

GOOD MORNING: 10/30/18 Farm Direction - Van Trump Report

1 message

The Van Trump Report <reply@vantrumpreport-email.com>

Tue, Oct 30, 2018 at 7:00 AM

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"Many of the words greatest feats were accomplished by people not smart enough to know they were impossible." - Doug Larson, Gold Medalist

TUESDAY, OCTOBER 30, 2018
[Printable Copy](#) or [Audio Version](#)

Morning Summary: Stock are steady this morning, but traders continue to react and "reprice risk" based on three main ingredients... #1. Talk of additional Chinese tariffs and the very real possibility of an extended trade war. #2. Hawkish talk and rhetoric from the Fed, which puts more upside pressure on interest rates and could work towards further strengthening the U.S. dollar and squeezing profit margins. #3. The U.S. midterm election is only 5 trading days away and stakes are extremely high, which makes many large market participants nervous and uncertain about the future of the market. The market sold off aggressively yesterday after headlines started circulating that the U.S. would impose full tariffs on China's remaining imports if talks between President Trump and China's leader Xi Jinping failed to yield progress. The media ran with the story and said the comments were worsening trade tensions between the worlds two leading economies. At the same time, there is starting to be more fingers pointing towards the Fed, blaming their continued hawkish demeanor for the sell-off. I'm personally not on the bandwagon with the Fed being entirely at fault, and fully responsible for the recent sell-off. It just doesn't take the market days and weeks to adjust to Fed rhetoric. Powell has been forecasting the Fed's plan for months, so I don't see it as a big surprise. Sure, I could argue the slight variance in the dot-plot and a few other small specifics, but overall I don't see the recent Fed action as a major "game-changer" or a reason for many huge Indexes, ETF's, and other big money to be sloshing around and trying to reprice risk this aggressively. That leads me to what I believe is the bigger concern, which is the midterm elections. It just seems like the market is extremely nervous and uncertain about change in Washington. Some on Wall Street worry that the Democrats taking back the House could bring about a larger correction in the market than some had forecast. To this point it's just been talk, but with the election being next Tuesday, it's becoming much more real. There's some concern that if the Democrats win, the computer trading models will start to digest more headlines about investigations into reported Trump scandals and other "what if" headlines. Others argue a Democratic victory could immediately halt some of President Trump's policy plans, which makes the trade more uncertain about the alternatives. Will we really remain in a pro--growth political environment after Tuesday's election? Could we see an increase in regulations? Could infrastructure spending be stymied? There's just a lot of "unknowns" and some of those who have been sitting on big profits see no reason to take the risk. I'm just worried if we see a split in Congress, with the Democrats winning the House and Republicans keeping control of the Senate, like most are forecasting, it could take more time than many might be thinking for "money" to come back into the market in a major way. Not only might it take time for the big money players to feel comfortable about the new government landscape, but I'm worried the money might not come back in the same places or manner in which we last understood its tendency. It's also worth noting, Germany's Chancellor Angela Merkel announced yesterday that she won't seek re-election as head of the conservative Christian Democratic Union when the party meets in December. She also said she would stand down as chancellor once the current legislative term ends in 2021. I have to imagine the uncertainty and unknown surrounding talk of a new leader in Germany makes many in the trade more nervous. Keep in mind, any German citizen older than 18 can become chancellor. There's just a ton of moving parts involving the European Union that are again creating some nervousness. In traditional economic news today, we will be digesting updated Redbook numbers, the Case-Shiller Home Price Index, and Consumer Confidence. Earnings today will be seen from Aetna, Agco, Amgen, Coca-Cola, Electronics Art, Facebook, GE, Honda, Hyatt, Mastercard, MGM, Pfizer, Sony, T-

Mobile, Under Armour, Wyndham and Yum. Despite the market being aggressively over-sold, I still don't think a nearby bottom is in place. Staying conservative and limited in bottom-picking.

Chinese Yuan Falls to its Weakest Level in a Decade: *China's battered currency is trading at its lowest point since the global financial crisis, leaving investors asking how much farther it might fall. The yuan sank past 6.97 to the dollar in Tuesday morning trading in Asia, its weakest level since May 2008. The currency has now slumped more than 9% against the greenback since January. The exchange rate is creeping closer to 7 yuan to the dollar, which is seen as a key psychological threshold for traders. (Source: Bloomberg; CNN)*

Military to Deploy 5,000 Troops to Southern Border: *The U.S. military is preparing plans to deploy 5,000 troops to the southwest U.S. border in anticipation of a caravan of would-be asylum seekers and migrants currently moving northward in Mexico, U.S. officials said. The military sent about 2,000 National Guard troops to the area earlier this year. "This is an invasion of our Country and our Military is waiting for you!" President Trump wrote on Twitter on Monday morning. (Source: Wall Street Journal)*

NEW "Sam's Club Now": *Sam's Club is opening a location in Dallas that will allow customers to scan and pay for their groceries with an app — without a cashier or standing in the checkout line. It comes at a time when many retailers, including Sam's Club owner Walmart, Target, Kroger and Macy's, are playing with technology in stores to appeal to customers, cut costs and grow sales. The opening also comes in a market ripe with competition in the grocery industry — Whole Foods is headquartered in Texas and H-E-B is popular there. At 32,000 square feet, Sam's Club said the new store will be about a quarter of the size of its traditional store, with a focus on food — produce, meat and alcohol. Here's how the experience will work: Customers will open the "Sam's Club Now" app upon entering the store. They'll be able to use the app to locate items and then add them to their mobile cart by scanning them. The app will also let shoppers navigate aisles of dry and frozen goods. Read more [HERE](#).*

Could You Afford to Run for a House or Senate Seat? The chart s below from the Center for Responsive Politics shows the 10 priciest House and Senate Races. Read more [HERE](#).

Senate

Rank	Race	Total	Candidate	Outside Spending
1.	Florida Senate	\$159,251,738	\$91,407,165	\$67,844,573
2.	Missouri Senate	\$106,795,228	\$40,939,478	\$65,855,750
3.	Texas Senate	\$101,591,753	\$93,613,683	\$7,978,070
4.	Nevada Senate	\$89,232,836	\$32,690,188	\$56,542,648
5.	Arizona Senate	\$85,000,135	\$33,449,378	\$51,550,757
6.	Indiana Senate	\$83,836,053	\$28,636,441	\$55,199,612
7.	Tennessee Senate	\$65,592,964	\$27,065,667	\$38,527,297
8.	Montana Senate	\$54,752,877	\$21,879,739	\$32,873,138
9.	New Jersey Senate	\$51,185,719	\$38,796,942	\$12,388,777
10.	Wisconsin Senate	\$46,988,912	\$30,914,028	\$16,074,884

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



Rank	Race	House		
		Total	Candidate	Outside Spending
1.	Washington District 08	\$25,613,758	\$9,239,043	\$16,374,715
2.	Pennsylvania District 01	\$24,928,347	\$14,540,453	\$10,387,894
3.	Georgia District 06*	\$24,392,318	\$9,215,037	\$15,177,281
4.	California District 25	\$23,645,301	\$7,925,456	\$15,719,845
5.	California District 39	\$23,302,461	\$12,652,514	\$10,649,947
6.	California District 48	\$22,814,883	\$8,251,840	\$14,563,043
7.	Colorado District 06	\$22,420,049	\$7,688,821	\$14,731,228
8.	New York District 19	\$21,575,089	\$10,368,609	\$11,206,480
9.	California District 45	\$21,538,595	\$9,500,691	\$12,037,904
10.	Pennsylvania District 17	\$21,016,393	\$11,320,905	\$9,695,488

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."





Bloomberg Economics ✓

@economics

Following

#DailyDataPoint: Where will global growth come from in the next 5 years?

bloom.bg/2PXwEB8

2022-2023 World Economy Growth Contribution (Intl\$)



Bloomberg

2:10 AM - 29 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



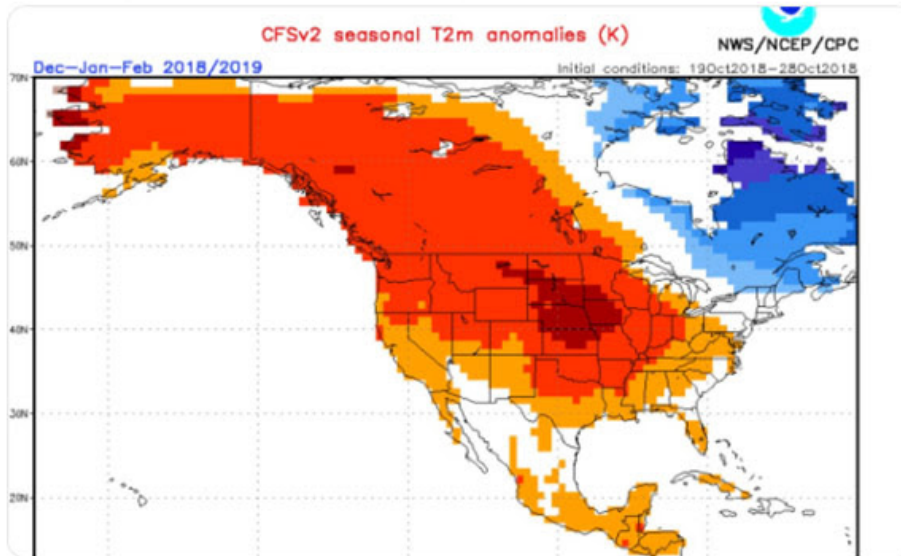
With Washington's every move impacting our future, it's vitally important that we know the latest developments and better understand future direction. Come listen to our team of insiders provide their latest thoughts.



Allen Motew
@QTweather

Following

#QTWeather: On average will the winter temperature anomaly pattern really be this? Most of nation shown with warm winter (on average). Still shown by CFSv2 for D-J-F!



2:31 PM - 29 Oct 2018



Aaron
@Agingrichfarms

Following

Well, I guess we will see if this grain bagging thing really works!



6:14 PM - 26 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 Nelling and Todd Gleason talk about the markets and strategies for reducing risk and improved pricing.



Today in History



1945, The Fonz - Henry Winkler, a classically trained actor who will become best known for his role as one of the most popular TV characters of the 1970s—the leather-clad ladies man Arthur "Fonzie" Fonzarelli on the long-running sitcom *Happy Days*—is born in New York City. From 1974 to 1984, Winkler played "The Fonz," a motorcycle-riding auto mechanic whose catchphrases included "Heyyy" and "Sit on it" and who



Cole Lewandowski

@Cole_n_Oscopie

Following



#Nebraska Honestly, it's not for everyone.
#Harvest2018



6:20 AM - 29 Oct 2018

was considered by his many fans to be the epitome of cool. Winkler graduated from Emerson College and earned a master's in fine arts from the Yale School of Drama. After appearing in TV commercials and small roles on such programs as *The Mary Tyler Moore Show* and *The Bob Newhart Show*, he was cast as Fonzie on *Happy Days*. Created by Garry Marshall, the show centered around a 1950s family named the Cunninghams who lived in Milwaukee, Wisconsin. Ron Howard starred as the clean-cut high-schooler (when the show debuted) Richie Cunningham, while Tom Bosley and Marion Ross played Howard and Marion Cunningham, Richie's straight-laced parents, and Erin Gray played Richie's younger sister, Joanie. Fonzie was originally intended as a minor character when Winkler was cast for the part, but he eventually became a star of the show. (The pop-culture term "jumping the shark," which refers to an unrealistic scene in a TV show intended to boost declining ratings, was inspired by a *Happy Days* episode in which Fonzie goes water-skiing in a leather jacket and bathing suit and jumps over a penned-in shark. In fact, as Garry Marshall later pointed out, this scene took place in a show that originally aired during 1977, when *Happy Days* was doing well in the ratings.) After *Happy Days*, Winkler went on to guest star in a long list of TV shows, including *The Practice* and *Arrested Development*. He also directed various TV and film projects and produced such TV shows as *MacGyver*. On the big screen, Winkler has also appeared in such movies as *The Lords of Flatbush* (1974); *Heroes* (1977), in which he plays a Vietnam veteran; *Night Shift* (1992), which was directed by Ron Howard; and 1998's *The Waterboy*, starring Adam Sandler.



1974, Muhammad Ali - 32-year-old Muhammad Ali becomes the heavyweight champion of the world for the second time when he knocks

out 25-year-old champ George Foreman in the eighth round of the "Rumble in the Jungle," a match in Kinshasa, Zaire. Seven years before, Ali had lost his title when the government accused him of draft-dodging and the boxing commission took away his license. His victory in Zaire made him only the second dethroned champ in history to regain his belt. The "Rumble in the Jungle" (named by promoter Don King, who'd initially tagged the bout "From the Slave Ship to the Championship!" until Zaire's president caught wind of the idea and ordered all the posters burned) was Africa's first heavyweight championship match. The government of the West African republic staged the event—its president, Mobutu Sese Seko, personally paid each of the fighters \$5 million simply for showing up—in hopes that it would draw the world's attention to the country's enormous beauty and vast reserves of natural resources. Ali agreed. "I wanted to establish a relationship between American blacks and Africans," he wrote later. "The

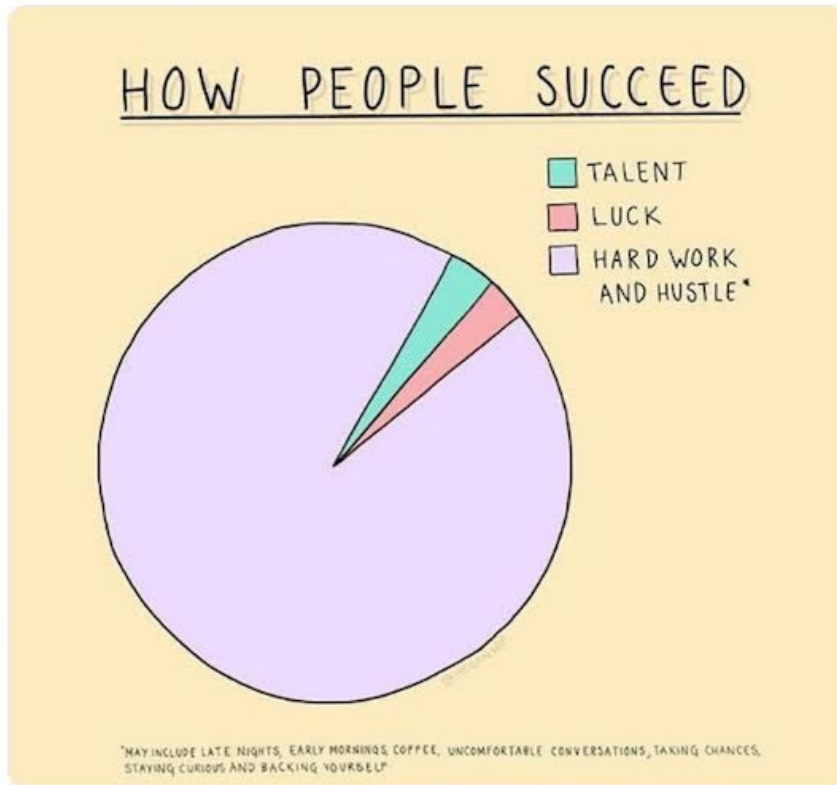


@urbanfxck

Following

Motivation. Consistency. Discipline.

(IG: @meganwip)



11:01 AM - 24 Oct 2018

fight was about racial problems, Vietnam. All of that." He added: "The Rumble in the Jungle was a fight that made the whole country more conscious." At 4:30 a.m. on October 30, 60,000 spectators gathered in the moonlight (organizers had timed the fight to overlap with prime time in the U.S.) at the outdoor Stade du 20 Mai to watch the fight. They were chanting "Ali, bomaye" ("Ali, kill him"). The ex-champ had been taunting Foreman for weeks, and the young boxer was eager to get going. When the bell rang, he began to pound Ali with his signature sledgehammer blows, but the older man simply backed himself up against the ropes and used his arms to block as many hits as he could. He was confident that he could wait Foreman out. (Ali's trainer later called this strategy the "rope-a-dope," because he was "a dope" for using it.) By the fifth round, the youngster began to tire. His powerful punches became glances and taps. And in the eighth, like "a bee harassing a bear," as one Times reporter wrote, Ali peeled himself off the ropes and unleashed a barrage of quick punches that seemed to bewilder the exhausted Foreman. A hard left and chopping right caused the champ's weary legs to buckle, and he plopped down on the mat. The referee counted him out with just two seconds to go in the round. Ali lost his title and regained it once more before retiring for good in 1981. Foreman, meanwhile, retired in 1977 but kept training, and in 1987 he became the oldest heavyweight champ in the history of boxing. Today, the affable Foreman is a minister and rancher in Texas and the father of five daughters and five sons, all named George. He's also the spokesman for the incredibly popular line of George Foreman indoor grills.



1991, The Perfect Storm -

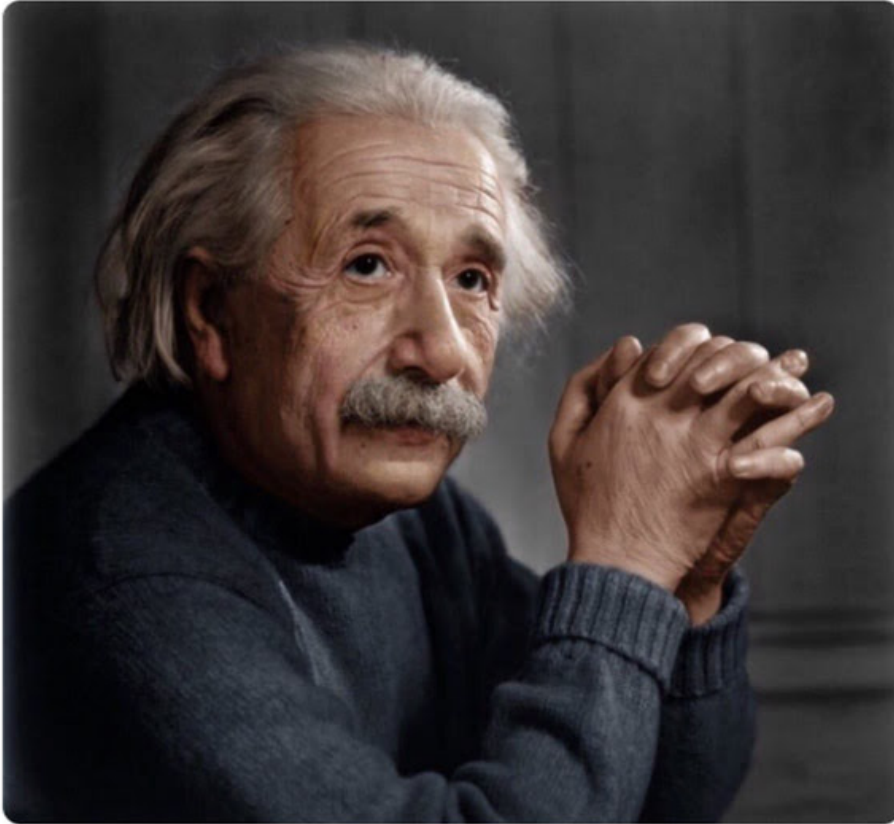
So-called "perfect storm" hits the North Atlantic producing remarkably large waves along the New England and Canadian coasts. Over the next several days, the storm spread its fury over the ocean off the coast of Canada. The fishing boat Andrea Gail and its six-member crew were lost in the storm. The disaster spawned the best-selling book *The Perfect Storm* by Sebastian Junger and a blockbuster Hollywood movie of the same name. On October 27, Hurricane Grace formed near Bermuda and moved north toward the coast of the southeastern United States. Two days later, Grace continued to move north, where it encountered a massive low-pressure system moving south from Canada. The clash of systems over the Atlantic Ocean caused 40-to-80-foot waves on October 30—unconfirmed reports put the waves at more than 100 feet in some locations. This massive surf caused extensive coastal flooding, particularly in Massachusetts; damage was also sustained as far south as Jamaica and as far north as Newfoundland. The storm continued to churn in the Atlantic on October 31; it was nicknamed the "Halloween storm." It came ashore on



Vala Afshar ✓
@ValaAfshar

Following

We cannot solve our problems with the same thinking we used when we created them. —
Albert Einstein



2:47 PM - 29 Oct 2018

November 2 along the Nova Scotia coast, then, as it moved northeast over the Gulf Stream waters, it made a highly unusual transition into a hurricane. The National Hurricane Center made the decision not to name the storm for fear it would alarm and confuse local residents. It was only the eighth hurricane not given a name since the naming of hurricanes began in 1950. Meanwhile, as the storm developed, the crew of the 70-foot fishing boat Andrea Gail was fishing for swordfish in the Grand Banks of the North Atlantic. The Andrea Gail was last heard from on October 28. When the boat did not return to port on November 1 as scheduled, rescue teams were sent out. The week-long search for the Andrea Gail and a possible cause of its demise were documented in Junger's book, which became a national bestseller. Neither the Andrea Gail nor its crew—David Sullivan and Robert Shatford of Gloucester, Mass.; William Tyne, Dale Murphy and Michael Moran of Bradenton Beach, Fla.; and Alfred Pierre of New York City—was ever found.

Upcoming Events

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

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

neuro mining



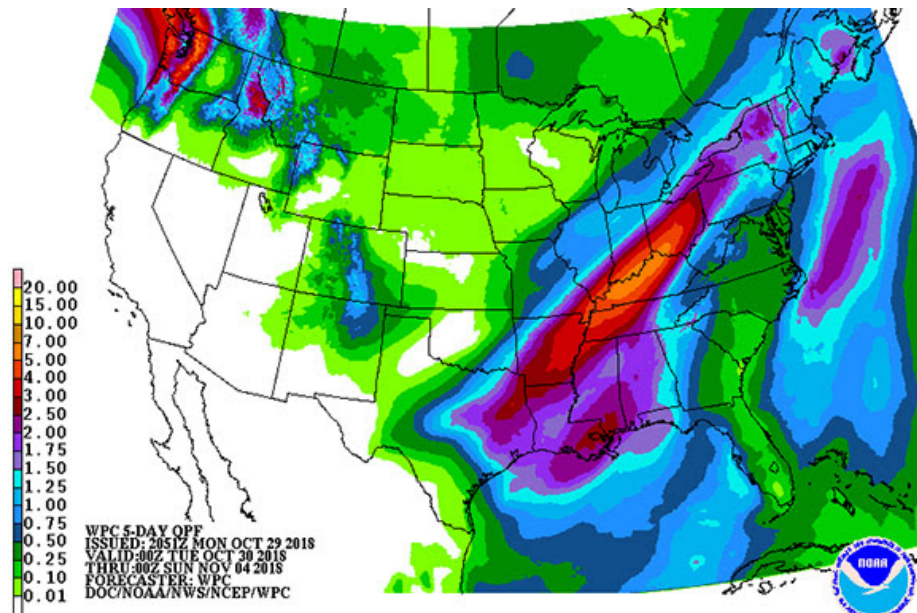
As we age, it gets harder and harder to create new neural pathways in the brain. It's the reason kids find it so easy to learn new things, but as adults it often gets more difficult. Doing brain teasers and solving riddles can be an important part of keeping our brain healthy. The more connections we 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:

What is dead, cold, hard and surrounds a cemetery?

Weather currently on the Plains is warm and dry, favoring summer crop harvesting and winter wheat planting, germination, and establishment. High temperatures are hovering and even exceeding 75 degrees F in parts of the southwest Nebraska. Any

precipitation is limited to the northernmost Plains, where patches of light rain are possible. In the Corn Belt, cool, cloudy conditions prevail downwind of the Great Lakes, stretching as far south as the middle Ohio Valley. Mild, dry weather is overspreading the remainder of the Midwest, favoring previously delayed corn and soybean harvest efforts. In the South, dry weather is favoring harvest efforts for crops such as cotton, peanuts and soybeans as well as winter wheat planting. Calm weather will prevail in most areas of the country during the next several days. By mid-week, a developing storm system and its trailing cold front will help to focus rainfall across the South, East and lower Midwest. By week's end, storm total rainfall could reach 1 to 4 inches or more from eastern Texas into the Northeast. In addition, periods of heavy precipitation will affect the PNW. In contrast, little or no precipitation will fall from California to the central and southern High Plains, except for some snow in the week. Cold conditions will expand to cover most areas from the Plains eastward by week's end. The 6 to 10 day forecast for November 3 - 7 is calling for near to below normal temperatures across the Plains, Midwest and mid-South, while warmer than normal weather will prevail in the West and along the Atlantic Seaboard. Meanwhile, below normal precipitation from California to the southern High Plains will contrast with wetter than normal weather across the remainder of the U.S. Below is the 5 day rainfall totals showing precipitation from that coming storm that will move northeastward from Texas this week.



Corn traders continue to debate U.S. production. Bulls believe the yield is going to come down a bit from the current USDA estimate of 180.7 bushels per acre. The market however, currently seems content trading in a narrow range between \$3.55 and \$3.75 per bushel until it learns more. Bears continue to question growth and strength of U.S. demand, worrying the balance sheet could get larger if demand can't hold up to some of the lofty expectations. Not that demand is weak, but perhaps it will find it tougher reaching some of the earlier and more optimistic estimates? It seems like the trade is hearing more talk of competition from South America and Ukraine. The trade also had to digest another round of weaker than expected export inspections yesterday. Bottom-line, there's more questions being asked about exports and if we can meet the USDA's current forecast? There were also some export cancellations inside Argentina reported. I don't see it as a market moving, but I am watching the situation. The USDA reported the U.S. corn harvest is right on pace at 63% complete vs. the 5-year historical average of 63%. States the furthest behind their traditional pace are: South Dakota -9%; Iowa, Kansas, Nebraska, North Dakota all -8% behind; Pennsylvania -5%; North Carolina and Texas -1%. Minnesota is the only state running right on schedule at 58% harvested. States running ahead of schedule are: Indiana +125%; Illinois +105%; Michigan, Ohio, and Wisconsin +8%; Missouri +7%; Colorado and Kentucky +2%; Tennessee +1%. States over 75% harvest include: Kansas 76%, Indiana 77%, Texas 85%, Illinois and Kentucky 89%, Missouri 90%, North Carolina and Tennessee 95% complete. States including Iowa, Michigan, Nebraska, South Dakota and Wisconsin were yet to past the half point.

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



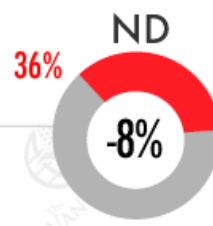
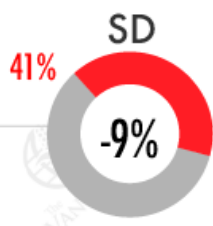
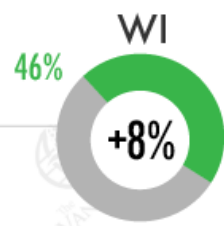
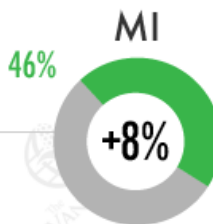
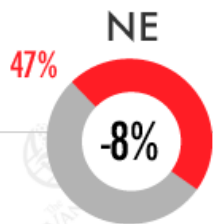
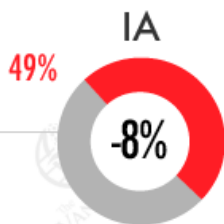
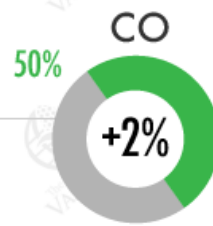
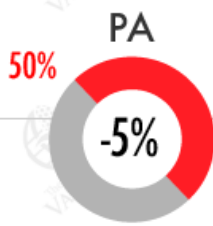
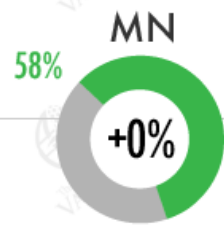
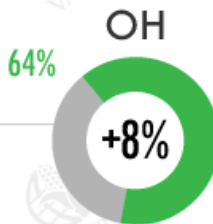
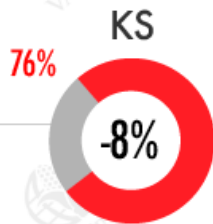
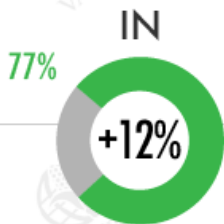
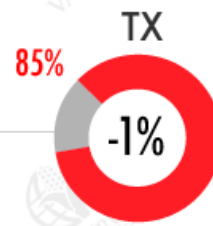
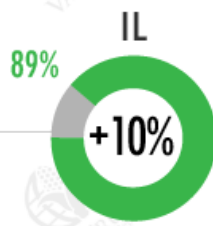
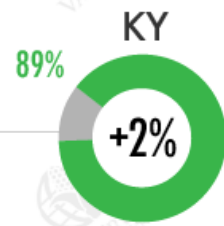
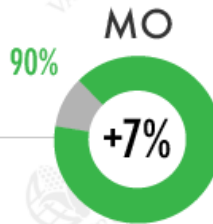
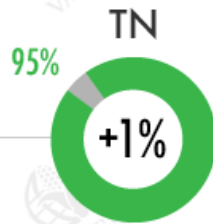
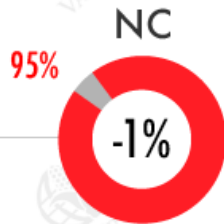
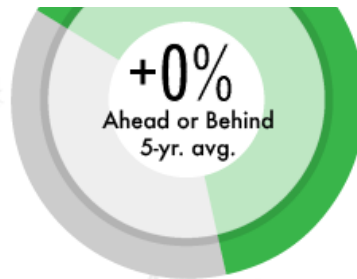
Kevin's Song of the Week



Week 43

week ending October 28, 2018

Source: USDA, NASS Crop Progress



Red if At or Below 5-yr. average

Green if Above 5-yr. average

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

Soybean bears continue to consider recent headlines out of China, and the fact government officials are desperately trying to reduce meal consumption. There are many stories circulating inside the trade about their approved lowering of protein in hog feed by -1.5% and in chicken feed by -1.0%. The Chinese government reports that are circulating, estimate that move will help them trim around 14 MMTs of soybean consumption. Interestingly, many of us inside the trade had heard for weeks that feed mills in China had already made that move, so it's hard to tell if the market is really reacting to the recent headlines or perhaps some larger players had been thinking the talk of China rationing demand, was just talk, and now it seems more real with official headlines circulating. Here at home, U.S. exports could continue to lag expectations and pressure prices lower, especially if North and South American crops come out of the fields anywhere near forecast. I continue to hear bearish talk of U.S. ending stocks pushing to perhaps a record of 900 million and 1.0 billion bushels. Until this view or opinion is altered, I think the bulls are going to find it difficult to gain continued upside momentum, while most bears will simply continue to look towards selling the bigger rallies. I thought it was interesting to see export inspections once again showing Argentina as the #1 destination for U.S. soybeans. At the same time, I keep hearing that China is showing more interest in Argentine soybeans. You do the math? The USDA showed the U.S. soybean harvest at 72% complete vs. the 5-year historical average at 81% complete. States the furthest behind include: Kansas -28%; Arkansas -18%; South Dakota -17%; Nebraska and Wisconsin -16%; Iowa -15%; North Dakota -14%; Missouri -10%; Minnesota -8%; Louisiana and Ohio -5%; Michigan -4%; Mississippi -3%; Tennessee -1%. States running ahead of schedule are: North Carolina +4%; Indiana +3%; Illinois +2%; Kentucky +1%. States over 70% harvested include: Iowa 71%, Nebraska 74%, Ohio 75%, South Dakota 77%, North Dakota 78%, Indiana 80%, Illinois 86%, Minnesota 87%, Mississippi 88%, Louisiana 93%.

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.

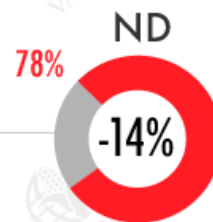
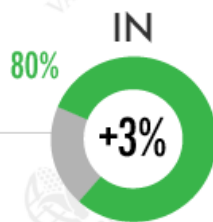
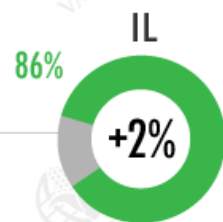
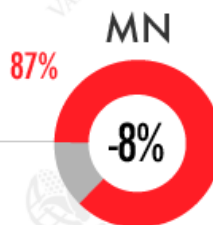
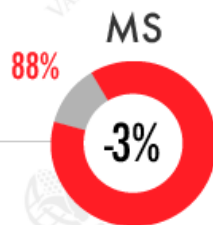
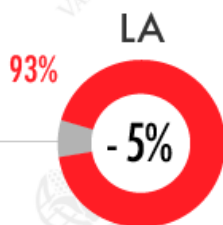
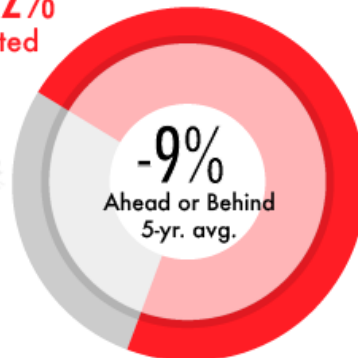
Soybean Harvested

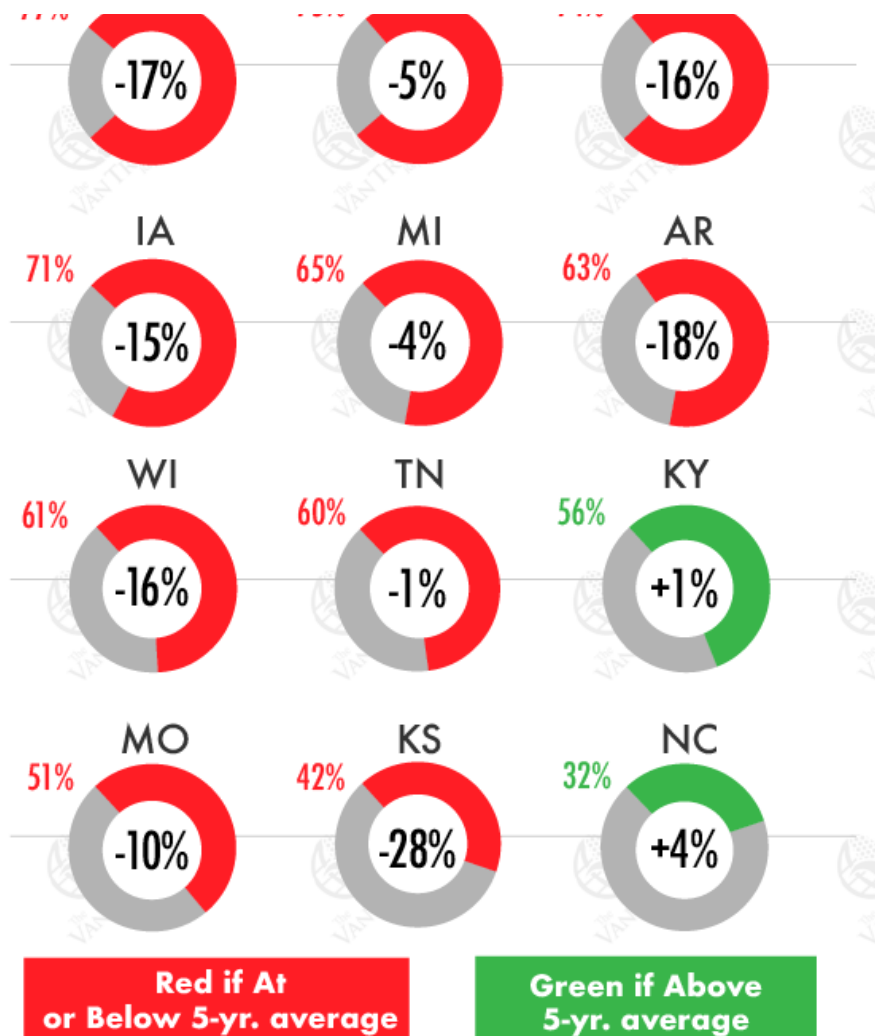
Week 43
week ending October 28, 2018

Source: USDA, NASS Crop Progress

2018 U.S. Soybean Harvested

72%
Harvested





Wheat bulls continue to find rallies difficult to hold and build upon. Bears continue to see rallies as selling opportunities, thinking the macro space and global growth environment is far from bullish. Also thinking the U.S. balance sheet could expand if weather cooperates for the 2019 crop growing season. On the flip side, bulls argue the USDA's current estimate for the Australian crop remains overly optimistic. The USDA has lowered their estimate down to 18.5 MMTs, but as I've eluded to many times, insiders in Australia believe the crop is closer to between 15.5 and 17.5 MMTs. Bulls are also pointing to a deepening and widening drought in parts of the European Union. There are several headlines circulating that government officials in France, Europe's largest grain producer, has declared several areas eligible for drought assistance as rainfall continues to disappoint. I should also note, Argentina's ag secretary cancelled export licenses for over 150,000 MTs of wheat. Here at home, the USDA is estimating that 78% of U.S. winter wheat has been planted vs. the 5-year historical average of 85%. States running the furthest behind include: Kansas who is -13% behind, Oklahoma -10%, Oregon and Texas -8%, Michigan and Missouri -7%, Arkansas and Ohio -4%, Nebraska and South Dakota -3%, California, Colorado, Illinois and Montana -2% behind. States with over 70% planted include: Illinois 74%, Kansas 76%, Oklahoma 78%, Oregon 80%, North Carolina and Michigan 81%, Indiana 82%, Ohio 84%, Washington 93%, Montana 94%, South Dakota 95%, Colorado and Nebraska 96%, Idaho 98% complete.

Winter Wheat Planted

Week 43

2018 U.S. Winter Wheat Planted Percentage

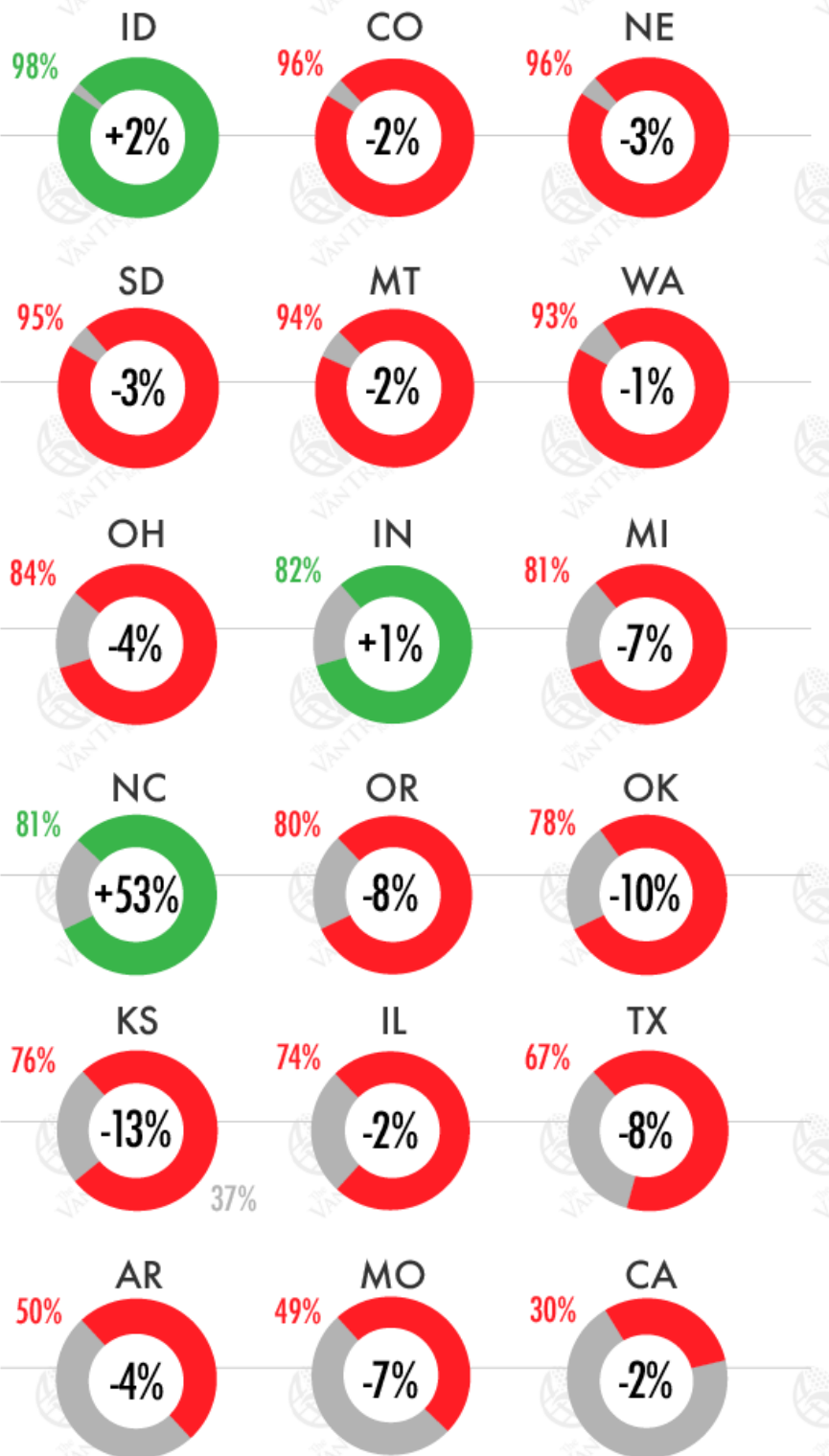
78%
Planted



week ending October 28, 2018

Source: USDA, NASS Crop Progress

Ahead or Behind
5-yr. avg.



Red if Below
5-yr. average

Green if At or Above
5-yr. average



> **Farm Income To See More Pressure:** Farm income fell steadily from 2013 before rebounding in 2017, according to USDA's Economic Research Service. However, national net farm income in 2018 is forecast to drop -13% from last year (before accounting for USDA's trade-aid program). Adjusting for inflation, that would bring income levels to around 15-year lows. (Source: Politico)

> **Corn Could To Be King Again In 2019:** Tariffs could be responsible for pushing soybeans into second behind corn production in 2019. With demand for beans down due to tariffs shutting down Chinese purchases, corn is likely to see more acres planted, which would end soybeans short reign as America's top crop.

> **Argentina Cancels 970 MT of Export Grains:** Domestic exporters were denied nearly a million metric tons of grain for export that were registered prior to anticipated new governmental duties. Denials came after officials stated that some companies had failed to present all required documentation.

> **Brazil To Regain Lead In Ethanol Says Newly Elected Brazil President:** Following his Presidential victory Sunday, Jair Bolsonaro said that Brazil would again take the lead in ethanol production globally. Until the U.S. took over as the global a few years ago, Brazil held the top spot and have vowed to regain their former position.

> **\$12 Billion Aid Package Won't Go Forward in 2019:** U.S. Ag Secretary Sonny Purdue said farmers are a very resilient bunch and would adapt their marketing and planning decisions based on current market conditions. The current \$12 billion in aid is being distributed to farmers and ranchers based on the repercussions arising from the trade disputes between the U.S. and China.

> **U.S. to Borrow \$425 Billion in Q4:** The U.S. Treasury expects to borrow \$425 billion in the fourth quarter, \$15 billion lower than previously estimated, according to a statement Monday. The new forecast includes an end-of-quarter cash balance of \$410 billion. If the projection comes to fruition, it would be the most the Treasury borrowed in a fourth quarter since 2009. (Source: Marketwatch)

> **Ample Supply Keeps Oil Prices From Rallying Further:** In a sign that oil supply remains ample despite the looming U.S. sanctions against Iran's petroleum exports, crude output from the world's top 3 producers, Russia, the United States and Saudi Arabia, reached 33 million barrels per day for the first time in September. Front-month Brent crude oil futures were at \$76.78, down 56 cents, from their last close, while U.S. West Texas Intermediate crude futures were at \$66.78 a barrel, down 26 cents, from their last settlement.

> **McDonald's Adds Perk in Attempt to Draw Employees:** Starting Tuesday, McDonald's new campaign called "Where You Want To Be" will provide all restaurant employees with free career and academic advising services. In 2019, McDonald's will also launch a mobile app intended to provide academic and career guidance within and outside of the fast-food industry. (Source: Business Insider)

> **Sony Banking on Gaming for Profits:** Japan's Sony Corp boosted its annual profit outlook by 30 percent to a record level after a strong second-quarter, propelled by popular game titles like "Marvel's Spider-Man" well as growing demand for its online gaming services. The results are a vindication of a strategic shift by the entertainment and electronics firm to build up businesses like gaming which is less susceptible to the earnings ups and downs seen in consumer electronics. (Source: Reuters)

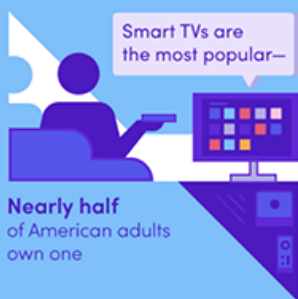
> **The Dangers of the Internet of Things (IoT):** According to an infographic by Cyber Security degrees, 62% of Americans own at least one smart device. The most common of these is a smart TV, which nearly half of American adults own. These devices can sync with the internet or your mobile device and make your life easier. However, they also come with plenty of risks. The infographic below breaks down some of those dangers, which include: malicious endpoints, the Mirai botnet attack, the Senrio devil's ivy attack. By making yourself aware of these pitfalls, you can secure the devices that mean the most to you and make sure that others can't take advantage. Check out the infographic to learn more about the dangers involved with the internet of things and how you can be safer. See the full infographic [HERE](#). (Source: Entrepreneur.com)

Protecting Yourself from Cyber Attacks

In September 2015, the FBI released an official warning to the public about the dangers of the **Internet of Things (IoT)**—Have our devices become any safer since?

Always Connected

62% of US adults own at least **one** connected device



Almost all IoT devices are currently **connected to the internet**

88% Voice-command systems



80% Smart home devices



69% Appliances



Most connected device owners opt for internet-enabled options

Some IoT devices are always on, while others connect to your smartphone, computer, or tablet throughout the day

Connects to your mobile device or computer at least once a day



68%
Smart watch



65%
Connected car



64%
Wearable health tracker



60%
Security or smart home system



56%
Internet-enabled appliance



46%
Internet-enabled voice command system



46%
TV or streaming device



Hack into other connected devices



Compromise your physical safety



Send malicious or spam emails

Cyber criminals can access your IoT devices at any time, Using them to

Stop your device from working until a ransom is paid



Steal your private data



Interfere with financial transactions



FROM THE FIELD

Westcentral Illinois - We are looking at long lines to unload as the river is running high and slowing shipments down. It looks like most are producing beyond our APH's and I'm guessing we are 80% done with harvest in our area. In my opinion, we have the best-looking beans ever even with things starting out very dry through most of August before we finally received some rain the second and third week of the month. It kind of reminded me of 2012 when the remnants of Hurricane Isaac blew through following the summer drought. It actually provided us a decent bean crop even though the corn was wiped out. The moisture was a huge factor on the test weights this year.

A lot of my buddies made decent sales but I know there are some who kept moving the goal posts after prices got over \$10.

Central Minnesota – We might have a slight problem here. Harvest is at a standstill because of rain that fell Thursday and Friday. We ended up getting about 2 inches, the problem is we were already on soft ground, so we can't go. Guys with tracks will be running by tomorrow but for us, the old 9600 with singles will sink like a rock. We might be able to run by Friday but starting Saturday we are going to get rain for 4 straight days. We have our corn out but the soybeans are out there getting uglier and uglier. What's tough for us is we have a good crop sitting in the field but getting it out before it goes bad is going to be tricky. I told my son when we get the chance we are running 24 hours a day until it done. IF we are lucky enough to miss the rain Saturday, Sunday and Monday we will get done but if the trend continues we will get more rain. I am not worried about sprouting because our highest area around 43 the next 10 days but I am worried about splitting pods or disease if we don't get this out soon.

Central Kansas - We finally got all our wheat planted but it was a challenge this year. We had to mud a couple fields in so I'm not sure how they are going to come up. I increased our seeds that we planted by about 25% in the last few fields because we are about 10 days past the insurance cut off point and the temperatures are dropping the soil temperatures pretty fast. I am hoping we get a decent stand but if we don't, I will take insurance and plant corn or milo behind it. Most guys are close to done planting wheat but we have a few stragglers around here.



PepsiCo's \$5 Million Worth of Innovation in India: At PepsiCo, Christine Daugherty heads a team tasked with ensuring responsible agriculture sourcing solutions—or using crops farmed through less resource-intensive methods. PepsiCo India has been sourcing large volumes of potato and rice for its brands such as Lay's potato chips, Kurkure corn snack and Quaker Oats for close to three decades now. It works with over 24,000 farmers in states like Uttar Pradesh and Rajasthan. Now it wants to take this a step further. The company has launched pilot programs to digitize its supply chain by connecting the farming community with its in-house agronomists using tablet computers. This will help farmers manage their crops, and receive agriculture-related advice, besides helping the company monitor yields better. PepsiCo plans to invest \$5 million in its agriculture supply chain in India over the next few years. Read more [HERE](#) on how PepsiCo is changing the way agri-business is being done.

Walmart's Plans for Their Own Town Centers: At a shopping center industry event in Atlanta this week, Walmart announced plans to create what it calls Town Centers-- outdoor gathering areas with seating, green spaces, playgrounds, restaurants, jogging paths, fountains, and maybe even live music. The idea is that these will serve as a "natural 'go-to' destination" for dining out activity, according to a Walmart website. With seasonal farmer's markets, festivals, food trucks, and such necessities as urgent care and fuel offered as well, Walmart hopes to turn these areas into spaces where communities will naturally gather. Kind of like the town squares and downtown shopping areas small towns used to have, back before big box stores such as Walmart destroyed them. Read more [HERE](#).

How Uber is Trying to End Auto Ownership: E-bikes and scooters are a key part of the company's pivot from ride-hailing giant to mobility platform—and integral to its future vision for cities. Jump founder and CEO Ryan Rzepecki has been a bicycle evangelist since the mid-2000s when he discovered that commuting around New York City made much more sense on the back of a bike than just about any other way. He started Jump in 2008—originally under the name Social Bicycles—while working a day job in the bike program with the New York City Department of Transportation. "For eight years, I couldn't get any funding," he says. "No one cared." But advances in mobile technology, the explosion of dockless bike sharing in China in 2016 and 2017—and the influx of capital that followed—changed everything. "In the span of two or three months, suddenly everyone was interested. It was very validating that something I cared about was proven right." In April, Uber acquired Jump for a reported \$200 million. Now Uber believes Jump is a key part of the company's pivot from ride-hailing giant to diversified mobility platform, as well as an integral piece of their vision for what cities will look like in the next decade. Read more [HERE](#) on the future of urban transportation.

Lost Gold and Treasures Found in the Danube as Drought Continues: Gold coins and old weapons have been found in the Danube near Erd as the water level of the river has continued to drop to record lows. One coin surfaced dating back to 1743, the age of Maria Theresa. Archaeologists made a video using a drone to try and pinpoint the

position of the shipwreck they believe dumped the bounty into the water. By the end of the long weekend, more than 2000 gold coins were found by the river. Many of the coins are rare and foreign. Some of the coins found can be traced to the Vatican, from Pope Clement XII, Zurich and Dutch ducat. There are 22-carat Hungarian gold coins from the XVII-XVIII century, silver coins and French coins from Louis XIV. Iron objects, weapons, bells, ship parts, daggers and cannonballs have been discovered as well. Read more [HERE](#) on what amateur archeologists are finding. Cool stuff!!

Check Out the Impressive McLaren Automotive's Speedtail: With speeds of up to 250-mph, the Speedtail is the most powerful road car built by the British company. The Speedtail honors the McLaren F1 icon with its inventive three-seat cabin design and it is ultra-exclusive too, with production kept strictly to a limited 106 numbers, priced at around \$2m. I'm told all models have been pre-sold – in fact interest far exceeded production plans - for their 2020 customer delivery. Interestingly, the power comes via a petrol-electric hybrid engine housed within a lightweight carbon fiber body. Mike Flewitt, the company chief executive, says it reminds him of the "sleek streamliners that once set world records". The Speedtail delivers a combined 1,050ps for acceleration to 186-mph in just 12.8 seconds. Read more [HERE](#).

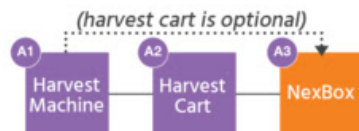




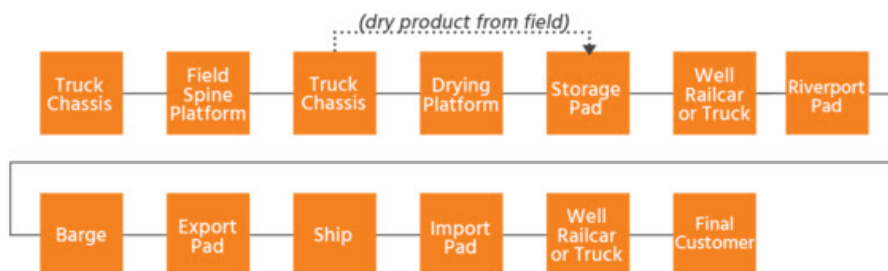
VAN TRUMP CONFERENCE 2018 IN THE SPOTLIGHT

Nexyst360... Disrupting Logistics

I had the pleasure of meeting with Dennis at our offices this summer and was nothing short of intrigued by what I heard. His mobility solution could dramatically change the way grain and other crops are stored and transported. Producers are saying it could free up large amounts of working capital and some traditional elevators are concerned it could massively disrupt the industry. Being raised on a farm, Dennis has first-hand experience in dealing with the high costs, risks and low margins that affect farmers over the span of a career. During our meeting, Dennis shared one of his favorite quotes..."if you can find the errors in conventional wisdom and then find the solutions to those errors, you have a great start to a disruptive technology or business model". Using that approach, Dennis put to work on solving the "error" he identified with the number of times grain is handled from the combine to the end-user. Believe it or not, that can be anywhere from 22-40 times across the entire supply chain. Nexyst 360 is a revolutionary storage, distribution and product preservation system for each link in the value chain, from grains and produce to finished materials, consumer packaged goods and more. Using the Nexyst 360 system, bulk agricultural products are loaded once and never leave their NexBox until reaching their final destination—whether across town or around the globe. It's worth noting that the reduced handling at numerous stages saves approximately one-third of the labor, energy, property tax, insurance and maintenance costs, while at the same time increasing revenue through an expanded market area. From what I understand, the prototypes are being finished as we speak and I am looking forward to learn about what the next steps are for the company. You can learn more about this latest innovation in our space [HERE](#).



Bulk product physically travels approx. 50 feet



First American Since Bobby Fischer To Play In 2018 World Chess Championship

Fabiano Caruana, a Miami-born 25-year-old, will become the first American to play for the undisputed world chess title since the 1970s star Bobby Fischer. Caruana won the right to challenge current champion, Norwegian Magnus Carlsen, by defeating his opponents in a marathon 18-day competition in Berlin. The final round of the World Chess Championship will consist of a 12-game match to be played in London from November 9th and 28th, between 5-time reigning world champion, 27 year old Magnus Carlsen, and the young American challenger, Fabiano Caruana. Impressively, the purse

for the three week match is an estimated \$1.19 million. As I understand it, current world champion Magnus Carlsen, has become somewhat of an international celebrity, having modeled for clothing brands, appeared in a Porsche advertisement, and he also has his own mobile app called, "Play Magnus". He definitely is shattering the "nerdy" stereotypes of traditional chess players. I'm told, Carlsen became a grandmaster in 2004 at the age of just 13 years and 148 days – making him the third-youngest grandmaster in history. That's not all, he is the highest-rated player in the world and in the history of chess, with a peak rating of 2881 in 2014, and is the subject of the critically acclaimed Netflix documentary "Magnus". Carlsen has been largely responsible for chess now being the most popular computer game in the world, with a huge online audience in the hundreds of millions and growing exponentially. His opponent, American Fabiano Caruana, who lives in St. Louis and is 26 is by all accounts the quiet underdog, but definitely has the confidence and wisdom to battle for the championship. According to Caruana, it's a whole new challenge to play someone for three weeks in a row, almost every single day. He shares that the preparation, the stress, and tension of playing for the highest title — it's a very different type of challenge. Having played a bit of chess over the years, I certainly appreciate the strategy and forward thinking involved in the process. If you want to keep up with the action, I'm told that Chess.com will relay the games in Live Chess and provide a live video broadcast at [Chess.com/TV](https://chess.com/TV) and [Twitch.tv/chess](https://twitch.tv/chess), where a team of grand masters will bring you the latest insights, instructive explanation of the moves, interviews, behind the scenes and more. If you want to learn more on the championship and how players got their, click [HERE](#) (Source: Yahoo, Wiki, Chess.com)



How Much Will Americans Spend on Halloween this Year?

If you can believe it, Americans are expected to spend an eye-watering \$9 billion on Halloween this year. That's just over \$86.79 per consumer, which has more than doubled in the past decade, according to the latest National Retail Federation (NRF) estimates. This number is actually down a bit from the from last year just missing the record of \$9.1 billion in sales. Bottom-line, Halloween is now clearly one of our major consumer holidays with more than 175 million Americans planning to celebrate with costumes, candy, decorations and nights out. What I found most interesting is what reason experts are giving as to explain the growing popularity of this holiday: Millennials. To be more specific, millennials and their 'selfies'. That's right, millennials are really into group costumes and activities and are willing to pay up on just the right costume to capture that perfect 'selfie.' Of course, these millennials will be eager to post these photos of themselves in their Halloween outfits on Instagram, Twitter, and

Facebook for the world to admire. Indeed, nearly a third of Americans now say they look online for inspiration for their costumes — with a huge proportion of these looking specifically to social media. It's no secret that the prevalence of social media has transformed Halloween into a more massive 'social holiday', both off-line and online. Below are a few more interesting numbers on Americans' spending on Halloween this year: (Source: [National Retail Federation](#))

- Pet costumes will account for a whopping \$480 million of the spooky spending, which in 2010 was only \$220 million. Nearly 18% will dress up their pets, up from last year's 16%.
- Candy sales for the holiday is expected to exceed \$2.6 billion.
- Americans will spend an estimated amount of \$3.2 billion on costumes this year.
- 35% of those looking for costumes will search online for inspiration, 29% in stores, 19% will ask friends and family, 19% will look to Pinterest and 16% will look to Facebook.
- Home and yard decorations are starting to become more popular as well with an estimated \$2.7 billion is planned to spend in this area as 7 in 10 celebrants plan to purchase decorations.
- Trik-or-Treating is still popular, with an estimated 1/3 of the Halloween crowd taking their children out and about.
- 45% of people celebrating Halloween this year plan to carve a pumpkin.
- Haunted Houses will attract about 21% of the Halloween crowd.

Top Halloween Costumes for 2018

- **Princess** - Maintaining their 14-year reign, princess costumes will once again top the children's costume list with an estimated 3.8 million tiny tots looking to dress the part.
- **Favorite Super Hero** - 2.5 million will dress up their favorite superhero and 2.2 million alone will dress up as Batman characters.
- **Star Wars** characters will be worn by about 1.9 million children will don a "Star Wars"
- Spiderman will be worn by approximately 3.5% of all kids this year. Millions of kids will select the red and blue superhero costume as they take to the streets this Halloween.
- **The Classic Witch and Vampire Look** are still thriving on Halloween this year as the top costumes for adults. There will be at least 7.2 million adult witches roaming the night on Halloween this year, which is just over 10% of all adults who dress up. 3.7% of all adults who dress up will be a vampire this year, which means 2.5 million vampires that will be out for fake blood this Oct. 31.
- **Political characters** are also becoming more popular amongst the adult crowd. Some of the more popular are obviously president Trump, Putin, Kim Jong Un, Obama, Reagan and Nixon. Other popular adult costumes are: 1.4 million adults will channel Han Solo, Princess Leia, Yoda or another beloved "Star Wars" character this Halloween; 2.4 million will dress as an animal character; 2 million will dress as a Batman character; and another 2 million will go as some type of zombie.





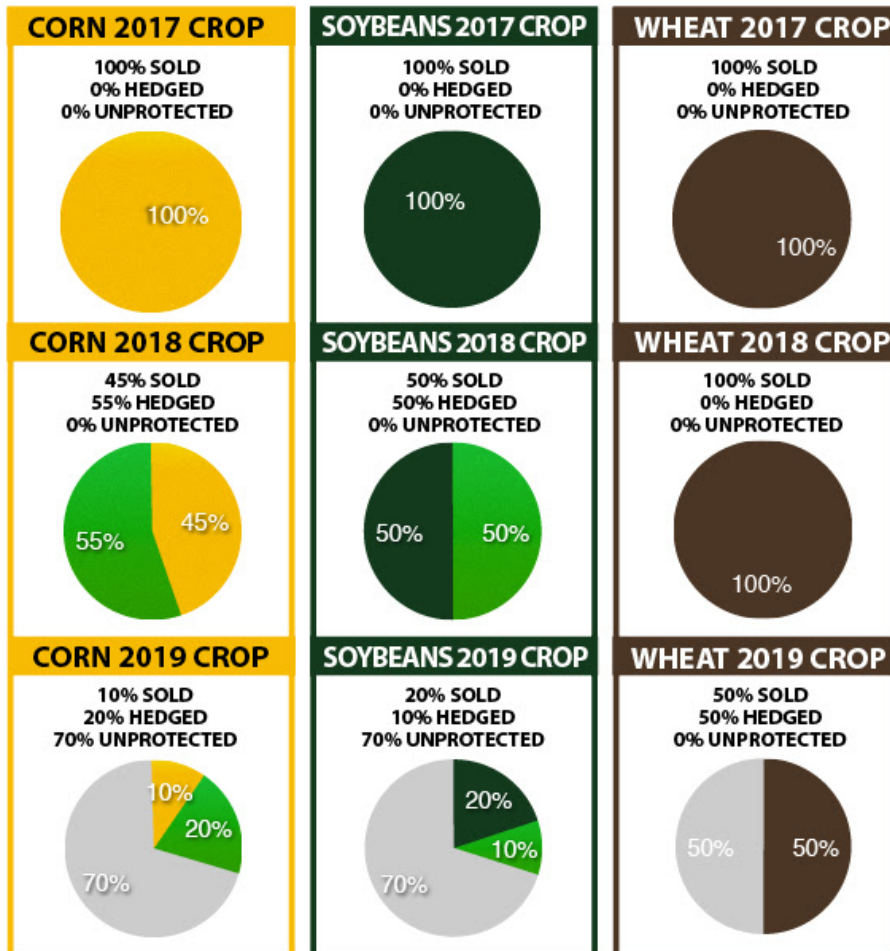


ANSWER to riddle:

A fence

CASH SALES & HEDGING TOTALS

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