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?

- **Demand**: Will people buy my products?
- **Yield**: How much can the supplier produce?
- **Production Run**: What if the factory has to shut down?
- **Transportation**: What if fuel prices rise?

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

More $$

More $$

More $$$
Stars: In order of appearance

- Tomato Photo
  - http://aggie-horticulture.tamu.edu/extension/Texascrops/fruitingvegetables/tomato.jpg
  - December 3, 2006

- Roulette Wheel
  - http://www.casial.net/images/spielregeln/roulette.gif
  - December 3, 2006

- Tomato Elvis
  - December 3, 2006
Thank You

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