

THE USE AND UNDERSTANDING OF FOOD LABELS AMONG ADULTS IN TRINIDAD AND TOBAGO.

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Background: Food labels are geared towards providing consumers with the information required to make healthy food choices at the point of sale.

Objective : To determine if consumers in Trinidad and Tobago use and understand the information on food labels when making food choice.

Design: Three hundred questionnaires were distributed at strategic locations throughout Trinidad.

Results: Older adults 46-55, married people, people educated up to tertiary level and those who buy food items for family members use food labels most often. Younger adult between age 18-25 understand label information more than their older counterparts.

Conclusion: Almost 50% consumers in Trinidad and Tobago use and understand food labels.