

## GOOD MORNING: 07/20/18 Farm Direction - Van Trump Report

2 messages

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Fri, Jul 20, 2018 at 6:54 AM



"Even if you're on the right track, you'll get run over if you just sit there." ~Will Rogers

FRIDAY, JULY 20, 2018  
[Printable Copy](#) or [Audio Version](#)

**Morning Summary:** Stocks are steady to slightly lower, as traders seem comfortable pausing a bit on lack of fresh macro news. Strong U.S. corporate earnings continue to battle the negative headwinds associated with geopolitical trade uncertainties. Some political insiders believe this is absolutely our window of opportunity to be going after new and improved trade deals. The extremely strong and robust U.S. corporate earnings are helping to offset the negativity associated with the negotiations. The theory is, if the U.S. economy was struggling we would be in no position to renegotiate. Political opponents believe this is absolutely the wrong time to be going after China, Europe and others over trade, saying the global economies are simply not strong enough as of yet. Macro traders will now be looking to this weekend's G20 Finance Ministers meeting being held in Argentina for clues regarding global economic growth. I doubt there are many game changing headlines, but nonetheless the event is on the radar. The next big event here at home will be Wednesday's meeting at the White House between President Trump and European Commission President Juncker. Topics of conversation are certain to encompass a wide range of priorities, including foreign security policy, counterterrorism, energy security and of course economic growth and trade. President Trump has already imposed tariffs on EU steel and aluminum imports in the name of national security, and is threatening to do the same on EU auto and auto part imports. President Trump's metal tariffs prompted the EU to respond in kind on U.S. agricultural and other exports. The market is now extremely interested in seeing if the two parties can now navigate some type of trade pact or compromise. Keep in mind, earlier this week the EU and Japan just got together and inked a huge trade deal that cuts or eliminates tariffs on nearly all goods passing between the two. Essentially the agreement impacts over +600 million people and almost a third of the global economy. Some argue the agreement also sends a clear signal to leaders in Washington that other nations are willing to negotiate with one another if needed to work around U.S. trade barriers. Bottom-line, trade headlines will remain in the spotlight next week. Additional headlines of interest next week will include a wave of U.S. housing data, the ECB meeting on Thursday, and the first look at U.S. second quarter GDP on Friday. U.S. corporate earnings will also be in play with major companies reporting, including: 3M, Alphabet (Google), Amazon, AT&T, Biogen, Boeing, Bristol-Meyer, Chevron, Chipotle, Coca-Cola, Comcast, Conoco, Exxon, Facebook, Ford, General Motors, Halliburton, Harley, Intel, Mastercard, McDonalds, Merck, PayPal, Qualcomm, Southwest Airlines, Starbucks, Twitter, Under Armour, Verizon. In case you are wondering, Apple reports earnings the following Tuesday, July 31 after the close.

**\$60 Million Worth of Ronaldo's Jerseys Sold In First 24-Hours - Juventus, the biggest soccer club in Italy, sold 520,000 Ronaldo jerseys in the first 24-hours they were available. If you want to put this in perspective Juventus sold 850,000 for all player jerseys in 2016. Ronaldo jerseys cost around \$120, so that would be about \$62.4 million in total revenue for Juventus. You may think this is a huge deal for Juventus, but you're wrong. Juventus will only profit about \$6 million to \$9 million of this money due to the deal they made with Real Madrid. When news struck of Ronaldo moving to Juventus, their shares popped almost 40% within hours. The club also received a massive social-media push as well as gaining over 1.5 million new followers on Twitter and 500,000 on Facebook in a single day. It's crazy how much one player in today's world can impact a team.**

## THE 2018 VAN TRUMP CONFERENCE



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**McDonald's Giving Away Free Fries for the Rest of 2018** - If you love McDonald's french fries, then this is your lucky day! McDonald's has decided to give away free medium-size fries the rest of the year. If you download the McDonald's app and use the coupon, you can get free medium french fries once every Friday, as long as you make a \$1 purchase. McDonald's also has other app-only deals going on until the end of the year. Customers can get a free soft drink with a \$1 purchase on Tuesdays and Thursdays. Customers can also get a 20-piece McNuggets any day of the week for \$4.99. McDonald's has started to focus a lot of attention on the app in an effort to revitalize declining sales and appeal to younger crowds. The company went into a slump earlier in the decade, as new competitors emerged and consumers pivoted to healthier choices. The legendary hamburger chain has rebounded, in part because of new leadership. But it is still integrating technology into its business model.

**"That's One Small Step for Man, One Giant Leap for Mankind."** It was on this day back in the summer of 1969 American astronaut Neil Armstrong, 240,000 miles from Earth, speaks these words to more than a billion people listening at home. Stepping off the lunar landing module Eagle, Armstrong became the first human to walk on the surface of the moon. July 16, with the world watching, Apollo 11 took off from Kennedy Space Center with astronauts Neil Armstrong, Edwin Aldrin Jr., and Michael Collins aboard. Armstrong, a 38-year-old civilian research pilot, was the commander of the mission. After traveling 240,000 miles in 76 hours, Apollo 11 entered into a lunar orbit on July 19. The next day, at 1:46 p.m., the lunar module Eagle, manned by Armstrong and Aldrin, separated from the command module, where Collins remained. Two hours later, the Eagle began its descent to the lunar surface, and at 4:18 p.m. the craft touched down on the southwestern edge of the Sea of Tranquility. Armstrong immediately radioed to Mission Control in Houston, Texas, a famous message: "The Eagle has landed." "Buzz" Aldrin joined him on the moon's surface at 11:11 p.m., and together they took photographs of the terrain, planted a U.S. flag, ran a few simple scientific tests, and spoke with President Richard M. Nixon via Houston. By 1:11 a.m. on July 21, both astronauts were back in the lunar module and the hatch was closed. The two men slept that night on the surface of the moon, and at 1:54 p.m. the Eagle began its ascent back to the command module. Among the items left on the surface of the moon was a plaque that read: "Here men from the planet Earth first set foot on the moon-July 1969 A.D-We came in peace for all mankind." (Source: History; Wiki)



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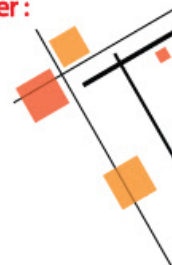


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"When the opportunity comes,  
it's too late to prepare."

- John Wooden



The  
**VAN TRUMP**  
Report

Contact Us



As we age, it gets harder and harder to create new neural pathways in the brain. It's the reason kids find it so easy to learn new things, but as adults it often gets more difficult. Doing brain teasers and solving riddles can be an important part of keeping our brain healthy. The more connections we can form, the better our brain will be. I hope this helps provide a little daily fun and exercise. The answer to each riddle or puzzle will be located at the bottom of the report.

#### TODAY'S RIDDLE:

I am an odd number;

take away a letter and

I become even.

What number am I?

**Weather** across the Corn Belt is seeing mostly normal temperatures, while showers and thunderstorms are affecting areas from the Mississippi River westward. Some of the heaviest rain is falling across the upper Midwest, where soil moisture is plentiful, while precipitation is still needed in much of the northeastern and southwestern Corn Belt. On the Plains, building heat and dry conditions are resulting in increasingly stressful conditions for rangeland, pastures, crops, and livestock across roughly the southern half of the region. Today's high temperatures could approach or reach 110 degrees F in part of northern Texas and southwestern Oklahoma. In the South, humid, showery weather persists from the central Gulf Coast to the southern Atlantic States. Hot, dry conditions prevail, however, in the western Gulf Coast region. Over the next several days, hot weather will remain deeply entrenched across much of the western and south central U.S., with late-week temperatures locally topping 110 degrees F on the southern Plains. In contrast, significant rain can be expected in much of the Midwest and East, with 5 day totals possibly reaching 2 to 5 inches in the southern Atlantic region and 1 to 3 inches in many other areas. Near or below normal temperatures will accompany the showery weather in the Midwest and East. Early next week, the southern Plains' heat wave will begin to break, but hot weather will persist in the West.

**Drought Increases Slightly, Hot August Outlook:** *The Climate Prediction Center has released their outlook for August which shows government forecasters see chances for above average temperatures everywhere but the northern High Plains. They don't have a strong sense of where precipitation will be apart from a wetter Southwest and dry spot from the already drought-stricken Missouri down to Texas. Remember, August is make or break time for soybeans. Continuing with the drought talk, this past week saw abnormally dry category for the U.S. go up +1.5% to 50.1%. The Midwest specifically increased +2.6% to 22.4% abnormally dry.*

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#### Today In History

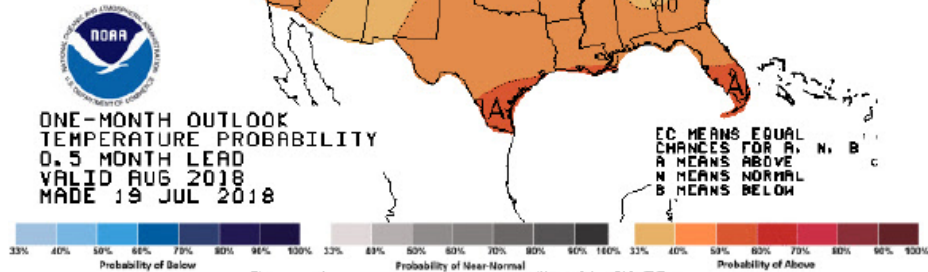


**1881, Sitting Bull** - Five years after General George A. Custer's infamous defeat at the Battle of Little Bighorn, Hunkpapa Teton Sioux leader

Sitting Bull surrenders to the U.S. Army, which promises amnesty for him and his followers. Sitting Bull had been a major leader in the 1876 Sioux uprising that resulted in the death of Custer and 264 of his men at Little Bighorn. Pursued by the U.S. Army after the Indian victory, he escaped to Canada with his followers. Sitting Bull was born in the Grand River Valley in what is now South Dakota, he would quickly gain recognition in his Sioux tribe as a capable warrior and a man of vision. In 1864, he fought against the U.S. Army under General Alfred Sully at Killdeer Mountain and thereafter dedicated himself to leading Sioux resistance against white encroachment. He soon gained a following in not only his own tribe but in the Cheyenne and Arapaho Native American groups as well. In 1867, he was made principal chief of the entire Sioux nation. Six years later, in what would serve as a preview of the Battle of Little Bighorn three years later, an Indian military coalition featuring the leadership of Sitting Bull skirmished briefly with Lieutenant Colonel George Armstrong Custer. In 1876, Sitting Bull's role was one of spiritual influence, which would inspire Crazy Horse and the other victorious Indian military leaders. Sitting Bull subsequently fled to Canada, but in 1881, with his people starving, he returned to the United States and surrendered. After a two year stint as a prisoner of war at Fort Randall in South Dakota territory, He was released and allowed to live on the Standing Rock Reservation. Buffalo Bill Cody took Sitting Bull with him during his 1885 Wild West show, but Sitting Bull would return to Standing Rock, where he influenced the religious ceremony to be known as the "Ghost Dance". It was his support of the Ghost Dance movement that brought him into disfavor with government officials, and on December 15, 1890, Indian police burst into Sitting Bull's house in the Grand River area of South Dakota and attempted to arrest him. There is

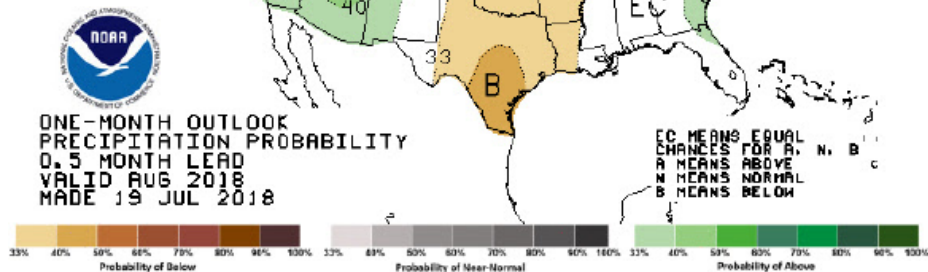
# Temperature Probability

August Outlook



# Precipitation Probability

August Outlook



confusion as to what happened next. By some accounts, Sitting Bull's warriors shot the leader of the police, who immediately turned and gunned down Sitting Bull. In another account, the police were instructed by Major James McLaughlin, director of the Standing Rock Sioux Agency, to kill the chief at any sign of resistance. Whatever the case, Sitting Bull was fatally shot and died within hours. The Indian police hastily buried his body at Fort Yates within the Standing Rock Reservation. In 1953, his remains were moved into Mobridge, South Dakota, where a granite shaft marks his resting place

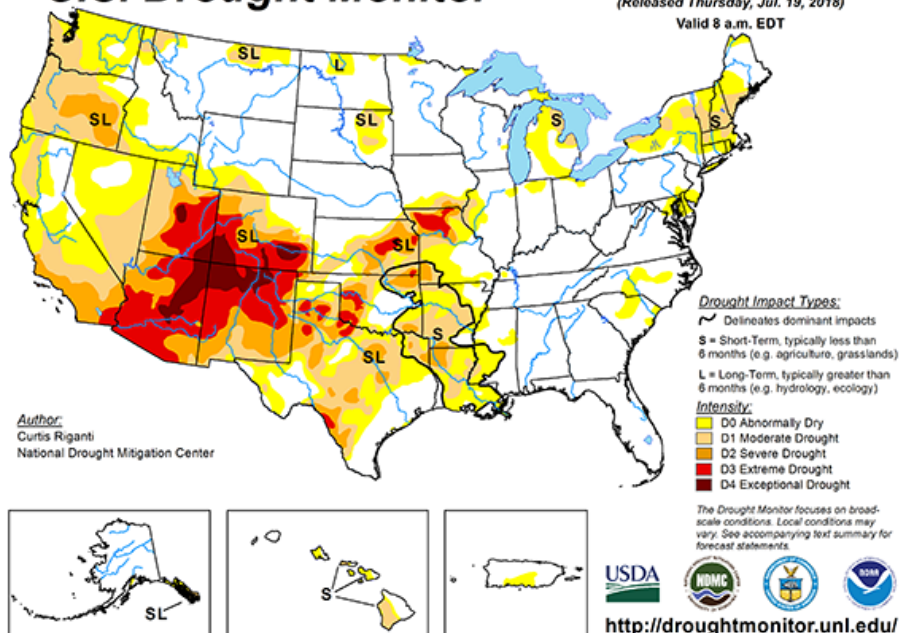


**1972, Corvair** - Finally, after a two-year study conducted by the National Highway Traffic Administration of the U.S. Department of Transportation,

results are released on claims made by consumer advocate Ralph Nader in regards to the Chevrolet Corvair. It all began with Nader's bestselling 1965 book "Unsafe at Any Speed: The Designed-In Dangers of the American Automobile,". Nader had dedicated an entire chapter, titled "The One-Car Accident," to the Corvair. Interestingly, the Corvair won Motor Trend's "Car of the Year" honors in a 1960 and became an immediate sensation thanks to its innovative design and its lightweight, air-cooled, rear-mounted aluminum engine. However, its deficiencies—including its tendency to oversteer and spin out of control in the hands of the average driver—earned almost as much attention. After his niece was seriously injured in a Corvair, the general manager of General Motors himself threatened to resign if the car's suspension was not redesigned (it was, in 1964). By the time the revamped Corvair was released in 1965, Nader had already published "Unsafe at Any Speed," making 1960-63 Corvair models the target of his most outraged criticism. Sales of the Corvair swiftly dwindled, and GM withdrew the car from production in 1969. At Nader's own urging, the U.S. government began a comparative study of the 1963 Corvair with other comparable vehicles in September 1970. The other cars used were a 1967 Corvair (featuring the newly redesigned suspension), a 1962 Ford Falcon, a 1960 Plymouth Valiant, a 1962 Volkswagen and a 1963 Renault. Nader had specifically criticized the Corvair's handling and stability, as well as its tendency to roll over during sharp turns. In the study's results, released on July 20, 1972, the government stated, among other conclusions, that the Corvair's handling in a sharp turn did not "result in abnormal potential for loss of control" and that the rollover rate for the Corvair was comparable to that of "other light domestic cars." As you can imagine, Nader felt the results were biased and the procedures for testing were "shoddy". But three independent engineers certified the government's findings, calling them "reasonable, appropriate and sound," and General Motors issued a statement stating

# U.S. Drought Monitor

July 17, 2018  
(Released Thursday, Jul. 19, 2018)  
Valid 8 a.m. EDT



that the study "confirms our position on the handling and stability characteristics of these cars."



**1973, Bruce Lee** - Actor and martial-arts expert Bruce Lee dies in Los Angeles at age 32. Many believe the cause of death stemmed from a brain

edema possibly caused by a reaction to a prescription painkiller. During Lee's all-too-brief career, he became a movie star in Asia and, posthumously, in America.

Born on November 27, 1940, in San Francisco, California, Jun Fan (Bruce) Lee was would grow up as a child actor, appearing in some 20 Chinese films. At the time, his father, a Chinese opera star, was on tour in the United States but the family would move back to Hong Kong in 1941. Along with his acting duties, Lee also studied dancing and trained in the Wing Chun style of gung fu (also known as "kung fu"). Returning to America in 1959, Lee attended the University of Washington and opened a martial-arts school in Seattle before marrying Linda Emery in 1964. In 1965 the couple gave birth to Brandon Lee, the first of their two children. In 1966, the Lees moved to Los Angeles and Bruce appeared on the television program *The Green Hornet* (1966-1967), playing the Hornet's acrobatic sidekick Kato. Lee also appeared in karate tournaments around the United States and continued to teach martial arts to private clients including the actor Steve McQueen. In search of better acting roles than Hollywood was offering, Lee returned to Hong Kong in the early 1970s and successfully established himself as a star in Asia with the action movies *The Big Boss* (1971) and *The Way of the Dragon* (1972), which he wrote, directed and starred in. Lee's next film, *Enter the Dragon*, was released in the United States by Hollywood studio Warner Bros. in August 1973. Tragically, Lee had died one month earlier, on July 20, in Hong Kong, after suffering a brain edema believed to be caused by an adverse reaction to a pain medication. *Enter the Dragon* was a box-office hit, eventually grossing more than \$200 million, and Lee posthumously became a movie icon in America. I'm told there was controversy surrounding Lee's death, includin that he may have been killed by Chinese gangsters while another rumor circulated that the actor had been the victim of a curse. Lee's body would be returned to Seattle for burial where his son Brandon also lies after an accidental shooting on the set of the movie "The Crow" in 1991.

## Upcoming Events

**Fri. 7/20** - Cattle on Feed

**Mon. 7/23** - Cold Storage, Crop Progress

**Mon. 7/30** - Crop Progress

**Tues.- Wed. 7/31-8/1** - FOMC Meeting

**Corn** prices are higher again this morning and have managed to add about +15 cents this week. Bulls are talking about continued strong demand, rumors that Argentine buyers might be stepping in for a bit of U.S. supply and the probability that U.S. crop-conditions take another small step backwards in Monday's upcoming weekly condition report. As you can see in the graphic I included above, the drought has deepened and intensified a bit across the Midwest. Bears are pointing to what they believe is a cooler and wetter weather forecast in the days ahead and a crop that still looks to have the potential to produce a fresh new record yield. From a technical perspective, many traders believe the DEC18 contract still has to travel through much heavier technical resistance in the \$3.70 to \$3.90 area, which could be a difficult row to hoe, before the bulls jump back on the bandwagon. I'm still hesitant in thinking strong demand alone can carry us beyond this area of stiff resistance. Can we push to \$3.75 on strong demand? Certainly. Can we push to \$4.00 on strong demand alone? I doubt it. I think we need another story of some greater significance. We need some positive news on trade, a more wide-spread weather worry, a political or logistical hiccup in South America, etc... Lets just hope demand doesn't start to waiver. As a spec, I'm hesitant in holding long call premium into harvest. I still believe there will be better buying opportunities for end-users and speculative bulls. In other words, I'm not 100% sold on the low being in place as of yet. I want to be a longer-term buyer, but still see no compelling reason to get in a hurry. I do believe, longer-term however, there's some upside potential. I suspect South America will reduce their corn acres and prices post U.S. harvest will provide better pricing opportunities.



# Top Corn Area Harvested

2018



## China

90.2 M  
@ 98.1 Yield

## USA

81.7 M  
@ 174 Yield

## Brazil

43.7 M  
@ 82.8 Yield

## India

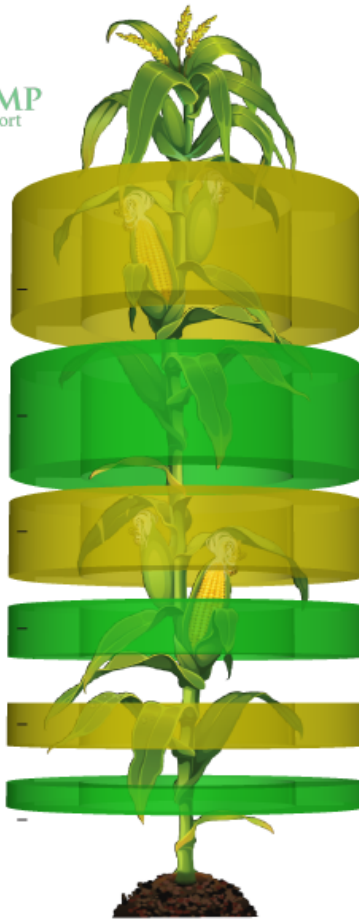
22.7 M  
@ 45.1 Yield

## EU

20.7 M  
@ 116.9 Yield

## Mexico

17.8 M  
@ 57.5 Yield



**Soybean** prices are slightly higher this morning and have added about +30 cents from the beginning of the week. Bulls continue to see strong demand for U.S. soybeans. Similar to corn, there have been several rumors that Argentina is snooping around in the U.S. market for supply. We continue to see the lack of Chinese buying being supplemented by other global purchasers. In other words, no real dramatic setback as of yet to U.S. export demand. Bulls are also talking about dry conditions starting to weigh on the crop in some areas across the Midwest. Bears on the other hand, continue to point to perhaps longer-term trade conflicts with the Chinese, and no real certainty in regards to NAFTA. Bears are also continuing to point towards burdensome domestic surplus and the possibility of another record U.S. crop. There's also talk of cooler and wetter weather in the days ahead, which could help stabilize soybean conditions moving forward. Bulls believe we will once again see crop-conditions pull back a bit on Monday as dry conditions continue to complicate in a few key areas. The obvious question is how the weather plays itself out into August...stay tuned! From a technical perspective, the longer-term bulls are still wanting to see the NOV18 contract close back above \$9.00 per bushel, before they start to consider it a turnaround. Major support on the downside looks to be the low set back on Monday at \$8.26<sup>2</sup> per bushel. Some insiders are thinking we might be trapped in a range sideways to lower until the market learns more about Weather and Washington. I feel like that's probably correct...

**Mon. 8/6** - Crop Progress

**Fri. 8/10** - USDA Supply and Demand

**Mon. 8/13** - Crop Progress

**Wed. 8/15** - NOPA Crush

**Mon. 8/20** - Crop Progress

**Wed. 8/22** - Cold Storage

**Fri. 8/24** - Cattle on Feed

**Fri. 8/24** - Last Trading Day for September Grain Options

**Mon. 8/27** - Crop Progress

**Fri. 8/31** - First Notice Day for September Grains

**Mon. 9/3** - Labor Day (Markets Closed)

**Tues. 9/4** - Crop Progress

**Mon. 9/10** - Crop Progress

**Tues. 9/11** - 17 Year Anniversary of 9/11

**Thur. 9/12** - USDA Supply and Demand

**Thur. 9/12** - Last Trading Day for September Grain Futures

**Mon. 9/17** - NOPA Crush, Crop Progress

**Fri. 9/21** - Cattle on Feed

**Sat. 9/22** - Autumn Begins

**Mon. 9/24** - Cold Storage, Crop Progress

**Tues.-Wed. 9/25-9/26** - FOMC Meeting

**Fri. 9/27** - Quarterly Hogs and Pigs

**Fri. 9/28** - Quarterly Stocks and Acreage

### Kevin's Song of the Week



### Kevin's Song of the Week

# Top Soy Area Harvested

2018



## Brazil

92.6 M  
@ 48 Yield

## USA

88.9 M  
@ 48.5 Yield

## Argentina

46.9 M  
@ 44.6 Yield

## India

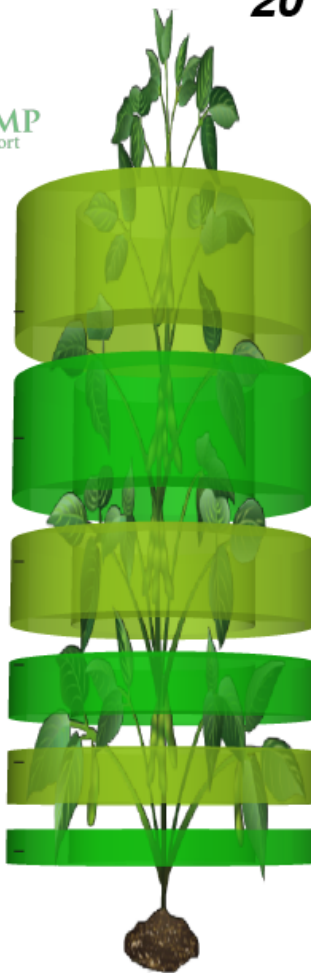
28.4 M  
@ 26.6 Yield

## China

20 M  
@ 14 Yield

## Paraguay

8.6 M  
@ 41.6 Yield



**Wheat** prices remains in a sideways channel, something we've traded in for the past couple of months, as the trade struggles to find new direction. Prices are up about +10 cents on the week, but are simply back to levels we were trading at two-weeks ago. Bears are pointing to better than expected production here in the U.S. and a stronger U.S. dollar continuing to create headwinds. There's also some bearish tone coming from the fact Russia's crop is being harvested and starting to make its way into the export space, which ultimately creates a bit more global competition. Bulls are pointing to much weaker overall production from both Russia and Ukraine. Also production hiccups in parts of Australia, China and Europe. As both a spec and a producer, I remain a longer-term bull. Unfortunately, there's just not a lot of fresh news in the headlines, so I suspect we will remain stuck in this nearby range, currently 25 cents either side of \$5.00 in both Chicago and KC wheat, and perhaps 25 cents either side of \$5.50 in the Spring wheat contract seems realistic.

## NEXT level THINKING



My goal at "The Van Trump Report" is to help readers better identify the moving parts and dynamics associated with the financial markets, geopolitical events, economics, media and culture that is currently influencing and shaping the direction of the agricultural markets. I like to believe I "Challenge the Traditional" and encourage our readers to think outside the box.

I use story telling techniques that are written in an easy to read format to help convey my current thoughts about business, markets, technology, weather, sports and life. I also like to include links, filter the noise, and pass along in-depth research and information that I believe could challenge your current thought process and help you make more informed decisions. In addition I include valuable lessons I have learned from other traders, executives and investors, along with an occasional inspirational piece about life, family and faith.

What I do not do in "The Van Trump Report" is give specific financial advice or tell individuals how to invest or how to specifically hedge. Remember, this information is being read by hedge fund managers, bankers, CEO's, and Ag leaders around the globe, therefore it's NOT tailored to fit your specific individual needs. For specific investment or hedging advice please seek the help of a licensed representative that can better understand your particular situation, individual needs and overall risk tolerance. This information should ONLY be used for educational and entertainment purposes.

My family and I would like to thank you again for your support!

*Kevin Van Trump*

### What Others Are Saying

*"I am a recent subscriber to Kevin's newsletter, but I'm a long-time reader of many other high-profile marketing services. I am particularly impressed with the thorough manner in which Kevin evaluates every economic aspect, both nationally and internationally, that influences commodity prices. His analysis and conclusions are highly thought out and conveyed in layman's terms so that the reader can comprehend the numerous and often complex interrelationships that impact the markets. Kevin is a real attribute to the agricultural sector."*

**A.M., FDIC**

*"As a national federal farm policy administrator and commodity producer, I find it critical to keep updated with what is going on in the real world of agriculture and with the domestic and global markets. Of all the services I've have been privy to or have subscribed to over the past 20 years I've found in the past several months of engaging in your "Farm Direction" services to be the best perception and analysis of what is really*

# Top Wheat Area Harvested

2018



## India

74.1 M  
@ 48 Yield

## EU

63.3 M  
@ 84.2 Yield

## Russia

63 M  
@ 39.1 Yield

## China

58.5 M  
@ 80.3 Yield

## USA

39.6 M  
@ 47.6 Yield

## Australia

29.6 M  
@ 27.2 Yield

happening in today's world. Not only here in the United States, but across the globe as well. US farmers need this type of help and information to assist them in their daily efforts. I commend you for a job well done. Please let me know if I can ever be of any help or assistance to you in the future..."

**L.T., Assistant Deputy Administrator  
for Farm Programs USDA**

### My Own Personal Truisms

"Not To Trade, is often considered a good trading decision..."

"First Rule of HOLES: When you are in one stop digging..."

"Every looser in Vegas, always walks away from the table thinking he could have done better, the winners on the other hand leave while on top..."

"Bulls make money, Bears make money, but pigs get slaughtered..."

"The markets ability to remain irrational can often times last much longer than your ability to remain solvent..."

I'm more of a long-term player, therefore you will not see me give many short-term suggestions or trade ideas. One of my most important rules is that I always follow my long-term direction. Therefore, as long as I am "bullish" a market I will only play that particular market in one of three ways.

- Option #1 - Conservatively long.
- Option #2 - Aggressively long.
- Option #3 - Sitting on the sideline.

I never initiate a "short" position in a market that I am "bullish" longer-term, nor do I initiate a "long" position in a market I am "bearish" longer-term.



> **There's one market that's vulnerable to Trump's tweets:** Economists at Goldman Sachs used a regression analysis to look into the relationship between Trump's tweets and the performance of various asset classes. They found that traders largely aren't moved by President Donald Trump's tweets on trade, except in the soybeans market. Read more at [Business Insider](#)

> **Brazil's Soybean Premium At A 4-Year High To U.S.:** Soybeans exported at the Brazilian port of Paranagua were selling for \$396.60 a metric ton, \$66,10 more than the commodity sold on the U.S. southern Gulf of Mexico coast. The premium is the highest since September 2015 and comes Chinese buyers have been cancelling their U.S. orders. I am hearing that prices have fallen enough that U.S. soybean prices plus the tariffs and freight costs to China are approaching parity with Brazilian soybeans and shipping costs. Hopefully this will limit upwards movement on the premium unless China dramatically boosts demand. (Source: Bloomberg)

> **Egypt Cuts Off Key Supplier:** Egypt will no longer be purchasing wheat from Dubai-based AOS, who has failed to deliver on two 60,000 tonne cargoes despite being offered extensions. AOS, who previously fulfilled about 20% of the world's largest importer of wheat yearly needs, also later canceled one of them.

> **Why Does The House Agriculture Committee Cares About Cryptocurrency?** Congressional committees held two separate hearings on Wednesday about cryptocurrency. One hearing, entitled "The Future of Money: Digital Currency," examined "the extent to which the United States should consider cryptocurrencies as money." That hearing was held by the House Financial Services Committee, which makes obvious sense. The other hearing, "Cryptocurrencies: Oversight of New Assets in the Digital Age," focused on "the regulatory challenges facing this new asset class." That



hearing was put on by... the House Agriculture Committee. You might asking, why is the agriculture committee doing hearings on crypto? Read more [HERE](#).

> **Argentina Looking For Corn Buyers?** Argentina's corn exporters are struggling to attract new export business and facing losses as rises in the domestic corn price push replacement costs above the current FOB export values, market sources have told Agricensus. "Argentina's corn replacement for nearby is almost 90 cents over September futures. If FOB trades are being done at 70 cents, then the counter-margin is around \$7-8/mt," an Argentina-based market source said. The situation is hindering Argentina's ability to compete in the corn export market, despite Brazil's domestic problems supporting physical prices and potentially opening up an opportunity for the country's exports. (Source: Agricensus)

> **Leader of Renewable Fuels Association Stepping Down:** In October, Bob Dinneen will step aside as leader of the RFA, a position he has held since 2001. Geoff Cooper, currently RFA's executive vice president will take over as CEO. Dinneen has worked in ethanol policy for more than 30 years and will remain with the group as a senior strategic adviser. (Source: RFA)

> **Copper Drops to its Lowest Level in a Year:** The metal fell below \$6,000 a metric ton amid trade escalations and the unwinding of a \$3 billion long position. Analyst say trade tensions between the U.S. and China put the metal on track for its worst monthly drop in three years.(Source: Business Insider)

> **Despite Massive Fine, Google Pushes Ahead With New OS:** Reports are google has tasked a group of engineers to work on Fuchsia, a new operating system that could potentially come to replace Android. Fuchsia is being designed to better handle voice inputs and security updates than Android currently does and Google wants it to have a uniform look across all types of devices. This is interesting because Android is by far the world's most dominant mobile operating system, so to change that would be a massive undertaking. What's more, the EU just fined Google \$5.1 billion basically for abusing the dominance of Android. I can't help but find the announcement of a new, potentially even more all-encompassing mobile OS an under-handed shot back at the recent fine. (Source: Bloomberg)

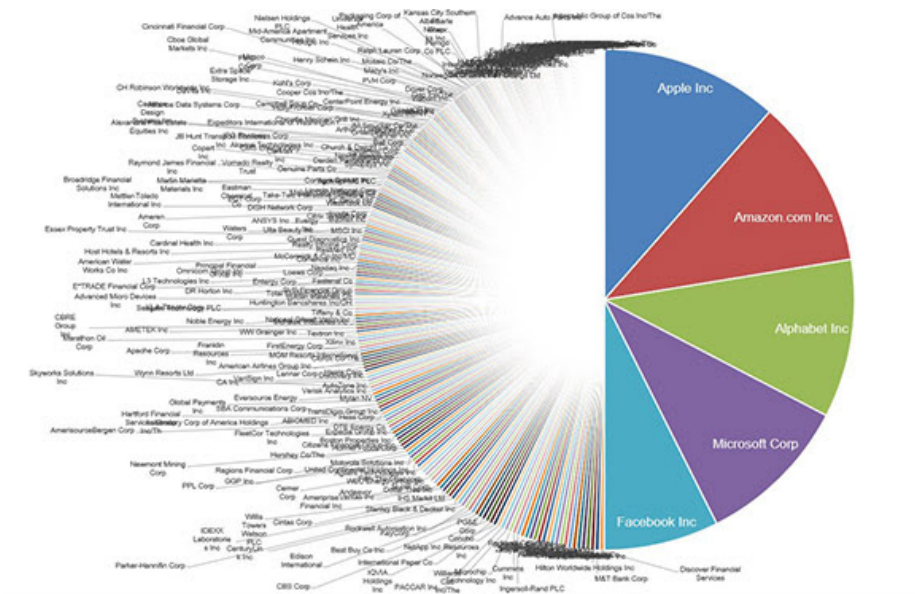
> **Netflix is Now on the Radio:** The streaming-content provider, Netflix, has made a deal with Sirius XM Holdings Inc. to create a comedy channel. Netflix plans to take advantage of their fast-growing library of comedy content to potentially drive SiriusXM subscribers back to its own service. Netflix plans to create all its own original content for this XM channel as well. Comedy has actually become one of Netflix's biggest bets in their content. Over the past few years, Netflix has spent a lot of time converting stand-up comedians including Chris Rock, Dave Chappelle and Amy Schumer away from HBO. Looks like Netflix is trying to make more move to get its quarterly subscribers up.

> **Microsoft is Set to Launch New Xbox Bundles and Accessories:** Microsoft is heading to Gamescom in Germany next month, and they will have at least one significant announcement for the crowd. Microsoft told fans to expect "new Xbox One bundles and accessories", as well as "a few surprises". This announcement is expected to include a new Elite controller. Some believe there could also be an announcement of an Xbox 2, but this probably won't happen, which no one was expecting. You can find out for yourself what's getting announced by tuning into Microsoft's Twitch, Facebook, Twitter, Mixer, or YouTube channels at 3.30pm BST on August 21.

> **Big Trades in Baseball & Basketball:** The Toronto Raptors agreed to a deal to acquire Kawhi Leonard for DeMar DeRozan. The Raptors also received Danny Green in this trade and the Spurs received Jakob Poeltl and a 2019 first round draft pick. Toronto's first-round pick to San Antonio is a protected 1-20 selection in the draft. Tweets have been sent by both Leonard and DeRozan they aren't happy with the trade. Seems to me like Gregg Popovich has something up his sleeve. In baseball, Manny Machado, the Orioles shortstop, has been sent to the Dodgers for five prospects including Yusniel Diaz. The Dodgers acquired Machado to replace their All-Star shortstop, Corey Seager. Looks like the Dodgers are hungry to win the World Series this year after losing to the Houston Astros last year.

> **Big Tech:** This chart shows the five largest S&P 500 stocks (Apple, Alphabet, Amazon, Facebook, and Microsoft) have a market capitalization equal to the bottom 282 SP500 stocks. Interesting visual. Read more [HERE](#) (click picture below for larger view).





Northeast Illinois - Our corn is awesome right now and with two more rain events at around an inch each, we will be golden. On average we will harvest 190bpa but I suspect this year we could hit up to 230bpa if the weather cooperates. The beans, unfortunately, had some dicamba drift hit our fields and I am none to happy about it. The sad part is that they sprayed it well past the recommended time frame and off-label. Most coops and private companies in the area refused to spray dicamba way off-label. In my opinion, we are going to see a 10-15bpa drag on yield as it is now. What is truly upsetting is the lack of taking ownership for the damage by those that did it.

Southwest Minnesota - We are beyond wet up here in our area. We received another inch today making the total for the last six weeks 22". It's so bad, guys haven't been able to finish spraying fungicide and probably won't as it stands now. Worse yet for some guys who choose to spoon on their nitrogen, it doesn't look like that will get applied as well. The corn is looking terribly yellow in those spots. The last time I have seen it this bad was twenty-five years ago in the flooding of 1993. The biggest difference in the two events is that we do have the heat units this time, whereas it was very cool in 93' and things couldn't take off at all. Interestingly, less than 100 miles north in the sandy soils the crops look excellent but a little way south the boys still have lakes in some of their fields. I feel for the guys that do not have enough sales made yet, hopefully, things get straightened out before harvest.

Westcentral Iowa - I've got a 50-acre field of corn that was no-tilled in bean stubble. We added liquid nitrogen at 150 pounds and herbicide sprayed before it emerged. About June 10th I noticed it was yellow in spots and the guy from the coop said he would look at it and take care of it since I was busy. I called him back first of last week July 10th to see what he had done as it was still yellow in spots. He had forgotten about it and said he would look now. He said the soybean stubble had tied up all the nitrogen through carbonization and I would have to pay for an airplane to put on urea. I've done corn this way for thirty years and never had this happen before. It's hill ground and the stubble was light, it also had cows on it for a month last fall-early winter. We had some nice rains not too long after spraying and some harder rains lately. I'm not sure the UREA will do any good, so we are just going to hold off for now and see how it shapes up over the next few weeks.



A Peek Behind The Curtain At Beyond Meat: Beyond Meat is no longer the small startup competing against the humble black bean burger. The plant-based meat substitute maker has sold 13 million burgers since its 2016 debut and just last week admitted it is having trouble meeting demand after multiple Whole Foods stores ran out. Besides the market chain, Beyond Meat sells at Amazon Fresh and 9,000 other grocery retailers—as well as 10,000 restaurants, hotels, and universities. Fast company sent in Rina Raphael to take an exclusive look at the updated Beyond

Meat R&D lab in El Segundo, California. It looks like the protein substitute is here to stay so learn more about what they are up to [HERE](#) .

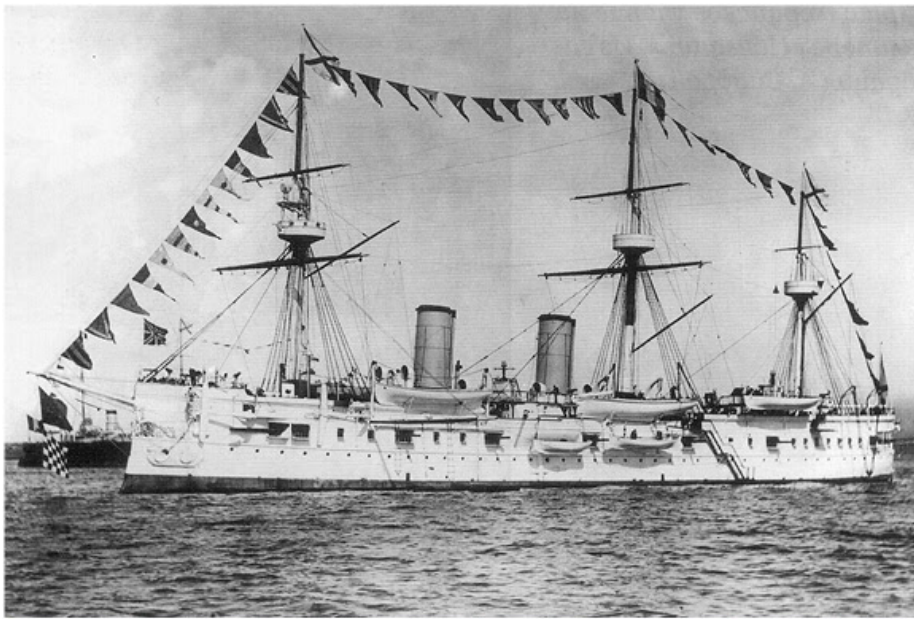
**UK Says Genetic Alteration Of Human Embryo "Morally Permissible":** The creation of babies whose DNA has been altered to give them what parents perceive to be the best chances in life has received a cautious green light in a landmark report from a leading UK ethics body. The Nuffield Council on Bioethics said that changing the DNA of a human embryo could be "morally permissible" if it was in the future child's interests and did not add to the kinds of inequalities that already divide society. The report does not call for a change in UK law to permit genetically altered babies but instead urges research into the safety and effectiveness of the approach, its societal impact, and a widespread debate of its implications. "It is our view that genome editing is not morally unacceptable in itself," said Karen Yeung, chair of the Nuffield working group and professor of law, ethics and informatics at the University of Birmingham. "There is no reason to rule it out in principle." Read more on the highly debated subject [HERE](#).

**How To Deal With The Daily Emotional Stress From All Around:** We all deal with it at various levels but now stress has been called the number one epidemic worldwide. Our stress response evolved to prepare us to respond to infrequent bouts of physical stress, not the life we live today, which is one of chronic emotional stress, thanks in part to the polarizing news cycles. The perceived instability and incoherence of people and institutions upon which we depend and the resultant sense of isolation and insecurity exacerbate that emotional stress. The overwhelmed brain can lock in a state of chronic stress, or a high allostatic load that causes the 75 percent to 90 percent of health problems stemming from stress. We have found that using these four brain-based techniques can train your brain to bounce back from stress more rapidly. If you find yourself in the crazy cycle of stress, check out the techniques [HERE](#).

**Ninety Percent Of Retail Logins Are Done By Hackers:** Somewhere on the dark web, your e-mail address and a few passwords are probably for sale. Cyber criminals buy troves of this information to try to login to websites where they can grab something valuable like cash, airline points, or merchandise like expensive cheese. Yes, cheese. Online retailers are hit the most by these attacks, according to a report by cyber security firm Shape Security. Hackers use programs to apply stolen data in a flood of login attempts, called "credential stuffing." Unbelievably, these days, more than 90% of e-commerce sites' global login traffic comes from these attacks. The process starts when hackers break into databases and steal login information. Some of the best known "data spills" took place at Equifax and Yahoo, but they happen fairly regularly—there were 51 reported breaches last year, compromising 2.3 billion credentials, according to Shape. Read more [HERE](#).

**113-Year-Old Shipwreck Discovery Worth \$130 Billion:** Sunken Russian warship, Dmitrii Donskoi containing 200 tons of gold bullion and coins was discovered about one mile off the coast of the South Korean island of Ulleungdo. Today, that amount of gold is worth \$130 billion, CNBC reports. Shinil Group, the South Korean treasure-hunting company that led the search, announced their discovery on earlier this week. The Russian Imperial Navy cruiser sunk 113 years ago during the Russo-Japanese war. Express reports the ship was a part of the Russian Baltic fleet, and would have taken part in the Battle of Tsushima, a Japanese victory. It is hoped the ship will be raised by November. It sure seems like there is a lot of sunken treasure finds lately...Learn more about the 113-year-old find [HERE](#).





### Pizza Farms Are A Growing And Delicious Summer Tradition

Pizza Farms in the midwest are gaining traction on many fronts, meaning they are growing as an alternative choice for an evening dining activity in the growing months as well as an opportunity to add diversity as a grower. For many in the upper midwest, the decision to offer the summertime service was one of necessity as struggling operations looked for ways to survive. From what I understand the industry informally began 20 years ago at "[A to Z Produce and Bakery](#)" in Stockholm, Wisconsin and I'm told they are still the most popular in the region. Keep in mind, Pizza Farms are most heavily located in Wisconsin and Minnesota but have moved southward into the midwest. They've become so popular in some areas that during peak times, you may find yourself waiting upwards of two hours for your pizza. But that is no big deal when you are sitting in what many call "state park" like settings. Many of the Pizza Farms run things that way meaning its mandatory to bring your picnic gear, including seating, utensils, plates, beverages, side dishes, and desserts (except alcohol in Wisconsin) and as you wait you can enjoy a walk through the crops or bring our own games for entertainment. Obviously, there are rules in place for safety of both patrons and farm animals as it is after all their home. On top of that the farms are also using pizza as a welcoming lure to educate visitors. Two Pony Gardens in Long Lake, Minnesota, uses its all-you-can-eat pizza nights to highlight what's been growing lately. During the morel and chanterelle seasons, Two Pony Gardens scatters its pies with mushrooms picked close to the property. DreamAcres in Wykoff, Minnesota, takes advantage of its pizza nights to demonstrate the appeal of alternative technologies like solar power. It's worth noting that you should always check individual farm websites for their current schedule as pizza nights tend to be limited to specific days of the week and to the summer months. Once again, I simply tip my hat to those growers who are doing something to fill the gap in challenging times. From what I can see, this isn't a movement that is over-saturated by any means as you can see from the list of midwestern Pizza Farms [HERE](#). Not to mention, it looks like some of these folks really pack them in, hopefully adding to the bottom line. So if you are looking for a new dinner idea for you and momma or maybe you need an alternative source of income, consider pizza farming and if your hungry, it's definitely worth the drive! (Source: [mic.com](#), [midwestival.com](#))



### The Way We Think About "Straws"... And Why It Matters

At the time, I didn't give it much thought even though I'd seen other news stories on "plastic wars" and specifically reports on straws. But after the recent news from Starbucks, and the fact they were looking for ways to replace their straws I wanted to dig a bit deeper. First of all, I had no idea that as consumers we use over +3.5 billion straws each week. In fact, Starbucks said in a press release that the move to replace straws from its roughly 28,000 stores will eliminate more than 1 billion straws a year. I've actually heard that Seattle put a new ordinance in place that now outlaws eateries from



dispensing plastic straws in the city. But that's not the point of this story. Personally, I don't use straws that much beyond the occasional drink with my lunch while traveling, but I understand there are many who use straws everyday with their cups, bottles and cans. As I spent time considering the fact that every company who currently provides plastic straws to consumers might have to eventually change, it occurred to me there might be some opportunities to invest in companies that supply better options. With that in mind, I thought I'd share some of the alternatives that are already being considered by several companies. We should also be thinking about other items and business that will be disrupted by this type of consumer movement... (Source: Vice)

**Paper Straw** - I'm not a huge fan as consumers provide poor reviews.

**Pasta Straws** - That's right, straws made of pasta are already replacing plastic straws in Europe. The environmentalist love the pasta straws as they are being made from flour and water, and can be added to the compost heap once they are used.

**Stainless Steel Straw** - Definitely has a few pluses in how it transfers hot and cold temps to the user. The early critics however say it can often leave a metallic taste. Also talk of hard metal casing damage if jabbed into the gums or cheeks. Definitely can't chew on this one, which would make my wife happy.

**Compostable Straw** - This straw, which is vaguely, "made from plants" and physically resembles a paper straw. It has a weird, papery flavor, but unlike its fast-disintegrating paper counterpart, it maintains its structure for longer and doesn't permeate the flavor of your drink as intensely.

**Reusable Plastic Straw** - This type of straw is basically a hard version of the classic bendy straw. Can't help but wonder if replacing disposable plastic with reusable plastic will really solve the world's straw problem.

**Silicone Straw** - Perhaps more eco-friendly but early critics say you have to suck way harder than you would with any other type of straw.

**Recyclable Lids** - Starbucks's strawless lid design, which was created by engineer Emily Alexander, could be a model for other stores. In their press release, the company said that after several weeks of designing, they chose the lid that featured a teardrop-shaped opening about the size of a thumbprint, described as a "cleaner, less-ridged version of a hot cup lid." Still it's not a straw...





### One Of the Coolest Watches Ever Rolling to Auction

If you remember, last October we saw Paul Newman's 1968 Rolex Daytona — with a white-and-red "exotic" sell at auction for an astonishing \$17.8 million. The price was not only a record for a Rolex at auction but also the highest amount ever paid for a wristwatch at auction. The main reason is because this watch had an incredible story, it was Paul Newman's actual watch that he wore. Now, we are getting reports of another watch coming up for auction that also has an incredible story. Instead of Paul Newman, however, this story stars his counterpart, Steve McQueen. These two were box-office rivals throughout the sixties and seventies. They would have starred in Butch Cassidy and the Sundance Kid but they couldn't agree on who would receive top billing. Ultimately, both actors have long been revered for their offscreen passions: racing cars, riding motorcycles and collecting watches. The watch is McQueen's actual watch, one he was often photographed wearing: a ref. 5513 Rolex Submariner, circa 1964. Some time in the late 1970s, McQueen gave the older Submariner to his favorite stunt double, Loren Janes. The pair had been working together since 1958, when McQueen was making the TV series Wanted: Dead or Alive. Over the next two decades, in 19 movies—including Bullitt, The Getaway and The Thomas Crown Affair—Janes performed some of McQueen's most memorable stunts. That iconic ten-minute car chase in Bullitt, where McQueen careens through San Francisco in a 1968 Mustang? It was actually Janes behind the wheel. To show his gratitude for Janes' work and friendship, McQueen also had the case back engraved "LOREN, THE BEST DAMN STUNTMAN IN THE WORLD. STEVE" —making it the only known McQueen watch to bear the actor's name. For decades McQueen's watch was presumed missing, until July 2016 when the historic Sand Fire raged through Los Angeles for nearly two weeks. Among the 18 Canyon Country homes lost in the massive wildfire was the house in which Janes, who was suffering from Alzheimer's disease, had lived with his wife since the 1990s. (He died in June 2017.) At the time, Michael Eisenberg, a Beverly Hills real estate broker and developer who is also a prominent memorabilia collector heard about the fire and begged the family to go through the ashes of that fire and look for the watch. He remembered that Janes had that watch. After a few weeks, the family had found the watch and had it professionally restored. With the watch restored, Eisenberg made the Janes family a generous offer (amount undisclosed) and they accepted. Eisenberg has said that the family and Boys Republic, a charity that McQueen cared deeply about, will also receive a portion of the auction sale. The McQueen Submariner probably won't go for as much as the Newman, but I guess you never know... It's a pretty cool piece of memorabilia that I'm sure won't disappoint come this fall. (Source: Forbes)





TOP  
5

## Wristwatches Sold at Auction



**1.** Paul Newman's Rolex  
"Paul Newman" Daytona  
in stainless steel  
(October 2017)

**\$17.8 mil**



**2.** Patek Philippe  
ref. 1518 in  
stainless steel  
(November 2016)

**\$11.0 mil**



**3.** Patek Philippe  
ref. 5016 in stainless steel  
Only Watch 2015  
(November 2015)

**\$7.3 mil**



**4.** Patek Philippe  
ref. 5208T in titanium  
Only Watch 2017  
(November 2017)

**\$6.2 mil**

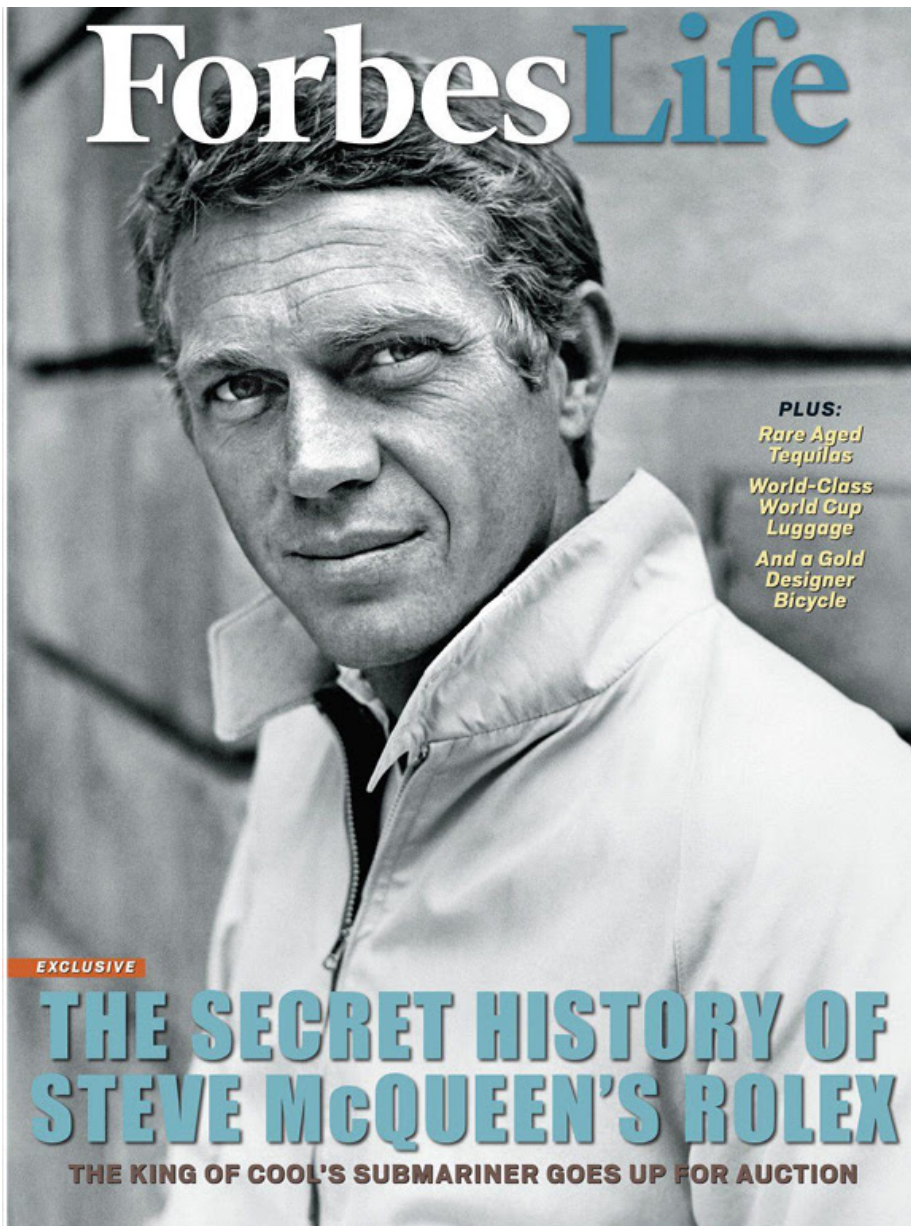


**5.** The "Unicorn"  
Cosmograph Daytona  
ref. 6265 in 18 kt white gold  
(May 2018)

**\$5.9 mil**



# ForbesLife



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*Rare Aged  
Tequilas  
World-Class  
World Cup  
Luggage  
And a Gold  
Designer  
Bicycle*

**EXCLUSIVE**

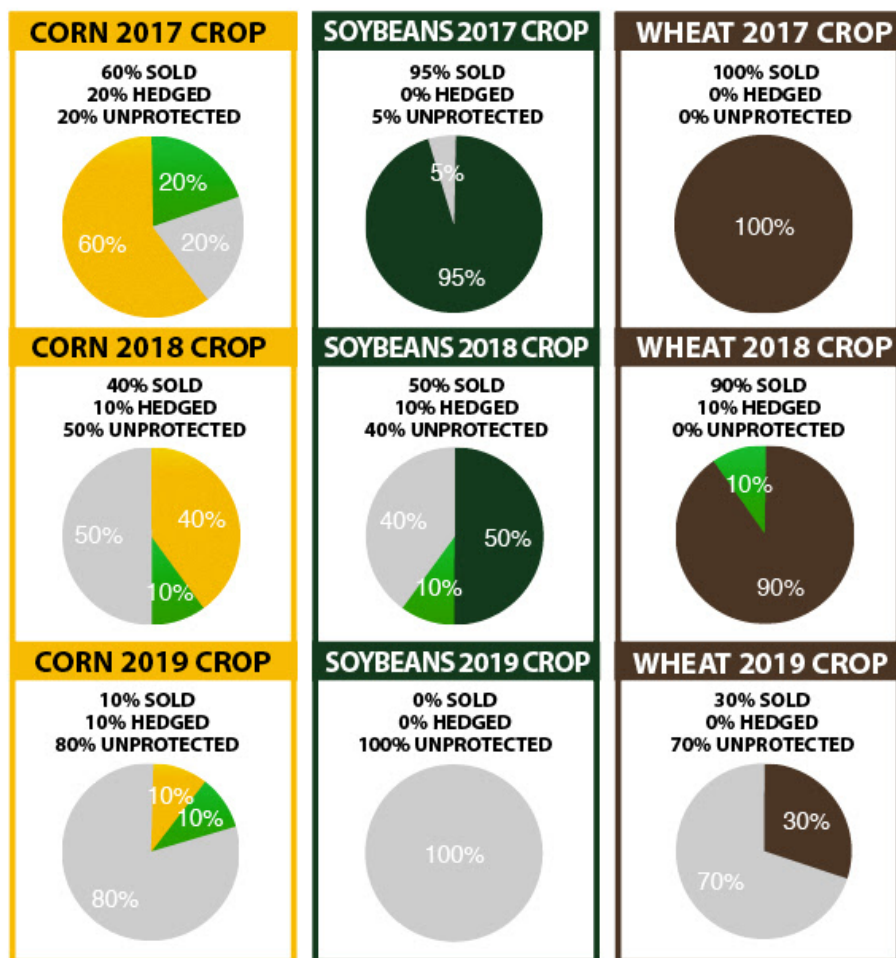
## THE SECRET HISTORY OF STEVE MCQUEEN'S ROLEX

THE KING OF COOL'S SUBMARINER GOES UP FOR AUCTION

**ANSWER to riddle:** 7 (Seven-S=Even).

**CASH SALES & HEDGING TOTALS**





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