

Abstract

The project sought to undertake a study on the challenges and opportunities encountered by supermarkets on their purchase of fresh fruits and vegetables from supermarkets in Trinidad. The supermarkets themselves were also based in Trinidad. The study attempted to survey over thirty supermarkets located within the suburbs of Port of Spain and more specifically the East West corridor of the nation. Supermarkets of all sizes were considered during the research but they had to be purchasers of locally produced fresh fruits and vegetables. A questionnaire was developed according to the research objectives, namely to identify the challenges and opportunities with reference to the said topic. The researcher obtained valuable and competent assistance throughout the study. Useful data was gathered from the research instrument and inserted into the Statistical package for Social Sciences (SPSS). Subsequently the results of the data were recorded and an analysis and discussion was put forward. A conclusion as well as a recommendation was also provided.