

# CSCRL FALL FORUM

*SUPPLY CHAIN ECONOMICS AND YOUR BOTTOM LINE*  
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ABSTRACT

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## DECISION MAKING IN REAL TIME; PRIORITIZING SUPPLY CHAIN BREAKDOWN RESPONSES

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Supply chain disruptions are common in business, but have escalated tremendously in the past two years due to several factors. In many cases, the entire process could take months, from ordering to planning and scheduling, to raw material and component supply, to manufacturing or processing, to product verification and testing, to shipment and delivery, to billing and receipt of payment. This talk addresses an agricultural business reality with a very short supply chain cycle, and just as critical impacts as any other business, but decision making is daily, or in some cases hourly. Mushroom growing has its own supply chain challenges with variable raw materials, and the variability of a biological organism, not necessarily responding consistently to the same controls. While forecasting can help tremendously, during peak periods, it is not uncommon to be short of product versus orders on the day of shipment. Large customers, profitable customers, key strategic customers, all have to suffer the consequences in some measure. Giorgio Fresh shares insights on their decision matrix.