

ABSTRACT

The report covers an extensive analysis of the United States of America's market for hot peppers. The Miami Terminal Market was the main market of focus. According to research performed the Miami Terminal Market is the preferred market to Caribbean exporters because due to the fact that a more diverse population exists there, they tend to consume more of the Caribbean hot peppers.

The Caribbean hot peppers (Scotch Bonnet, West Indian red etc.) are desirable because of its:

- Pungency – super hot group
- Good adaptation to hot, humid tropics
- Distinct flavour attributes
- High and unique aromas
- Source of resistance to diseases and pests
- Bright attractive colours:
 - Ripe: Red, orange, yellow, brown
 - Immature: Green, purple, brown, cream

The methods of data collection used were: a questionnaire that was sent to the exporter of main focus, face-face interviews, over the telephone interviews, internet research and studying reports, newsletters and textbooks. With the first three methods primary data was collected (first hand information – little chance of distortion) and the last two methods secondary data was collected. The methods of analysis used were the Michael Porter's Diamond Framework and S.W.O.T analysis.

The local hot pepper industry needs to be drastically improved in order for Trinidad and Tobago's hot pepper to make an impact on the Miami market. One of the major problems is not being able to meet the

demand, firms would prefer to do business with countries that can supply to meet their full demand and also the problem of inconsistency of supply must be dealt with in order to be taken seriously as supplies to the market.