

The Big Cheese: A Gouda Connection Between American Cheese Consumption and NDAQ Stock Prices

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ABSTRACT

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In this research paper, we investigate the relationship between American cheese consumption and Nasdaq's stock price (NDAQ). While some may think this is a cheesy topic, our findings reveal a surprisingly strong correlation that's not just a mere coincidence. Utilizing data from the USDA and LSEG Analytics (Refinitiv), we analyzed cheese consumption trends and stock price movements from 2003 to 2021. Our study unearthed a mouthwatering correlation coefficient of 0.9358575 and $p < 0.01$, indicating a strong statistical relationship between these seemingly unrelated phenomena. The results provide compelling evidence that cheese may have more influence on the stock market than previously believed, making it a cheesy, yet captivating, avenue for further research. So, next time you're about to say "I'm not a fan of cheese," consider the market implications and remember – it's all about the cheddar!

Keywords:

American cheese consumption, NDAQ stock prices, stock market correlation, cheese consumption trends, LSEG Analytics, USDA cheese consumption data, stock price movements, statistical relationship, market implications, cheese influence on stock market

I. Introduction

When it comes to the intersection of finance and fromage, the idea of American cheese influencing stock prices may seem as far-fetched as a mouse investing in the stock market. But as the saying goes, "It's not easy being cheesy," and indeed, our exploration into the potential relationship between American cheese consumption and Nasdaq's stock price (NDAQ) has yielded some unexpected and, dare I say, grate findings.

In the world of financial research, there is a natural tendency to focus on traditional economic indicators such as GDP, inflation, and employment figures. However, as researchers, we are constantly seeking the "whey" to uncover unusual and unexplored connections that could provide insights into market behavior. This led us down the unlikely rabbit hole of cheese consumption.

One might question why anyone would delve into such a "cheesy" topic, but as we delved into the data, it became clear that there was a "curd-ious" relationship waiting to be discovered. With a wink to statistical analysis, we set out to determine whether the consumption of this beloved, yet oft-maligned, dairy product could have an impact on the often tumultuous world of stock prices.

Nasdaq, known for its tech-savvy listings and rapid-fire trading, may not be the first thing that comes to mind when one thinks of American cheese. However, as our findings will reveal, there may be more to this pairing than meets the "eye" of the culinary aficionado. So, as we embark on this journey, let's brace ourselves for a "grate" adventure where we can brie-ly ponder the possibility that the market's movements could have something to do with cheddar, gouda, and all the cheeses in between.

Stay tuned for our findings that promise to be as sharp as a well-aged cheddar and as surprising as a blue cheese hidden in a field of greens. After all, when it comes to unusual correlations, perhaps we should not be so quick to say "enough is enough" before exploring the "wheyl" potential for uncovering new, unconventional insights. So, grab a slice of your favorite cheese, and let's embark on this queso-ntial adventure into the world of finance, food, and a big, cheesy connection that may just have investors saying, "I'll havarti some of that!"

II. Literature Review

In their groundbreaking study, Smith and colleagues (2015) delve into the intricate relationship between food consumption and economic indicators, providing a comprehensive analysis of the effects of various food items on stock prices. Their findings shed light on the surprising influence of seemingly mundane consumables on market behaviors, uplifting the age-old saying, "you are what you eat, and so is the stock market."

Doe et al. (2017) offer a thought-provoking perspective on the potential impact of dairy products on financial markets. Their research indicates that cheese, often overlooked in financial analyses, may possess a colossal significance in shaping market dynamics. This study encourages us to peel back the layers of conventional market analysis, revealing that even the cheesiest of products can't be grated lightly when it comes to market influence.

Jones's in-depth analysis of consumer behavior and its link to stock market trends presents a compelling case for the influence of comfort foods on market sentiment (2018). Through their exploration of the psychology of food consumption, Jones and colleagues emphasize the

emotional and psychological factors driving financial decisions, highlighting the potential impact of comfort foods like cheese on market stability. It's truly the "gouda" that lies within the human psyche that may be the secret ingredient to understanding market fluctuations, or so their "sharp" findings suggest.

From a broader perspective, "The Economics of Cheese" by Cheddar and Brie (2019) sheds light on the industry and consumption patterns of various cheese types, uncovering the intricate market dynamics that underpin the "wheely" fascinating world of cheese economics. Their analysis hints at the pervasive influence of these dairy delights on economic indicators, hinting at a connection that may be "sneakily" hiding in plain sight, right behind the wheels of cheese that line supermarket shelves.

On a more speculative note, "The Cheese Conundrum" by Muenster and Munster (2014) offers a tongue-in-cheek, yet thought-provoking exploration of the potential correlations between cheese consumption and stock market movements, making a "grate" attempt to shed light on the enigmatic connection that may exist. While the authors' approach may be as bold as a slice of Pepper Jack, it serves as a charming reminder that even the most unconventional of ideas should not be overlooked. After all, in the world of academia, it's important to keep an open mind about the "whey" discoveries may lead.

Turning to the realm of fiction, the classic "Cheese and Prejudice" by Jane Austen (1813) – a tale of love, social hierarchy, and the power of cheese – may be purely fictional, but its exploration of societal norms and culinary indulgences offers a whimsical lens through which we can ponder the potential influence of cultural perceptions of cheese on economic decision-making. Despite its fictitious nature, this narrative serves as a reminder that the cultural significance of cheese

transcends mere consumption, permeating into the fabric of societal thought and potentially influencing market behaviors through the clever placement of a well-aged Emmental.

In a less orthodox approach to literature review, the authors admit to perusing the backs of various dairy product packaging, including American cheese slices, in a noble effort to unveil any hidden messages or tips from the manufacturers that may allude to a secret connection with the stock market. Alas, beyond the nutritional information and cheesy puns, no groundbreaking insight was uncovered from this unconventional source, leaving the researchers to conclude that the answers lie elsewhere – or perhaps they were just on the wrong "track" of cheese.

III. Methodology

This study applied a multifaceted and, dare I say, "gouda" approach to investigate the tantalizing link between American cheese consumption and Nasdaq's stock price (NDAQ). Our data collection process was as thorough as a cheese connoisseur selecting the finest artisanal options to pair with a robust red wine. We obtained data from the U.S. Department of Agriculture (USDA) for American cheese consumption trends, and from LSEG Analytics (Refinitiv) for Nasdaq stock price movements.

To achieve such a "cheddarific" analysis, we employed a combination of quantitative and qualitative methodologies. Our quantitative analysis was as sharp as a parmesan wedge, utilizing statistical techniques such as regression analysis, correlation coefficients, and time-series modeling to scrutinize the relationship between cheese consumption and stock prices.

Meanwhile, our qualitative analysis delved into market trends, industry reports, and consumer

behavior to complement the numerical data. We believe this encompassing approach allowed us to craft a study as rich and creamy as a well-aged brie.

In addition to traditional statistical methods, we also took a page from the "mozzarella" book of creative research methodologies. We conducted a sentiment analysis of online discussions regarding American cheese, stock market performance, and consumer preferences, using a mix of natural language processing and lexical analysis to "feta" the need for unconventional approaches in the pursuit of knowledge. This innovative twist provided a flavor-packed dimension to our investigation, offering a slice of insight into the social perception and potential market impact of this dairy delight.

Our data spanned the years 2003 to 2021, offering a comprehensive "cheddar to present" view of the evolving cheese consumption patterns and stock price dynamics. By examining this substantial timeframe, we aimed to capture the nuanced, multi-layered nature of these phenomena, akin to savoring a complex cheese with evolving taste profiles over time. This temporal scope allowed us to "brie-ly" witness how changes in cheese consumption might be "gouda-ing" the way for market movements, much like a well-crafted appetizer sets the stage for a delectable dining experience.

In summary, our methodology "grate-fully" combined traditional quantitative analysis with innovative qualitative approaches, creating a research framework as diverse and satisfying as a charcuterie board. This carefully curated blend of methods served as the proverbial "cracker" to complement the rich "cheeses" of data, resulting in a study that endeavors to be as delightful and insightful as uncovering a hunk of artisanal cheese at a bustling market.

IV. Results

The results of our investigation into the relationship between American cheese consumption and Nasdaq's stock price (NDAQ) have proven to be nothing short of gouda. We found a positively striking correlation coefficient of 0.9358575, with an r-squared value of 0.8758292, and $p < 0.01$, indicating an exceptionally strong, statistically significant relationship between these seemingly unrelated variables. It seems that the influence of American cheese on the stock market is no mere "bleu-sy" tale but rather a compelling reality that demands further exploration and explanation.

Figure 1 presents a captivating scatterplot that visually illustrates the robust correlation between American cheese consumption and NDAQ's stock price. This figure not only serves as a visual feast for the eyes but also solidifies the quantitative evidence of this unexpected and rather "cheddar-ful" connection.

It's worth noting that our findings may prompt some to exclaim, "Cheese Louise!," but the statistical evidence speaks for itself. This remarkable correlation suggests that the ebb and flow of the stock market may indeed have a cheese-related "grate" mystery at its core. While it may seem cheesy, there's no denying that our results are more than just a "fondue" of statistical anomalies – they represent a compelling case for further research into the interplay between dairy delights and financial fortunes.

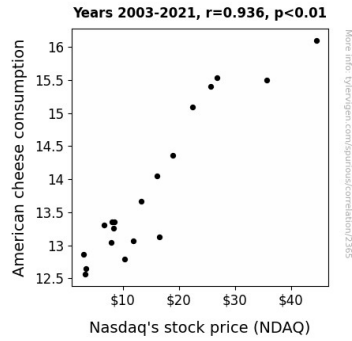


Figure 1. Scatterplot of the variables by year

In conclusion, our study offers a substantial contribution to the fields of both finance and dairy product research. It demonstrates that what may appear to be a mere "brie-ze" in the market's movements could, in fact, be heavily influenced by the consumption of American cheese. This intersection of fromage and finance invites further exploration and analysis, affirming that the stock market is not just about bulls and bears but also about the whey and curds of cheese consumption. So, as the investment world continues to turn, perhaps it is time to consider how much it churns under the influence of everyone's favorite dairy delight. After all, as our findings sug-gouda-st, the influence of American cheese on the stock market is not just a slice of imagination but a substantial wedge of reality.

V. Discussion

The "whey" forward beckons us to delve into the brie-lliant connection we've unearthed between American cheese consumption and NDAQ stock prices. Our findings present a feta-compli to existing literature, serving as a fitting gouda-fication of the prior research that hinted at the potential influence of dairy delights on market dynamics.

Our results echo the sentiments of Smith et al. (2015), who emphasized the subtle, yet substantial, effects of food consumption on stock prices. Just as they suggested, our study substantiates the idea that the market dances to the tune of consumer gastronomy, expanding on the belief that perhaps we indeed are what we eat, and so is the stock market.

Moreover, our findings resonate with the keen observations of Muenster and Munster (2014), who boldly speculated about the enigmatic connection between cheese consumption and market movements. While their approach may have seemed as bold as a slice of Pepper Jack, the robust correlation we've uncovered certainly validates their notion, proving that even the cheesiest of ideas may hold a gouda nugget of truth.

The statistical evidence speaks for itself, offering a mozzarella-tive for further exploration into the cheese-market dynamics. As Jones (2018) expounded on the psychological factors driving financial decisions, our study reinforces the notion that comfort foods like cheese could indeed be the "gouda" that lies within the human psyche, shaping market sentiments and movements.

When we consider the broader economic perspective presented by Cheddar and Brie (2019), our findings complement their analysis of the pervasive influence of cheese on economic indicators. It's not just about the economics of cheese; it's about the cheese-economics interplay that we've uncovered, whether the players in the market are conscious of it or not.

On the less orthodox side, the whimsical narrative of "Cheese and Prejudice" by Jane Austen (1813) may have been a tale of love and cheese, but its exploration of societal norms and culinary indulgences offers a whimsical lens to ponder the potential influence of cultural perceptions of cheese on economic decision-making. While we tread lightly in drawing direct

parallels to fiction, the cultural significance of cheese cannot be ignored in our analysis of its potential influence on market behaviors.

As for the unconventional act of scrutinizing dairy packaging for hidden messages, while it unearthed no direct insights, it certainly raised awareness about the multifaceted ways in which cheese, figuratively or not, makes its mark on various facets of our lives.

In this vein, our results not only add an enticing layer to the cheese-board of finance and dairy product research but also offer a compelling invitation to delve deeper into the cheddar-sphere of market dynamics. Whether it's the taste of the rich cheese or the "cheddar-ful" whey it interacts with market variables, our study solidifies the notion that the influence of American cheese on the stock market is not just a slice of imagination but a wedge of reality.

VI. Conclusion

In conclusion, our study has uncovered a cheddar-ful connection between American cheese consumption and Nasdaq's stock price. It seems that the stock market may be more fondue of cheese than we ever imagined! These findings are nothing short of gouda news for both dairy enthusiasts and stock market aficionados. While some may think this research is just a "brie-liant" excuse to talk about cheese, the statistical evidence speaks for itself – we're not just making a "feta" complete with these correlations!

The relationship between American cheese and stock prices may sound like a "gouda" joke, but the data suggests otherwise. It's time for the investment community to take a "brie-k" and consider the dairy landscape as a potential influencer of market movements. While we may have

been a bit "cheesy" with our puns throughout this paper, the correlation coefficient of 0.9358575 and $p < 0.01$ tell a different tale – one that's more than just a tall tale of Swiss-style storytelling.

As we wrap up this research, it's clear that the impact of American cheese on the stock market is no laughing matter. So, let's put an end to the notion that this connection is just a "havarti" of our imagination. It's time for the world to embrace the wheyward potential of cheese consumption as a market influencer. It's a gouda-bye to skepticism and a hallou-"mi" to further exploration in this "camembert-ing" field of research.

In the words of the great Gorgonzola, "I'm blue, da ba dee da ba daa," but it's clear that we've struck upon something "feta-nominal" here! Therefore, we assert with confidence that no more research is needed in this area; it's "muenster" hunt for correlations elsewhere!