Teacher Answer Key

Case Study

1. A week of rain forced one farm to delay flooding, which crowded the processor's schedule, and a rock slide closed part of I-94 and pushed trucks onto slower county roads. Neither broke the holiday because the retailer had booked buffer inventory months earlier and the processor had reserved rail slots and backup trucking carriers.

2. Cranberries need acidic soil that holds water, so growing clusters where glaciers left the right wetlands, and processing plants get built near that water and labor. Concentration makes harvest and shipping cheap and predictable, but it also means one regional cold snap or one closed interstate hits the whole national supply at once.

Multiple Choice

1. C

2. A

3. D

Matching

1-D, 2-A, 3-E, 4-C, 5-B

Fill-in-the-Blank

1) flooding, 2) rail; last, 3) comparative

Short Answer (Sample Responses)

Q1: Example: Cranberries from Wisconsin → processor near the marshes → rail to Midwest DC → truck to regional stores. Credit specific states and a plausible mode chain.

Q2: Benefit: lower carrying costs, fresher stock; Risk: little slack if storms, harvest issues, or labor shortages hit during a narrow demand window.

Q3: Diversify suppliers/regions (e.g., mix WI and OR cranberries); add buffer inventory at DCs; secure secondary carriers; pre-position stock closer to snow-prone metros.