in Trinidad in relation to its main competitor and importer the United States of America for the period of April 2009. This subject area was dealt with to determine if Trinidad's local tomato industry could provide food security and sustainable development for its citizens. The subject area was undertaken to investigate whether farmers were negatively affected by the level of imports that enter the country. To determine this, secondary data was obtained from the Central Statistical Office of Trinidad and Tobago, United States Agriculture Department and National Marketing Development Corporation. Interviews and questionnaires were conducted with farmers and importers. Discussed are the factors which determine the competitiveness of Trinidad's tomatoes based on specific models/criterion. So too, based on each criteria the market is examined for their level of their ability to compete with foreign tomatoes. Based on those abilities, recommendations are made to assist farmers in marketing themselves better so that they have a fair chance in increasing their competitive advantage.