

GOOD MORNING: 10/17/18 Farm Direction - Van Trump Report

2 messages

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Wed, Oct 17, 2018 at 6:21 AM



"Happiness is not something you postpone or plan for the future, it's a process you design for the present." - Jim Rohn

WEDNESDAY, OCTOBER 17, 2018

[Printable Copy](#) or [Audio Version](#)

Morning Summary: Stock bulls are celebrating the largest "up day" in over two months. Netflix hit a home run after the close, exceeded most all expectations, adding +6.96 million new subscribers globally during the third quarter, easily beating the 5.18 million analysts were forecasting. To be a bit more specific, Netflix gained +5.9 million new subscribers from overseas and +1.1 million from here in the U.S. This should help get the big tech stocks off to a strong start this morning, how we close is a bird of a completely different color. There's an old saying that "amateurs open the market, while the professionals close the market". Meaning most individual investors enter their orders upon reading the headlines in the morning, while most professionals are placing their heaviest action in the final trading hour. Globally, the situation in Saudi Arabia still remains "hot" and a bit unclear for many traders. U.S. Secretary of State Mike Pompeo held talks yesterday with top Saudi leaders, who seem to be acknowledge that missing journalist Jamal Khashoggi was killed at the Saudi consulate in Istanbul, Turkey during an interrogation that went awry. Form what I can gather reading between the lines, it sounds like Saudi leaders are trying to distance themselves from the interrogation, perhaps saying they never gave clearance or authority to conduct the operation, and those who were involved will be punished accordingly by Saudi authorities. In return I suspect leaders in Washington will have little choice but to accept Saudi apologies. Pompeo is now in Turkey discussing details from their perspective. It's worth noting that the U.S. still imports nearly 900,000 barrels of oil a day from the Saudis which amounts to around 5% of our daily usage. Here at home, BlackRock earnings released yesterday showed massive "uncertainty" amongst investors. Normally, I wouldn't discuss yesterday's headlines, but this is worth considering longer-term. BlackRock's revenue was fairly strong at \$3.576 billion for the quarter, and their adjusted earnings per share was up +27% from the year-earlier period, yet their stock fell by more than -5% on news of increasing "outflows" and redemptions from investors. Data showed investors pulled a net -\$3.1 billion out during the latest quarter. More specifically, institutional investors pulled a whopping -\$30.8 billion from BlackRock's index equity funds during the quarter. That's a massive shift compared to Q3 of last year when the company took in a net +\$96 billion from investors. Bottom-line, this is the first time in three-years we've seen investors pull cash from BlackRock. Remember, BlackRock is the worlds largest money manger with just shy of \$6.5 trillion under management, so this has some inside the trade scratching their head a bit. BlackRock CEO Larry Fink said they were seeing more and more clients "pausing," and trying to get their long-term views recalibrated. He said they have clearly seen some de-risking of equities in the wake of rising interest rates. There was a similar report floating around by Morningstar, which showed net inflows into all U.S. mutual funds and ETF's has fallen by about -46% during the first three quarters of 2018 vs. the same period a year-ago. Bears believe we could continue to see less and less money floating around in the stock market, especially if the Fed continues to take an aggressively hawkish stance and follows through with their forecast for hiking interest rates three to four more times during the next 16-months. Perhaps we will all be a bit smarter today after seeing the "minutes" from the Fed's latest FOMC meeting. I'm personally, not buying the argument that higher rates and tighter money is making stocks less attractive. We've seen several historical bull runs during rate hiking environments. In fact, bond yields have essentially been rising throughout most of the year, while the stock market has posted +20 new all-time highs. I just think many large traders and institutional investors have an itchy trigger finger and some deeper concerns about valuations, especially with

some of the larger high-flying tech and momentum type stocks. Since a ton of money has gravitated that direction the past few years, and sitting on huge gains, there's now people looking to get out or shooting before they actually see the whites of their eyes. Many seasoned traders who have been in the investment world for many years might tell you higher rates are often considered a tool to help keep inflation from grossly damaging the economy. The S&P 500 is currently up by +6.5% on the year, Dow up about +5.5%, Nasdaq 100 up about +15%. Most global ETF's for Europe are down double-digits on the year, while the global Chinese ETF (ASHR) is down over -25%, Canada (EWC) down about -6%, Australia (EWA) down about -8%, India (PIN) down about -13%, Japan (EWJ) down about -3%, Brazil (EWZ) and Russia (RSX) are about even on the year.

Today's Economic News, traders are most eager to see today's release of the Fed "minutes", scheduled at 1:00pm CST. Traders will also be digesting updated U.S. Housing Starts, and the EIA Petroleum Status Report. Thursday will reveal Jobless Claims, Philadelphia Fed Business Outlook Survey, James Bullard Speaking. Friday will have the Existing Home Sales number. Earnings reports today include: Alcoa, Crown Holdings kinder morgan, M&T Bank, Northern Trust, US Bancorp, United Rentals. Tomorrow traders await earnings from MEX, Bank of NY Mellon, Canadian Pacific Railway, East West Bancorp, Intuitive Surgical, Novartis Ag, Pay Pal, Philip Morris, PPG Industries, SAP, Skechers, Sonoco, Textron, The Blackstone Group, Travelers to name a few.

Making Many Think... Record JOLTS Report - The JOLTS report was released yesterday and the updated data showed a massive 7.14 million job openings during the month of August. In fact, a record setting number of job openings. The total number of hires also reached a record of 5.78 million. The headline jobless rate for September was 3.7%, its lowest level in 49 years. Bulls see it as just another bullish headlines and further evidence of a strong U.S. economy. Bears on the other hand, see it as a lack of available workers moving forward, a problem that could ultimately slow growth and or perhaps squeeze margins as companies are forced to pay up to gain employees.

Lyft Looks to Further Disrupt with "All-Access Pass": Lyft is offering an "All-Access Pass" 30-day ride subscription for \$299 per month. From what I understand, riders can take 30 rides each month as long the rides cost \$15 or less each. Lyft will also be giving a 5% discount on additional rides over the initial 30. If you take a more expensive ride, then you have to pay the difference. Lyft is clearly starting to position itself as a low-cost alternative to owning cars. Lyft believes they will soon start to tempt people to get rid of their monthly car payments, insurance, maintenance, and gas charges to have someone else do the driving and eliminate the inconvenience of parking and driving. Lyft estimates the average cost of car ownership is \$9,000 yearly while you could pay as little as \$3,588 with this subscription. This all-in-one transportation platform is trying to further disrupt a space it's already disrupted. The car and transportation industry is changing rapidly.

Uber Worth More Than Ford, GM and Chrysler Combined: Uber received proposals from Wall Street banks valuing the ride-hailing tech behemoth at as much as \$120 billion in an IPO scheduled to take place sometime next year, according to The Wall Street Journal. Here's some eyebrow-raising context: That \$120 billion figure is more than General Motors Co., Ford Motor Co. and Fiat Chrysler Automobiles NV are worth combined. (Source: WSJ)

Just Trying To Pass Along More Sound Wisdom:)

Dare to be Different

2018 Van Trump Conference



Strategy - Collaboration - Leadership

2018 VAN TRUMP CONFERENCE



On hand will be several leading market analyst, traders and innovators who will be providing their insight and opinions on both short-term and long-term industry direction and outside investment ideas. You do not want to miss this years special event!

November 28 - 29, 2018

SPECIAL "MASTER MIND" SESSION



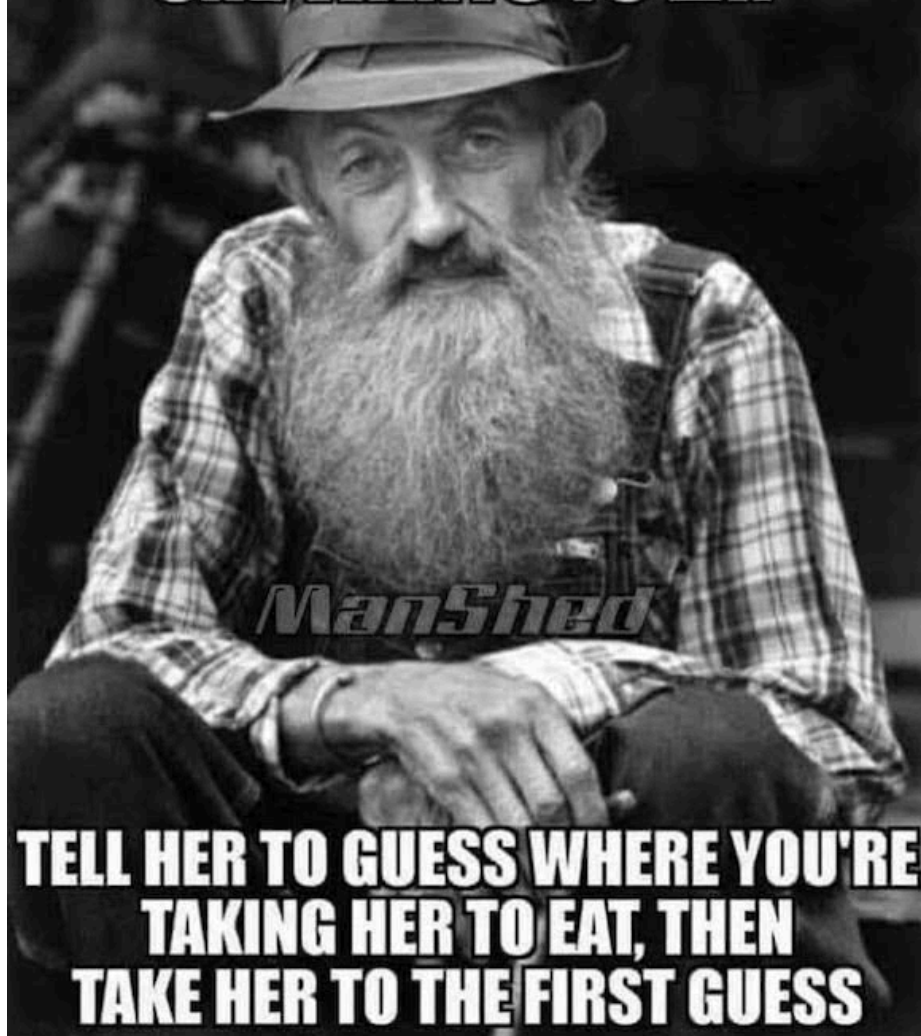
Sit front row in the boardroom with some of the best and brightest! Join us for an exclusively look behind the scenes as several of the top CEO's and leaders openly discuss their next moves in the markets, their current investments, what they see at out on the horizon, along with heated debates about our future.

SPECIAL GUEST SPEAKER

Molly Bloom - One of the most intriguing stories of the past decade. Her story was recently turned into a major hit motion picture called "Molly's Game". The true story of "Hollywood's poker princess" who gambled



**DON'T ASK A GIRL WHERE
SHE WANTS TO EAT**



**TELL HER TO GUESS WHERE YOU'RE
TAKING HER TO EAT, THEN
TAKE HER TO THE FIRST GUESS**

FARM TANK

Tweets of the Day



everything, won big, then lost it all.

"A captivating story that is interesting for a wide audience beyond those who enjoy poker. It's a high stakes adventure providing the layperson a peak into a world few will ever truly know or understand. Molly comes from a family of high achievers. She is no slouch. A champion skier, brains to match. Each time she hit a bump in her life she did not complain, she found a solution with a positive attitude. She offers many fantastic life lessons!"

REDEFINING THE IMPOSSIBLE: "IRON COWBOY"

Don't miss this tale of adventure as James Lawrence 'Redefines Impossible.'

"Meeting the Iron Cowboy had a lasting affect on me. I spent the next few months ruminating about what should be my own personal challenge. James has that effect on you."

"It was like a pep talk for my head. I loved all the real, raw experiences but this also gave me something else that I wasn't expecting. It touched me deeply on a spiritual level and helped me reconnect to my strongest, truest self, someone who now chooses to keep going when life is hard."

"One of the grittiest stories on perseverance I've ever heard. His epiphany that the whole reason quitting is impossible to him is his love for his kids and his wife. That struck an important nerve for me."

"I think of this story every time something seems too hard or impossible. It has truly changed my life! So blessed to have heard it."





Jacob Shaw ✓
@jakesaysyousuck

Following

Why does Kid Rock look like Dr. Phil dressed up as Kid Rock



7:50 PM - 14 Oct 2018



You Had One Job
@YouHadOneJOB

Following

Brilliant advertising for Copenhagen zoo.



9:30 AM - 16 Oct 2018



Weather Wild-Card!

Weather guru Dr. Simon Atkins will be presenting what he is calling one of the most important weather updates and forecasts in years. Join us as he reveals a possible game changer!

Network directly with some of the top CEO's and ag industry executives. Learn first hand how NEW technology and transparency is influencing today's decisions.

Early Bird Special

\$299

regular price \$500

Remember we sold out early last year!

LEARN MORE

WHAT'S HAPPENING IN WASHINGTON



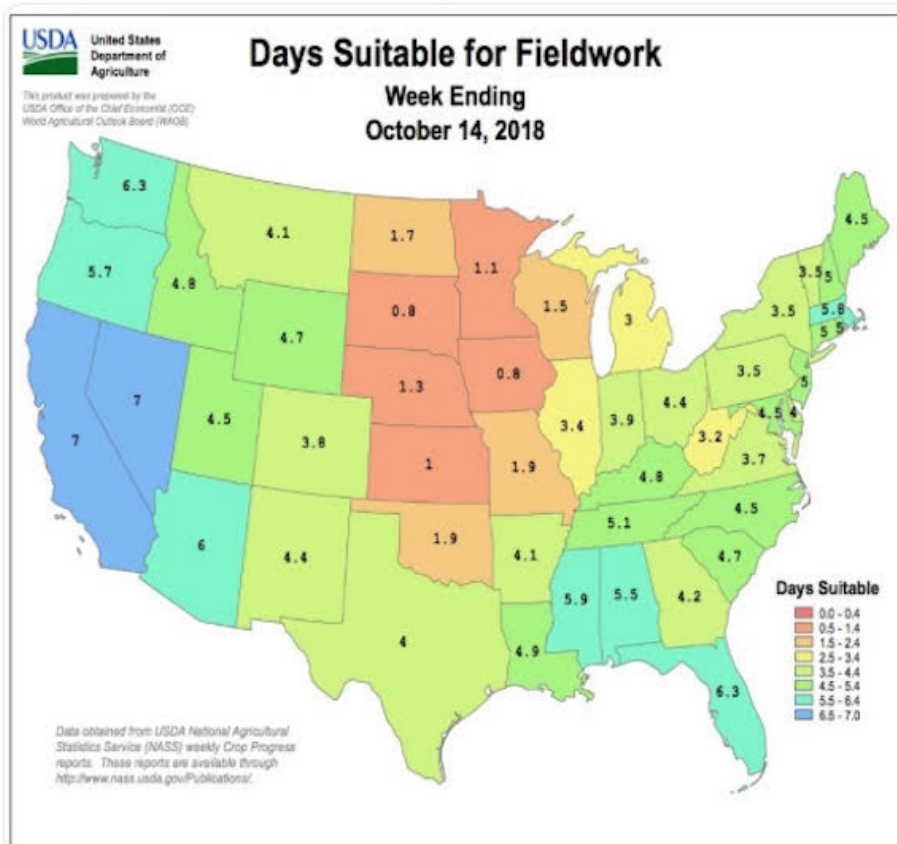
With Washington's every move impacting our future, it's vitally important that we know the latest developments and better understand future direction. Come listen to our team of insiders provide their latest thoughts.



Farm Policy
@FarmPolicy

Following

Days Suitable for Fieldwork Week Ending October 14, goo.gl/BvrizY @USDA, Office of the Chief Economist. #SouthDakota, #Iowa both less than one day.



2:46 PM - 16 Oct 2018

NETWORKING COCKTAIL EVENT Wednesday, November 28th

Collaboration is the Name of the Game

I recently watched comedian Dusty Slay on the Jimmy Fallon Show, then I saw him again on Jimmy Kimmel. I thought he was funny, so we called him up and booked him for the conference. Come kick back and enjoy the show and some good conversation with friends.

Extend your Network by attending!



MARKETING ROUNDTABLE

Kevin Van Trump, Andy Daniels, Mike Mock, Matt Bennett, Chip Nellinger and Todd Gleason talk about the markets and strategies for reducing risk and improved pricing.



Today in History



1777, John Burgoyne -

General and playwright John Burgoyne surrenders 5,000 British and Hessian troops to American General Horatio Gates at Saratoga, New York. General Burgoyne led an army of 8,000 men south through New York in an effort to join forces with British General Sir William Howe's troops along the Hudson River. After capturing several forts, Burgoyne's force camped near Saratoga while a



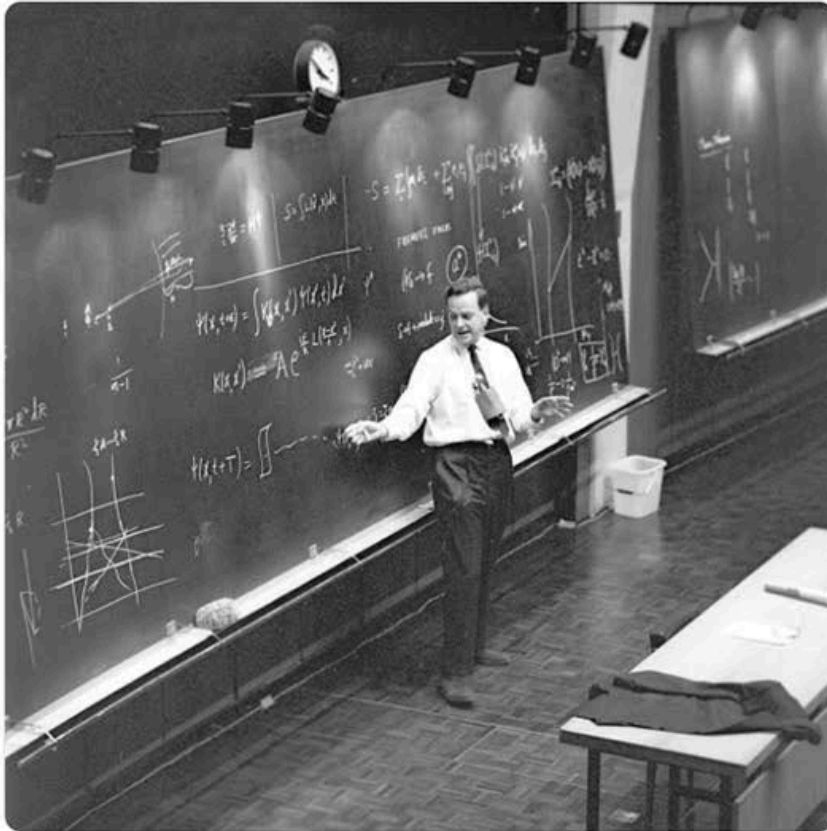
Vala Afshar ✓
@ValaAfshar

Following

We must be careful not to believe things simply because we want them to be true.

No one can fool you as easily as you can fool yourself.

—Professor Richard Feynman #GartnerSYM



7:21 AM - 16 Oct 2018

larger Patriot army under General Gates gathered just four miles away. On September 19, a British advance column marched out and engaged the Patriot force at the Battle of Freeman's Farm, or the First Battle of Saratoga. Failing to break through the American lines, Burgoyne's force retreated. On October 7, another British reconnaissance force was repulsed by an American force under General Benedict Arnold in the Battle of Bemis Heights, also known as the Second Battle of Saratoga. Gates retreated north to the village of Saratoga with his 5,000 surviving troops. By October 13, some 20,000 Americans had surrounded the British, and four days later Burgoyne was forced to agree to the first large-scale surrender of British forces in the Revolutionary War. Burgoyne successfully negotiated that his surviving men would be returned to Britain by pledging that they would never again serve in North America. The nearly 6,000-man army was kept in captivity at great expense to the Continental Congress until the end of the war. Soon after word of the Patriot victory at Saratoga reached France, King Louis XVI agreed to recognize the independence of the United States and French Foreign Minister Charles Gravier, Count de Vergennes, made arrangements with U.S. Ambassador Benjamin Franklin to begin providing formal French aid to the Patriot cause. This assistance was crucial to the eventual American victory in the Revolutionary War.



1835, Texas Rangers -

Texans approve a resolution to create the Texas Rangers, a corps of armed and mounted lawmen designed to "range and guard the frontier between the Brazos and Trinity Rivers." In the midst of their revolt against Mexico, Texan leaders felt they needed a semi-official force of armed men who would defend the isolated frontier settlers of the Lone Star Republic against both Santa Ana's soldiers and hostile Indians; the Texas Rangers filled this role. But after winning their revolutionary war with Mexico the following year, Texans decided to keep the Rangers, both to defend against Indian and Mexican raiders and to serve as the principal law enforcement authority along the sparsely populated Texan frontier. Although created and sanctioned by the Texas government, the Rangers was an irregular body made up of civilians who furnished their own horses and weapons. Given the vast expanse of territory they patrolled and the difficulty of communicating with the central government, the government gave the men of the Rangers considerable independence to act as they saw fit. Sometimes the Rangers served as a military force, taking on the role of fighting the Indians that in the U.S. was largely the responsibility of the Army. From its earliest days, the Rangers were surrounded with the mystique of the Old West. Although popular culture's image of the Rangers is typically one of rough living, tough talk and a quick draw,

neuro mining



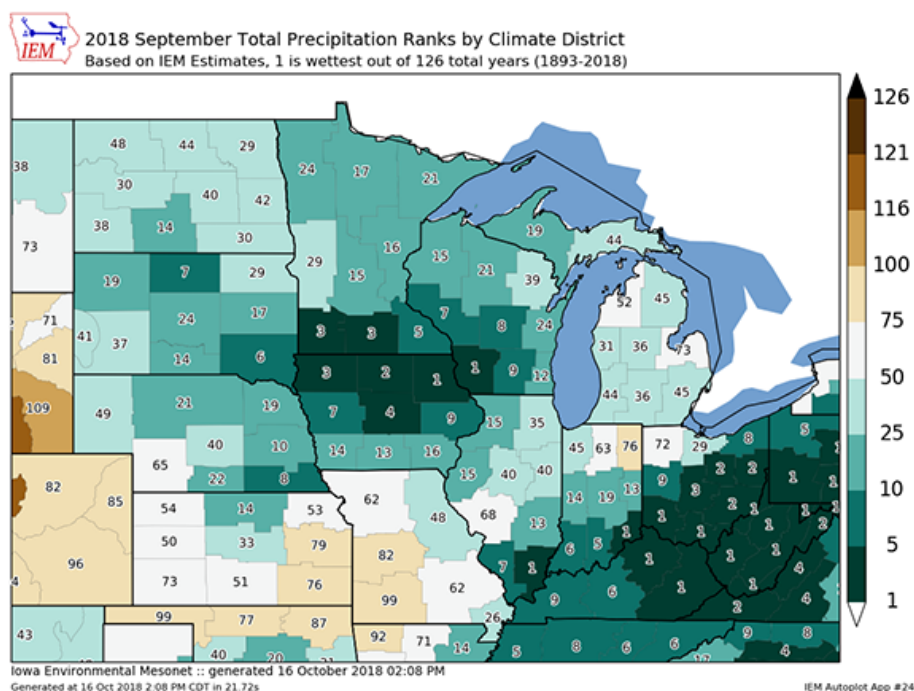
As we age, it gets harder and harder to create new neural pathways in the brain. It's the reason kids find it so easy to learn new things, but as adults it often gets more difficult. Doing brain teasers and solving riddles can be an important part of keeping our brain healthy. The more connections we 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 only come out at night, but not every night and I am not sleeping in the day. In fact I am always there, you just often don't see me

Weather in the Corn Belt saw freeze warnings yesterday across much of the Midwest, with temperatures at the freeze mark as far south as central Missouri. This officially ends the Midwestern growing season. Wet soils are maintaining a sluggish fieldwork pace in the upper Midwest, where just 1 to 5% of the corn and soybeans were harvested during the week ending October 14 in Iowa, Minnesota, Missouri, Nebraska, Wisconsin, and the Dakotas. On the Plains, freezes occurred this morning throughout Kansas and into northern Oklahoma. Meanwhile, a chilly rain is falling across central and northeastern Texas, hampering fieldwork. On October 14, topsoil moisture was 35% surplus in Kansas, along with 31% in Oklahoma, 29% in Texas and 24% in Nebraska. In the South, warm, dry weather is aiding hurricane recovery in Florida, Georgia and Alabama. Looking ahead, cooler weather will continue to cover much of the central and eastern U.S., although warmth will linger in the Southeast and briefly return across the northern Plains and upper Midwest. Precipitation will remain heavy at times across the south-central U.S., where additional rainfall could total 1 to 4 inches or more. Other areas will receive little or no precipitation, with completely dry weather expected during the next 5 days from the Pacific Coast into the upper Midwest.

One of the Wettest Growing Seasons On Record: Looking at precipitation ranks by climate District, this growing season was one of the wettest on record. Map below shows precipitation from the beginning of May to current day and looks back at 126 years of rainfall data. Much of the Corn Belt has seen either their wettest or top-10 wettest year on record. Pretty eye-opening... You can check this chart out or create your own by going to the Iowa State University Mesonet website [HERE](#).



Corn traders continue to debate U.S. yield and how much if any reductions the USDA will be making based on harvest weather hiccups? From what I can gather, the over-under bet right now remains an average of 180 bushels per acre. Bears think the yield will remain slightly above 180 bushels per acre, bulls believe we ultimately end up just shy of 180 bushels per acre. Weather in South America remains cooperative and most sources are looking for a sizable jump in total corn production. Early talk coming out of Brazil is for a crop north of +95 MMT, which would be significantly higher than last year's 82 MMTs. Keep in mind, during the 2016-17 crop year Brazil harvested a 98.5 MMT corn crop, so there's clearly room for massive improvement compared to last year. As for Argentina, most all sources are showing early forecasts north of +40 MMTs, which is also significantly higher than the 32 MMTs they harvested last year. In other words, if weather cooperates, the global balance sheet could be chewing on an additional +20 to +25 MMTs of South American corn. As a producer, I've taken the opportunity on the rally to eliminate a large portion of my price risk. I think there could be some windows of opportunity in Q1 of 2019, but I want to be able to sleep at night between now and then. Staying cautious and hoping the strong demand story can

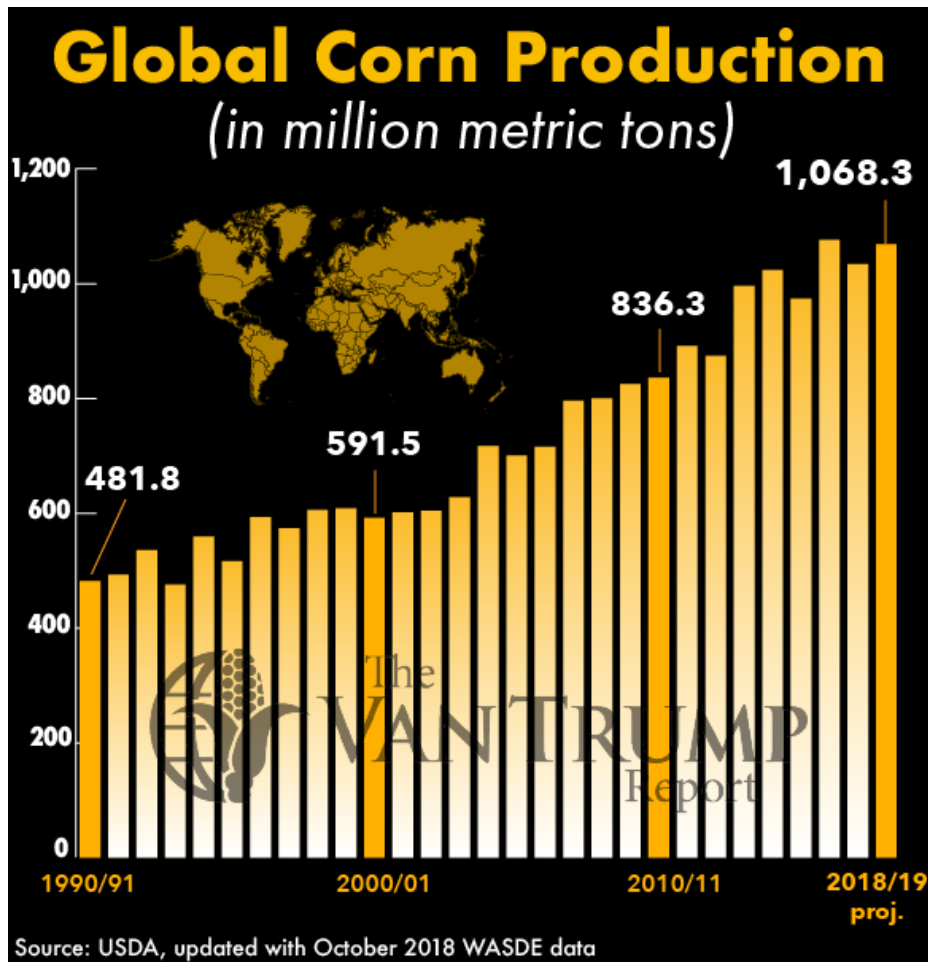
Ranger Captain John "Rip" Ford described the men who served him as thus: A large proportion ... were unmarried. A few of them drank intoxicating liquors. Still, it was a company of sober and brave men. They knew their duty and they did it. While in a town they made no braggadocio demonstration. They did not gallop through the streets, shoot, and yell. They had a specie of moral discipline which developed moral courage. They did right because it was right. As it happened with many Old West myths like Billy the Kid or Wyatt Earp, the Rangers' legendary aura was in part a result of the work of sensationalistic writers and the contemporary press, who glorified and embellished their deeds in an idealized manner. While some Rangers could be considered criminals wearing badges by a modern observer, many documented tales of bravery and selflessness are also intertwined in the group's history. At other times the Rangers mainly served as the principal law enforcement power in many frontier regions of Texas, earning lasting fame for their ability to track down and eliminate outlaws, cattle thieves, train robbers, and murderers, including such notorious bandits as John Wesley Hardin and King Fisher. Even as late as the first two decades of the 20th century, the state of Texas continued to rely on the Rangers to enforce order in the wilder regions of the state, like the oil boomtowns along the Rio Grande. Increasingly, though, some Texans began to criticize the Rangers, arguing that they used excessive violence and often failed to observe the finer points of the law when apprehending suspects. As a result, in the 1930s, the state won control over the Rangers, transforming it into a modern and professional law enforcement organization.



1984, Baby Fae - American infant Stephanie Fae Beauclair was born in 1984 with hypoplastic left heart syndrome. She became the first infant subject of a xenotransplant procedure and first successful infant heart transplant, receiving the heart of a baboon. Though she died within a month of the procedure, she lived weeks longer than any previous recipient of a non-human heart. The procedure, performed by Leonard L. Bailey at Loma Linda University Medical Center, was successful, but Fae died 21 days later of heart failure due to the rejection of the transplant. The rejection is thought to have been caused largely by a humoral response against the graft, due to Fae's type O blood creating antibodies against the type AB xenograft. The blood type incompatibility was seen as unavoidable: fewer than 1% of baboons are type O, and Loma Linda only had seven young female baboons—all of which were type AB—available as potential donors. A baboon heart was used as there was no time for a suitable human heart to be found. It was hoped that the transplant could be replaced by an allograft at a later date, before Fae's body began generating

continue to keep prices somewhat supported. Wanting to desperately avoid being a part of a slow grind lower...

2018 Fall Harvest Price: Corn \$3.67



Soybean bears are pointing to a dryer and warmer U.S. forecast for the second half of October. Bulls are pointing to harvest complications for a large portion of the Western belt. Most concerning perhaps is the fact our top-producing state of Iowa is reported it's slowest ever pace for harvesting the crop. The USDA estimated the total U.S. harvest as being the slowest in nine-years. The question now being debated is how much yield loss or drag will be seen as the crop sits delayed in the field? In Brazil, planting seems to be off to its quickest start ever on a record number of acres. I'm also hearing as a whole, producers in Brazil are receiving cooperative weather and most inside sources are still making early predictions for another record crop north of +120 MMTs. As for Argentina, most sources are penciling in early estimates for a crop north of +56 MMTs vs. just under 38 MMTs harvested last year. In other words, many are thinking South America could produce +20 to +25 MMTs more than last year. Throw on top the ongoing trade uncertainties involving the worlds #1 buyer of soybeans and you have a fairly strong case for the bears. Until something significant changes in regard to weather in South America and or Chinese trade relations, I still see the top-end as fairly limited.

2018 Fall Harvest Price: Soybeans \$8.62⁴

isohaemagglutinins, but a suitable donor could not be found in time. Prior to the procedure, no infant heart transplant—even with human hearts—had been successfully performed due to a lack of infant human hearts. To address this issue, Bailey had become a pioneer in the research of cross-species heart transplants, which had included "more than 150 transplants in sheep, goats, and baboons". Multiple surgeons had previously experimented with baboon heart implants, leading some to speculate even that baboons could be farmed in the future for such purposes. When asked why he had picked a baboon over a primate more closely related to humans in evolution, Bailey replied, "I don't believe in evolution." Though she died within a month, Baby Fae, at the time of her death, had lived two weeks longer than any previous recipient of a non-human heart. The procedure was subject to a wide ethical and legal debate, but the attention that it generated is thought to have paved the way for Bailey to perform the first successful infant allograft heart transplant a year later. The Baby Fae case, and Bailey's role in it, has been a popular case study in the realm of medical ethics. There were questions as to whether parents should be allowed to volunteer children for experimental medical procedures, and whether the parents themselves were properly informed by Bailey. Although Fae's full name was not made public at the time of the procedure, her mother chose to reveal herself in 1997.

Upcoming Events

Thur. 10/18 - Export Sales

Fri. 10/19 - Cattle on Feed, Milk Production

Mon. 10/22 - Crop Progress

Thur. 10/25 - Export Sales

Mon. 10/29 - Crop Progress

Wed. 10/31 - Halloween

Thur. 11/1 - Export Sales

Fri. 11/2 - Monthly Unemployment

Sun. 11/4 - Daylight Savings Time Ends (turn clocks back and gain an hour)

Mon. 11/5 - Crop Progress

Tues. 11/6 - Midterm Election

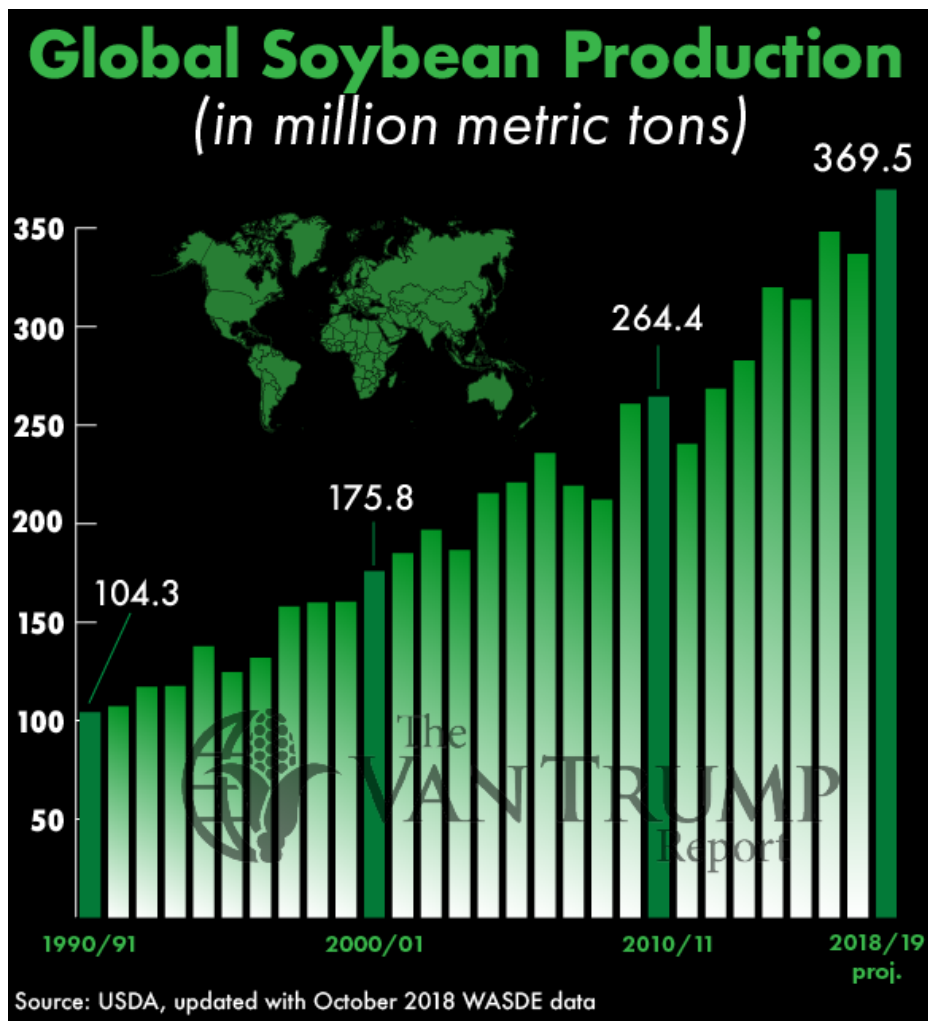
Wed.-Thur. 11/7-11/8 - FOMC Meeting

Thur. 11/8 - Export Sales, USDA Supply and Demand, Crop Production

Mon. 11/12 - Veterans Day; US Markets Open

Tues. 11/13 - Crop Progress

Thur. 11/15 - NOPA Crush



Wheat remains in a narrow trading range with little fresh or new in the headlines. Bulls want to continue pointing towards higher prices coming out of Russia as well as planting delays in the U.S. perhaps ultimately taking some acres out of play. There's also the continued bullish arguments surrounding weather complications in parts of the European Union, Argentina, Australia and pockets inside Canada. Bears continue to talk about lack of major interest in U.S. wheat exports and a more than ample U.S. balance sheet. Saying there's really no need at this juncture for additional "risk-premium". If U.S. export demand were to pick-up or further complications or restrictions from the Black Sea region where to limit available supply, then perhaps yes, some additional risk-premium would be justified. As both a produce and a spec, I remain conservatively bullish, but understand the bearish positioning, hence the reason I continue to believe it's going to take some time for the cards to play out in our favor. Keep in mind, we are also not getting a lot of current help from the macro space, where everyone is more worried about a strengthening U.S. dollar, rising interest rates, and the very real possibility of a slowing global economy.

Fri. 11/16 - Export Sales

Mon. 11/19 - Crop Progress, Milk Production

Wed. 11/21 - Cattle on Feed, Cold Storage

Thur. 11/22 - Thanksgiving; US Markets Closed

Fri. 11/23 - Export Sales, Black Friday

Mon. 11/26 - Last Crop Progress, Cyber Monday

Wed.-Thur. 11/28-11/29 - [2018 Van Trump Conference](#)

Thur. 12/6 - Export Sales

Fri. 12/7 - Monthly Unemployment

Tues. 12/11 - USDA Supply and Demand, Crop Production

Thur. 12/13 - Export Sales

Mon. 12/17 - NOPA Crush

Thur. 12/20 - Export Sales

Fri. 12/21 - Quarterly Cold Storage, Hogs and Pigs, Monthly Cattle on Feed, Personal Income

Mon. 12/24 - Christmas Eve; Market Closes at Noon CST

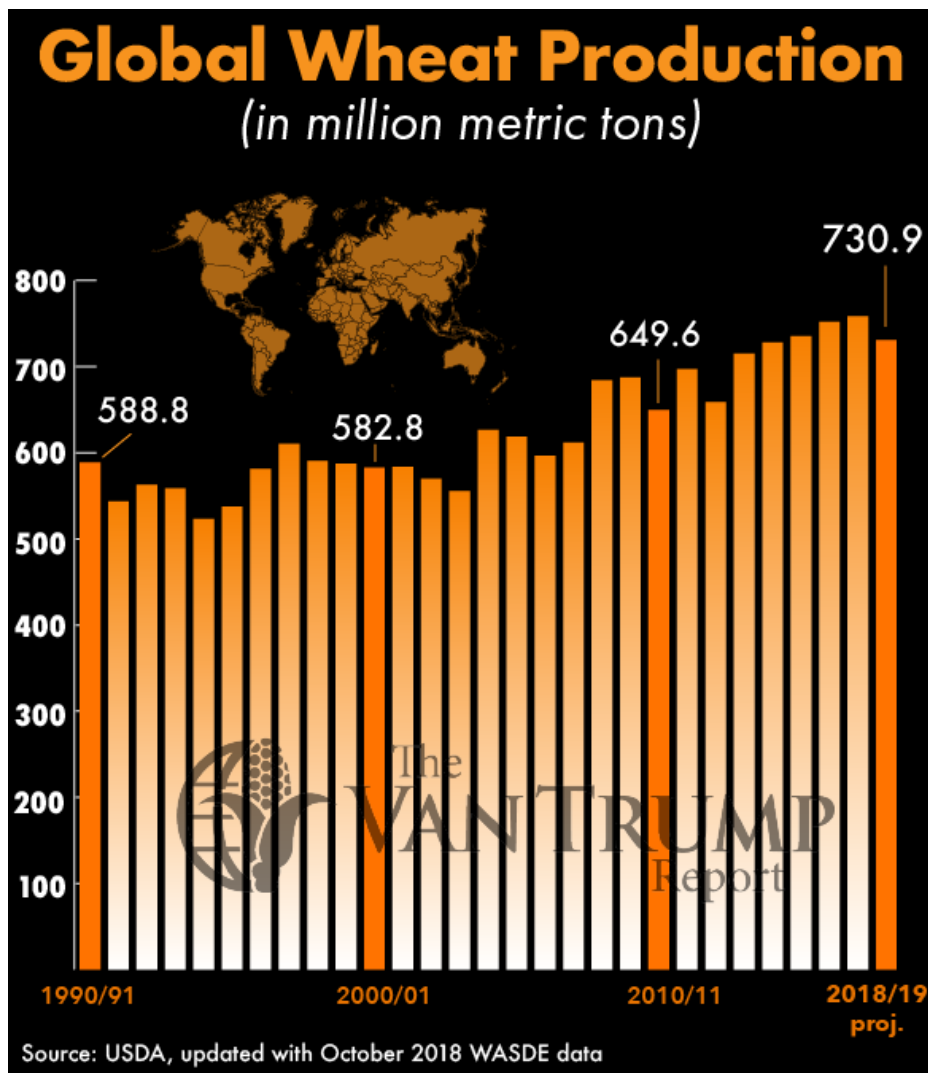
Tues. 12/25 - Christmas Day; US Markets Closed

Fri. 12/28 - Export Sales

Kevin's Song of the Week



Kevin's Song of the Week



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



> **Coffee Price Crisis:** Coffee farmer associations representing more than 30 producing countries in Latin America, Africa and Asia have sent a joint letter to many of the world's largest coffee buyers that urgently calls for action in response to the current coffee price. Back in August, coffee prices on the ICE futures exchange fell below \$1 per pound. While that price has rebounded slightly, they are still below the cost of production for millions of coffee farmers. Farmers in some areas are abandoning farms to look for better opportunities in other countries, or converting farms to illicit crops such as cocoa. (Source: DailyCoffeeNews)

> **The USDA Pushes Through African Swine Fever Vaccine:** A New Jersey-based company, Zoetis, will have sole rights to market a first-of-its-kind vaccine for the deadly African swine fever a disease threatening pork production in China and Eastern Europe. (Source: FeedStuffs)

> **Russian Wheat Gets Brazilian Approval:** Wheat purchased from Russia met with approval from Brazilian wheat mills after the countries signed a phytosanitary protocol last year lifting a ban on Russian supplies. After a successfully milling of the initial purchase, Brazil has reportedly ordered another 30,000 MT for this month.

> **Mexico to Stop Exporting Crude:** Mexico will use its oil domestically with no exports once President-elect Andrés Manuel López Obrador takes office on Dec. 1 according to reports. From what I'm hearing Mexico will only produce what is needed. Keep in mind the U.S. purchased an average of 608,000 barrels of crude oil per day from Mexico last year.

> Livestock Groups Want Longer Trucking Hours: *The National Cattlemen's Beef Association and others are petitioning the Department of Transportation to increase the amount of time for which truckers can drive. Current federal regulations limit truckers to 11 hours of driving time and 14 hours of total On-duty time. The ag groups want to see the drive time increase to 15 hours per day and total on-duty time to 16 hours daily, following 10 consecutive hours off. They hope this will help drivers make deliveries on time.*

> Insight Into Arrest of Chinese Official Stealing U.S. Secrets: *The arrest of a Chinese agent on espionage charges is aimed at Chinese trade negotiators. The senior Chinese officer was lured to Belgium last April by U.S. agents where he was promptly arrested. He was then extradited to the U.S. on October 9. He is accused of targeting several aerospace companies, including GE Aviation. Ultimately, the arrest is big card for Trump to play at home in negotiations with China. For now, the spy is being held in a Cincinnati prison and, if convicted, faces up to 25 years in jail. (Source: Washington Post)*

> iPhone Has a New Rival: *Huawei recently surpassed Apple as the world's second-biggest smartphone seller after Samsung last quarter. Huawei launched the Mate 20 and Mate 20 Pro, which features the ability to charge your phone wirelessly from another phone. Huawei calls this "reverse wireless charging" where one smartphone can turn into a charging pad for another compatible phone. The company says it can charge a phone to 70 percent of battery life in just 30 minutes through this new charging method.*

> Amazon's New Water-Resistant Kindle: *Amazon recently upgraded the Kindle Paperwhite and it's probably the e-reader you should buy if you're in the market for a new one. It's now water-resistant and can be dropped into water up to 6 feet for 30 minutes without getting damaged. Amazon also added Bluetooth to this device. The device is also thinner and lighter than last year's model and has one additional LED light. This device is also \$100 cheaper than last year's model, which will start at \$130.*

> UnitedHealth Shares Rise After 3rd Quarter Earnings: *UnitedHealth reported better-than-expected 3rd quarter earnings and revenue yesterday mainly driven by higher membership growth. The company said it added 2.8 million more customers year-over-year in the quarter. UnitedHealth earnings rose 28% to \$3.41 per share and total revenue rose 12.4% to \$56.56 billion. Analysts on average expected earnings of \$3.29 per share on revenue of \$56.34 billion.*

> Carl Icahn Takes Significant Stake in Dollar Tree: *Reports have said Carl Icahn has taken a stake in Dollar Tree, but his plans for the company were not exactly clear. Dollar Tree shares went up nearly 6% after the New York Post reported that Icahn has been building a stake in the struggling discount retailer. Keep in mind, in 2014 Icahn built a large stake in Family Dollar that eventually was bought by Dollar Tree. Dollar Tree paid \$8.5 billion for the company Icahn's firm made about \$200 million from the deal.*

> Little Changes Make A big Financial Difference At Walmart: *Imagine saving millions of dollars just by changing light bulbs and floor wax. It's exactly what Walmart is doing. The retail giant says switching to LED lights in its parking lots cut its annual energy costs by \$200 million. A change in the floor wax it uses cut costs by \$20 million a year because the floors need to be buffed less often. That's savings on a major scale. (Source: CNBC)*

> Amazon Closes In On 100 Million Prime Members in the U.S.: *Incredibly, Amazon introduced the Prime membership program in the U.S. in 2005. Since then, the price for the membership has gone up but so has the benefits. Amazon's ongoing effort to make Prime membership more attractive to customers appears to be paying off. According to estimates published by Consumer Intelligence Research Partners [PDF], the number of Prime members in the U.S. has grown from 47 million to 97 million over the past three years. More importantly though, the Prime program looks to be very effective at achieving its main goal: creating loyal customers and getting them to spend a lot of money. CIRP estimates that Prime members spend an average of \$1,400 a year on Amazon, compared to \$600 for non-members. (Source: CIRP, Statista)*

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..."

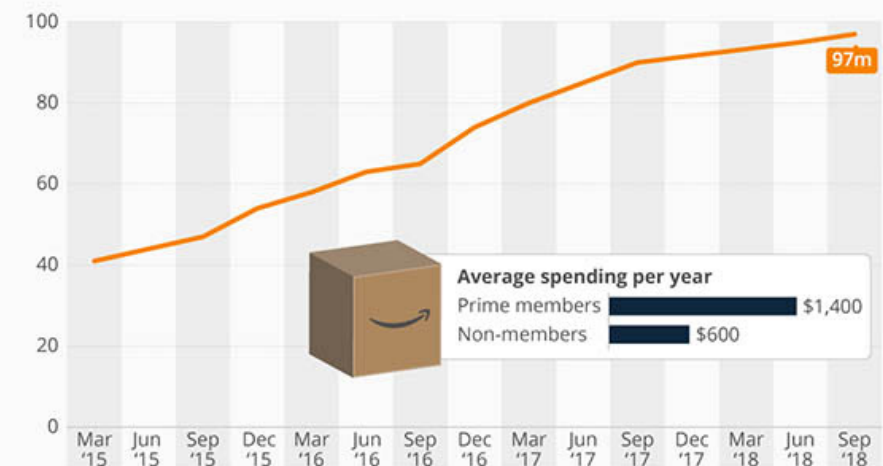
I'm more of a long-term player, therefore you will not see me give many short-term suggestions or trade ideas. One of my most important rules is that I always follow my long-term direction. Therefore, as long as I am "bullish" a market I will only play that particular market in one of three ways.

- 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.

Amazon Closes In on 100 Million Prime Members in the U.S.

Estimated number of Amazon Prime members in the United States*



© StatistaCharts

* as of September 30, 2018

Source: Consumer Intelligence Research Partners

statista

FROM THE FIELD

Southcentral Kansas – We are at least a week, maybe 10 days from getting back in the field and harvesting without rutting up the field. Chance are we are going to get back out there and just dig the tires in because this year is going poorly, and we can't afford to wait at this point. The soybeans are splitting so bad you can see them from the road. We have about half our beans out but there are a lot of guys that only have 15% of harvest complete. I can't remember a year that was this bad in my farming history. We have never been in danger of not getting the crop out but this year the fear feels more real. Usually we have at least some wheat acres planted but this year we have zero and our insurance deadline is right around the corner on October 20th. Like I said we have a minimum of a week before we can plant and then another 2 weeks of planting so the last wheat that is sowed will be November 4-7th if we are lucky. I think we need a month of nice weather for all the standing water to clear out.

Northern Minnesota – The snow has finally melted off. We had about 8 inches of snow. Now we are waiting for the top soil to dry up, because it's a little muddy on the top. It's just a little greasy on the top so we would have trouble getting the trucks in and out of the fields. We have maybe another 2-3 days of soybeans left, and we haven't started on corn yet. We have been so cold here that the beet growers have to let the ground thawed and then the beets have to unfreeze because if they piled them right now they would go bad. We have also seen the soybeans basis slide a little against us in the last week. The coop went from \$1.40 to \$1.50 and they are not offering bids for next year. We are hoping that we will be back in the field on Thursday.

Southcentral Manitoba - We have a blanket of snow up here that has kept us out of the field. It looks like at least a week before anything may happen. We farm Spring wheat, soybeans and canola. It was a good year and not sure if there will be damage to the beans if they stay in the field much longer. The colder than normal temps at this time of year could definitely create a yield drag if we can't get to them soon. If memory serves me well, this is the earliest we have dealt with these weather conditions that I can remember. I'm hearing guys in Alberta are struggling with some damage and the quality of their bean crops and have seen significant losses. Nothing new going on up here, we grow what we can and are not seeing any moves to introduce new crops.

CROSSING WIRES

A place to share intelligent thoughts...

GB Sciences Has Its First Hemp Harvest: GB Sciences, Inc. announces the harvesting of its first hemp crop in association with the Colorado Hemp Project. Following closely on the overall philosophy and strategy of the Company, hemp is

Farm Direction

RECIPES

FAMILY FAVORITES

- SENT IN BY OUR READERS -



Italian
Melt-In-Your-Mouth
Meatballs

CLICK TO SEE RECIPE

planned to provide both a reliable source of hard to find cannabinoids and terpenes necessary to manufacture cannabis-based medical formulations and also provide a fresh revenue source through the sale of bulk hemp oil and other hemp related products. Keep in mind that hemp, provides a much larger volume of these valuable compounds, and very little THC. In fact, legally less than .03% by volume. We are definitely seeing a growth in this sector and are watching it closely. Learn more [HERE](#) on what GB Sciences is doing.

66 Foot Viking Ship Discovered 18 Inches Below the Ground: When archaeologists began to digitally scan the area close to Jell Mound, a burial site in Østfold County, Norway, they likely expected to find a few skeletons. But what they found was far more than simply some old bones. Beneath the cemetery was a 66-foot Viking ship, buried about 1.5 feet beneath the ground, according to a press release sent out this week by the Norwegian Institute for Cultural Heritage Research. Right now, there are more questions than answers about this mysterious ship: Where did it come from? How did it get there? How old is it? And how much of it, beyond the keel and floor timbers visible from radar scans, is left? Read more to [HERE](#) to find out what Archaeologists are thinking.

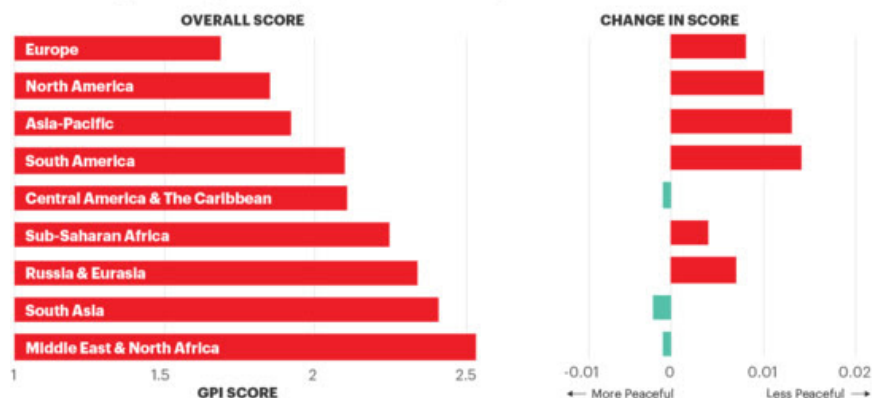
Deliberate Practice is How You Get Better: If you want to become elite at what you do, you need to consistently get better. It's been shown that most doctors become worse at their job over their career. They are at their height when they come out of medical school and slowly get worse over time. Why? Because they stop learning. Experience enough isn't how you get better. Continually improving your experience and process is how you get better — this is what psychologists call "deliberate practice." Another word for Deliberate Practice is what Cal Newport calls, "Deep Work," which is rare in our distracted world. Hence, high performance is rare and most people remain mediocre despite putting in LOTS of hours every day. Most people's days are not "deliberate" or designed for high performance. Every single day could be looked at like a "rep." Like another workout. Like another opportunity to get better. But very few people look at their days like this. Most people are simply doing the same thing over and over. Read more [HERE](#) on how you can become more deliberate.

How Student Debt Isn't Just a Millennial Problem: Skyrocketing student debt is particularly devastating for young adults. But it's not just millennials who are delaying life's major milestones because of their loan burdens, according to a new report by the Association of Young Americans, or AYA, and AARP, an association representing the interests of Americans over age 50. Debt from student loans is also standing in the way for Generation X and baby boomers, the report said. According to the association, the trillion dollar student loan debt has been a barrier in making key life decisions and planning for the future for all generations. Read more [HERE](#) on the impact of educational debt.














What Are The World's Most Peaceful Countries? The GPI, produced by the Institute for Economics and Peace, ranks 163 independent states and territories by their level of peacefulness, based on three "domains": Safety and Security; Ongoing Domestic and International Conflict; and Militarization. Right now there are 13 countries topping the annual index, where the state of peace is "very high". Iceland is the most peaceful country again, a position it's held since 2008, followed by New Zealand and Austria. It's worth noting that for eight of the last 10 years, the world has gradually become a less peaceful place, due largely to increased terrorism and internal conflict, according to the Global Peace Index (GPI). In the past year alone, the global level of peace has dropped by 0.27%, the fourth such drop in a row, as tensions and conflicts, particularly in the Middle East, remain unresolved. Read more [HERE](#).

Regions by overall peacefulness, 2018 & change in peacefulness, 2017-2018

The four most peaceful regions all experienced deteriorations in peacefulness.



Source: IEP

RANK	COUNTRY	SCORE	CHANGE
1	 Iceland	1.096	↔
2	 New Zealand	1.192	↔
3	 Austria	1.274	↑ 1
4	 Portugal	1.318	↓ 1
5	 Denmark	1.353	↔
6	 Canada	1.372	↔
7	 Czech Republic	1.381	↔
8	 Singapore	1.382	↑ 3
9	 Japan	1.391	↓ 1
10	 Ireland	1.393	↑ 2
11	 Slovenia	1.396	↓ 1
12	 Switzerland	1.407	↓ 3
13	 Australia	1.435	↔



BROUGHT TO YOU BY:



During 2018, iSelect, The VanTrump Report and The Yield Lab Institute are sponsoring a series of weekly webinars featuring the best in agriculture innovation. Agrifood Conversations is all about driving innovation and each month will highlight a specific theme, from biologicals to vertical farms, featuring emerging topics such as soil health, biologics, plant genetics, vertical farming, precision agriculture, herd health and management, and aquaculture, to name a few. Once a quarter, we'll open up the conversation with a panel of experts on that month's topic. Learn about new trends in ag, connect with industry leaders and discover new solutions.

Join us each Thursday at 3pm CT for [Agrifood Conversations](#).

REGISTER NOW



Learn More About "NanoGuard"

Title: Preventing Foodborne Illnesses with Antimicrobial Cold Plasma Technology

Time: Thursday, October 18 @ 3:00 pm CT

Cold plasma is a highly energized gas stream that is formed by exposing a gas to high voltage. This high voltage strips electrons from the gas molecules and forms Reactive Gas Species that are antimicrobial and that can be used to reduce the natural microflora -- bacteria, yeast, molds, and fungi that exist on food products, sometimes causing foodborne illnesses and other problems. Once the plasma is de-energized, the reactive gas species return to their native state leaving no residues on the treated product. NanoGuard is developing cold plasma technology that can be applied across many different ag markets including, fresh produce, foods, meat, grains, water treatment and more. The market potential for this technology in these market segments has been estimated at \$1.1 billion, while the U.S. grains and oilseed milling and the animal feed manufacturing markets are estimated at many times that figure. Learn how one company is bringing this technology to the modern ag industry at "Preventing Foodborne Illness with Antimicrobial Cold Plasma Technology," a webinar to be held at 3 pm CT on October 18th featuring Larry Clarke, CEO of NanoGuard.



The "Coolest" Concept in Fitness

Brrrn is the world's first cold-temperature fitness studio. The inside of this gym is kept at a temperature anywhere from 45 to 50 degrees. Brrrn has found out that turning the thermostat down while working out improves the workout experience and provides a ton of benefits to our health and well-being. Brrrn also says cold air during exercise helps you burn fat and more calories. Brrrn states, "You burn more calories working out in the cold because your body is not only exercising, but it's also working to raise your core temperature, so it's working harder." Brrrn is located in Manhattan's Flatiron District and has a 1,300-square-foot workout space. The gym also has an eight-seat infrared sauna. Brrrn also encourages the use of this infrared sauna after classes because it helps improve blood circulation, relieves pain and relaxes the body. One class at this gym costs \$34, which is relatively cheaper than many gyms in the area. A monthly membership to this gym ranges anywhere from \$299 to \$399 depending on what you want. The gym offers 3 classes a day including the flow, slide, and hit workouts. Click [HERE](#) to learn more about Brrrn and check out their classes below.

Flow is a 50-minute yoga and mobility inspired series performed at 60-degree temperatures. There are no yoga mats needed for this class, but you do need sandbells.

Slide is a 50-minute core and cardio series performed at 55-degree temperatures. The workout features the slide board to improve balance, mobility, sculpt legs, strengthen inner thighs, and improve core strength.

Hit is a high-impact strength training class using dumbbells and a battle rope with the temperature set at 45 degrees. The only thing needed for the class is battle ropes, dumbbells, sandbells.

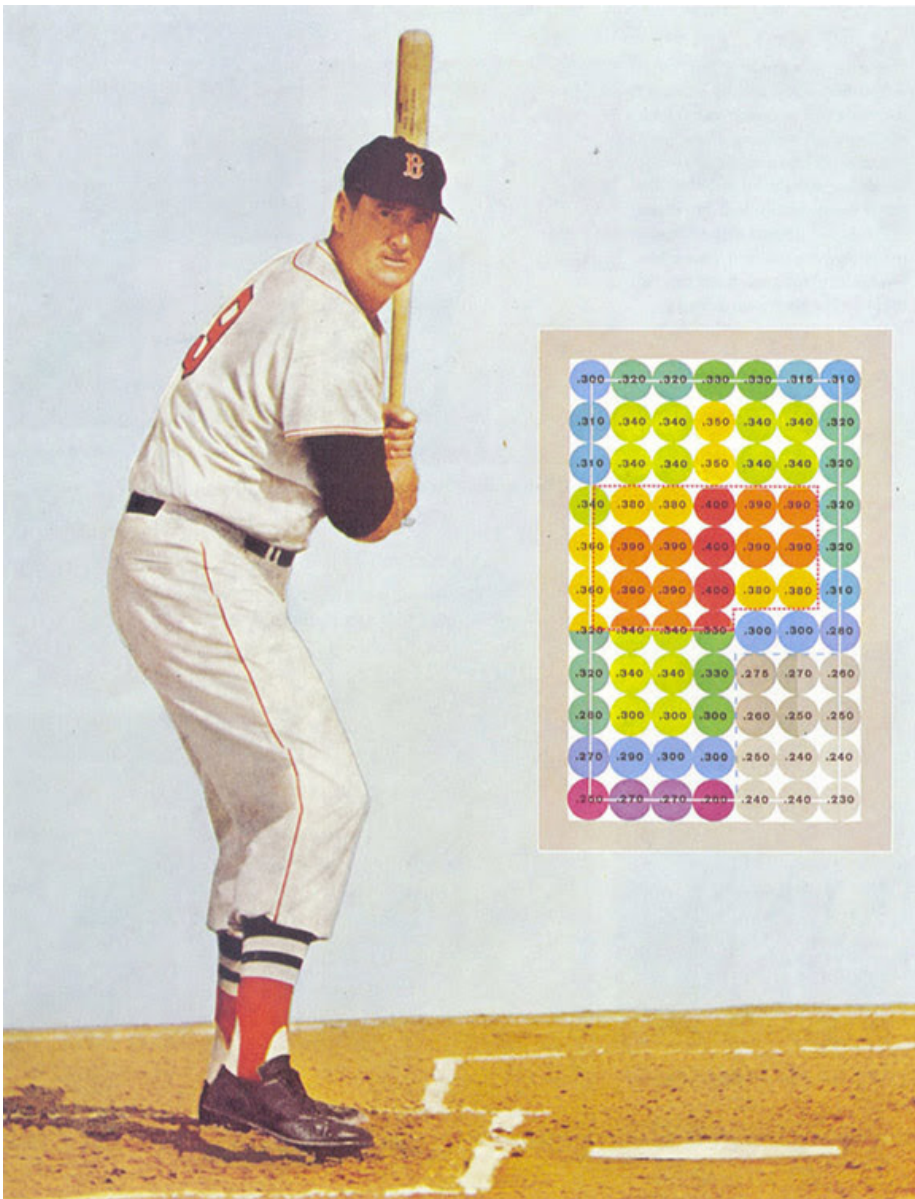


Life and Business Tips from Ted!

The picture below of Ted Williams, is something I like to look at and review frequently. I like to believe it helps me better understand myself and more importantly my weaknesses. Ted Williams was the last player in major league baseball history to hit .400. It was back in 1941, when Williams, Boston Red Sox's, played a double-header against the Philadelphia Athletics on the last day of the regular season that Williams got six hits in eight trips to the plate, to boost his batting average to a whopping .406. In addition to his .406 batting average (no major league player since him has hit .400) the left fielder led the league with 37 homers, 135 runs and had a slugging average of .735. The following year, 1942, Williams won the American League Triple Crown, he again had the highest batting average, and this time most RBIs and most home runs. He duplicated this feat again in 1947. By June of 1960, he became only the fourth player in major league history to hit +500 homers. He was selected to the All-Star team an amazing 17 times. His achievements are all the more impressive because his career was interrupted twice for military service: Williams was a Marine Corps pilot during World War II and the Korean War and as a result missed a total of nearly five seasons from baseball. I should note, Williams joined the league in 1939, and went on to play his entire career with the Red Sox, playing his final game exactly 19 years later, on September 28, 1960, at Boston's Fenway Park, ironically hitting a home run in his last trip to the plate. There's no debating the fact, Williams was one of the best hitters to ever play the game. A little bit of information that very few people have heard, is how Williams trained himself to be such a good hitter. In fact many great investors and business leaders have since adopted and used the same technique to help them improve their overall performance. Below are the Ted Williams Rules from his "Science of Hitting" book that is worth learning to incorporate into your own life.

Get a Pitch You Can Hit: *My first rule of hitting was to get a good ball to hit. I learned down to percentage points where those good balls were. The box shows my particular preferences, from what I considered my "happy zone" - where I could hit .400 or better - to the low outside corner - where the most I could hope to bat was .230. Only when the situation demands it should a hitter go for the low-percentage pitch. As in life and business, plot out the pitches you know you can hit and then wait for the right ball to swing at.*

Learn The Strike Zone: *Since some players are better high-ball hitters than low-ball hitters, or better outside than in; each batter should work out his own set of percentages. But more important, each should learn the strike zone, because once pitchers find a batter is going to swing at bad pitches he will get nothing else. The strike zone is approximately seven balls wide (allowing for pitches on the corners). When a batter starts swinging at pitches just two inches out of that zone (shaded area), he has increased the pitcher's target from approximately 4.2 square feet to about 5.8 square feet - an increase of 37 percent. Allow a pitcher that much of an advantage and you will be a .250 hitter. As for business, make certain you are looking well into the future and both know and understand how the overall strike-zone might adjust and change. Pitches you thought were balls might soon be called a strike. Just look at what's happening in the energy space or with our traditnal retailers. Investments in alternative energies, like electric vehicle and fracking are reshaping the energy sector. Amazon and other online retailers have clearly changed the face of retail. Bottom-line, the strike zone can and does often change, make certain you paying very close attention.*

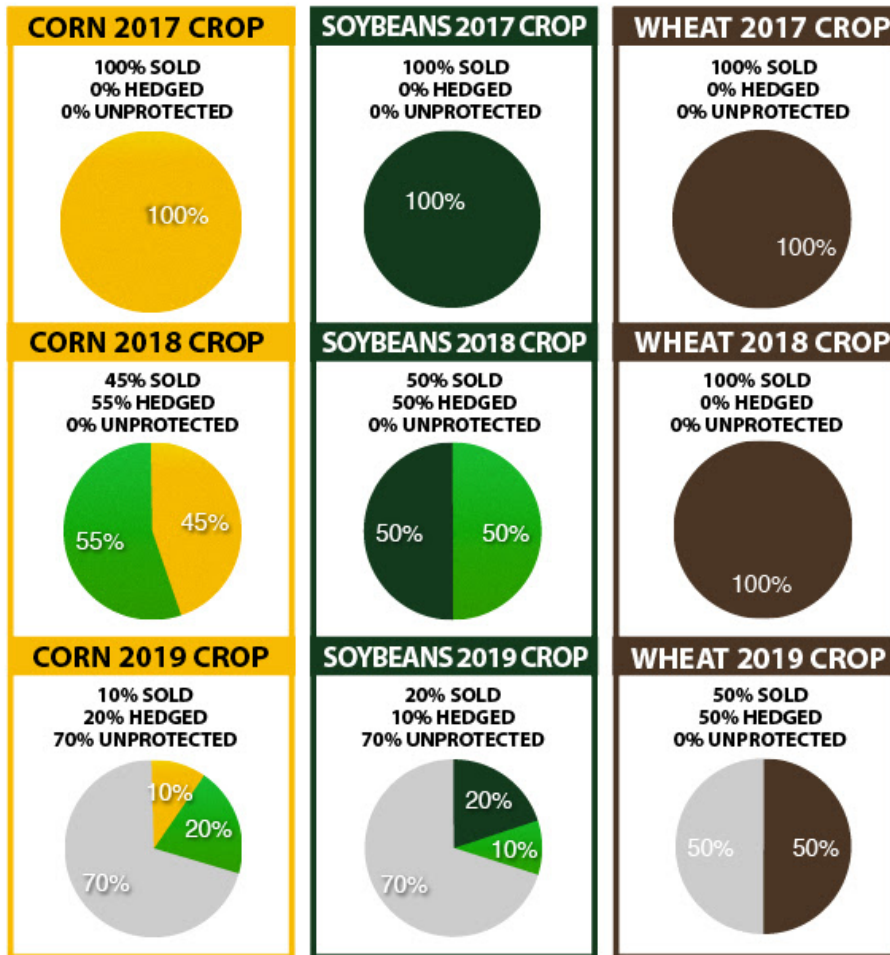


ANSWER to riddle:

The moon

CASH SALES & HEDGING TOTALS

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