

What do these have in common?



Does this help?



Managing Risk in Fresh Fruit and Vegetable Supply Chains




How much do I plant...and where and when do I plant it?

What are the risks?

Demand  Will people like my tomatoes?

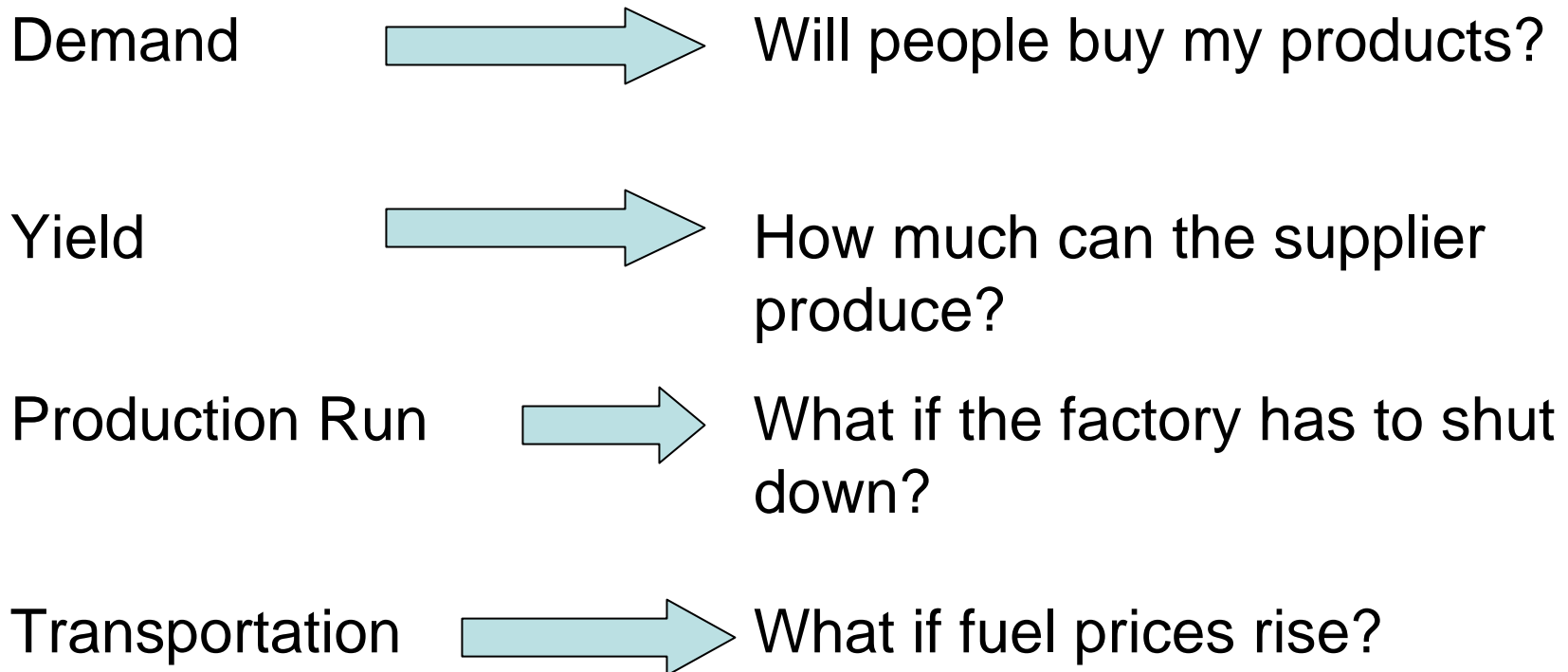
Yield  How much can I produce per acre?

Length of Harvest  What if weather destroys my crop?

Transportation  What if fuel prices rise?

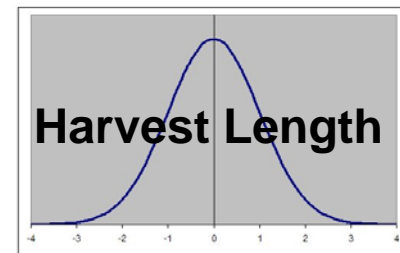
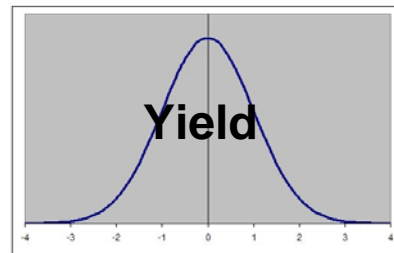
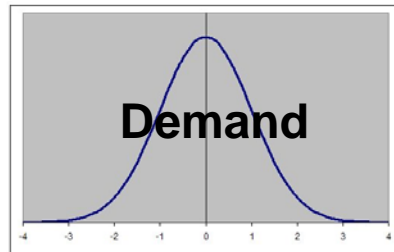
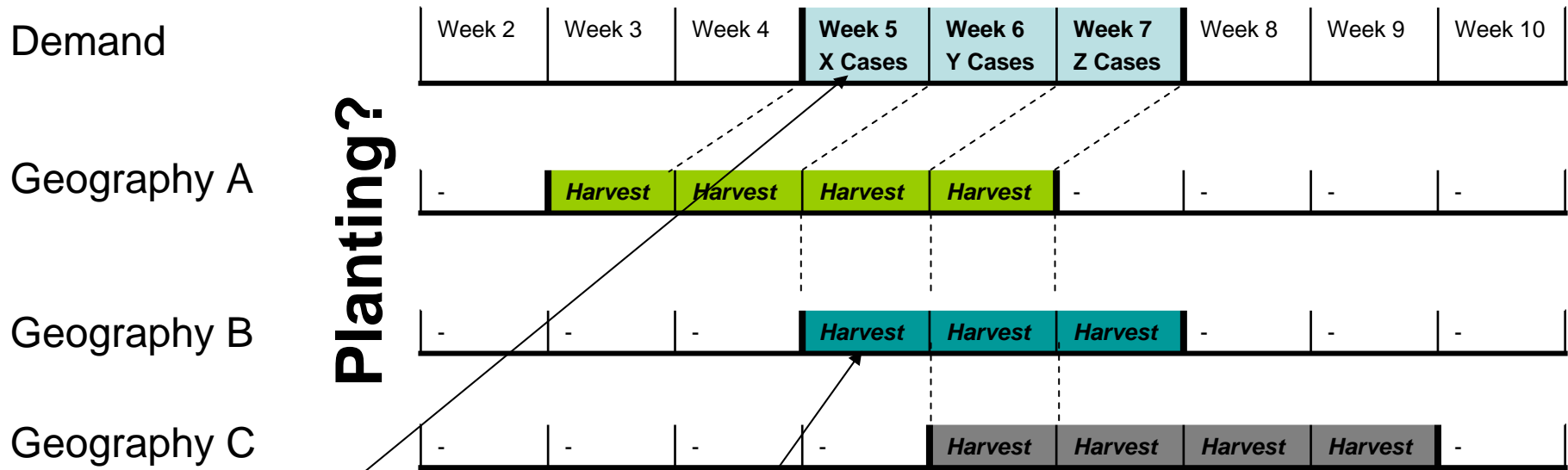
From whom do I source...and how much?

What are the risks?



Applicable to other industries

Using math modeling to include risk in decision-making



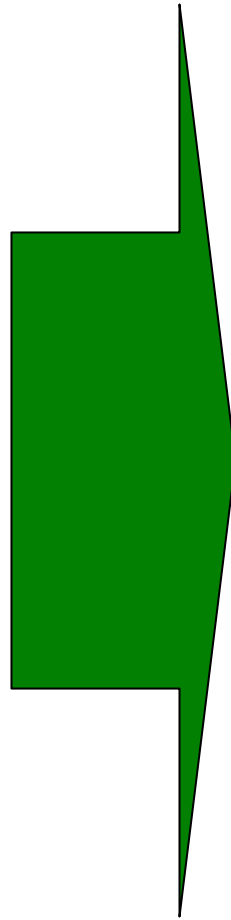
How do I use better data to make decisions?

Risk optimum decisions =

Less Waste

**Consistent
Supply**

**Know Value
of Certainty**



Stars: In order of appearance

- Tomato Photo
 - <http://aggie-horticulture.tamu.edu/extension/Texasacrops/fruitingvegetables/tomato.jpg>
 - December 3, 2006
- Roulette Wheel
 - <http://www.casial.net/images/spielregeln/roulette.gif>
 - December 3, 2006
- Tomato Elvis
 - <http://www.elvis-presley-biography.com/ElvisConcertTours.htm>
 - December 3, 2006

Questions?



Thank You

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