

ABSTRACT

The research described the advantages gained and challenges experienced by supermarkets in obtaining supply of fresh fruits and vegetables from local producers. The change in consumer demand for healthy, safe and nutritious food has spurred this phenomenon by supermarkets to provide fresh produce. The advantages gained and challenges experienced by supermarkets in obtaining supply from local fresh fruit and vegetable producers in Trinidad are studied.

Accordingly, questionnaires are analyzed to determine the quantum supply and challenges of these agricultural producers for fresh fruit and vegetables. Graphs are presented that depict the correlation between the supplies of fresh fruit and vegetables by supermarkets and the challenges producers encounter on receiving these supplies. The results show that economic returns and social rewards (a better quality and a guarantee of produce) are gained by supermarkets in obtaining supply from fresh fruit and vegetable producers in Trinidad. On the contrary, unavailability of supply, appearance issues and inability to supply on time are major challenges experienced by supermarkets.

Key words: Supermarket, Fresh Fruits and Vegetable Producers, Advantages and Challenges.