

GOOD MORNING: 03/20/19 Farm Direction - Van Trump Report

1 message

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

Wed, Mar 20, 2019 at 7:11 AM

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"Giving someone no map is much, much better than giving him a wrong map." — Nassim Taleb

WEDNESDAY, MARCH 20, 2019
[Printable Copy](#) or [Audio Version](#)

Morning Summary: Stocks are steady this morning as traders are eager to hear what Fed Chair Jerome Powell has to say following the recent two-day FOMC meeting. Powell will hold a post-meeting press conference today following the 1:00pm CST release of the Fed statement and data. Don't forget, this meeting includes the "Summary of Economic Projections." While most all traders fully suspect the Fed will keep rates "unchanged", there's a lot of interest and discussion surrounding inflation targets, balance-sheet normalization, and an updated "dot plot", detailing the rate projections of Federal Open Market Committee members. While several sources are now forecasting a Fed rate cut coming in 2019, I personally don't see the happening unless the stock market melts down. I think employment is just too tight and wage growth strong enough that the Fed won't want to risk being caught offside. I'm still thinking if the market continues to rally and we ink a trade deal with the Chinese, the Fed will quickly turn more hawkish and talks of another rate hike will be back upon our doorstep. It was announced yesterday, top U.S. Trade Representative Robert Lighthizer and Treasury Secretary Steven Mnuchin will be traveling back to China next week for another round of trade talks. Following that visit, there's talk that Chinese officials will again come to the U.S. during the first week of April to continue negotiations. Here at home, there's really not much else in the headlines this morning. All eyes remain on the Fed and Chinese trade negotiations, really the same two key driving forces we've been trading the past several months. Crude oil prices have crept back higher and trading at or near the highs for 2019. I should also note, the U.S. dollar has been bleeding a bit as of late and has drifted back to its recent highs which might be providing some additional tailwind to the market. Tomorrow, we will be digesting headlines from the EU's Leaders Summit, The Bank of England's policy decision, and the Philadelphia Business Outlook.

What You Need To Know.... DowDuPont Stock Split Coming: As a shareholder of DowDuPont (DWD), I recently received a shareholders letter referencing the boards plans for moving forward. I thought many of our readers would want to see firsthand the intended course of action. Below are a couple of the highlights along with a link to the entire shareholder document. I hope this helps provide a better understanding.... "As previously announced, DowDuPont Inc. ("DowDuPont") intends to separate into three independent, publicly traded companies—one for each of its agriculture, materials science and specialty products businesses. Our board of directors approved the first step in this plan: the separation of our materials science business, "Dow." The separation is expected to be completed on April 1, 2019, and will be effected by way of a pro rata dividend of Dow common stock to DowDuPont stockholders of record as of the close of business, Eastern Time, on March 21, 2019, the record date. Each DowDuPont stockholder will receive one share of Dow common stock for every three shares of DowDuPont common stock held as of the close of business on the record date. Following the separation and distribution of Dow, DowDuPont will then separate Corteva, the subsidiary that will hold, at the time of its distribution, the assets and liabilities associated with DowDuPont's agriculture business, by way of a pro rata distribution of Corteva's common stock to DowDuPont stockholders. Assuming both distributions are completed as anticipated, the remaining company will hold only DowDuPont's specialty products business. Following the distributions, DowDuPont will become known as DuPont. The separations are the first step toward creating three independent companies that are better positioned to capitalize on significant

Today In History


1778, King Louis XVI receives U.S. representatives

Benjamin Franklin, Silas Deane and Arthur Lee present themselves to France's King Louis XVI as official representatives of the United States on this day in 1778. Louis XVI was skeptical of the fledgling republic, but his dislike of the British eventually overcame these concerns and France officially recognized the United States in February 1778. Some of the great ironies of the American Revolution lay in the relationship between the new United States and the French. In 1774, when Parliament decided to offer religious toleration and judicial autonomy to French-speaking Catholics in Quebec, North American colonists expressed horror at the notion of empowered French Catholics on their borders. In 1778, though, Franklin, Deane and Lee, all proponents of democratic government, were delighted at the prospect that the French Catholic monarchy, ruling by divine right, would come to their aid in a war against British parliamentary rule. As for the French, they had recently been dealt a humiliating defeat in the Seven Years' War by the British and stripped them of their own North American empire but still, they were loathe to declare war on Britain as an official American ally. King Louis XVI permitted secret aid to the American cause beginning in May 1776. The two most powerful men at court finally decided to make their support public in 1778 for opposing reasons. Louis XVI, who had previously refused to commit himself to a potentially losing cause, only decided to back the Patriots when they proved themselves capable of ultimate victory with a win at Saratoga in October 1777. By contrast, the French foreign minister, Charles Gravier, comte de Vergennes, had decided that the French should enter the war one month earlier, after the fall of Philadelphia to British control in September 1777 frightened him into thinking that the Patriots would give up without overt French aid.

growth opportunities and to focus their respective resources on their particular business and strategic priorities." You can learn more [HERE](#)

First Day Of Spring! *I thought this winter would never end... and for many it still hasn't. But today is officially the first day of Spring and it begins with what's called the "vernal equinox." Astronomically speaking, this is when the Sun crosses directly over the celestial equator, which means it's basically over the center of the Earth, causing day and night to be almost exactly equal in length. This happens twice a year - Spring and Autumn. Keep in mind, the first day of spring in the Northern Hemisphere is the first day of fall in the Southern Hemisphere.*

Palladium Pushes to New Record High: *Palladium prices touched a record high in Asia after Russia placed new pressure on supplies. The spot price pushed to almost \$1,600 per ounce. We wrote about this opportunity a couple of months back when prices of palladium first started approaching the price of gold. The price has rallied almost 90% since the bulls started running back in August last year. From what I understand, Russia, the world's largest producer, is now banning the export of scrap and tailings of the precious metal from May until November. There's a well advertised supply shortage for the metal, which is primarily used to reduce harmful emissions in cars with combustion engines. There's starting to be talk of a "bubble" forming, so proceed with caution...*

74% of Consumers Going to Amazon: *When consumers are ready to buy a specific product, nearly three-quarters of them, or 74%, are going straight to Amazon to do it, according to a new study by Feedvisor. Keep in mind, this shopping behavior study was done on consumers in the U.S. who have bought something on Amazon within the past two years. Something else crazy is that an estimated 58% of Amazon Prime members shop online at least once a week and 45% of Prime members are buying something from Amazon at least once a week. Remember, Prime members surpassed more than 100 million people last year, which pay a membership fee of \$12.99 a month or \$119 a year. I've even heard 60% of shoppers start on Amazon when they shop on the internet, bypassing other search engines like Google, Yahoo, and eBay. In addition, 95% of those people say they're "satisfied" with the results that come up when searching on Amazon. I suspect these numbers play a big role in why some of the biggest retailers in the country like Walmart, Target and Macy's have been having a tougher time competing.*

Mike Trout About to Sign Richest Deal in Sports: *The best player in baseball and potentially the greatest in his generation looks like he's never leaving the Angels as Mike Trout is reportedly finalizing a 12-year, \$430 million contract that's breaking all kinds of records, according to ESPN's Jeff Passan. The contract is the largest in professional sports history, which surpasses boxer Canelo Alvarez's \$365 million deal. In addition, Trout also takes the record for largest MLB contract away from Bryce Harper less than three weeks after he signed a 13-year, \$330 million deal with the Phillies. Trout will receive an average of nearly \$36 million a year, which tops Zack Greinke's previous record average of \$34.4 million with the Diamondbacks. This contract seems well deserved as Trout has won two American League MVP awards, finished second four times, and AL Rookie of the Year. In addition, slashing .307 with 240 home runs, 648 RBIs, 793 runs, and 189 stolen bases through his 1,065 game career. Keep in mind, no player in history has put up more Wins Above Replacement through his age-26 season than Trout's 64.3. Hats off to Mike Trout as this contract is well deserved and one of my favorite players in baseball!*



1823, Ned Buntline born - Ned

Buntline, the "dime millionaire" and discoverer of Buffalo Bill, is born in Stamford, New York. Perhaps more than any single writer, Ned Buntline was responsible for creating a highly romanticized and somewhat misleading image of the American West as the setting for great adventure and excitement. Born Edward Zane Carroll Judson, in 1845 he founded a sensationalistic magazine, called Ned Buntline's Own, in Nashville, Tennessee—Ned Buntline became the best known of several pseudonyms he used during his career. Buntline's goal in life was straightforward: he wanted to make as much money as possible writing stories that the public would pay to read. Though he had once dreamed of becoming a serious writer, he was desperate to make a living so he began to write more for a mass audience. Buntline's popular adventures were wildly successful, and he churned out dozens of melodramatic "shocking" stories over the course of only a few years. By the time he was in his late 20s, Buntline had earned the title "King of the Dime Novels" and was making an excellent living. After traveling to San Francisco in 1869, Buntline realized he could easily adapt his stock adventure plots to a setting in the American West. At about the same time he met a handsome young scout and buffalo hunter named William Frederick Cody. Buntline claimed to have given Cody the nickname "Buffalo Bill," though Cody said he earned the name years before as a hunter for the railroads. Buntline's decision to write a dime novel starring Buffalo Bill Cody made the relatively unknown scout into a national media star. Buntline's book *The Scout of the Plains* grossly exaggerated Cody's western adventures, but the public loved the thrilling tale. Always the promoter, Buntline turned the novel into a play that he staged in Chicago. In 1872, Buntline convinced Cody to travel to the city and play himself in the production. Cody was a poor actor, but his participation brought in people and money. Cody broke with Buntline after a year, but the national fame he gained because of Buntline's work eventually allowed "Buffalo Bill" to create his famous Wild West show. Buntline churned out other western dime novels, and he eventually became the nation's top literary money earner, surpassing the income of writers like Walt Whitman and Mark Twain. Buntline prized his wealth, but he remained scornful of his own work. "I found that to make a living I must write 'trash' for the masses, for he who endeavors to write for the critical few, and do his genius justice, will go hungry if he has no other means of support." Buntline died at his home in Stamford, New York, in 1886. He was 63 years old and had written more than 400 novels and countless other short stories and articles.


1965, LBJ Sends Federal Troops to Alabama - In order to protect a civil



FARM TANK

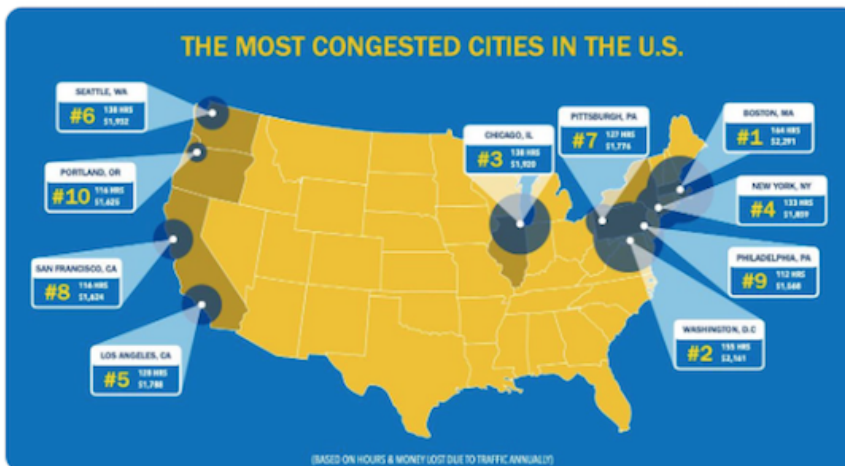
Tweets of the Day



World Economic Forum 
@wef

Following

Traffic congestion cost the US economy nearly \$87 billion in 2018 [wef.ch/2NKUGzr](https://www.wef.ch/2NKUGzr)
#economics #unitedstates



rights march On this day in 1965, President Lyndon B. Johnson notifies Alabama's Governor George Wallace that he will use federal authority to call up the Alabama National Guard in order to supervise a planned civil rights march from Selma to Montgomery. Intimidation and discrimination had earlier prevented Selma's black population—over half the city—from registering and voting. On Sunday, March 7, 1965, a group of 600 demonstrators marched on the capital city of Montgomery to protest this disenfranchisement and the earlier killing of a black man, Jimmie Lee Jackson, by a state trooper. In brutal scenes that were later broadcast on television, state and local police attacked the marchers with billy clubs and tear gas. TV viewers far and wide were outraged by the images, and a protest march was organized just two days after "Bloody Sunday" by Martin Luther King, Jr., head of the Southern Christian Leadership Conference (SCLC). King turned the marchers around, however, rather than carry out the march without federal judicial approval. After an Alabama federal judge ruled on March 18 that a third march could go ahead, President Johnson and his advisers worked quickly to find a way to ensure the safety of King and his demonstrators on their way from Selma to Montgomery. The most powerful obstacle in their way was Governor Wallace, an outspoken segregationist who was reluctant to spend any state funds on protecting the demonstrators. Hours after promising Johnson—in telephone calls recorded by the White House—that he would call out the Alabama National Guard to maintain order, Wallace went on television and demanded that Johnson send in federal troops instead. Furious, Johnson told Attorney General Nicholas Katzenbach to write a press release stating that because Wallace refused to use the 10,000 available guardsmen to preserve order in his state, Johnson himself was calling the guard up and giving them all necessary support. Several days later, 50,000 marchers followed King some 54 miles, under the watchful eyes of state and federal troops. Arriving safely in Montgomery on March 25, they watched King deliver his famous "How Long, Not Long" speech from the steps of the Capitol building. The clash between Johnson and Wallace—and Johnson's decisive action—was an important turning point in the civil rights movement. Within five months, Congress had passed the Voting Rights Act, which Johnson proudly signed into law on August 6, 1965.

Upcoming Events

Tues.-Wed. 03/19 - 03/20 - FOMC Meeting

Wed. 03/20 - Spring Begins, Full Moon

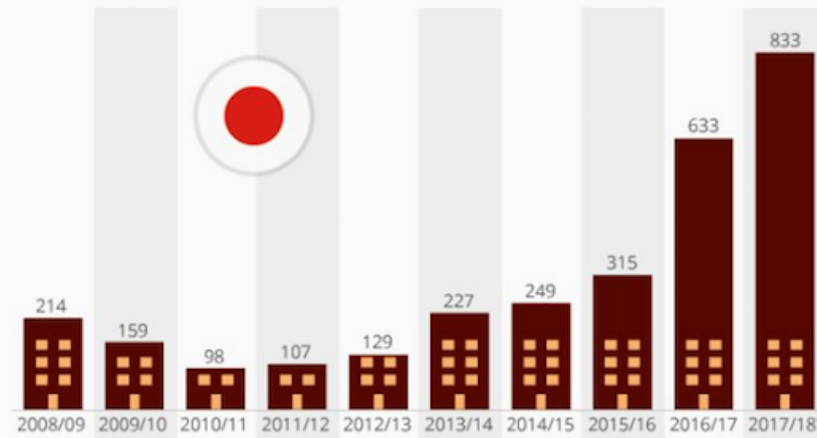
With **#Tokyo2020** drawing closer, hotel construction doubled in **#Japan**. But is it sustainable?

statista.com/chart/17088/hotel-construction-in-japan

@MLIT_JAPAN #Olympics

Olympic Games Bring Hotel Construction Boom to Japan

Construction orders for hotels in Japan (in billion Japanese yen)



US\$1 equals 110 Japanese Yen (as of Feb 20, 2019)
* fiscal year starting in April and ending in March of the following year
Sources: MLIT, Statistics Bureau Japan

statista

Thurs. 03/21 - Export Sales, Jobless Claims

Fri. 03/22 - Cattle on Feed, Cold Storage

Mon. 03/25 - Export Inspections, New Home Sales

Thurs. 03/28 - Export Sales, Jobless Claims, Hots & Pigs Report

Fri. 03/29 - Personal Income, Grain Stock, Prospective Planting

Mon. 4/1 - April Fool's Day, Export Inspections, Crop Progress

Wed. 4/3 - US Trade Balance

Thurs. 04/04 - Export Sales, Jobless Claims

Fri. 04/05 - Unemployment Data, Consumer Credit

Mon. 04/08 - Export Inspections, Crop Progress

Tues. 04/09 - Crop Production, USDA Supply & Demand

Thurs. 04/11 - Export Sales, Jobless Claims

Mon. 04/15 - NOPA Crush, Export Inspections, Crop Progress

Tues. 04/16 - Retail Sales

Thur. 04/18 - Export Sales, Jobless Claims, Cattle on Feed

Fri. 04/19 - Good Friday, Full Moon

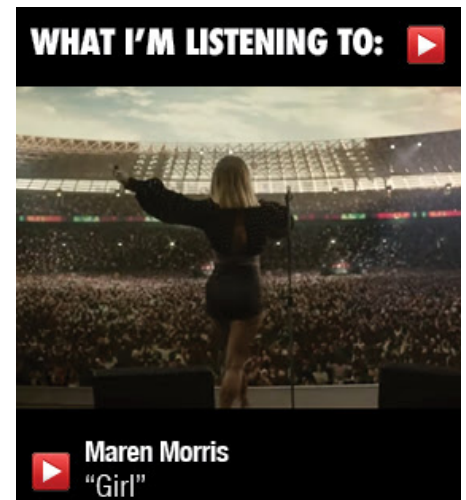
Mon. 04/22 - Easter Monday, Export Sales, Crop Progress

Tues. 04/23 - Cold Storage

Thurs. 04/25 - Export Sales, Jobless Claims

Mon. 04/29 - Export Inspections, Crop Progress, Personal Income

Kevin's Song of the Week





John
@KowalchukFarms

Following

I'm starting to get a little antsy waiting for this view.

It's been a long winter and I'm really looking forward to digging in the warm soil

Morning coffee on the tractor can be quite enjoyable! ☕

#Plant19



Kevin's Song of the Week

NEXT level THINKING



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

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

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

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

Kevin Van Trump

What Others Are Saying

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

A.M., FDIC

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

First blows for #plant19



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.

#RETWEET if you rode a Big Wheel.





Sen. Ag Republicans
@SenateAgGOP

Following

During [#WomensHistoryMonth](#) ♀, we celebrate women in agriculture. Meet [#Iowa](#) [#cattle](#), [#corn](#), [#alfalfa](#), [#rye](#), and [#soybean](#) farmer Laura.



Women ^{IN} Ag

- Raises cattle, corn, alfalfa, rye, and soybeans
- Works with Iowa Farm Bureau, Iowa Farm Service Agency Committee, Common Ground Iowa, Ag in the Classroom, FFA Alumni, and Iowa Cattlemen's Team Beef Iowa.
- Proud Iowa State University alum and Cyclone fan

LAURA CUNNINGHAM

AG.SENATE.GOV



Farm Direction
RECIPES
★ **FAMILY FAVORITES** ★
- SENT IN BY OUR READERS -

Chicken Ranch Potato Bake

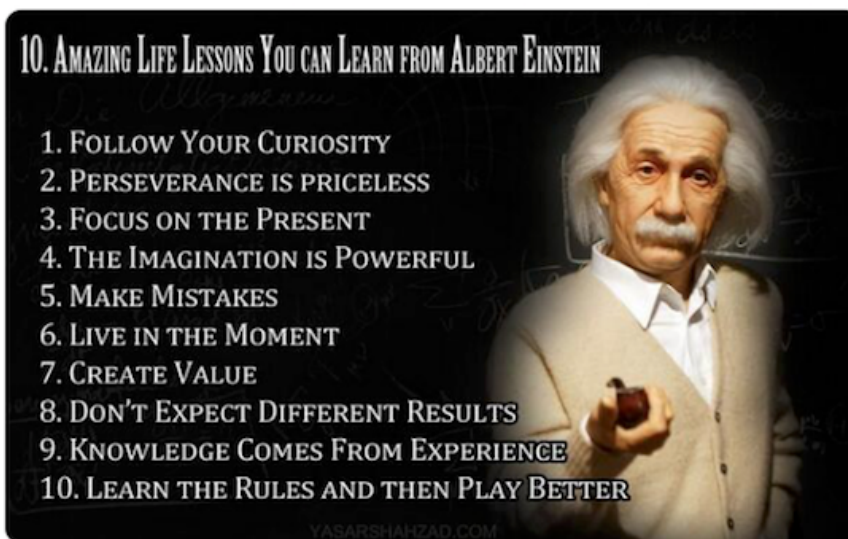
CLICK TO SEE RECIPE



ActionComplete
@ActionComplete

Following

Ten Amazing Life Lessons You can Learn from Albert Einstein
[#quotes](#) [#inspiration](#) [#wisdom](#)



10. AMAZING LIFE LESSONS YOU CAN LEARN FROM ALBERT EINSTEIN

1. FOLLOW YOUR CURIOSITY
2. PERSEVERANCE IS PRICELESS
3. FOCUS ON THE PRESENT
4. THE IMAGINATION IS POWERFUL
5. MAKE MISTAKES
6. LIVE IN THE MOMENT
7. CREATE VALUE
8. DON'T EXPECT DIFFERENT RESULTS
9. KNOWLEDGE COMES FROM EXPERIENCE
10. LEARN THE RULES AND THEN PLAY BETTER

YASARSHAHZAD.COM

neuro mining

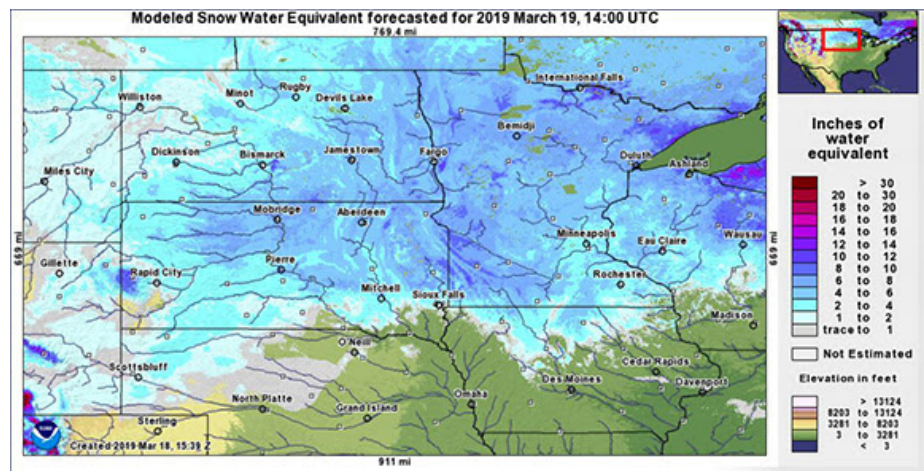


As we age, it gets harder and harder to create new neural pathways in the brain. It's the reason kids find it so easy to learn new things, but as adults it often gets more difficult. Doing brain teasers and solving riddles can be an important part of keeping our brain healthy. The more connections we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

Shake me and I'll do what you want,
but first you have to pull me from the ground.
I'm on the tip of your tongue and over your shoulder.

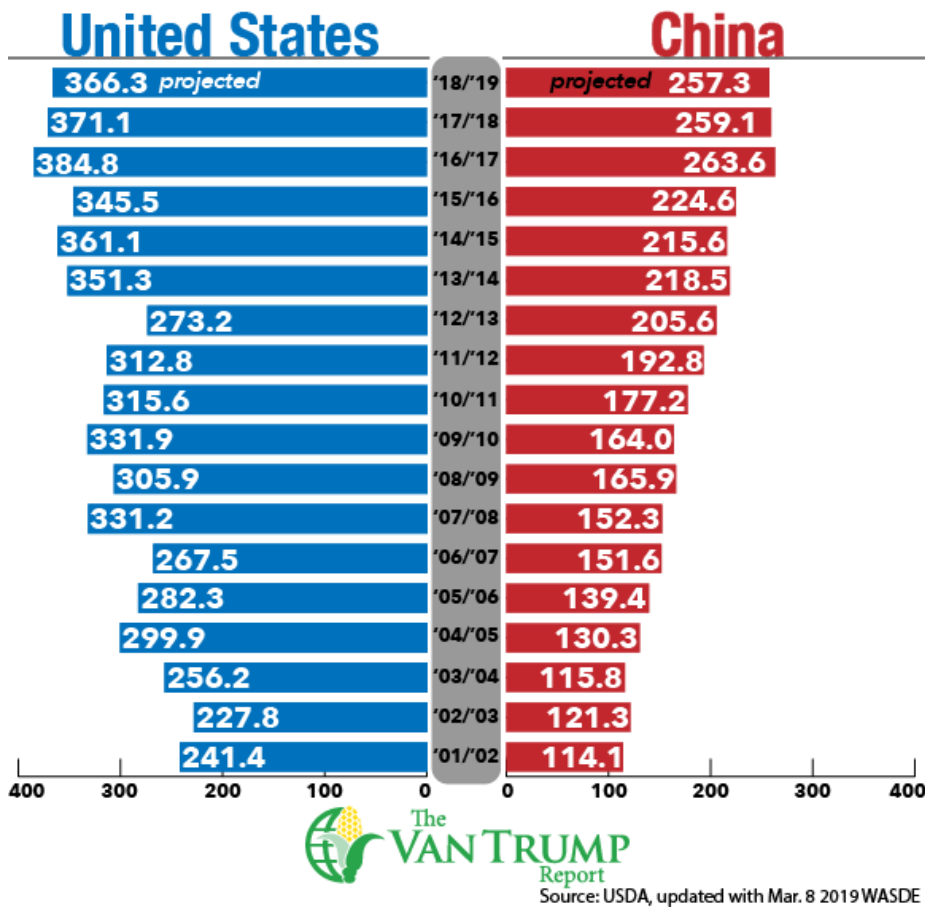
Snowpack in Upper Midwest and Northern Plains Means More Floods: I saw this being passed around yesterday, it indicates where there is anywhere from 5 to 10 inches of water still trapped in the snowpack that hasn't melted yet. This water will soon be flowing into major river basins and could possibly add to areas that are already dealing with historic flooding.



Corn traders are talking about extremely low volume in the market as many seem to be pausing. The two big questions in the air are U.S. and Chinese trade negotiations and U.S. weather, specifically how it will impact upcoming planting for important production inside Nebraska, Iowa, South Dakota and others areas across the U.S. negatively impacted by flooding and extreme moisture in the fields? As for Chinese trade talks, it sounds like top U.S. officials will again be traveling to China next week for another round of talks. Also considered a positive, are recent comments from USDA Secretary Sonny Perdue, who suggested that Chinese imports from the U.S. could double or triple over the next five years. With those types of numbers being mentioned, bulls seem almost certain it would have to include a heavy dose of U.S. corn, ethanol and DDGs. Bears continue to see the Chinese talks as simply "what if's" that could drag on for many more months before making a significant impact on global supply. At the same time, bears are pointing to the facts and no debates that the South American corn crop is going to be significantly larger than last year. Several sources are starting to take their Argentine and Brazilian crop production estimates higher on the more cooperative weather patterns. As a producer, I'm still a believer in more "preventive plant" acres in 2019. I also want to believe we are going to get an opportunity to sell new-crop bushels at better levels. I essentially eliminated all of my old-crop price risk weeks ago when prices rallied and the basis started giving us some opportunities. We kicked the cash bushels and re-owned with some cheap calls to limit the downside. Not that it's made us any real big money, but it has taken all the guess work out of the game and limited all the downside exposure. I'm hoping to price another 10% to 15% of our estimated new-crop production if we could get the DEC19 contract to rally +20 cents. Perhaps the flooding or delays in planting will eventually spook more of the bears and give us an

opportunity? Obviously, a Chinese trade deal would also be the "wild-card" that gives us a much better bullish hand to bet on. As a spec, I'm only a buyer on a bigger break! I'm just worried that if the funds aren't scared out of their short positions yet, with all of the flooding pics, they might be looking to hang around a while... Stay tuned!

Corn Production (in million metric tons)



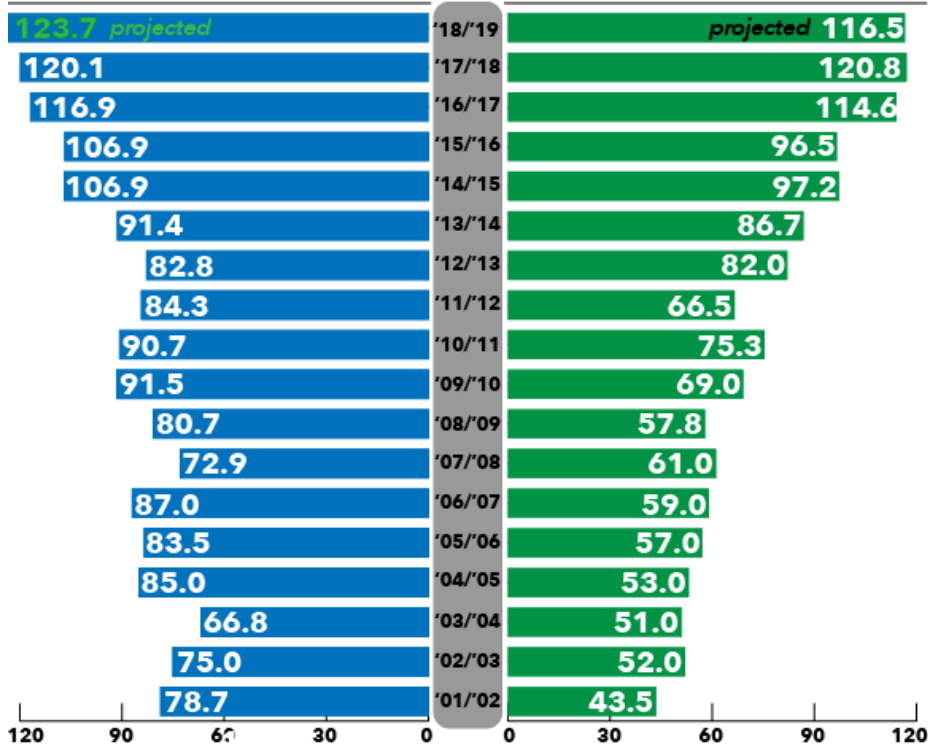
Soybean bulls are happy to hear talk that U.S. Trade Representative Robert Lighthizer and Treasury Secretary Steven Mnuchin plan to travel to China next week for another round of trade talks with Chinese Vice Premier Liu He. The headlines have been limited and the trade seemed to be getting more nervous, especially with all of the talk of a final trade meeting with President Trump and Xi perhaps being pushed back to June. I'm personally still hearing talk of late-April to early-May as a targeted compromise or resolution. My sources aren't exactly sure when or where the June dates entered the equation. I'm not saying that's not a possibility, I'm just saying my source believe we could see something finalized before June. Lets keep our fingers crossed. As for South America, I continue to hear talk that recent weather has helped some of the soybeans still in the ground and that any additional production setbacks should be isolated and fairly limited. The big question still remains, even if we are able to ink a trade deal in April, May, or June with the Chinese, will it really make a huge impact on the U.S. soybean market, especially with South American exporters having the time to replenishing their coffers and African Swine Fever limiting Chinese crush demand? I still think we can get that knee-jerk pop to the upside on an official announcement of a meeting between Trump and Xi, but I'm extremely nervous and uncertain if we can hold and gain on that momentum. I suspect by then the market will be paying extremely close attention to U.S. weather, and depending on how that shakes out so will go the market. I'm just thinking if the weather calms down and starts to show signs of cooperating, it could be tough to hold trade rumor rallies. Make sure you are looking at all of the moving pieces and paying attention to the game clock... Also, if you are wanting to limit your risk, I'm hearing some larger producers are dumping their cash bushels and re-owning with inexpensive calls while the volatility is considered cheap. This might be something you want to talk with your individual advisor about. I've also heard of some producers making similar moves with new-crop bushels.

Soybean Production

(in million metric tons)

United States

Brazil



Source: USDA, updated with Mar. 8 2019 WASDE

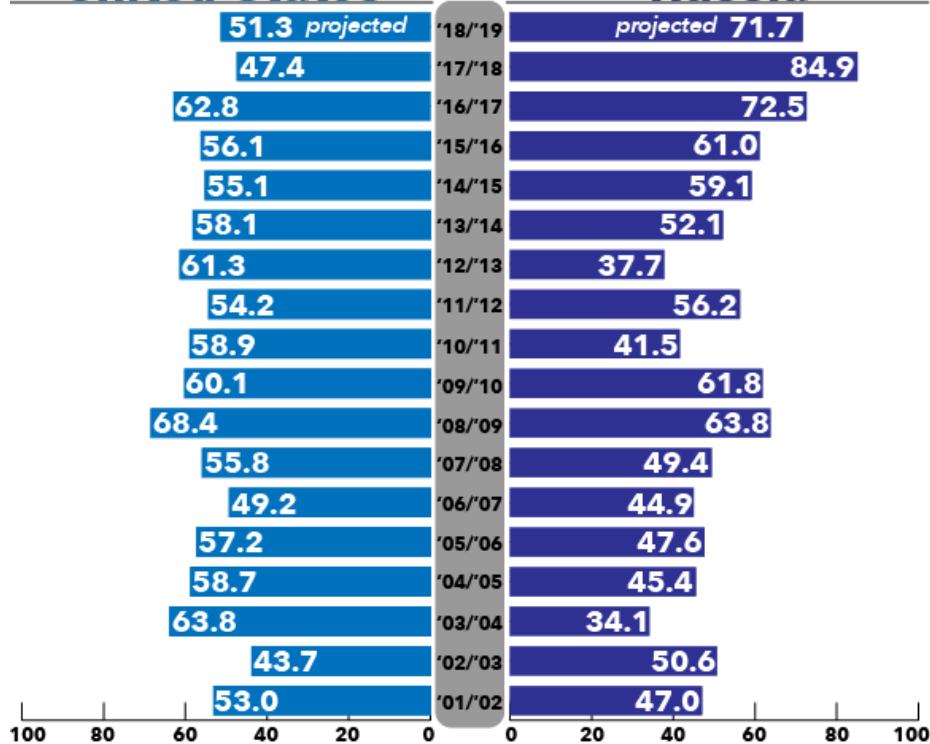
Wheat bulls are trying to hold their most recent gains, but the heavy lifting might eventually prove to be too much for the limited number of bulls currently in the market. There was some good news yesterday following President Trump's meeting with newly elected Brazilian President, Jair Bolsonaro. From what I understand, Brazil will now allow the United States to export 750,000 tons of American wheat with no tariffs into their country. They are also now going to allow U.S. pork to be exported into Brazil. The country is also agreeing to allow U.S. inspectors the ability to audit and visit Brazil's beef inspection system so that Brazilian beef exports to the U.S can resume. Some seasoned insiders are hesitant in believing the rubber will actually meet the road, as broken promises have been standard operating procedure in years past for many Brazilian leaders. Lets hope the newly elected Bolsonaro takes different path. Here at home, wheat bulls continue to point to weather extremes, especially complications happening in the northern Plains. Spring wheat is somewhat being supported by a double-edge sword. If temperatures heat up too quickly the excessive snow pack will cause increased flooding. If the temps stay cool, the fields will stay wet and snow covered in some locations, ultimately causing serious delays in spring wheat planting. Bears see the rainfall totals as extremely positive for the crops in some locations and negative in others, believing net-net probably not that much of a loss, and not that big of a concern for the overall market with such burdensome supply on hand and global low-cost producers talking about larger crops in 2019. As both a producer and a spec, I'm cheering for higher prices, but fully understand we need a more wide-spread weather story or boost in overall U.S. demand. I'm still holding out hope that the Chinese are going to be a more significant buyer in 2019.

Wheat Production

(in million metric tons)

United States

Russia



Source: USDA, updated with Mar. 8 2019 WASDE



> **Brazil Soybean Production Lowered:** Brazil's new soybean production is expected to be 116.9 MMT, lowered by 1 MMT by oilseed group Abiove. Keep in mind, that is still higher than most crop estimates for the country, which suffered through some heat and dryness earlier in the season. I'm told rains have generally stabilized the crop in recent weeks and in fact, the recent wet pattern has led to some talk the crop could have some quality issues.

> **Jury Finds Bayer's Roundup Weedkiller Caused Man's Cancer:** A jury found that a man developed cancer from exposure to Roundup weedkiller he used in his yard, in the second case to go to trial over the alleged harms of the popular Bayer product. The six-person jury in U.S. District Court in San Francisco now is set to begin hearing evidence to separately weigh whether Bayer's Monsanto unit should be held liable, a decision that could bring substantial financial damages against the company. Keep in mind, this verdict comes just eight months after another jury issued a \$289 million verdict over similar claims in a different case, which is currently being appealed. Supposedly, there are some 11,000 Roundup lawsuits waiting to go to trial in the US. (Source: Reuters; The Wall Street Journal)

> **Japan Continues to Be A Crucial U.S. Corn Importer:** The affordability of corn as a feed ingredient encouraged Japanese feed mills to use more corn in 2017/18, resulting in a 3.3% increase in total Japanese corn imports. The U.S. accounted for 77.1% of total Japanese corn imports during the marketing year -- down 10.5% from 2016/17 -- due to the price competitiveness of Brazilian corn. However, the U.S. has significantly increased its share of corn imports thus far in 2018/19. In the first four months of 2019, the U.S. accounted for 96% of Japan's corn imports, compared to 42% during the same period of the previous marketing year. (Source: USDA)

> Argentina Pushes Forward with Biotech Crops: Argentina continues to be the third largest producer of biotech crops, after the U.S. and Brazil, producing 12% of the world's total biotech crops on an estimated 62 million acres. The government of Argentina set a new record of seven biotech approvals in 2018, after a low level in 2017. Among the events approved in 2018, there is one Safflower event – Argentina is the first country in the world to grant approval for a safflower event – one alfalfa, one potato and several soybean and corn events. China's approval of GE events continues to be a top priority for Argentine foreign trade, since China is one of the most important export markets for Argentine biotech-derived agricultural products. (Source: USDA)

> Trump Supports Brazil Joining OECD: Relations between the U.S. and Brazil seem to be warming as it appears that U.S. wheat could get more access to Brazil while they gain more access to our beef markets. It appears there will be announcements tomorrow that should confirm reports. I'm told Trump said he supports Brazil's efforts to join the Organization for Economic Cooperation and Development and is "very inclined" to support Brazil's effort to gain certain NATO privileges.

> USDA Looking To Update Biotech Regulations: Ag Undersecretary Greg Ibach, speaking at an farm conference, said the USDA will soon propose a modernized regulatory framework for agricultural biotechnology. This is the third attempt since 2008 to overhaul rules that were written at the dawn of genetic engineering. Of course, no real details have been released but we are expecting something soon.

> New Stats On Trade War Impacts: According to a report commissioned by the Association of Equipment Manufacturers (AEM) President Trump's tariffs on steel, aluminum and numerous Chinese goods are projected to cost the U.S. economy \$290 billion over a decade. The study projects a 6% increase in the cost of producing ag and construction equipment because of the duties. (Source: [AEM](#))

> USDA's APHIS Updates Their Website to Offer More Education on ASF: Following the seizure of 1 million lbs. of pork smuggled from China, the USDA is taking steps to ensure the safety of its citizens. From what I understand, the USDA's Animal and Plant Health Inspection Service updated its web content with additional information and links to partners' resources, including four infographics, which you can find at their website [HERE](#).

> Bird-Flu Bans Slowing Growth for China's Poultry Industry: Initially, it was reported by the U.S. ag attache' in Beijing, that China's poultry's industry should see an 8% increase, due in part to the ASF situation. But it now looks like the flu-linked bans are limiting supplies of new genetics to the country and thus limiting growth.

> Southern Hemisphere Suffers Worst Weather Disasters Ever: Cyclone winds and floods that swept across southeastern Africa affected more than 2.6 million people and could rank as one of the worst weather-related disasters recorded in the southern hemisphere, U.N. officials said on Tuesday. I'm told that Cyclone Idai raced in at speeds of up to 170 kph from the Indian Ocean into Mozambique, then its inland neighbors Zimbabwe and Malawi. Estimates are that at least 1,000 people have lost their lives as searches continue. Aid groups said many survivors were trapped in remote areas, surrounded by wrecked roads, flattened buildings and submerged villages, while the Red Cross said at least 400,000 people had been made homeless in central Mozambique alone. (Source: Reuters)

> America's Favorite Jelly Beans Add CBD: Cannabis confections are all the rage now that CBD oil is increasing in popularity and the creator of one sugary snack is jumping on the bandwagon. David Klein founded Jelly Belly jelly beans in Belleville, Ill in 1976 and his new company, Spectrum Confections, offers "gourmet" jellybeans, sugar-free jelly beans, and sour jelly beans that have about 10 milligrams of CBD inside each bean. Though the oil won't make you high, but is said to relieve anxiety, insomnia, depression and seizures. (Source: [Chicagocbsocial](#))

> White House Tackles Student Debt With New Proposals: Trump administration officials released several proposed changes on Monday, to the Higher Education Act, which is in the early stages of reauthorization by Congress. The proposal recommends reducing the number of federal loan repayment options and capping the amount of student loans that parents and graduate students can take on. Currently, Americans owe roughly \$1.5 trillion in student loans, a 350% increase since 2003. From what I understand, the Trump administration's proposal suggests consolidating repayment options so that the government would offer just two plans: one standard 10-year fixed plan and one income-driven repayment plan. The latter would limit monthly payments to 12.5% of a borrower's discretionary income and offer loan forgiveness after 15 years. Though the proposal did not specify at what level federal loans would be capped, currently, dependent undergraduate students are able to borrow up to \$31,000. While an independent undergraduate students can borrow up to \$57,500, through the PLUS Loans program. There is currently no limit to the amount of federal student loans graduate students and parents can take on. It's worth mentioning that there are some who feel limiting access to credit in these ways will disproportionately impact middle- and lower-class Americans, who rely on federally-subsidized loans to earn their advanced degrees. Read more [HERE](#).

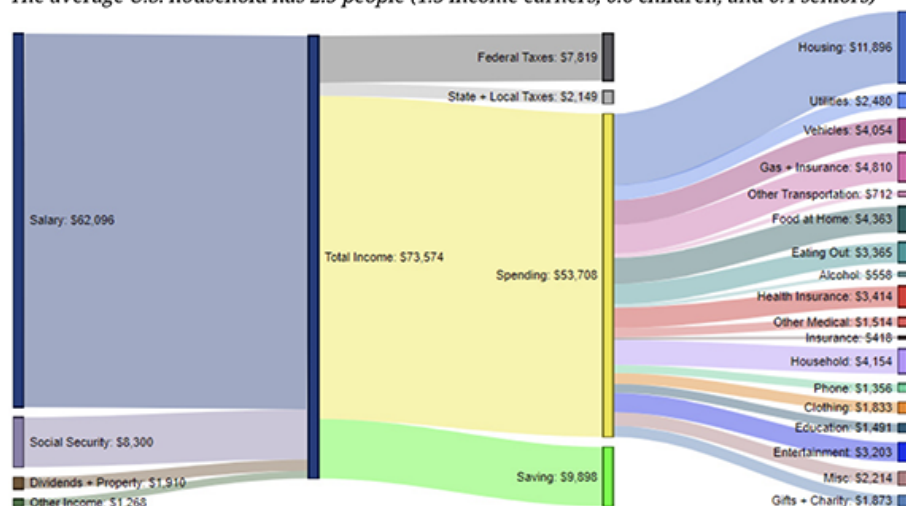
> **New Class-Action Lawsuit aimed at Real Estate Industry:** A new class-action lawsuit takes aim at real estate agents and the tools they use to do business, and housing industry watchers say it could revolutionize the way Americans buy and sell the biggest asset they'll ever own. I'm told the suit charges that the mighty Washington-based lobby National Association of Realtors, as well as the four largest national real estate brokerages, and the Multiple Listing Services they use, have conspired to require anyone selling a home to pay the commission of the broker representing their buyer "at an inflated amount," in violation of federal antitrust law.

> **Georgia Man Dies After Crashing Electric Scooter into Tree in San Diego:** A 53-year old Georgia man visiting California died Friday after he crashed his rented electric scooter into a tree in San Diego, making it the city's first such fatality. Christopher Conti, from Woodstock, Georgia, suffered serious head injuries last Wednesday night when he lost control of the scooter while making a turn. Conti, who wasn't wearing a helmet at the time, collided with a tree. He was taken to the hospital and was pronounced dead Friday. Conti is the president of the fitness company Innovative Fitness Solutions Inc. The company's Facebook stated its team was in San Diego for a fitness convention. From what I've heard, he is a great father and husband, been happily married for 30 years and has three wonderful daughters. Let's also not forget, Esteban Galindo, 26, was riding an electric scooter in December when he was killed. I hate hearing stories like this, but just wanted to remind everyone to be careful and pay very close attention when you are riding on or near the street...

> **How Americans Spend Their Money:** Today's graphic comes via [Engaging Data](#) and uses a Sankey diagram to display data from the Bureau of Labor Statistics that helps to paint a picture of how different household income groups make and spend their money. According to the data, the average American household generates \$73,574 of total inflows, and spends on average 73% of that income (\$53,708). In terms of what the average household spends, the highest allocation goes to housing (22.1% of spending), while gas and insurance (9.0%), household (7.7%), and vehicles (7.5%) make up the next largest categories. Interestingly, the average U.S. household also says it is saving just short of \$10,000 per year. Compare the average American household to the lowest income household and you see significant differences. The lowest income household takes in \$25,525 and must spend 100% of that money to make ends meet. (Source: Visual Capitalist)

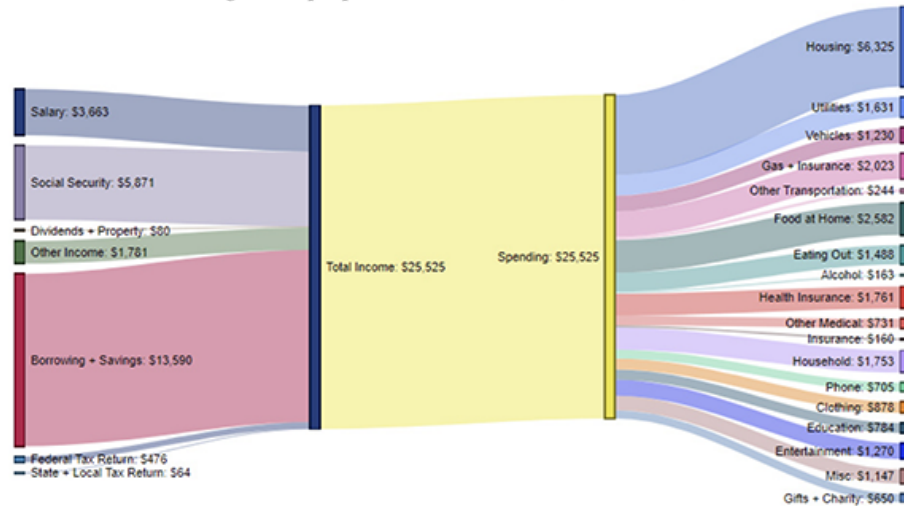
The Average American Household – \$53,708 in spending (73% of total income)

The average U.S. household has 2.5 people (1.3 income earners, 0.6 children, and 0.4 seniors)



The Bottom 20% – \$25,525 in spending (100% of total income)

These contain an average of 1.6 people (0.5 income earners, 0.3 children, and 0.4 seniors)



Northeast North Dakota – We have about 2 feet of snow still standing on the field. We have dramatically warmed up in the last few weeks but not above freezing until this week. We are sitting just above freezing but we aren't seeing extent amounts of sunlight to really burn the snow down. The last thing we need right now is a quick warm up with some spring rain and we are going to dealing with flooding similar or worse to Nebraska. Our soil is completely saturated, so we don't need any rain until all the crops are put into the ground.

Northcentral Oklahoma – We farm south of Enid about 20-40 miles. We are wheat and cattle only. We run about 100 cow/calve pairs that graze a portion of our wheat during the winter. We usually see better gains on the cattle then we see loses on the wheat. Generally, we will see a slight tick back in yield, but we run a decision chance of that just from lack of moisture. We could be harvesting 35-bushel wheat on a really dry year and as high as 80-bushel wheat on a good year. We are hoping with all the rain and snow we have seen this year we are at least going to give it a good start. Now that doesn't mean we might not burn up before harvest if we heat up too much.

Panhandle of Texas – We started planting corn March 6th and have been going non-stop until today. We have one planter, and this year seems like our window might be narrower so we run as fast as we can as long as we can. Our planter is a 24 row so we can cover quite a bit of ground every day. Since the 6th we have been stopped by rain twice and broken down once, that was just a brief tweak and we were back in the field. We are planning on running 100% corn this year. We didn't get any wheat planted and are glad at the current price level.



Colorado is Looking to add Blockchain to Their Ag Sector: As the prospect of improving agricultural operations through blockchain technology gains widespread interest across the globe, Colorado lawmakers are looking to adopt the technology. Several blockchain use cases were identified by the lawmakers, including improving traceability of products "from farm to shelf," controlling inventory and monitoring in-field conditions such as weather and soil quality. It's worth noticing that back in October, the four biggest agricultural corporations, popularly known as the "ABCD" – Archer Daniels Midland Company, Bunge, Cargill, and Louis Dreyfus – were also looking to blockchain and AI to bring the global grain trade into the digital age. Keep in mind how this will affect your operations. Meaning, it's time to think about how you can draw a premium from your crops and management practices going forward. Making it mission critical to stay on top of consumer

sentiment and how CPG companies and other end users are responding to that data. Read more [HERE](#).

Scientists Baffled by Mystery Rocks Found on Remote Island: Researchers have found rocks on a small island between Madagascar and the eastern coast of Africa, a discovery that has been described as mysterious for one very important reason — they shouldn't be there. The rocks in question, quartzite, were discovered by researchers at Columbia University, thanks to a grant from the National Geographic Society. They had heard about them from a number of different media reports, but were finally able to confirm the presence of the quartzite, which is usually found in areas that have high temperatures and pressures, for themselves. "This is contrary to plate tectonics," said Cornelia Class, a geochemist at Columbia University, in a blog post. "Quartzite bodies do not belong on volcanic islands." Read more [HERE](#) to find out what researchers are thinking.

New Research Reveals Stargazing Sharpens Our a Sixth Sense: Learn how to navigate using some bright stars visible from cities, and you'll quickly cultivate an innate sense of direction. That may seem unlikely, but geoscientists and neurobiologists at Caltech and the University of Tokyo now have hard evidence for an ancient magnetic sense in humans. A study published yesterday recorded adults' brain activity during magnetic field manipulations, and the results suggest that the human brain can unconsciously respond to changes in Earth's magnetic fields. This sense of direction can be cultivated simply by getting outdoors and paying attention to shapes. "All shapes in nature have a meaning," says Tristan Gooley, author of *The Nature Instinct* and editor of *The Natural Navigator*. Gooley believes that every shape in nature has a meaning, and when you understand them, and how they help you navigate, read the weather, or tell the time of day, your brain begins to work things out without you having to think about it. "That's effectively our sixth sense," he says, though this is not pseudoscience, it's navigation-grade stargazing. Read more [HERE](#) to learn how to navigate and know the time of year by using the night sky.

Professional ESports is for Real and so are the Paychecks: College scholarships, six-figure average salaries and houses in Los Angeles with personal chefs, nutritionists and more at the ready. And training – hours and hours of training. Player Xmithie (pronounced "ex-myth-ie"), for example, practices Tuesday through Friday with games and tournaments on the weekend during the regular season and playoffs. Days start around 9:30 a.m., team meetings are around 10 a.m. with practices and scrimmages from 11 a.m. until 9 p.m. His day typically ends around midnight. This is the lifestyle of a professional athlete. But these players are not playing football, basketball or baseball. They are playing for Team Liquid, an esports team that competes in "League of Legends," the popular multiplayer online game made by Riot Games, now a division of Chinese conglomerate Tencent, and a global esports phenomenon. According to *Forbes*, Team Liquid – which has teams competing in a number of popular games including "DOTA 2," "Counter-Strike: Global Offensive" and "Fortnite" – is the third most valuable eSports company at \$200 million. Rival Cloud9 tops the list at a valuation of \$310 million. Read more [HERE](#) on the lifestyle of the newest professional athletes.

Check Out This Honda Collector's Dreamland: Honda has a couple of fantastic factory collections, but this one, run by RealTime Racing, might have them beat. Curated by the team's founder, Peter Cunningham, it features a bunch of Honda's most iconic cars. Honda flew a video team out to Wisconsin to check out Cunningham's extensive collection, and it's clear he didn't cut any corners. Pretty much every significant Honda you can think of has a spot in the building. There are several early US models with just a handful of miles on the clock, and lots of sports cars. There are S600s, Civic Si, CRXs, and more. Out of the five (!) Integra Type Rs, two of them are JDM imports and one is a sedan. Perhaps the craziest part about this collection isn't the cars themselves, but something else entirely. Cunningham was able to dig up pictures of the first-ever Honda dealership in the US from the 1950s, and had a replica of the building storefront rebuilt inside the hangar. He even sourced the exact truck found in one of the pictures to display in front of the windows. This guy really loves Honda. You can watch the short interview with Peter [HERE](#).



FROM MY PERSPECTIVE

Kevin Van Trump



CREATING PERSONALIZED SEEDS FOR FARMERS

MARCH 21 AT 3PM CT
PRESENTED BY: INARI

BROUGHT TO YOU BY:



During 2019, iSelect, The VanTrump Report and The Yield Lab Institute are sponsoring a series of weekly webinars featuring the best in agriculture innovation. Agrifood Conversations is all about driving innovation and each month will highlight a specific theme, from biologicals to vertical farms, featuring emerging topics such as soil health, biologics, plant genetics, vertical farming, precision agriculture, herd health and management, and aquaculture, to name a few. Once a quarter, we'll open up the conversation with a panel of experts on that month's topic. Learn about new trends in ag, connect with industry leaders and discover new solutions.

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

REGISTER NOW



Learn More About "Inari"

Title: Creating Personalized Seeds for Farmers

Time: Thursday, March 21 @ 3:00 pm CT

Farmers have been "editing" the seeds they plant on their farms for generations, selecting those that provide the best yield, are the most drought tolerant or are resistant to local pests. But the isolation of these preferred traits has so far been done in isolation and through trial and error; there has yet to be a solution that customizes seeds to grow best in the soil and weather at the farm where they will eventually be planted. Until now. Inari was founded because someone asked the question: "Why is plant breeding being conducted the same way today as it has been for the past 100 years?" Inari is currently building what it calls the world's first "Seed Foundry," a technique that starts by inputting every detail about a grower's local environment and determining the genetic traits that would be the best help a crop succeed there. Then, the company breaks down the genes themselves and, using CRISPR gene editing technology, alters the crop's genetic sequence directly in order to achieve those desired traits. Through this transformational plant breeding technology, Inari is creating a new horizon in agriculture that is more predictive, efficient, affordable, inclusive, and respectful of the environment. At the end of the day, Inari's main goal is to modernize genetic diversity by analyzing the entire crop genome in corn, soybeans, wheat, and other crops to look for traits that can make a difference. Learn how one company has developed a way to optimize seeds to match local conditions at "Creating Personalized Seeds for Farmers," a webinar to be held at 3 pm CT on March 21st featuring Julie Borlaug, VP Communications of Inari. Even if you can't make the live broadcast, registered users will be emailed a recording after the fact.



THE SEED FOUNDRY IS BUILT UPON EXTENSIVE GENETIC KNOWLEDGE AND EXPERT CAPABILITY.

It catalyzes profound changes in the industry for growers, consumers and the environment. It also radically reduces the time and cost of developing new seeds.



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OUR THOUGHTS

EPIGENETICS: FINE-TUNING SEED INNOVATION

This month, Inari announced an **exclusive patent licensing agreement** for epigenetics technology through the University of California, Los Angeles (UCLA). The license, based on discoveries by UCLA Professor Steve Jacobsen, a scientific co-founder of Inari, provides the company with a ...



IN THE NEWS

PHYS.ORG: BIOLOGIST'S RESEARCH COULD LEAD TO MORE RESILIENT CROPS

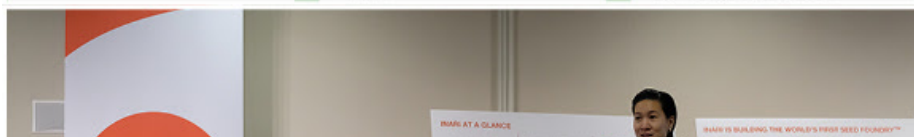
UCLA biologist Steve Jacobsen, who is a professor of molecular, cell and developmental biology, specializes in plant epigenetics—the study of how a gene's function can change without changes to the DNA sequence. His research could lead to more resilient crops...



PRESS RELEASE

INARI ADDS POWERFUL PLANT BREEDING TOOLS THROUGH EXCLUSIVE LICENSE TO UCLA EPIGENETICS PATENTS

Inari has secured exclusive patent licenses for epigenetics from the University of California, Los Angeles (UCLA). The agreement gives Inari access to tools that will positively influence crop performance without altering a plant's genetic code...





Cool Thing To See At Least Once... National Cherry Blossom Festival

The National Cherry Blossom Festival starts today in Washington, D.C. The month-long springtime celebration runs from March 20th through April 14th this year, which celebrates the gift of the cherry blossom trees and their symbol of friendship between the citizens of Japan and the United States. From what I understand, the U.S. capital's cherry blossoms will be in peak bloom a bit later than normal this year. In other words, the final two weeks of the festival might be a bit better than the first two weeks. The peak bloom date is defined by the park service as the day when 70% of the blossoms are open on the cherry trees surrounding the Tidal Basin. The dates vary annually depending on the weather, but the blossoms usually peak between the last week of March and the first week of April. The festival coincides with the anniversary of the plantings of the cherry blossom trees on March 27, 1912. It's truly a historical event steeped in over 100 years of tradition, but interestingly it almost never happened! Historian Dan Stone says if it hadn't been for a USDA employee, David Fairchild, America probably wouldn't have this great event. From what I have come to learn, Fairchild's job with the agency was to travel the world discovering new plants and crops. Stone describes him as an "Indiana Jones" of food exploration, responsible for bringing America avocados, dates, Egyptian cotton, nectarines and pistachios. Fairchild found the trees in Japan in 1902 but could not convince anyone to import them - no one saw the point in planting a cherry tree that bore no cherries! Well, Fairchild was so enamored with the trees, he decided he'd import them himself and planted 100 of them on his own property in Chevy Chase, Maryland. A few years later, the first lady, Helen Taft saw Fairchild's trees and fell in love with them. Taft and Fairchild joined forces with a prominent D.C. resident and brokered an agreement with Japan to import 2,000 of the trees. Unfortunately, the young trees were diseased and infested with pests when they arrived, which led to them being stacked up on the National Mall and burned. As it turned out, the Japanese were embarrassed about the poor condition of the trees, so they sent a replacement gift of 3,020 of their finest cherry blossom trees. These were a bit older in age to limit the possibility of disease and covered 12 amazing different varieties. As the tree's generally only live about 30 to 40 years, only 2 of the original exist, but their offspring have expanded to around 3,750 trees. "Peak bloom" occurs at a different time every year, but it's usually anywhere from the last two weeks of March through the first couple weeks of April. This year, the 2019 cherry blossom peak bloom period is expected to occur between April 3rd-6th. Keep in mind, the entire blooming period can last up to 14 days, which includes the days leading up to peak bloom. In addition, the best viewing of the cherry blossom trees typically lasts four to seven days after peak bloom begins. Below are some pictures people recently took at the festival. If you get a chance, I encourage everyone to make the trip!



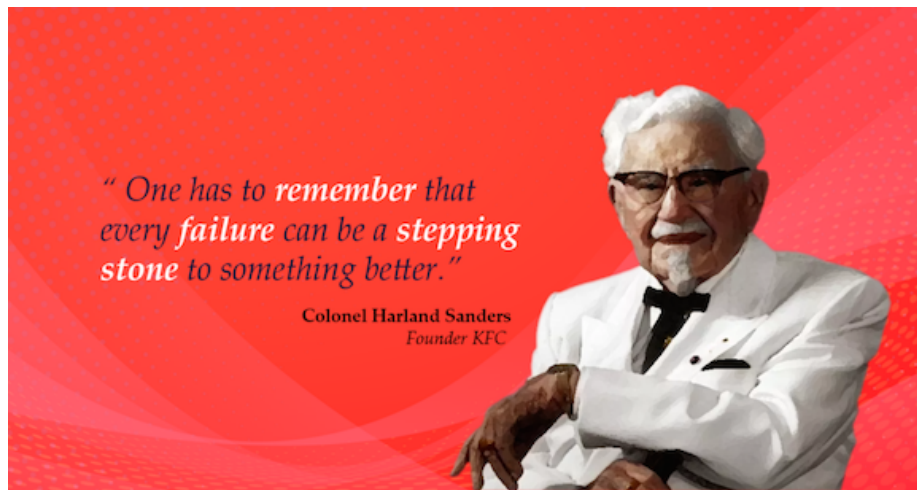




Great Story About Colonel Sanders

It was on this day back in 1930 that an iconic American restaurant chain called "KFC" [Kentucky Fried Chicken] was founded by Colonel Harland Sanders in North Corbin, Kentucky. What many don't realize is the amazing story behind its success and start. Harland David Sanders was born just a few miles east of Henryville, Indiana. His father worked an 80-acre farm, and to make extra money moonlighted as a butcher in Henryville. Sanders' mother was a devout Christian and strict parent. Unfortunately, Sanders' father died when he was just five years old. His mother was forced to get a job many miles away in a tomato cannery, while the young Sanders was left to look after and cook for his younger siblings. At the age of 10, young Sanders went out to earn money for the family working as a farmhand. He dropped out of school after the sixth grade and went to work on a farm full-time. At the age 13, he took a job traveling around the Midwest painting horse carriages and helping farmers. At the age of 16 his uncle landed him a job working on streetcar, within a few weeks he became a conductor. He said the job was boring and wanted more excitement, so he falsified his date of birth and enlisted in the United States Army, where he served in Cuba. After getting out of the military he performed many odd jobs like blacksmithing, chimney sweep, fireman, etc. He lost several jobs because of his brawling and so-called wild antics. By night, Sanders was studying law and obtained his degree through correspondence courses. Sanders actually practiced law in Little Rock, which he did for three years, but his legal career was ended after a courtroom brawl with his own client. Sanders then got a job selling life insurance for the Prudential Life Insurance Company. He was eventually fired for insubordination. He then moved to Louisville and got a sales job with Mutual Benefit Life. A few months later he started a small ferry boat company, which operated a boat on the Ohio River between Jeffersonville and Louisville. The ferry boat business was an instant success, but Sanders again got bored, but was able to sell the business for several thousand dollars. He used that money and started a company manufacturing acetylene lamps. That company failed, as shortly after opening a company named Delco introduced something called an electric lamp. Sanders was again broke, so he moved to Kentucky in 1924 for a fresh start and began working as a salesman for the Michelin Tire Company. By chance, he met the general manager of Standard Oil of Kentucky, who asked him to run a service station in Nicholasville. Unfortunately, by 1930 the service station was closed as a result of the Great Depression. Later that same year, Sanders had talked the Shell Oil Company into letting him run a service station in North Corbin, Kentucky, rent free, in return for paying the company a percentage of sales. The service station was doing very little business so Sanders decided to get creative, and began to serve chicken dishes and other meals such as country ham and steaks that his mother had taught him how to make as a kid. He made some slight adjustment to the families "Secret Recipe" for frying chicken, the biggest being the use of a pressure fryer that cooked the chicken faster than pan frying. The food became a huge hit and start to attract customers from many miles away. A local competitor got heated about losing his customers and a shootout took place. The owner of the competing station actually killed a Shell employee who was with Sanders, he was then convicted of murder, which essentially eliminated Sanders's nearby competition. Sanders was commissioned as a Kentucky colonel in 1935 by Kentucky governor Ruby Laffoon. His local popularity started to grow, and, in 1939, food critic Duncan Hines visited Sanders's service station restaurant and included it in Adventures in Good Eating, his guide to restaurants throughout the US. By July 1940, Sanders had finalized his "Secret Recipe" for frying chicken in a pressure fryer that cooked the chicken faster than pan frying. As the United States entered World War II in December 1941, gas was rationed, and as the tourism dried up, Sanders was forced to close his business. He went to work as a supervisor in Seattle until the latter part of 1942. It wasn't

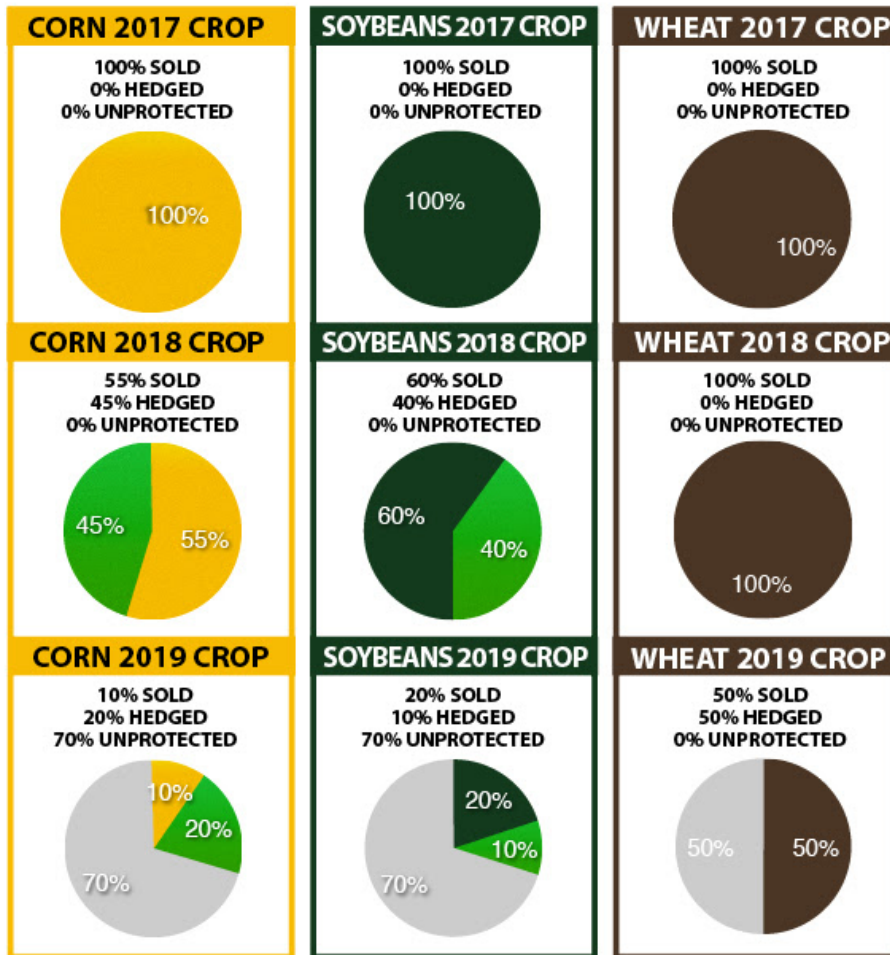
until 1952, that Sanders came up with the idea of selling his chicken recipe and concept to other businesses. He started with an operator in South Salt Lake, Utah. In the first year of selling the product, sales more than tripled, with +75% of the increase coming from sales of fried chicken. A sign painter by the name of Don Anderson was hired to come up with a promotion for the business. In Utah, a product hailing from Kentucky seemed unique and evoked imagery of Southern hospitality, hence Anderson coined the name "Kentucky Fried Chicken." After seeing the success, several other business and restaurant owners franchised the concept and paid Sanders 4 cents per chicken sold. At the age of 65, and only his social security check as additional income, Sanders set out to start his own restaurant chain. Sanders obtained a patent protecting his method of pressure frying chicken in 1962, and trademarked the phrase "It's Finger Lickin' Good" in 1963. In 1964, then 73 years old, he sold the Kentucky Fried Chicken corporation for \$2 million to a partnership of Kentucky businessmen. Sanders became a salaried brand ambassador and retained the rights to all Canadian operations. Sanders remained the company's symbol, traveling 200,000 miles a year on the company's behalf and filming many TV commercials and appearances. Sanders remained active until the age of 90, after passing from battling acute leukemia. His body lay in state in the rotunda of the Kentucky State Capitol in Frankfort and his funeral was attended by more than 1,000 people. By the time of Sanders' death, there were an estimated 6,000 KFC outlets in 48 countries worldwide, with +\$2 billion in annual sales. Today it's considered the world's second largest restaurant chain (as measured by sales) after McDonald's, and now has over 20,000 outlets in 118 countries. Moral of the story, your past does not have to define your future success. In fact, your struggles, age, and failures can be stepping stones to an amazing future.



ANSWER to riddle: Salt.

CASH SALES & HEDGING TOTALS

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