

ABSTRACT

The focus of this project was on the challenges and the opportunities presented to farmers in supplying fresh fruits and vegetables to supermarkets in Trinidad.

A total of thirty (30) questionnaires were completed by farmers from the South and South East areas of Trinidad. A criterion prior to completion of forms was that the farmer had to be a supplier of fruit and/or vegetables to a supermarket. The farmers interviewed varied from small scale (supplying a supermarket when produce was available) to large scale (supplying all branches of a larger well known supermarket weekly). A random survey was taken, however the gender results were equal in terms of male and female farmers.

The most widely given reason for farmers preferring to sell to a supermarket was the fact that there was a consistent market for the produce, as long as the farmer was willing to supply. The major problem encountered was that the supermarkets sometimes took too long to pay the farmers and in some instances they had to wait 30 or 60 days to get paid.

It was recommended that the farmers be informed of the advantages as well as the challenges of supplying produce to supermarkets, so that growth of the Agriculture Industry can be encouraged. This will also go a long way towards decreasing the National Food Import Bill.