

Abstract

This research depicts the reported awareness and perceptions of supermarket owners and their personnel in Trinidad and Tobago on the issue of Genetically Modified Foods.

The Supermarkets which were targeted were: HiLo Foods supermarkets (Gulf City, St Augustine and Macoya Branches), Food Masters (Tunapuna), Food Basket (Coffee Street San Fernando, And JTA Supermarkets (Cross Crossing and Carlton Centre Branches) The study was geared toward investigating the Managers as well as a few of their employees knowledge on various aspect of genetically modified food e.g. health risk, consumption, willingness to pay etc and their attitudes toward the same issues. The sample selected to investigate was Individuals working in the marketing department of these Supermarkets. Convenience sampling was used to collect data. Questionnaires were administered to 10% (30) of the population of students. SPSS and Microsoft excel were used to analyse the data. All objectives were realised. The study found that the supermarket owners as well as their employees do have basic knowledge of genetically modified foods. The majority are indifferent to other issues surrounding Genetically Modified Foods.