

## GOOD MORNING: 11/19/18 Farm Direction - Van Trump Report

1 message

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

Mon, Nov 19, 2018 at 7:30 AM

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To: info@farmdirection.com



*"To keep up with the world of 2050, you will need to do more than merely invent new ideas and products, but above all, reinvent yourself again and again."* —**Yuval Noah Harari**

**MONDAY, NOVEMBER 19, 2018**
[Printable Copy](#) or [Audio Version](#)

**Morning Summary:** Stocks will start the week slightly lower as traders position for a shortened, yet wild, holiday trade week. U.S. economic growth, while cooling, still remains very robust. The bigger question is how bad are the global economies struggling and how much damage will a stronger U.S. dollar and higher U.S. interest rates drag on global growth? China, parts of Europe, and Japan are all contracting to some degree. Here at home, the Fed obviously wants to try and stay ahead of inflation, but an extremely strong labor market and increasing wage growth makes this a difficult tightrope to walk. Retail Sales and Consumer Sentiment remain extremely strong. Hence, most inside the trade believe the Fed is going to hike again in December. Bulls are hoping, all things included, this will bring the Fed closer to "neutral" and they will become less hawkish in 2019. Bears are still looking for a rate hike in December, followed by two or three more rate hikes in 2019, which could continue to create negative headlines and headwinds for the stock market as corporate profit margins are squeezed and the trade is forced to reprice risk. Let's also keep in mind, there's a spending bill that still needs to be funded by the first week in December. President Trump is wanting money for "The Wall" and it does look like Congress is going to sign off. Over the weekend, President Trump told reporters, "I think probably, if I was ever going to do a shutdown over border security, when you look at the caravans, when you look at the mess, when you look at the people coming in, this would be a very good time to do a shutdown." Remember, Congress averted a government shutdown back in September by passing a massive spending bill to fund a large portion of the government. The package did not, however, include money for the border wall, and Congress passed a shorter-term spending bill to fund the Department of Homeland Security, among other agencies, until December 7th. Assuming we clear this hurdle, the trade is still looking at the very real possibility of Washington increasing all Chinese tariffs to 25% on January 1st, if President Trump and Xi can not come to some type of trade resolution at their scheduled end of November G20 meeting. There are reports circulating that Chinese President Xi and U.S. Vice President Pence traded barbs in speeches at a APEC summit of world leaders held on Saturday in Port Moresby, Papua New Guinea. The bears are saying this clearly shows the world's two largest economies and leaders are still miles apart and a "deal" being made at the G20 meeting is certainly no guarantee. There's also some belief that the two leaders might simply make a positive political play and paint a picture to the media that progress is being made, when in fact they are simply trying to stop the bleeding until they can sort out all of the differences. The actual trade conflict however may continue for an extended period. I am certain both President Trump and Xi understand and recognize that the market is all about perception... Some market insiders are worried that Washington has temporally developed "Dissociative Identity Disorder," formerly referred to as multiple personality disorder. Not only do we have the Democrats taking back control of the House, with a decidedly different view of policy, but we also have some differing personalities and views towards the top of the Republican Party, i.e. U.S. Secretary of the Treasury, Steven Mnuchin and Director of the National Economic Council, Larry Kudlow having more of a "globalist" view vs. the Assistant to the President, Director of Trade and Industrial Policy, Director of the White House National Trade Council, Peter

Navarro's more "nationalist" views. As a result, the trades overall "perception" seems extremely mixed and uncertain as to how it should respond. I should also note, over the weekend, the CIA released details determining the Crown Prince ordered the murder of journalist Jamal Khashoggi. Headwinds will most likely be created for the White House as President Trump seeks to protect U.S. ties with the Saudi's, one of the closest American allies in the region. From what I understand, the CIA reached its conclusions after examining multiple sources of intelligence, including a phone call that the prince's brother, the Saudi ambassador to the United States – had with Khashoggi. With the Saudi government having changed their story on more than one occasion, I suspect there a few cards left to be turned over before we see a full resolution on the matter. In my opinion Trump will do everything he can to maintain the political and business ties to the ally, but could face huge pressure should the recent reports prove to true, which will only add volatility to our markets. From what I understand, President Trump will receive more detailed and complete report on the case tomorrow and perhaps more will be released. Traders are also keeping a closer eye on the darker clouds moving over the European Union. UK Prime Minister Theresa May's leadership is in jeopardy as Brexit plans continue to unravel ahead of the projected March deadline. Italy is also causing major uncertainty amongst the global macro players. I suspect the U.S. markets will be extremely wild and volatile as the trade thin for the holidays, then some massively large wagers will start to be placed ahead of next weeks G20 meeting between President Trump and Xi. Hold onto your hats and stay buckled in. Also remember, despite the tough times in agriculture, recent setback in the stock market, and political differences, we all have a great deal to be thankful for... Count your blessing and focus on gratitude this Thanksgiving week!

#### **Walmart to Overtake Apple Becoming Third Largest Ecommerce Retailer:**

*According to eMarketer's latest retail forecast, Walmart will overtake Apple to become the third largest ecommerce retailer in the US this year. The shift comes after eMarketer increased its share projections for the big-box retailer. As fast as Walmart's ecommerce business is growing, it still pales in comparison to juggernaut Amazon. This year, the online giant will take in more than \$252.10 billion domestically, up just over 29% from 2017. That means Amazon will have a 48.0% share of US ecommerce. (Source: [eMarketer.com](http://eMarketer.com))*

### **Top 5 US Companies, Ranked by Retail Ecommerce Sales Share, 2017 & 2018**

% of total retail ecommerce sales

2017		2018	
1. Amazon	43.1%	1. Amazon	48.0%
2. eBay	7.6%	2. eBay	7.2%
3. Apple	3.8%	3. Walmart	4.0%
4. Walmart	3.3%	4. Apple	3.9%
5. The Home Depot	1.4%	5. The Home Depot	1.6%

*Note: includes products or services ordered using the internet, regardless of the method of payment or fulfillment; excludes privately held companies and travel and event tickets*

*Source: eMarketer, Nov 2018*

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[www.eMarketer.com](http://www.eMarketer.com)

**63.5 Point Over/Under Highest In NFL History:** *The Kansas City Chiefs vs. Los Angeles Rams tonight on Monday night football is slated to be to be of the highest scoring in NFL history. Odds makers have pushed the "over/under" which is the combination of both teams total points at the end of the game to 63.5, the highest since the line started being published in 1986. This game was supposed to be played in Mexico but was cancelled and move to Los Angeles because of poor playing conditions on the field and security uncertainties for the U.S. fans going to Mexico. Many analyst say these are the top two NFL teams and might be a preview of the Super Bowl. I say the Chiefs will still need to find a way to get past Belichick, Brady and the Patriots, while the Rams will still need to find a way to get past Drew Brees and the Saints. The Los Angeles Rams are the favorite in tonight's contest by 3.5 points. Of course, I have to take my hometown Kansas City Chiefs.*

**Millennials Are Disrupting Thanksgiving With Their Tiny Turkeys:** *Smaller turkeys seem to be the trend this Thanksgiving. According to data from the U.S. Department of Agriculture, inventories of whole turkey hens are down -8.3% from last year, while toms are up +6.9%. One reason this is happening is because people are becoming more informed about the food they're consuming and some have become a little turned off by the practices they believe are used to produce a 30-lb turkey. Families are also not celebrating the holidays with groups as large as*

## **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





they once were. According to the US Census Bureau, 62% of American households had one or two people last year compared to 41% in 1960. The smaller turkey trend is also becoming popular because millennials are taking notice that about 200 million pounds of turkey is wasted each year during the week of Thanksgiving. I've even heard many families are starting to serve quail or even squab, a young pigeon, on the Thanksgiving table. The 12 to 14-pound turkeys still seems to be the biggest holiday seller, but many believe the only reason is because Millennials are "still going to Mom's" on Thanksgiving. This trend and tradition could easily change once the Millennials start hosting the event.

**Playing Football Ends At Some Point For All Of Us:** I always told my son, it's an awesome sport to play and builds a ton of character as both an individual and as a teammate, but at some point football ends for all of us. The message below was sent my direction this weekend as several buddies have sons who are playing their last high school football game. Enjoy the memories...

"Most people, even parents, don't really understand what it means when a senior football player's season ends. They don't understand the true finality of it for 95% of these kids. You can play baseball/softball in rec leagues forever. You can always play a game of pick-up basketball. You can play golf and tennis as much as you want when you get older. You can run track and enter 5k or marathons till you die. But most high school football players will never ever put on a helmet and play the same game again. You go from being totally and completely immersed in a game you love to being totally and completely shut out from it. That is incredibly difficult. Football is not a lifetime sport... but high school football IS a once in a lifetime experience."



# 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."

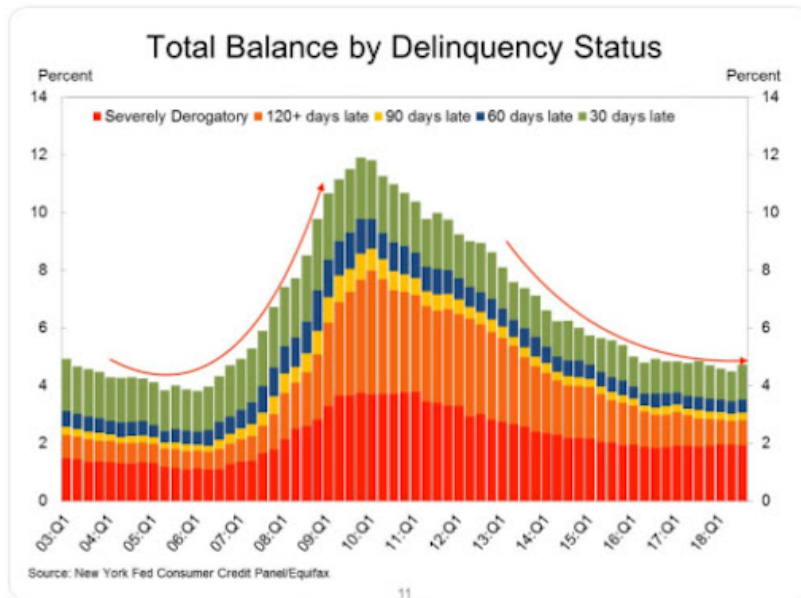




Urban Carmel  
@ukarlewitz

Following

## Household debt delinquency thru 3Q



Randy Uhrmacher  
@Cornfrmr

Following

Maybe we worry too much about progress/technology



You Had One Job

1988: Don't get in the car with strangers.  
2002: Don't meet people from the internet.  
2018: Uber



### 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.





Jeffvanaert  
@AertVan

Following

#thatain'tgood



Light 'n Go  
@LightnGo1

Following

Congratulations to Timothy Daley, this week's randomly selected **#winner** of a Light 'n Go **#Bonfire**! Please send us a direct message with your shipping information and phone number so we can send you your prize!! Thank you to everyone that entered!! **#giveawayalert #giveaways**



## 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



**1831, James A. Garfield is born** - On this day in 1831, future President James A. Garfield is born to an impoverished family near Cleveland, Ohio. He weighed a whopping 10 pounds at birth, was a voracious reader and, as a young boy, worked driving the teams of horses that pulled barges along canals. Garfield was a minister in the Disciples of Christ Church, a languages scholar and served as

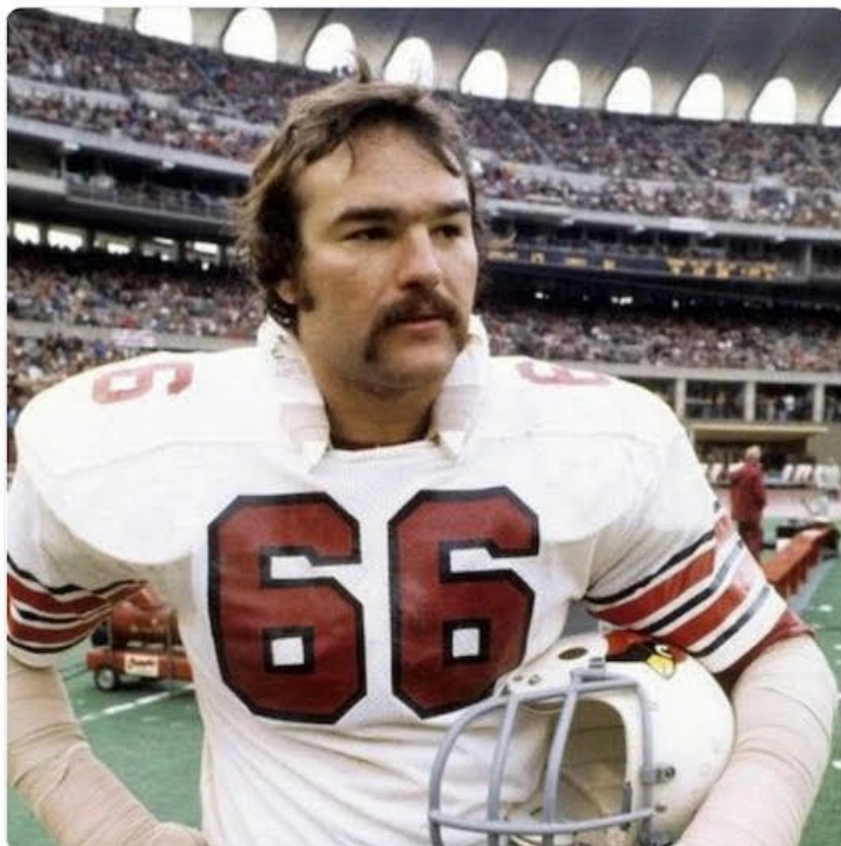




**Super 70s Sports**  
@Super70sSports

Following

If you were an NFL lineman in the 70s and didn't have your arms taped up with about 50 pounds of foreign objects you simply weren't trying hard enough.



president of Hiram College in Ohio before entering politics. In 1859, he was elected to the Ohio State Senate. He served in the Union Army as a major general during the Civil War, but, with then-President Lincoln's support, resigned his commission to make a successful bid for the House of Representatives in 1862. Garfield served in Congress during the Gilded Age when corruption ran rampant in politics. He was implicated in a scandal that rocked the administration of President Ulysses S. Grant in 1872-1873, in which members of Congress were given shares in the Credit Mobilier construction company with the expectation that they would lend their political support to the company's railroad ventures. Although it was never proven, Garfield was accused of accepting a \$329 bribe. (Later, during the presidential election of 1880, his opponents used the numbers "329" as part of their anti-Garfield campaign, scribbling the numbers on the sides of buildings and on streets.) Garfield was a personal friend of Grant's successor, President Rutherford B. Hayes, and sat on the Congressional commission that awarded Hayes the presidency after a contentious election in 1876. In 1880, he won a seat in the U.S. Senate. By that time, the taint of involvement with the Credit Mobilier scandal had faded and his association with the more well-respected Hayes contributed to his ascension to the presidency in 1881. Garfield did not have enough time to create an enduring presidential legacy. He was shot and mortally wounded by an assassin named Charles Guiteau on July 2, 1881. After lingering for 80 days, he finally succumbed to his wounds on September 19, 1881. He was succeeded by Vice President Chester Alan Arthur.



**1975, One Flew Over the Cuckoo's Nest** - On this day in 1975, *One Flew Over the Cuckoo's Nest*, a film about a group of patients at a mental

institution, opens in theaters. Directed by Milos Forman and based on a 1962 novel of the same name by Ken Kesey, the film starred Jack Nicholson and was co-produced by the actor Michael Douglas. *One Flew Over the Cuckoo's Nest* went on to become the first film in four decades to win in all five of the major Academy Award categories: Best Actor (Nicholson), Best Actress (Louise Fletcher, who played Nurse Ratched), Best Director, Best Screenplay (Adapted) and Best Picture. *One Flew Over the Cuckoo's Nest* marked Jack Nicholson's first Oscar win, although the actor, who was born April 22, 1937, in Neptune, New Jersey, had already received four other Academy Award nominations by that time. Nicholson's first nomination, in the Best Supporting Actor category, came for his performance as an alcoholic lawyer in 1969's *Easy Rider*, co-starring Dennis Hopper and Peter Fonda. He earned his next Oscar nomination, for Best Actor, for 1970's *Five Easy Pieces*, in which he played a drifter. For 1973's *The Last Detail*, Nicholson earned another Best Actor Oscar nomination. His fourth



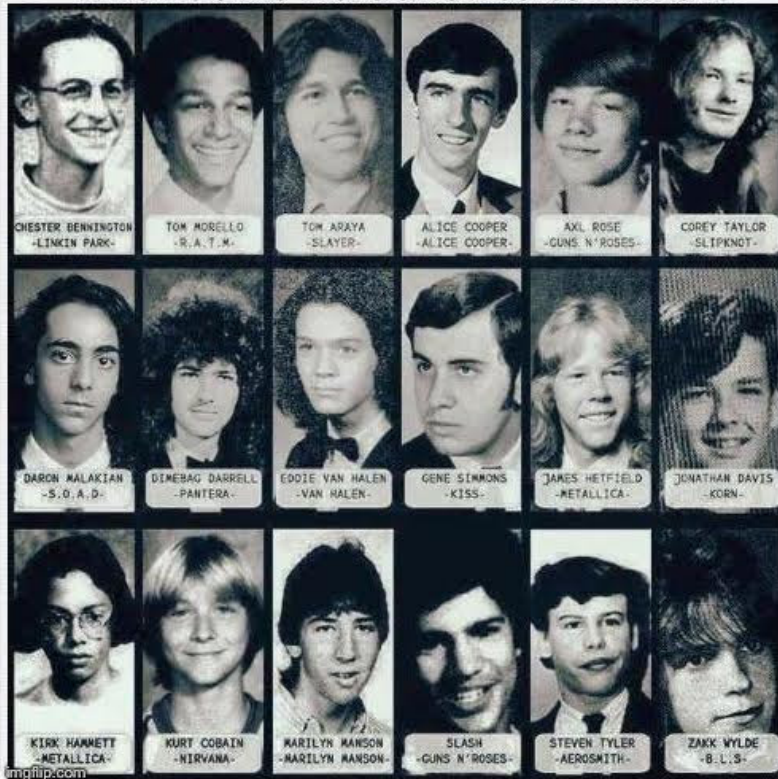
**You Had One Job**

@\_youhadonejob1

Following

Music was better....

**Music was so much better  
when dorks were allowed to make it**



Best Actor Oscar nomination came for his performance as Detective Jake Gittes in director Roman Polanski's *Chinatown* (1974). In *One Flew Over the Cuckoo's Nest*, Nicholson played Randle McMurphy, a convict who pretends to be crazy so he can be sent to a mental institution and avoid prison work detail. Once at the asylum, McMurphy encounters a varied cast of inmates and clashes memorably with the authoritative Nurse Ratched. During the 1980s, Nicholson, known for his charisma and devilish grin, appeared in such films as Stanley Kubrick's *The Shining* (1980), which was based on a Stephen King horror novel; *The Postman Always Rings Twice* (1981), with Jessica Lange; *Reds* (1981), which was directed by Warren Beatty and earned Nicholson another Best Supporting Actor Oscar nomination; *Terms of Endearment* (1983), for which he collected a second Best Actor Oscar; *Prizzi's Honor* (1985), for which he received another Best Actor Oscar nomination; *The Witches of Eastwick* (1987), with Cher, Susan Sarandon and Michelle Pfeiffer; *Ironweed* (1987), for which he took home yet another Best Actor Academy Award nomination; and *Batman* (1989), in which he portrayed the villainous Joker. Nicholson's prolific film work in the 1990s included *The Two Jakes* (1990), a sequel to *Chinatown* directed by Nicholson himself, the biopic *Hoffa* (1992) and *A Few Good Men* (1992), for which he earned another Best Supporting Actor Oscar nomination. *A Few Good Men* features Tom Cruise and Demi Moore and includes the now-famous Nicholson line "You can't handle the truth." Nicholson won his third Best Actor Oscar for 1997's *As Good as It Gets*, which co-stars Helen Hunt, and earned his 12th Academy Award nomination for his performance in 2002's *About Schmidt*. The iconic actor's more recent film credits include *Something's Gotta Give* (2003), with Diane Keaton, and *The Departed* (2006), directed by Martin Scorsese.



#### **1977, Sadat visits Israel**

In an unprecedented move for an Arab leader, Egyptian president Anwar el-Sadat travels to Jerusalem to seek a permanent peace settlement with Israel after decades of conflict. Sadat's visit, in which he met with Israeli prime minister Menachem Begin and spoke before the Knesset (Parliament), was met with outrage in most of the Arab world. Despite criticism from Egypt's regional allies, Sadat continued to pursue peace with Begin, and in 1978 the two leaders met again in the United States, where they negotiated a historic agreement with President Jimmy Carter at Camp David, Maryland. The Camp David Accords, signed in September 1978, laid the groundwork for a permanent peace agreement between Egypt and Israel after three decades of hostilities. The final peace agreement—the first between Israel and one of its Arab neighbors—was signed in March 1979. The treaty ended the state of war between the two countries and



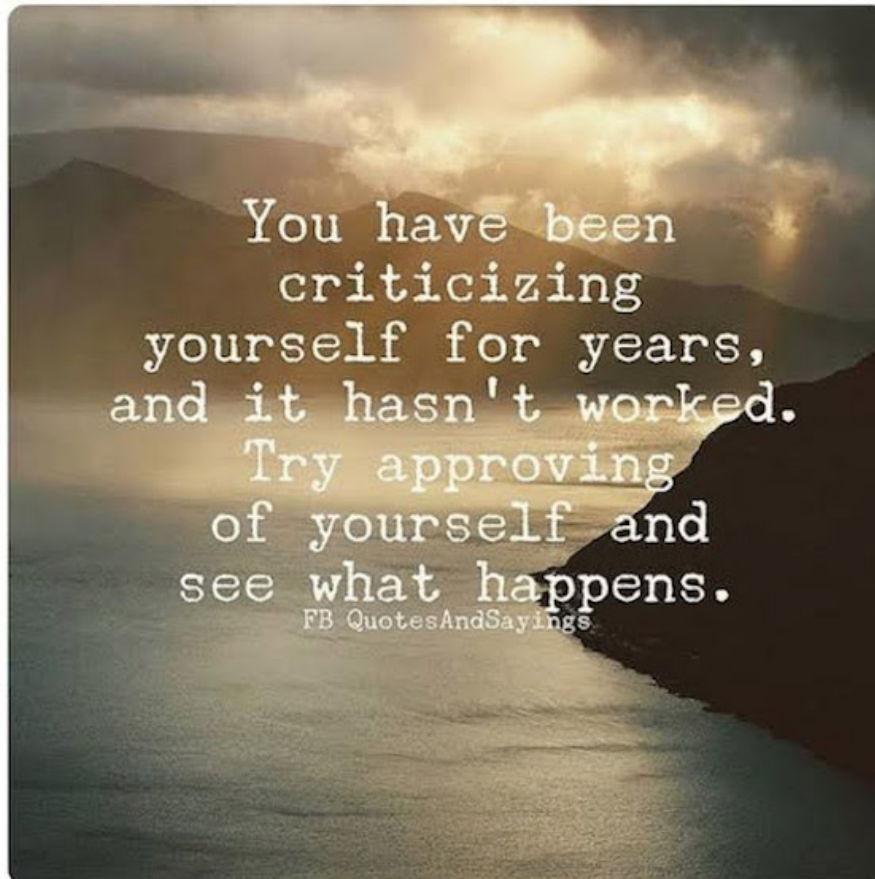


Motivational Quotes  
@motivational

Following

You have been criticizing yourself for years, and it hasn't worked. Try approving of yourself and see what happens. -unknown

#quotes [ift.tt/2qbSWnj](https://ift.tt/2qbSWnj)



provided for the establishment of full diplomatic and commercial relations. Sadat and Begin were jointly awarded the 1978 Nobel Peace Prize for their efforts. However, Sadat's peace efforts were not so highly acclaimed in the Arab world, and he was assassinated on October 6, 1981, by Muslim extremists in Cairo. Despite Sadat's death, the peace process continued under Egypt's new president, Hosni Mubarak. In 1982, Israel fulfilled the 1979 peace treaty by returning the last segment of the Sinai Peninsula to Egypt. Egyptian-Israeli peace continues today.

#### Upcoming Events

**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

## neuro mining



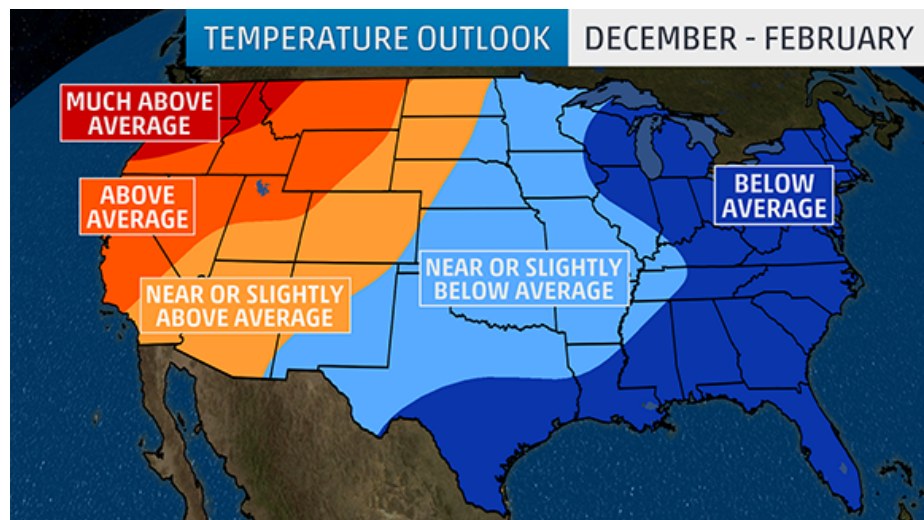
*As we age, it gets harder and harder to create new neural pathways in the brain. It's the reason kids find it so easy to learn new things, but as adults it often gets more difficult. Doing brain teasers and solving riddles can be an important part of keeping our brain healthy. The more connections we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

Which side of the turkey has more feathers?



**Weather** forecasters are beginning to talk about a split temperature story this winter: cold in the East and warm in the West. Prolonged November cold and early snowfall are helping to raise the odds of a persistently cold winter in the East. The U.S. has had its most expansive November snow cover in almost three years due to a plunge the jet stream centered over the central U.S. The persistent upper-level trough has led to above average snowfall not only where snow is expected along the northern tier of the country, but also throughout much of the Plains. The colder air and increased snow cover may set the stage for frigid weather to take over a good section of the country this winter. The overall trend calls for a colder-than-average winter in the eastern half of the country while the West remains warm, according to The Weather Company's latest winter outlook. During each of the three months of meteorological winter -- December, January and February -- the temperature pattern is expected to be similar with colder air on the East Coast and across the South while warmer than average in the Northwest.




**Corn** prices remain in a fairly narrow range. Many traders are moving from the DEC18 to the MAR19 contract, where there's about a dime carry or premium in the market. The MAR19 contract has essentially been trading between \$3.70 and \$3.90 per bushel since late-September. The nearby low was posted on September 18th at \$3.54<sup>6</sup>. The high was posted on May 24th at \$4.37 per bushel. The contract hasn't closed back above \$4.00 since June 13th. As for today, most are eager to see the latest USDA weekly crop report, where we expect to see close to 90% of the U.S. crop harvested. This should still be slightly behind our traditional pace, but not a big market mover. The South American production story remains the same, weather in Brazil seems very cooperative, while weather in Argentina is too wet in some locations. Keep in mind, Brazil's corn production is forecast at 94.5 MMTs vs. 82.0 MMTs last year. The Argentine crop is forecast at 42.5 MMTs vs. 32.0 MMTs last year. I should also note, upcoming Ukraine production is forecast at 33.5 MMTs vs. 24.12 MMTs last year. The entire FSU-12 are forecast to produce 49.8 MMTs vs. 42.07 MMTs last year. In other words, bears are pointing to stiffer competition in the export space. The trade is also battling some negative headlines regarding corn used for ethanol, as shrinking margins have forced some plants to reduce run rates. Bottom-line, total U.S. production might continue to shrink a bit as corn remains in the field, but some uncertainty about growth in demand, more sizable production from South America and the Black Sea region, and talk of increasing acres being planted here in the U.S. in 2019 is keeping a lid on most all rallies. There's also the ongoing uncertainty in the global macro space, that keeps the bullish fund interest somewhat limited. I'm most interested in South American weather, crude oil prices, and direction of the U.S. dollar. I feel like nearby, there's more bearish cards on the table than bullish. I'm playing for a slight pullback, then perhaps we start climbing higher into Q1 and Q2 of 2019. I included below the acres that were still reported as "unharvested" last week. States to pay close attention to are Iowa, Nebraska, the Dakota's, Wisconsin, Ohio, Indiana, Michigan, and Kansas, who all had more than 550,000 acres each unharvested.

#### U.S. Corn Acres Unharvested as of Last Week:

#### WHAT I'M LISTENING TO:



 Florida Georgia Line  
"Talk You Out of It"

#### 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*

Top-18 Corn States	Areas Harvested	Not Harvested	Acres Not Harvested	State Yield	Bushels in the Field
Iowa	12,850,000	17%	2,184,500	198	432,531,000
Nebraska	9,350,000	23%	2,150,500	195	419,347,500
South Dakota	4,850,000	29%	1,406,500	166	233,479,000
North Dakota	3,100,000	38%	1,178,000	142	167,276,000
Wisconsin	3,000,000	31%	930,000	177	164,610,000
Ohio	3,310,000	22%	728,200	193	140,542,600
Indiana	4,920,000	12%	590,400	194	114,537,600
Michigan	1,850,000	33%	610,500	166	101,343,000
Illinois	10,850,000	4%	434,000	214	92,876,000
Kansas	5,100,000	11%	561,000	130	72,930,000
Pennsylvania	920,000	31%	285,200	155	44,206,000
Colorado	1,340,000	23%	308,200	127	39,141,400
Missouri	3,250,000	6%	195,000	145	28,275,000
Minnesota	740,000	13%	96,200	184	17,700,800
Texas	2,000,000	6%	120,000	113	13,560,000
Kentucky	1,210,000	6%	72,600	179	12,995,400
Tennessee	730,000	2%	14,600	173	2,525,800
North Carolina	870,000	1%	8,700	117	1,017,900
<b>Total</b>	<b>70,240,000</b>	<b>16%</b>	<b>11,238,400</b>		<b>2,098,895,000</b>

*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 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.*

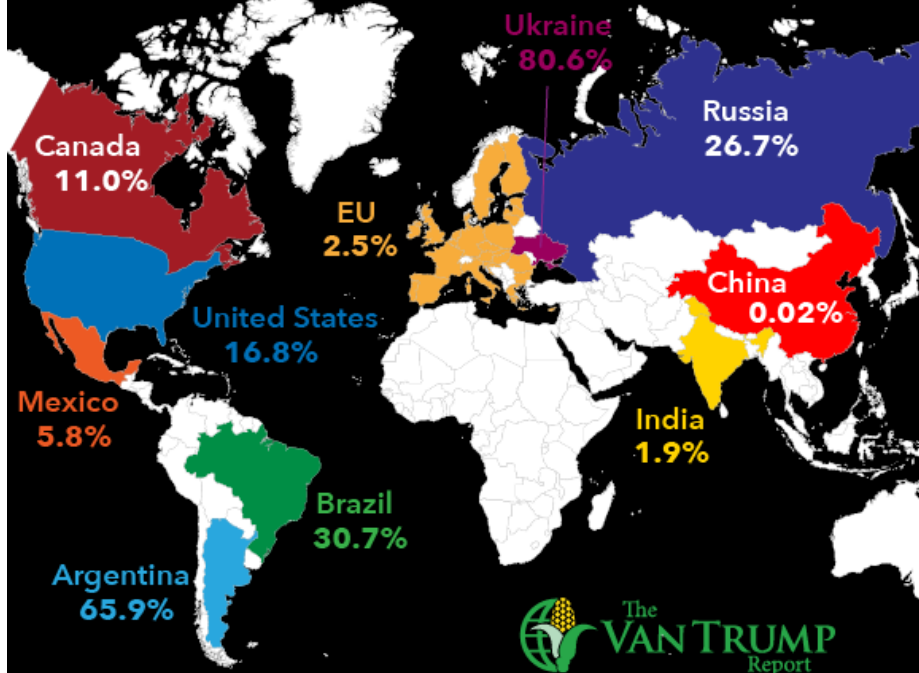
- Option #1 - Conservatively long.
- Option #2 - Aggressively long.
- Option #3 - Sitting on the sideline.

*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.*



# Top Corn Producing Countries % of Production Exported

2018/19 projected



(in thousand metric tons)

Country	Production	Exports	% Exported
United States	371,517	62,233	16.8%
China	256,000	50	0.02%
Brazil	94,500	29,000	30.7%
EU	59,500	1,500	2.5%
Argentina	42,500	28,000	65.9%
Mexico	26,000	1,500	5.8%
India	26,000	500	1.9%
Ukraine	33,500	27,000	80.6%
Canada	14,500	1,600	11.0%
Russia	11,250	3,000	26.7%

Source: USDA, FAS, PS&D Updated 11/16/18

*Farm Direction*  
RECIPES

★ **FAMILY FAVORITES** ★  
-SENT IN BY OUR READERS-

**Cream Cheese-Stuffed Pumpkin Dinner Rolls**

[CLICK TO SEE RECIPE](#)

**Soybean** bulls continue to debate U.S. yield, weather in South America, and most importantly how things will play out with the Chinese regarding trade. Most are expecting to see the USDA report 92% to 93% of the U.S. crop has now been harvested. State we are keeping the closest eye on are Missouri, Kansas, Ohio, Illinois, Arkansas, Iowa, Indiana and Kentucky. The South American story remains mostly the same, with Brazil off to the fastest start on record with mostly cooperative weather, while Argentine producers in some areas are battling too much rainfall. The USDA is currently forecasting Brazilian soybean production at 120.5 MMTs vs. 119.8 MMTs last year. Many sources are thinking this number starts inching its way higher. As for Argentina, the USDA is forecasting 55.5 MMTs vs. 37.8 MMTs last year. Talks and rumors of a trade resolution with China remain highly speculative. Nobody seems to know how or when the issues will be resolved. Headlines this weekend are being digested as a somewhat negative as Vice President Pence and President Xi seem to take a couple of shots at one another during speeches at the APEC summit of world leaders. I still think President Trump might try to make a deal involving U.S. agriculture at the upcoming G20 meeting in Argentina late next week. China would certainly like to be able to buy U.S. soybeans and President Trump would certainly like to broker the deal. Since we've moved past the mid-term elections, Chinese officials might certainly be more willing to make some type of deal involving U.S. agriculture. I don't think we get a deal done across the board, but perhaps the two leaders can start prioritizing and

checking a few things off the list. Of course I'm being optimistic and talking my own position, wanting higher soybean prices. On the flip side, if nothing specific is announced regarding U.S. soybeans following the G20 meeting, I suspect the bears will again come up to bat and prices could challenge the recent lows. As a producer, I continue to like the thought of keeping a floor in place to protect and limit further downside exposure, but at the same time keeping some upside potential in play. Lots of moving parts right now, and the market feels like it's coiling up to make a sizable move. Position yourself accordingly. Most interested in Chinese trade talks and extended weather forecasts in South America. U.S. soybean acres in 2019 also becoming an interesting debate...

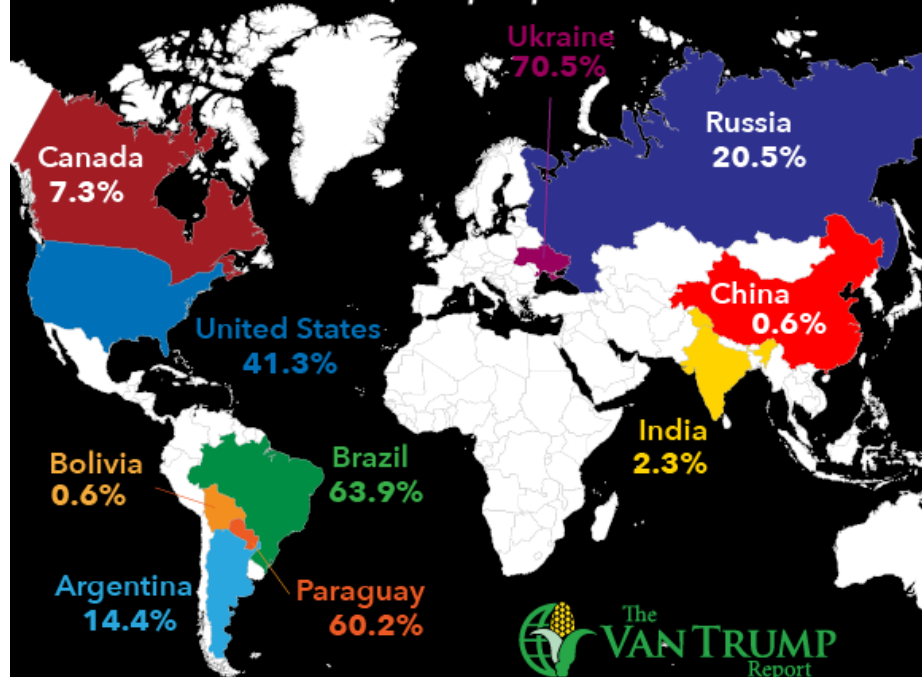
Top-18 Soy States	Areas Harvested	Not Harvested	Acres Not Harvested	State Yield	Bushels in the Field
Missouri	5,730,000	30%	1,719,000	46	79,074,000
Kansas	4,810,000	26%	1,250,600	42	52,525,200
Ohio	4,940,000	15%	741,000	59	43,719,000
Illinois	10,850,000	6%	651,000	64	41,664,000
Arkansas	3,570,000	22%	785,400	50	39,270,000
Iowa	9,840,000	6%	590,400	58	34,243,200
Indiana	6,180,000	9%	556,200	60	33,372,000
Kentucky	2,090,000	28%	585,200	54	31,600,800
North Carolina	1,590,000	48%	763,200	35	26,712,000
Tennessee	1,720,000	28%	481,600	48	23,116,800
Michigan	2,290,000	21%	480,900	48	23,083,200
North Dakota	6,550,000	9%	589,500	36	21,222,000
Wisconsin	2,290,000	15%	343,500	49	16,831,500
Nebraska	5,450,000	6%	327,000	49	16,023,000
Minnesota	7,740,000	3%	232,200	50	11,610,000
South Dakota	5,660,000	4%	226,400	49	11,093,600
Mississippi	2,180,000	6%	130,800	53	6,932,400
Louisiana	1,370,000	4%	54,800	50	2,740,000
<b>Total</b>	<b>84,850,000</b>	<b>12%</b>	<b>10,182,000</b>		<b>514,832,700</b>



# Top Soybean Producing Countries

## % of Production Exported

2018/19 projected



(in thousand metric tons)

Country	Production	Exports	% Exported
United States	125,179	51,710	41.3%
Brazil	120,500	77,000	63.9%
Argentina	55,500	8,000	14.4%
China	16,000	100	0.6%
India	11,000	250	2.3%
Paraguay	9,800	250	60.2%
Canada	7,500	5,500	73.3%
Ukraine	4,400	3,100	70.5%
Russia	3,900	250	20.5%
Bolivia	2,700	15	0.6%

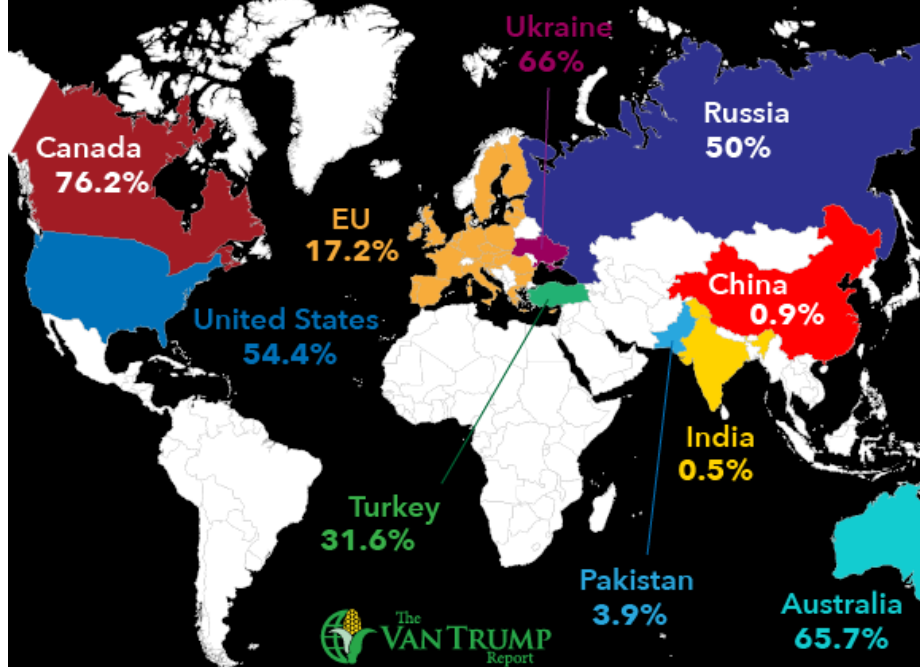
Source: USDA, FAS, PS&D Updated 11/16/18

**Wheat** traders are interested in seeing the updated USDA winter wheat planting numbers, most suspect to see the U.S. about 95% planted. The crop-condition ratings were bumped higher last week to 54% rated "Good-to-Excellent", most are thinking they stay stable or again bumped slightly higher. Last week, Kansas showed just 44% of their crop in GD/EX condition, which was about -12% worse than the previous year. Washington, Oregon, Michigan, Ohio, Missouri, Colorado, Indiana, and Illinois all showing worse crop-conditions than last year. On the flip side, Oklahoma was about +8% better than last year, Nebraska about +6% better. Idaho, Arkansas, North Carolina and Texas also better than last year. Montana and South Dakota are in massively better condition than last year. I continue to keep my eye on shrinking availability of "quality" global exports. I personally think the Australian crop is still wildly overestimated and will need to be further reduced. I also have to imagine Russian exports are going to slow. I should also note, weather complications continue to add uncertainty in several parts off the European Union. I remain a longer-term bull, but still see the window of opportunity a bit further out on the horizon. As a spec, I'm just trying to build a bit larger position and let some time run off the clock without being knocked out of the game. Don't want to get over-leveraged or over-excited. Most interested in global macro space, how the funds are responding, and overall direction of the U.S. dollar. European weather also remains interesting.

# Top Wheat Producing Countries

## % of Production Exported

2018/19 projected



(in thousand metric tons)

Country	Production	Exports	% Exported
EU	151,600	26,000	17.2%
China	132,502	1,200	0.9%
India	99,700	500	0.5%
Russia	70,000	35,000	50.0%
United States	51,287	27,896	54.4%
Canada	31,500	24,000	76.2%
Ukraine	25,000	16,500	66.0%
Pakistan	25,500	1,000	3.9%
Australia	17,500	11,500	65.7%
Turkey	19,000	6,000	31.6%

Source: USDA, FAS, PS&D Updated 11/16/18



> **New Cases of ASF Reported in China:** Four new outbreaks of African swine fever have been reported in China's provinces of Jiangxi, Yunnan and Sichuan as well as the municipality of Shanghai, the agriculture ministry said on Saturday. Ten pigs had died from the disease and 10 others had fallen ill on a farm with 150 hogs in the southeastern province of Jiangxi, the ministry said on its website. Another 348 pigs will be slaughtered in Yunnan province in the southwest. (Source: Reuters)

> **52% of U.S. Consumers are Eating More Plant-Based Foods** shows a recent DuPont Nutrition & Health Study, as they believe it makes them feel healthier. Roughly 60% of respondents said switching to plant-based food was permanent, or they hoped



it was, and taste is the main reason why more people don't consume plant-based foods. According to HealthFocus data, 17% of U.S. consumers eat a predominately plant-based diet, and 60% claim to be reducing their consumption of meat-based products. (Source:fooddive)

**> California Wild Fire Evacuees Now Face Flooding and Mudslides:** *Thousands of people displaced by California's most destructive wildfire, including hundreds living in tents and cars, face heavy rains next week that could trigger dangerous floods and mudslides. Experts are saying the hillsides that have been scorched by the wildfires are at risk for mudslides when it rains. As wild fires burn away the vegetative underbrush, as well as create a waxy underlayer, the expected heavy rains will not be able to penetrate the soil, causing the dangerous mudslides.*

**> Pork Export Trend Down in Key Markets:** *American pork exports to Mexico dropped 10% in September when compared with September of last year. Exports to China sank even more drastically -- by 33% -- during that month. Both countries saw similar declines for their quarterly numbers as well. These new numbers indicate that tariffs are starting to take a toll on two of the largest markets for U.S. pork producers. Remember, both countries targeted U.S. pork for retaliatory duties in response to President Trump's tariffs. (Source: USDA)*

**> FDA Needs More Time On Labeling Standards:** *The FDA has announced a 60-day extension of the public comment period on the agency's plan to reconsider labeling standards for plant-based products that use names like "milk" and "cheese." The comment period was originally scheduled to end November 27. (Source: USDA)*

**> Schwan Sold to South Korea:** *Schwan's Co., a Minnesota food company known for delivering ice cream and other foods, is being sold to South Korea's largest food company, CJ CheilJedang. They will pay \$1.8 billion for an 80% stake in Schwan's and gain control the business. The Schwan family, descendants of founder Marvin Schwan who started the company in Marshall in 1952, will continue to own 20% and run its home delivery service. (Source: StarTribune)*

**> Cotton Subsidies Are Soaring:** *A new report is showing that government support for domestic cotton industries is rising rapidly. Ten nations provided subsidies that averaged 18 cents per pound (\$5.9 billion overall) in 2017/18. This is a 33% increase from the previous year, despite the fact that market prices for cotton were high. (Source: ICAC)*

**> More Young American Couples Living Together than Married:** *According to Census Bureau data, 15% of people in the 25-to-34 age group shared quarters with an unmarried partner this year, up from 12 percent in 2008. Among those between 18 to 24, cohabitation is more prevalent today than marriage with 9 percent living with an unmarried partner versus 7 percent living with a spouse. Fifty years ago, only 0.1% of people between 18 and 24-year and 0.2% between 25 and 34 lived with an unmarried partner. (Source: Bloomberg)*

**> Florida is suing the Nation's two Largest Drugstore Chains, Walgreens and CVS Health,** *alleging they added to the state and national opioid crisis. The two failed to stop "suspicious orders of opioids" and "dispensed unreasonable quantities of opioids from their pharmacies," Attorney General Pam Bondi declared, adding the companies to a lawsuit filed last spring against OxyContin maker Purdue Pharma and several opioid distributors. (Source: SeekingAlpha)*

**> GE Fighting to Avoid Junk-Bond Status:** *GE's stock market value has slipped to just below \$70 billion, about \$300 billion less than where it was in 2005, when it was last America's most valuable company, according to S&P Dow Jones Indices.*

**> Republican Rick Scott Wins Senate Race in Florida:** *Democrat Bill Nelson concedes after a bitterly contested election that had two recounts. Republicans shored up their U.S. Senate majority on Sunday when Florida Gov. Rick Scott narrowly prevailed over Democratic Sen. Bill Nelson, who conceded defeat nearly two weeks after Election Day as a second recount left him trailing by about 10,000 votes. (Source: The Wall Street Journal)*

**> Thanksgiving Dinner Gets Cheaper For Third Straight Year:** *The American Farm Bureau Federation's 33rd annual survey of classic items found on the Thanksgiving Day dinner table indicates the average cost of this year's feast for 10 is \$48.90, or less than \$5.00 per person. This is a 22 cent decrease from last year's average of \$49.12. The average cost of Thanksgiving dinner has declined steadily since 2015 and is at the lowest level since 2010. Leading the price decline is the Thanksgiving turkey which cost slightly less than last year, coming in at \$21.71 for a 16 pound bird. (Source: AFBF)*

# American Farm Bureau Federation®

## 2018 Thanksgiving Dinner Cost



Source: ©2018 American Farm Bureau Federation®

## FROM THE FIELD

**Southern Nebraska** – One thing I have noticed on the sorghum crop in southern Nebraska and even northern Kansas is plant is still standing really well. Normally if guy have not harvested it by this time you would start to see field falling down. I don't know if it's from genetics or if it's because the rain they got early on to strengthen the root system. I have cut a lot of Sorghum way earlier then this that we have had to basically cut clear off at the ground in certain areas just because it wasn't able to keep itself upright. Normal Sorghum is dryland, so the root system can be a problem. There is still some soybeans standing in the field, but we are done with ours. I can't figure out why a few guys are picking corn near me when I absolutely know they have soybean fields that need harvested, I guess they have been out there, and the pods are not popping open, so they must not be worried. Corn will stand in the field much longer then soybeans in my opinion.

**Southwest Iowa** – We farm about 75 miles Southwest of Des Moines. We are getting very close to getting done with harvest. I think we have 4 maybe 5 days left unless we get rain, snow or any level of moisture. The forecast says we are in the free and clear until Friday, we have about a 50/50 shot of rain on Friday evening. We have one field of soybeans left that we have not been able to get into because it's a very heavy soil and the combine will sink. We have about 650 acres of corn left that we will probably knock out before we even try to harvest the soybeans. The corn has ranged from 125 bushels all the way up to 205. The bad corn had roughly 25% green snap from the early wind. We only had one area that had any green snap, so we are lucky. Guys north of us had entire farms wiped out. Our soybeans so far have been good, not the best we have seen but better then we expected. With all the different changes in weather we are pleased so far. I don't think we are going to see a big yield jump or decline on the remainder of our fields. I would bet they are all close to 200. Now all we have to do is get these soybeans sold. We are going to put them in the bin until July if we have too.

**Central Iowa** – We hope to finish before Thanksgiving, with some beans still sitting in the low wet spots. Our beans are all over the chart depending on when we got them in



the ground. Earlier varieties doing better and are seeing 55-65bpa with the later beans getting 35-40bpa. We were hoping to get some dry down on the later beans but the weather hasn't cooperated and we still have up to 15% moisture on lots. Corn took a hit with the winds we sustained in June and yields vary significantly. Probabaly putting cows out to help pick up the cobs on the ground. Will see what the insurance has to say about it all.



**What You Might be Eating in 2019:** Whole Foods is predicting the future — well, the future of our shopping carts, that is. In the grocery chain's latest report, they shared the top ten food trends that shoppers will be buying into in 2019, as determined by a team of buyers and experts who study consumer preferences and industry exhibitions. Those trends: Pacific Rim flavors, shelf-stable probiotics, "phat" fats, next-level hemp, faux meat snacks, eco-conscious packaging, unusual frozen treats, marine "munchies," upgraded snacks and purchases that "empower." Wellness seems to be a big focus, as well as unusual uses for ingredients sourced from farther afield. Check out the five food trends that might be most surprising to shoppers [HERE](#).

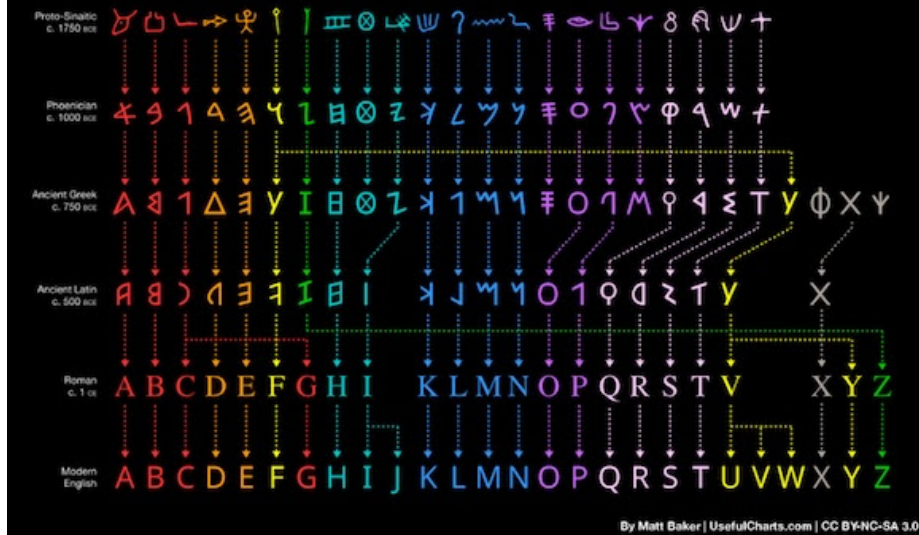
**Is Your Business Benefitting From Algorithms?** Almost every company in the world realizes the importance of developing algorithms that help them run their business. The truth is that most companies have a hard time managing the streams of data that they already have, let alone handling new sources of data. Properly using algorithms is the key to making your current data useful and making smart, timely decisions based on that data possible. What has been missing thus far is focus on how to manage this critical resource and the assets they produce. Keep in mind markets will be won by companies that effectively create, manage, and deploy algorithms for everything from customer demand sensing to data cleansing to inventory management! Companies that are faster and smarter at developing and managing algorithms are going to win in industry after industry. Read more [HERE](#) how to stay ahead in business.

**Interesting Study on Earth's Water Cycle:** A new study published in the journal *Nature* reveals some mysterious complexities about our planet's water cycle—in particular, how much ocean water gets trapped in the earth's interior via plate tectonics. According to the study, about three times as much as we thought. The earth's mantle consists of an interlocking puzzle of tectonic plates. When those plates collide and one slides beneath the other, water gets pulled into the subduction zone. Through a combination of heat and pressure, the water chemically transforms into "wet rocks," a hydrous mineral that gets locked inside the plate and pulled deeper into the earth's crust. Read more [HERE](#) on how the research was done and what it means.

**Electric Car Conversion Business is Booming:** Even the world's fastest muscle cars can't beat their electric counterparts on the drag strip. Electric vehicles' superior torque is leading power hungry gearheads to supercharge their classic cars with electric drivetrains. The UK-based startup Charge is building 499 custom electric Mustangs for \$255,000 each. The company is packing a 300-kilowatt electric motor and a 64 kilowatt-hour battery pack into classic 1960s-style Mustang body shells licensed from Ford. Charge claims its creation will accelerate from 0 to 62 mph in just 3.09 seconds. By comparison, Tesla claims its Model S will hit it in 2.5 seconds, and its upcoming Roadster model will achieve 1.9 seconds. I'm told the electric conversion business for classic cars is booming. Jaguar Land Rover announced this year it will convert its classic Jaguar E-type line to electric drive, and Chevrolet has launched an electrified version of its modern Camaro. Read more [HERE](#) how electric drivetrains are changing the game.

**How Our Alphabet Evolved:** Found this interesting graphic from Matt Baker, the creator of the Evolution of the English Alphabet chart. Interestingly, Baker traced the English alphabet all the way back to Proto-Sinaitic in 1750 BCE. This chart is a simplified version of his complete work called *Writing Systems of the World* and both can be found on [UsefulCharts.com](#). Originally the chart was titled "Evolution of the English alphabet" and many people commented that there is no such thing as an English alphabet and that the chart should be titled "Evolution of the Latin alphabet". Actually, both titles are correct. Click the link above to see why.

## Evolution of the English Alphabet



## FROM MY PERSPECTIVE

*Kevin Van Trump*



## VAN TRUMP CONFERENCE 2018 IN THE SPOTLIGHT

### KCoe Isom... A Very Different Consulting and CPA Firm

I've partnered for many years now with the team from KCoe Isom and look forward to having them back again. Originating in the rural communities of Kansas and Northern California, where agriculture and food production still reign, KCoe Isom has the background and passion to help sustain and grow food and ag operations through wildly fluctuating conditions. The firm has grown over the years and now has 375 people in 8 states coast to coast. At \$66.5 million in revenue (as of FYE 3/31/18), the firm ranks approximately 65th in size in the US. I should also note, two-thirds of the firm's business is in the food and agriculture industry. Their team of experts, many of whom have their own ag operations, will guide you through weather, commodity price volatility, land values, and economic pressures—making sure your business is strong for the next generation. It's worth noting that the firm is solidly embedded throughout the food-supply chain, working with producers, input suppliers, processors, packagers, distributors, biofuel manufacturers, equipment dealerships, landowners, lenders, and policy organizations that support the industry. Farming today literally has little room for error, meaning that in order to succeed, there must be a plan and a budget with an exact cost of production analysis. With that in hand, you'll stand a better chance to market effectively, control costs and weather downturns, like we find ourselves now experiencing. KCoe will help you at every step along that path with what they like to call "precision financing". I suspect if you take the time to meet with a member of their team, you will most likely come away with a new tool or two that can be used in the coming years. Bottom-line, K-Coe Isom brings measurable impact to businesses and families. Those who want to preserve wealth, boost working capital, expand, ensure a smooth business transition, or thrive in difficult situations should make certain to stop by the KCoe Isom booth and learn more at their website [HERE](#).





### What's This 5-Step Animal Welfare Rating?

Whole Foods Market is now using Global Animal Partnership's 5-Step Animal Welfare Rating, which is the standards they use for beef, pork, chicken, sheep, goats, bison, and turkey in their meat department. Customers will find a different selection of meat in each store, but if the meat doesn't meet the standards for Step 1, you won't see it because Whole Foods won't sell it. Keep in mind, every animal has to meet over 90 standards to even be considered a step 1 meat to be sold in stores. For example, for a chicken farmer to be considered step 1 the farm has to meet 91 standards, a hog farm has to meet 118 standards, and a cattle ranch has to meet 121 standards. Whole Foods claims this gives the consumer knowledge to make informed food choices and at the same time rewards farmers to improve their welfare practices. Additionally, Whole Foods believes the consumer has a right to know where your food comes from and what goes into it. The company claims this system is the perfect scorecard to communicate to the customer about what they are paying for and the value they are getting out of their meat. Basic requirements for farmer's meat to even be considered to be sold in Whole Food Market is they must not put animals in crates, cages or tethers during the animal's daily life, sick animals must get treatment and never receive antibiotics, and added hormones are prohibited. It appears the production of food will continue moving in this direction in the future and other stores will soon follow Whole Foods lead. Click [HERE](#) to apply and learn more about The 5-Step Animal Welfare Rating. Below is the guide for the 5-step program.

Step 1	Step 2	Step 3	Step 4	Step 5	Step 5+
No crates, no cages, no crowding	Enriched environment	Enhanced outdoor access	Pasture centered	Animal centered; all physical alterations prohibited	Animal centered; entire life on same farm
Like people, animals need a little "personal space" to be comfortable.	It's the simple things that keep animals active and engaged – like a bale of straw for chickens to hide behind and climb on, a bowling ball for pigs to manipulate and shove around, or a few sturdy objects for cattle to rub against when they need a good scratch.	Pigs and chickens still live in buildings but they all – yes, each and every one of them – have access to outdoor areas where they can catch a few rays.	Chickens need to forage, pigs need to wallow and cattle need to roam. They can do all of these things when they live outdoors and have shelter – and of course, a view!	Animals get to live their lives with all the parts they were born with, and nothing else! No nose rings, no clipping, no snipping and no branding.	Animals are born and live their entire lives on one farm. Pigs and cattle are slaughtered on the farm, and chickens are transported only short distances (because you can't herd chickens!).

### Holograms Might Become the New Form of Entertainment on the World Stage?

This blows my mind! Holograms are becoming so good, people are paying big money to go see them live in concert. Celebrities are digitally preserving themselves or cloning themselves in the form of holograms then sending their hologram selves out on tour. I've heard, next year, Amy Winehouse's hologram plans to go on tour. Roy Orbison and Maria Callas also plan to go on separate hologram tours as well. These hologram artists plan to hit the stage in mid to late-2019. The company making the hologram artist

tours possible is "Base Hologram". Their main goal is to harness the magic of holographic live entertainment to create concerts, theatricals, and spectacles to entertain diverse audiences worldwide. You may think it's a very complicated process to get these holograms to show up on stage, but it's actually been happening since the early 2000's in movies. The actual display of the hologram involves the use of an invisible film that is stretched at an angle with an LED projector, projecting an image onto it to create the 3-D effect and illusion. The image is projected down from the ceiling in order to hit a bounce screen on the floor, which reflects it off another screen to reflect it at a 45-degree angle to the audience. Click [HERE](#) to see how the holograms on stage are able to look so real. The first example of the celebrity hologram that really caught the public's attention was in 2012 at the Coachella music festival when Dr. Dre at the Coachella brought the dead rapper Tupac Shakur back to the stage. YouTube videos of the performance amassed 15 million views, Google search results for Tupac hologram exceeded 50 million, Tupac album sales increased +500%, and downloads of his song "Hail Mary" rose +1,500% shortly after this performance. We've also seen Hologram performances in the past from [Elvis Presley in 2007](#) and [Michael Jackson in 2014](#). There seems to be a huge market for these hologram performances moving forward due to people feeling like they missed out on a special experience to see these artists when they were alive. I have to imagine this form of media is going to become bigger and bigger as the costs to produce the hologram images is being drastically reduced. If you do nothing else, make certain you Click [HERE](#) to watch this short preview of what Roy Orbison will be like on stage, it's mind blowing! In fact, it's almost creepy how real these things look.



### The Picture In My Conference Room...

It was on this day back in 1863 that President Abraham Lincoln gave one of the most prolific and historic American speeches, the "Gettysburg Address". In just 272 words, Lincoln brilliantly and movingly reminded a war-weary public why the Union had to fight, and win, the Civil War. Keep in mind, Union forces had just fought and nearly lost one of the bloodiest battles of the Civil War. Over the course of three days, more than 45,000 men were killed, injured, captured or went missing in Gettysburg, Pennsylvania. The battle also proved to be the turning point of the war: General Robert E. Lee's defeat and retreat from Gettysburg marked the last Confederate invasion of Northern territory. Interestingly, our nations leaders knew it would be how our forces responded



the next few weeks and months following Gettysburg that would ultimately determine the fate of America. They knew they need a great speech and someone great to deliver it. Very few wanted Lincoln to be the featured speaker. Instead, they thought a more well educated and more famous orator of the day, Edward Everett, would be much more appropriate. Everett, at the age of 13, was admitted to Harvard College. In 1811, at age 17, he graduated as the valedictorian of his class. He was later elected to serve as President of Harvard. He was also elected Governor of Massachusetts in 1835, then appointed Secretary of State in 1852. At the time, Edward Everett was certainly considered a much more well educated and well spoken choice for the speech at Gettysburg. To say Edward Everett had spent his life preparing for this moment, would be an understatement, he was clearly the top choice to deliver the speech our nation needed. If anyone could put the battle into a broad historical context, it was he. As most expected, Everett was then officially asked to deliver the keynote at Gettysburg. He gladly accepted, and the date was set for November, to give him enough time to prepare something of an epic nature. The programs were printed, and he set to work writing a speech that would be memorized, first by him, so he could give it without notes, and then by America's schoolchildren. He immersed himself in the Greeks. He consulted deeply with local historians and military experts who told him the details of the battle. He read Lee's own account of the battle, printed in a Virginia newspaper. Inevitably, he wrote something very long and detailed that displayed these prodigious efforts. Everett was asked by a friend, Oliver Wendell Holmes, how long a respectable patriotic oration should be – Everett answered that 90 minutes was about right, but that two hours might be even better. Then he sat back and waited for November, and his glorious speech. President Lincoln knew this was a very important event and promised to attend. No one expected a major utterance from the president. That was not his role. He was not a historian. He could not read Greek, or even Latin. He would not stand a chance on the same stage with the highly educated Edward Everett. When it came time on November 19th to deliver the speech at Gettysburg, Everett gave a brilliant performance, as all knew he would. It lasted over two-hours and contained some 13,607 words. Lincoln decided he wanted to say a few things, so he stood up, spoke for two-minutes, said a total of 270 words, then sat back down. It was barely an Address at all; simply the musings of a speaker with no formal speaking etiquette, no command of Greek history, no polish on the stage, and barely a speech at all – a mere exhalation of around 271 words. Everett's first sentence, just clearing his throat, was 19 percent of that – 52 words. The rest, as they say, is history. Some prescient observers sensed the power of Lincoln's achievement immediately. Everett was among them. The next day, he wrote to Lincoln: "I should be glad, if I could flatter myself, that I came as near to the central idea of the occasion in two hours, as you did in two minutes." Lincoln replied gracefully. With time, and frequent reprintings, it became obvious that Lincoln had created a masterpiece, whose brevity was not the least of its merits. He had succeeded in giving meaning to the terrible sacrifice, and repurposing the United States. He had elevated democracy, and equality, as fundamental aims of the government. And he had changed the way we talk. His 271 words were short – mostly one and two-syllables, and derived from the simple language Americans spoke and understood. Everett's speech was soon forgotten. This is why I keep a picture of Edward Everett in my conference room. It constantly reminds me not to over plan or "overthink" situations. I also love the quote by Leonardo da Vinci, "Simplicity is the ultimate sophistication." I have included below the famous Gettysburg Address and the picture of Everett that sits in my conference room.

*Four score and seven years ago our fathers brought forth on this continent, a new nation, conceived in Liberty, and dedicated to the proposition that all men are created equal.*

*Now we are engaged in a great civil war, testing whether that nation, or any nation so conceived and so dedicated, can long endure. We are met on a great battle-field of that war. We have come to dedicate a portion of that field, as a final resting place for those who here gave their lives that that nation might live. It is altogether fitting and proper that we should do this.*

*But, in a larger sense, we can not dedicate—we can not consecrate—we can not hallow—this ground. The brave men, living and dead, who struggled here, have consecrated it, far above our poor power to add or detract. The world will little note, nor long remember what we say here, but it can never forget what they did here. It is for us the living, rather, to be dedicated here to the unfinished work which they who fought here have thus far so nobly advanced. It is rather for us to be here dedicated to the great task remaining before us—that from these honored dead we take increased devotion to that cause for which they gave the last full measure of devotion—that we here highly resolve that these dead shall not have died in vain—that this nation, under God, shall have a new birth of freedom—and that government of the people, by the people, for the people, shall not perish from the earth.*



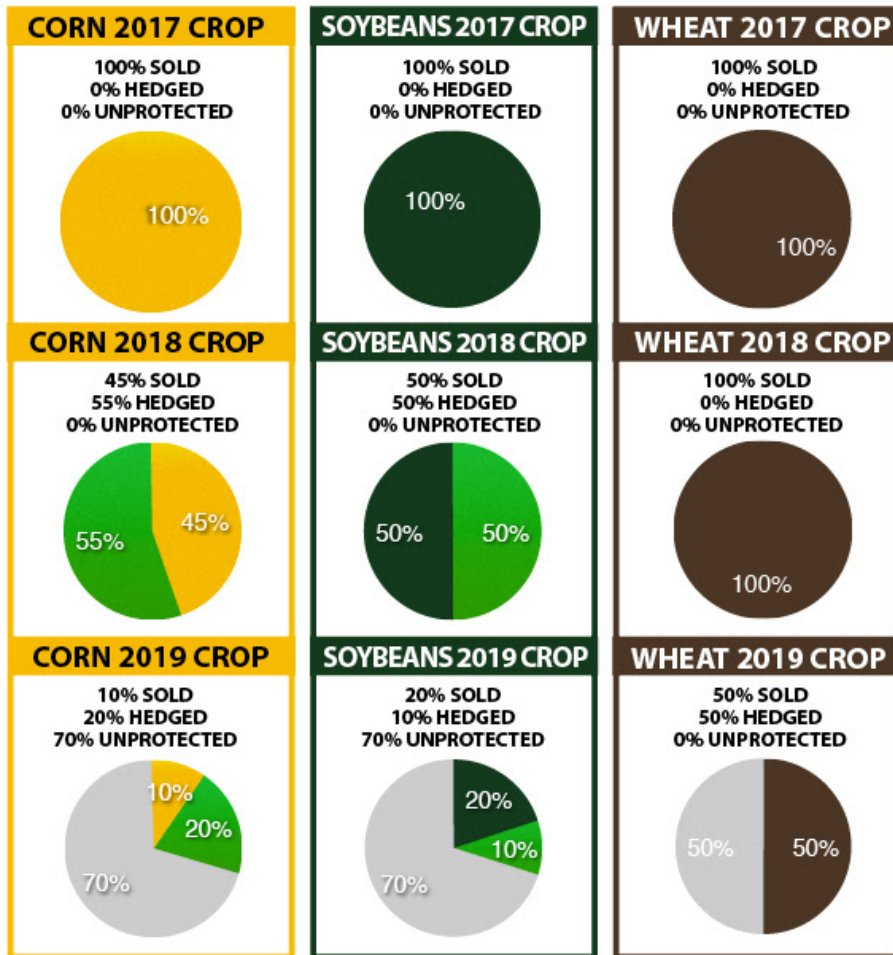
**ANSWER to riddle:**

*The outside*

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