



A photograph of a field of young green plants, likely strawberries, growing in rows on a dark, textured surface. The plants have large, rounded leaves and are supported by thin yellow stakes. The lighting suggests it's either sunrise or sunset, casting a warm glow on the plants.

Modeling Twenty Years of Produce Prices

From Atlanta, Chicago, Los Angeles and New York

DATA SOURCE

Western Grower's records

01

DISTRIBUTIONS

& trends within

02

MODELING

& accuracy

03

NEW GOALS

+ Possible optimizations

04

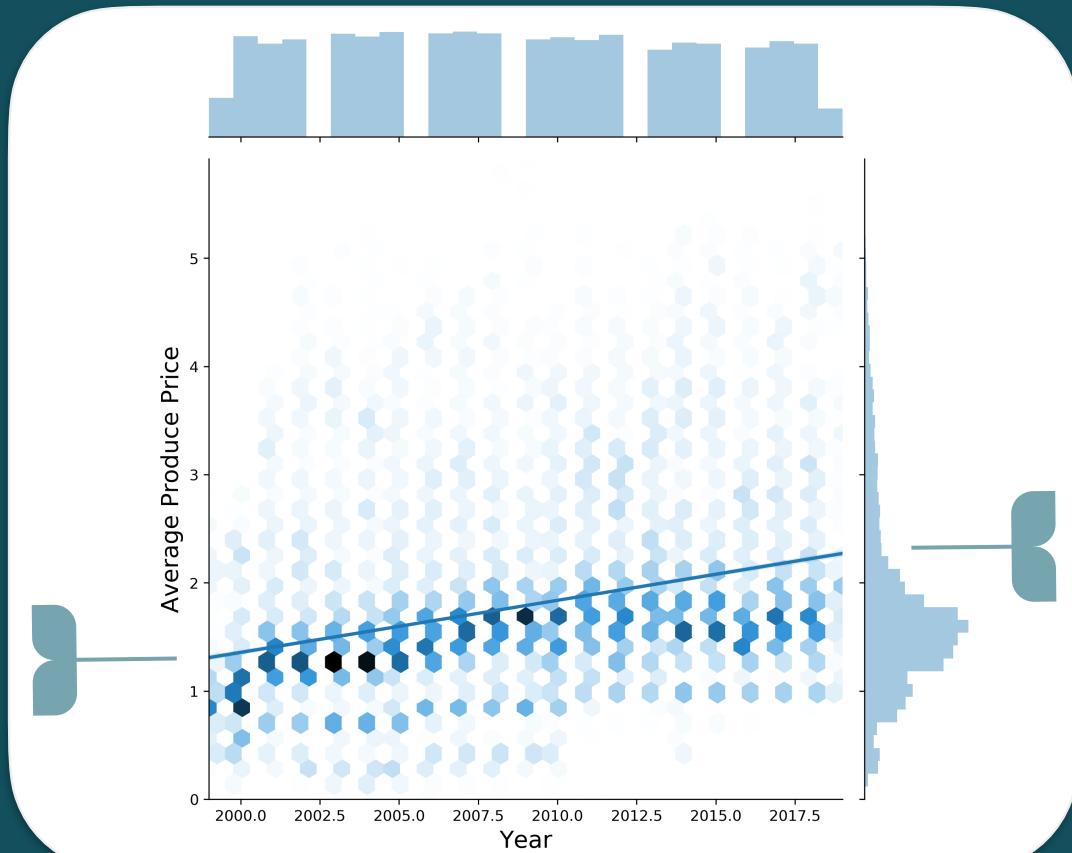
Western Growers Produce Price Index



Los Angeles, Chicago, Atlanta, New York

7/26/1999 - 5/20/2019

Consistent Yearly Retail Price Growth



KEY VARIABLES OF INTEREST



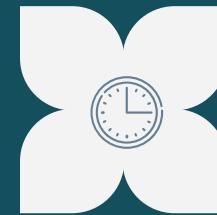
TYPE

Produce category i.e. carrot affects the market price



YEAR

Prices are increase over years, likely due to economic factors



PAST

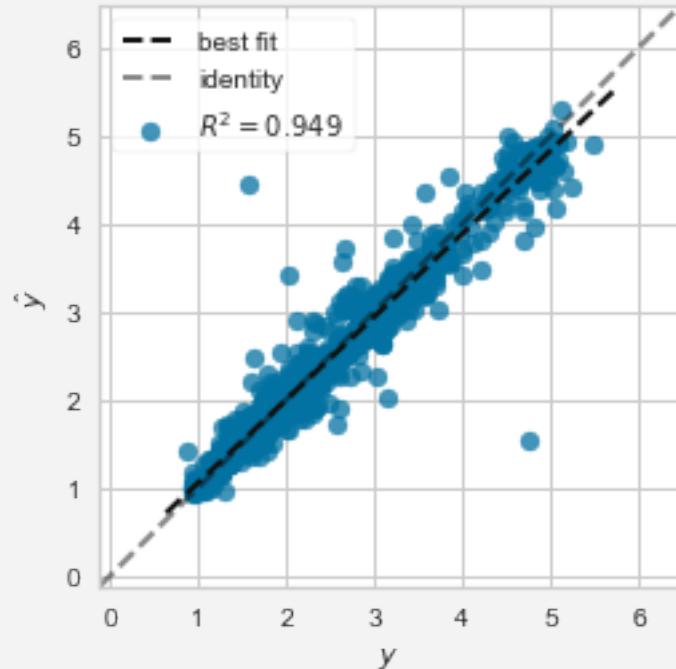
Previous records and average of are signals of potential price points

A large, light-green melon with a prominent dark green netted pattern is hanging from a green vine. The vine is supported by a wooden trellis. In the background, other plants and the transparent roof of the greenhouse are visible.

~¢25

With predictions for up to two years ahead, estimations are on average just 25 cents away from actual value

Prediction Error for LinearRegression



2017 - 2019

Planning Ahead



- Analyze produce price volatility—specifically in potatoes—in years with lower prediction accuracy
- Offer city specific price predictions





Thank You

Here for your questions & comments

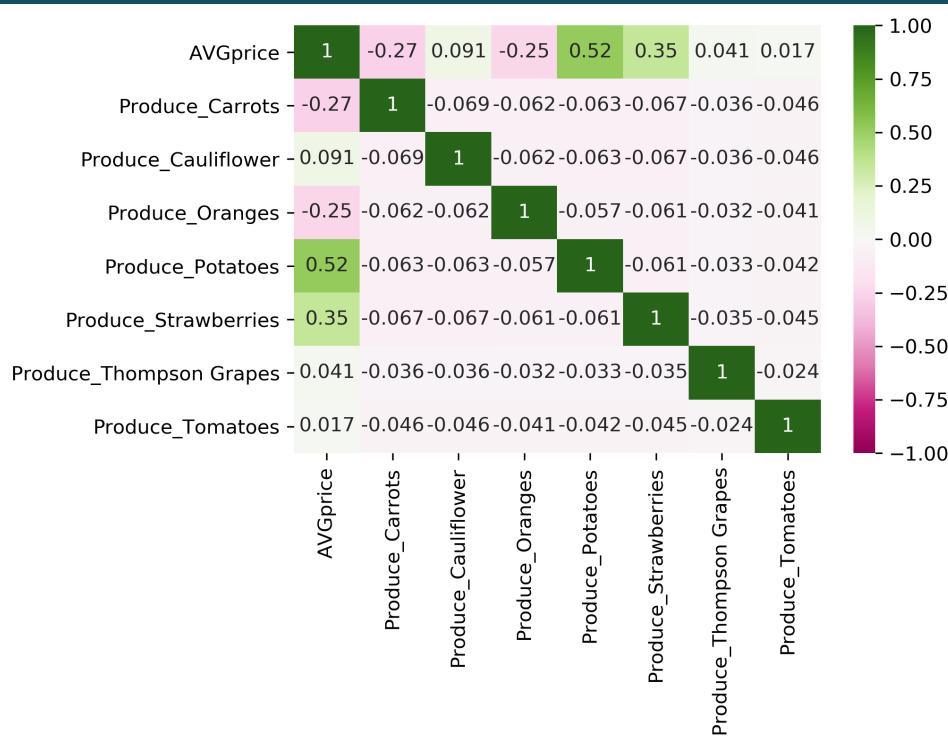
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A scenic view of a vineyard with rows of grapevines and a forested hill under a cloudy sky.

Appendice

CORRELATIONS OF PRODUCE TYPE AND MARKET PRICE



PRODUCE CATEGORIES ACTS AS SUPPLEMENTAL TO NUMERICAL DATA

