

## GOOD MORNING: 04/29/19 Farm Direction - Van Trump Report

1 message

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

Mon, Apr 29, 2019 at 7:22 AM

Reply-To: Jordan &lt;reply-fec216767d630679-314\_HTML-36250946-100003450-1@vantrumpreport-email.com&gt;

To: info@farmdirection.com



*"Out of clutter, find simplicity. From discord, find harmony. In the middle of difficulty lies opportunity."* - **Albert Einstein**

**MONDAY, APRIL 29, 2019**
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**Morning Summary:** Stocks are slightly lower this morning but have posted impressive gains in 2019. This week could be a pivotal as the market will be digesting a ton of economic data, a massive wave of corporate earnings, and rhetoric from the Fed's two-day FOMC meeting. The Nasdaq is up +30% from its lows set back in late-December, the S&P 500 has rebounded +25%, and the Dow Jones Industrial Average is up +22% from its December 26th intraday low. The question now, can the market continue to push higher or should investors be looking to bank profits? First quarter GDP was reported better than expected at 3.2%, and bulls are pointing to the fact the first quarter is traditionally the weakest of the year. Interestingly, GDP Growth Rate in the United States has averaged 3.22% from 1947 until 2019, reaching an all time high of 16.70% in the first quarter of 1950 and a record low of -10% in the first quarter of 1958. For reference, in the mid-80's we enjoyed annualized GDP growth of +4.0%, then again in the late 90's into 2000 we enjoyed another round of annual GDP growth of +4.0%. In 2005 our nation showed 3.3% annual GDP growth, but since then we've never seen annual GDP growth any higher than 2.9%, perhaps this will be the year? The Fed begins a two-day FOMC policy meeting on Tuesday, followed by the announcement of their actions and a press conference on Wednesday. It will be interesting to hear what Fed Chair Jerome Powell has to say now that the stock market has rallied aggressively higher. Some are wondering if he will stay as dovish and mostly concerned about deflation or will the rhetoric start to swing back towards a more slightly hawkish tilt? Also this week, traders will be digesting a ton traditional economic data, i.e. personal income and spending, the latest manufacturing data, construction spending, auto sales numbers, housing numbers, and then on Friday the highly anticipate April employment numbers. We also have a big wave of corporate earnings scheduled for release this week, 46% of the S&P 500 companies have already reported, but this week will bring some big names like: Alphabet (Google), Amgen, Apple, Celgene, CME Group, DowDuPont, Eli Lilly, General Electric, General Motors, Gilead, Kellogg, Kraft-Heinz, Mastercard, McDonald's, Merck, MGM, Mondelez, Pfizer, Prudential, Qualcomm, Sotheby's, Spotify, Twilio, Under Armour, and Yeti. Lets also not forget, top Trade Representative Robert Lighthizer and Treasury Secretary Steven Mnuchin have headed to Beijing for another round of trade talks. There's also another round of meetings scheduled next week, with Chinese Vice Premier Liu He and a group of trade delegates scheduled to come to Washington for further discussions. Hopefully, following those two sets of meetings we will hear specifics about a resolution and possibly an official date for a ceremonial signing between President Trump and Xi by early-June.

**Very Interesting... PayPal Invest \$500 Million in Uber at IPO Price:** *From what I understand, Uber will be offering 180 million shares at between \$44 and \$50 per share when they go public in a few weeks. PayPal says there are going to gobble up \$500 million worth of shares. This would be the second largest investment in PayPal's history and has many inside the trade scratching their head. Keep in mind, PayPal's CEO is the legendary Dan Schulman, who is also the Chairman of Symantic, founding CEO of Virgin Mobil, and former President and CEO of Priceline.com. Remember, Dan Schulman came from nowhere. He started in an entry-level account management position for AT&T, by the time he left the company he was president of the \$22 billion core consumer long distance business, overseeing roughly 40,000 employees. Bottom-line, I suspect Schulman has something up his sleeve and see's a play on the board that others aren't*


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**Today In History**
**1863, Newspaper Tycoon William**

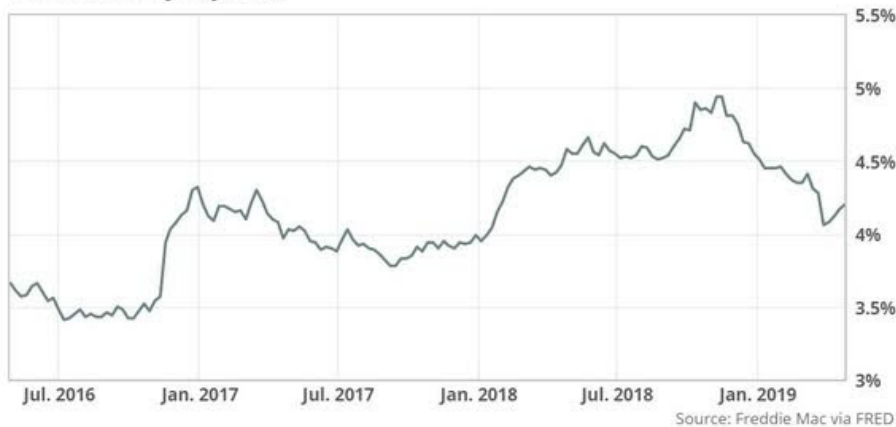
anticipating. Seasoned investors don't see Uber as simply a ride hailing business, but rather a platform. PayPal is also considered a payments platform. Perhaps Schulman believes he has a way of bridging the two platforms into something much larger? Especially if the Uber platform begins to shift into freight, shipping, logistics, and shopping. PayPal has the technology and team that might help Uber scale into the new vertices... Interesting play by Schulman, making me think!

**Trading Crypto's on E\*Trade:** There are rumors that the online trading giant E\*Trade will soon be letting customers trade cryptocurrencies on its platform. From what I've heard they start with the trading of Bitcoin and Ethereum, then will start looking at and adding other crypto currencies. (Source: Bloomberg)

**Mortgage Applications Hit 9 Year High:** 30-year fixed mortgages averaged 4.20% last week. That was actually up three basis points during the week and marked the fourth straight weekly rise for the popular product. The 15-year fixed-rate mortgage averaged 3.64%, up from 3.62%. Keep in mind, fixed-rate mortgages traditional tend to follow the benchmark 10-year U.S. Treasury note. The 10-year Treasury yields since mid-April have moved from 2.59% on the 16th down to 2.50% today. so perhaps the 30-Year mortgage might tick a bit lower in the days ahead? Interestingly, the Federal Housing Administration recently said it would start to require manual underwriting for mortgages that might be riskier. The agency, which guaranteed about 23% of new mortgages in 2018, is concerned about borrowers who have lower credit scores in addition to higher debt-to-income ratios. With that said, the specter of rising rates has prompted more Americans to apply for a new mortgage or some type of re-financing: Applications actually hit a nine-year high recently, according to the Mortgage Bankers Association. Those of you who have been thinking about re-financing or buying a new home, this might be that window-of-opportunity. Read more [HERE](#).

## 30-Year fixed rate mortgage average in the United States

Not seasonally adjusted



**More Jobs Than Available Workers:** For the first time in almost 20 years, the number of available jobs has surpassed the number of available workers. Many might be thinking this is happening because the percentage of teens from 16 to 19 working summer jobs has increased, but it has actually fallen from more than 50% to 35% in the past 20 years. Due to the current labor shortage, the 65+ crowd is now the fastest-growing segment of the workforce as companies like McDonald's are teaming up with AARP to hire older workers for their breakfast and lunchtime shifts. McDonald's and AARP have even come out to say they are teaming up to help fill roughly 250,000 jobs this summer. What I find most interesting about all this data is the U.S. Bureau of Labor Statistics released reports projecting those who are 55 and older will make up 24.8% of the private labor force by 2024. In addition, the reports stated the average age of today's fast-food worker has risen to 29-years-old as older workers continue to take jobs. I suspect we will continue to see this trend moving forward with longer lifespans, meaning higher health-care costs and retirement savings that don't last as long. (Source: The Hustle)



### Randolph Hearst is Born -

The newspaper tycoon William Randolph Hearst is born in San Francisco. He was the only son and principle heir to western mining magnate George Hearst. George Hearst had made a fortune with his shrewd investments in successful western mining operations. His son William, however, had little interest in the mining industry. While attending Harvard, he became an admirer of Joseph Pulitzer's New YorkWorld and briefly worked as a reporter for the paper after being expelled from college. In 1887, he returned to San Francisco and convinced his father to put him in charge of the Examiner, a paper that the senior Hearst had bought to back his successful 1886 bid for the U.S. Senate. With a tremendous fortune at his disposal, William Hearst spared no expense in obtaining the best eastern reporters and techniques for the Examiner. Eager to give the people what they wanted, he filled the pages of the newspaper with sensationalism and scandal. Some complained that he showed poor taste, but many San Franciscans considered the paper to be required reading. Having made the Examiner a brilliant success, Hearst began acquiring newspapers elsewhere in the country. He soon controlled one of the largest newspaper empires in America. Like his father, Hearst also used his papers to promote his political ambitions. Relocating to New York, he twice won election to the House of Representatives, in 1902 and 1904. Although some championed him as a possible presidential candidate, Hearst's failed attempt to win the New York governorship in 1906 raised questions about his chances in a presidential campaign. He tried to win the presidency by organizing his own Independence Party in 1908, but his third-party candidacy gained few followers. For all his wealth and influence, Hearst could not obtain the political power he craved. Returning to California, Hearst continued to expand his media empire and contented himself with being a behind-the-scenes political powerbroker. When his mother died in 1919, he inherited the family ranch at San Simeon. During the next six years, he built a massive castle on a hill at the ranch. In 1924, he became involved in the Hollywood movie industry by relocating his motion picture company to Los Angeles. A year later, he took charge of the Los Angeles Examiner, and he soon controlled many of California's top newspapers. With a vast media empire at his disposal, Hearst exercised tremendous influence over California and national politics during the 1930s. Often the subject of news stories in his own right, Hearst was one of the most prominent Americans to emerge from the Far West during the first half of the 20th century.



### 1945, U.S. Army Liberates Dachau Concentration Camp

- On April 29, 1945, the U.S. Seventh Army's 45th Infantry Division liberates Dachau, the

## Available jobs now outnumber available workers

Unemployment level vs. total number of job openings in the US

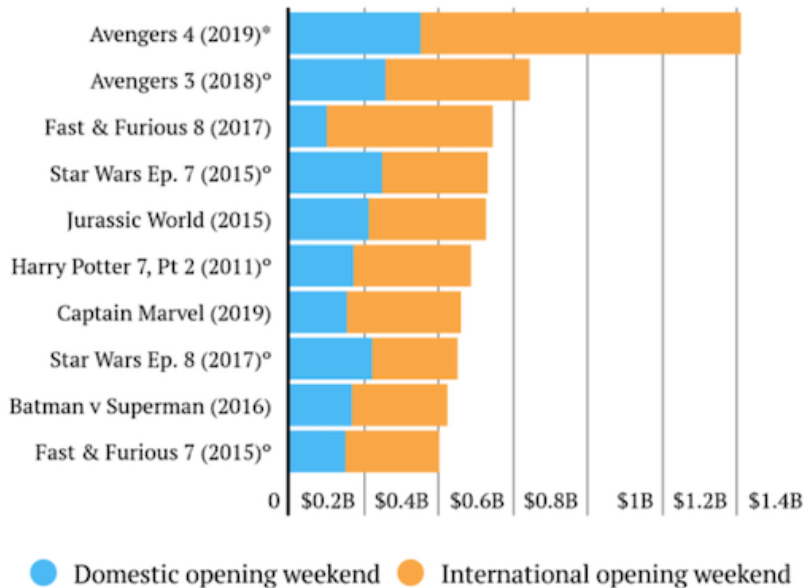


**"Avengers: Endgame" Shatters All Box Office Records:** *Marvel Studios' 22nd film debuted with \$1.2 billion worldwide. As it stands, the movie shattered practically every single box office record imaginable — the biggest worldwide debut, the biggest domestic debut, and the biggest domestic opening day. Below is a graphic that shows the top ranking films. It's crazy to see how popular these movies have become...*

first concentration camp established by Germany's Nazi regime. A major Dachau subcamp was liberated the same day by the 42nd Rainbow Division. Established five weeks after Adolf Hitler took power as German chancellor in 1933, Dachau was situated on the outskirts of the town of Dachau, about 10 miles northwest of Munich. During its first year, the camp held about 5,000 political prisoners, consisting primarily of German communists, Social Democrats, and other political opponents of the Nazi regime. During the next few years, the number of prisoners grew dramatically, and other groups were interned at Dachau, including Jehovah's Witnesses, Gypsies, homosexuals, and repeat criminals. Beginning in 1938, Jews began to comprise a major portion of camp internees. Prisoners at Dachau were used as forced laborers, initially in the construction and expansion of the camp and later for German armaments production. The camp served as the training center for SS concentration camp guards and was a model for other Nazi concentration camps. Dachau was also the first Nazi camp to use prisoners as human guinea pigs in medical experiments. At Dachau, Nazi scientists tested the effects of freezing and changes to atmospheric pressure on inmates, infected them with malaria and tuberculosis and treated them with experimental drugs, and forced them to test methods of making seawater potable and of halting excessive bleeding. Hundreds of prisoners died or were crippled as a result of these experiments. Thousands of inmates died or were executed at Dachau, and thousands more were transferred to a Nazi extermination center near Linz, Austria, when they became too sick or weak to work. In 1944, to increase war production, the main camp was supplemented by dozens of satellite camps established near armaments factories in southern Germany and Austria. These camps were administered by the main camp and collectively called Dachau. With the advance of Allied forces against Germany in April 1945, the Germans transferred prisoners from concentration camps near the front to Dachau, leading to a general deterioration of conditions and typhus epidemics. On April 27, 1945, approximately 7,000 prisoners, mostly Jews, were forced to begin a death march from Dachau to Tegernsee, far to the south. The next day, many of the SS guards abandoned the camp. On April 29, the Dachau main camp was liberated by units of the 45th Infantry after a brief battle with the camp's remaining guards. As they neared the camp, the Americans found more than 30 railroad cars filled with bodies in various states of decomposition. Inside the camp there were more bodies and 30,000 survivors, most severely emaciated. Some of the American troops who liberated Dachau were so appalled by conditions at the camp that they machine-gunned at least two groups of captured German guards. It is officially reported that 30 SS guards



# GLOBAL BOX OFFICE All-Time Debuts



Not adjusted for inflation

\*Estimated as of April 28, 2019

°Did not debut day-and-date in China

Source: Box Office Mojo

BuzzFeed  
News

## FARM TANK

Tweets of the Day



were killed in this fashion, but conspiracy theorists have alleged that more than 10 times that number were executed by the American liberators. The German citizens of the town of Dachau were later forced to bury the 9,000 dead inmates found at the camp. In the course of Dachau's history, at least 160,000 prisoners passed through the main camp, and 90,000 through the subcamps. Incomplete records indicate that at least 32,000 of the inmates perished at Dachau and its subcamps, but countless more were shipped to extermination camps elsewhere.



**1974, President Nixon Announces Release of Watergate Tapes** - On this day in 1974, President Richard Nixon announces to the public

that he will release transcripts of 46 taped White House conversations in response to a Watergate trial subpoena issued in July 1973. The House Judiciary committee accepted 1,200 pages of transcripts the next day, but insisted that the tapes themselves be turned over as well. In his announcement, Nixon took elaborate pains to explain to the public his reluctance to comply with the subpoena, and the nature of the content he planned to release. He cited his right to executive privilege to protect state secrets and stated that the transcripts were edited by him and his advisors to omit anything "irrelevant" to the Watergate investigation or critical to national security. He invited committee members to review the actual tapes to determine whether or not the president had omitted incriminating evidence in the transcripts. "I want there to be no question remaining," Nixon insisted, "about the fact that the President has nothing to hide in this matter" and "I made clear there was to be no cover up." In June 1972, five men connected with Nixon's Committee to Re-Elect the President (CREEP) had been caught breaking into the Democratic National Committee Headquarters in the Watergate Hotel in Washington D.C. A subsequent investigation exposed other illegal activities perpetrated by CREEP and authorized by senior members of Nixon's administration. It also raised questions about what the president knew about those activities. Nixon vigorously denied involvement in the burglary cover-up, infamously proclaiming "I am not a crook." In May 1973, the Senate convened an investigation into the Watergate scandal amid public cries for Nixon's impeachment. In July 1974, the Supreme Court rejected Nixon's claim of executive privilege and ordered him to turn over the remaining tapes. On one of them, the president could be heard ordering the FBI to end its investigation of the Watergate break-in; this came to be known as the "smoking gun" that proved Nixon's guilt. On August 8, 1974, Nixon avoided a Senate impeachment trial by becoming the first American president to resign from office. He was later pardoned by his successor, President





**Steve Burns**  
@SJosephBurns

Following

# SCHOOLS WON'T TEACH YOU THIS

INSTAGRAM | RICHADAD\_QUOTES

## LINEAR INCOME vs RESIDUAL INCOME

"I would rather earn 1% off a 100 people's efforts than 100% of my own efforts." ~ J. Paul Getty

**100% x 1 = INCOME**  
YOU x JOB = INCOME

YOU HAVE  
A JOB  
**TIME = \$**  
NO LEVERAGE

YOU OWN  
A JOB  
**TIME = \$\$**  
NO LEVERAGE

Trading Time For Money  
Starting Over Everyday at Zero

**1% x 100 = INCOME**  
YOU x PEOPLE = INCOME

YOU OWN A SYSTEM &  
PEOPLE WORKS FOR YOU  
**PEOPLE = \$\$\$**  
LEVERAGE

MONEY WORKS  
FOR YOU  
**\$\$\$ = \$\$\$\$\$**  
PASSIVE INCOME

Income not Dependent  
On your Presence



Gerald Ford, "for all offenses against the United States which he committed, or may have committed."

## Upcoming Events

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

**Wed. 05/01** - May Day/Labor Day, FOMC Meeting, Grain Crashings

**Thur. 05/02** - Export Sales, Jobless Claims

**Fri. 05/03** - Unemployment Numbers

**Sun. 05/05** - Cinco de Mayo

**Mon. 05/06** - Export Inspections, Crop Progress

**Thurs. 05/09** - Export Sales, Jobless Claims

**Fri. 05/10** - USDA Supply/Demand, Crop Production

**Sun. 05/12** - Mother's Day

**Mon. 05/13** - Export Inspections, Crop Progress

**Wed. 05/15** - NOPA Crush, Retail Sales

**Thur. 05/16** - Export Sales, Jobless Claims

**Mon. 05/20** - Export Inspections, Crop Progress

**Wed. 05/22** - Cold Storage

**Thurs. 05/23** - Export Sales, Jobless Claims, New Home Sales

**Fri. 05/24** - Cattle on Feed, Durable Goods

**Mon. 05/27** - Memorial Day, Markets Closed

**Tues. 05/28** - Export Inspections, Crop Progress

**Thur. 05/30** - Jobless Claims, GDP Q1

**Fri. 05/31** - Export Sales, Personal Income

## Kevlin's Song of the Week



**Michael Rebeyka**  
@Mrebeyka

Following

Soon they roll... [#plant19](#)  
[@raptorent](#) [@TysonWagler21](#)  
[@RedheadEquip](#) [@VaderstadCanada](#)



0:22 3,624 views



**Will Groover**  
@will\_groover

Following

First cotton trials of 2019 are in the ground  
#plant19



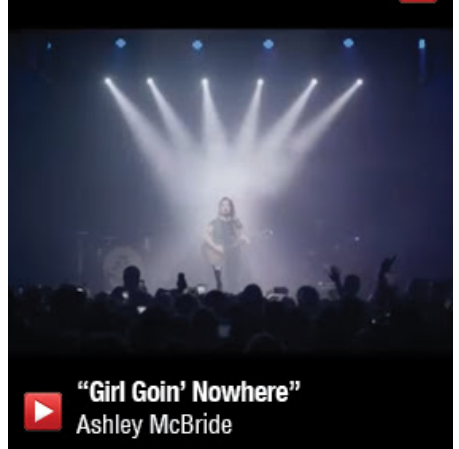
**SSH**  
@hackman\_sam

Following

The family talked me into an hour break. Well worth it.. #Plant19



## WHAT I'M LISTENING TO:



"Girl Goin' Nowhere"  
Ashley McBride

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





Men's Corner

@Mens\_Corner\_

Following



the thorough manner in which Kevin evaluates every economic aspect, both nationally and internationally, that influences commodity prices. His analysis and conclusions are highly thought out and conveyed in layman's terms so that the reader can comprehend the numerous and often complex interrelationships that impact the markets. Kevin is a real attribute to the agricultural sector."

**A.M., FDIC**

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





Super 70s Sports  
@Super70sSports

Following

I Googled "What were the 80s like" and it just gave me this photo.





ActionComplete  
@ActionComplete

Following



#Attitude is a little thing that makes a BIG difference.

~Winston Churchill

#quotes #inspiration



## neuro mining



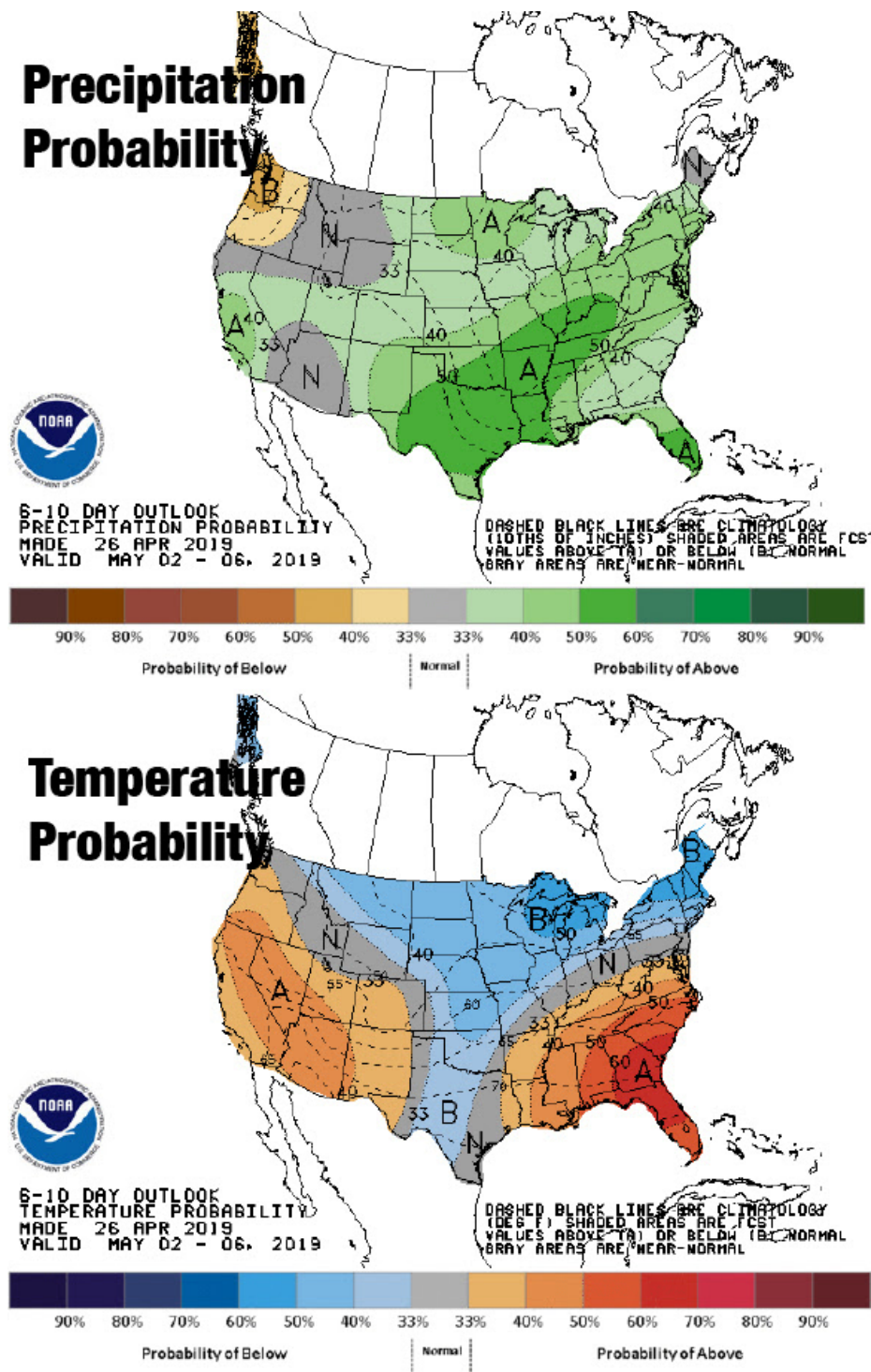
As we age, it gets harder and harder to create new neural pathways in the brain. It's the reason kids find it so easy to learn new things, but as adults it often gets more difficult. Doing brain teasers and solving riddles can be an important part of keeping our brain healthy. The more connections we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

### TODAY'S RIDDLE:

I have seas without water, coasts without sand, towns without people, and mountains without land. What am I?

**Chilly Conditions For Early May:** Below normal temperatures over the weekend will continue through this week across parts of the Northwest, northern Plains, upper Midwest and into the Northeast. Low temperatures dropped back into the 20s and 30s in these areas and even saw some record low in Wisconsin and Iowa. Expect high temperatures for the beginning of this week to be 5 to 20 degrees colder than average this weekend into next week. The chilly conditions could last into early May. The latest 6- to 10-day outlook from NOAA's Climate Prediction Center highlights an area from the

northern Rockies into the northern Plains and parts of Minnesota as having a 50% or better chance of below-average temperatures.



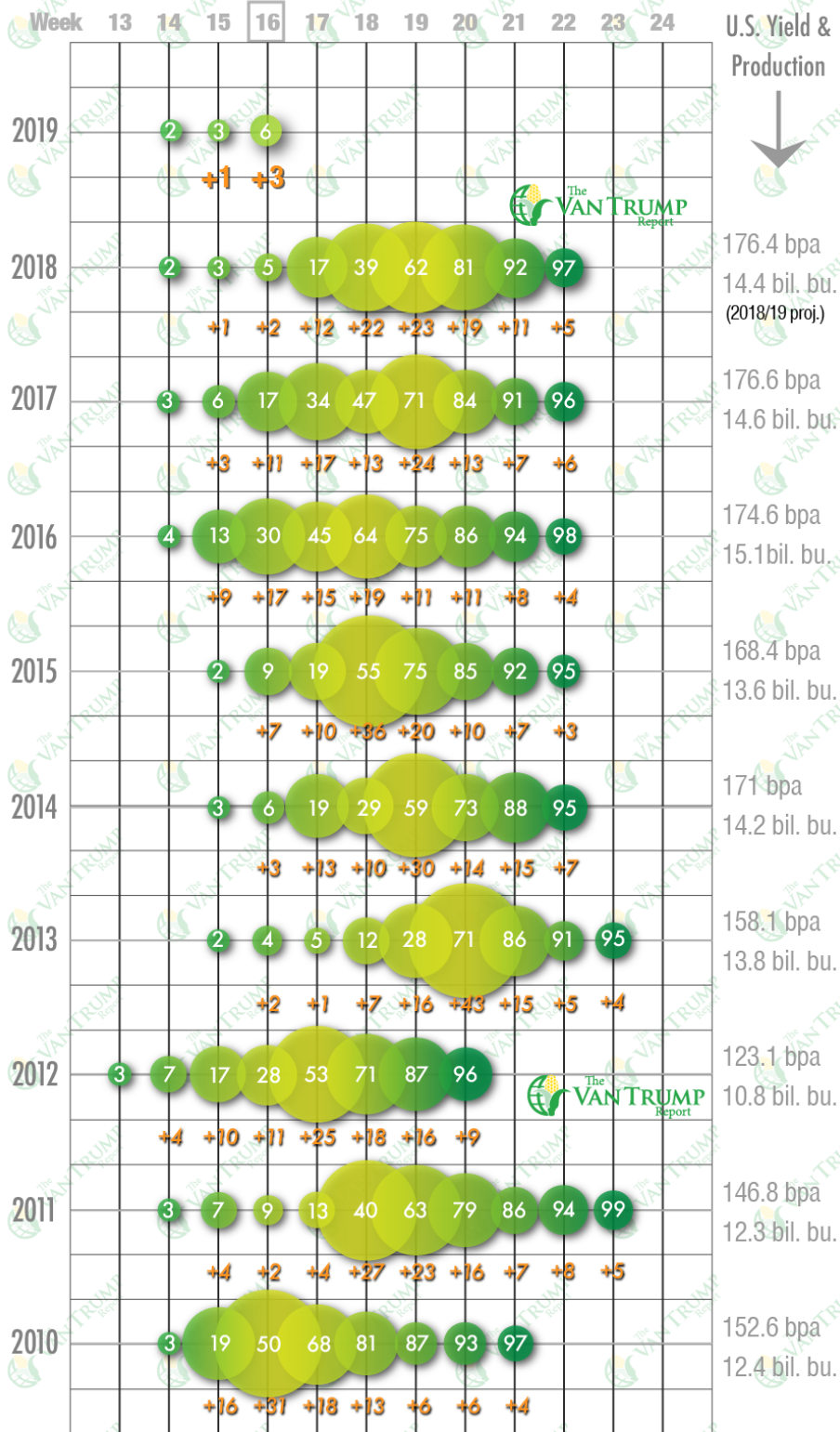
**Corn** price are a bit higher this morning on wild-weather reported across the U.S. this past weekend. There was snow reported in several of our northern production states along with additional rainfall in already soaked areas. There's also been more talk and rumors that Argentina will soon be raising their export taxes to help offset their weak economy and escalating government debt. Unfortunately, bears continue to question growth in U.S. demand, as they see a much larger crop being harvested in South America this year than compared to last, also a stronger U.S. dollar, ongoing trade uncertainty with the Chinese, and still a glut of U.S. supply sitting on the farms. This bearish combination has allowed the funds to amass a record short position of more than -300k contracts. Bulls continue to point to a possible trade deal with the Chinese and major weather concerns for planting in several key U.S. locations. While U.S. and Chinese leaders have been negotiating regularly since President Trump and Xi agreed a trade "truce" in Buenos Aires back in November, there are still no specific details or a deal in place. Perhaps we will learn more after the two sides gather for scheduled meetings the next two weeks. Here at home, I continue to argue that the USDA's current acreage estimate of 92.8 million is overstated and will eventually be reduced.



There's just too many fields that are way too wet to plant more corn acres, especially with prices this low. Remember, the USDA is forecasting +1.6 million more corn acres combined for just North and South Dakota. Perhaps that could have happened before the weather extremes, but I just don't see that type of bump happening now. In fact, I'm hard pressed to believe they will even plant as many corn acres as last year, let alone they additional +1.6 million acres forecast. Don't forget the USDA is also calling for an extra +400k corn acres to be planted in Iowa, which I'm also not so certain will happen? As for today, the trade is looking for the USDA to show that 15% to 16% of the total U.S. crop is planted, which is behind our more traditional pace, but still not worrisome enough to shake the bearish funds out of their record short position. As you can see in the graphics I provided below, our biggest jumps in planting tend to come during the next three to four weeks, so I suspect the weather forecast are going to start being much more impactful on price. If you look, compared to several of the years below, our current pace of planting is just not that worrisome. That's probably why the bears are just not that concerned. I personally argue there's going to be more total acres come out of the equation. Stay tuned...

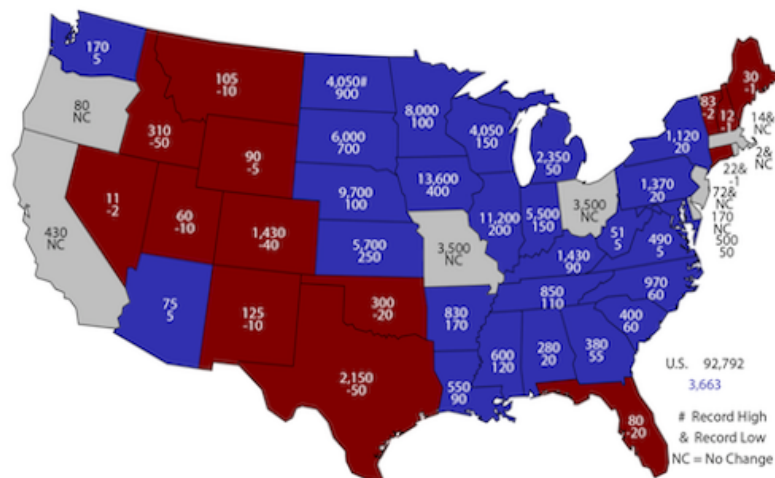
# U.S. Corn Planting Pace 2010 - 2019

includes Weekly Rating and Week-over-Week Change



Source: USDA, NASS Crop Progress

## 2019 Corn Planted Area (000) Acres and Change From Previous Year



Screenshot

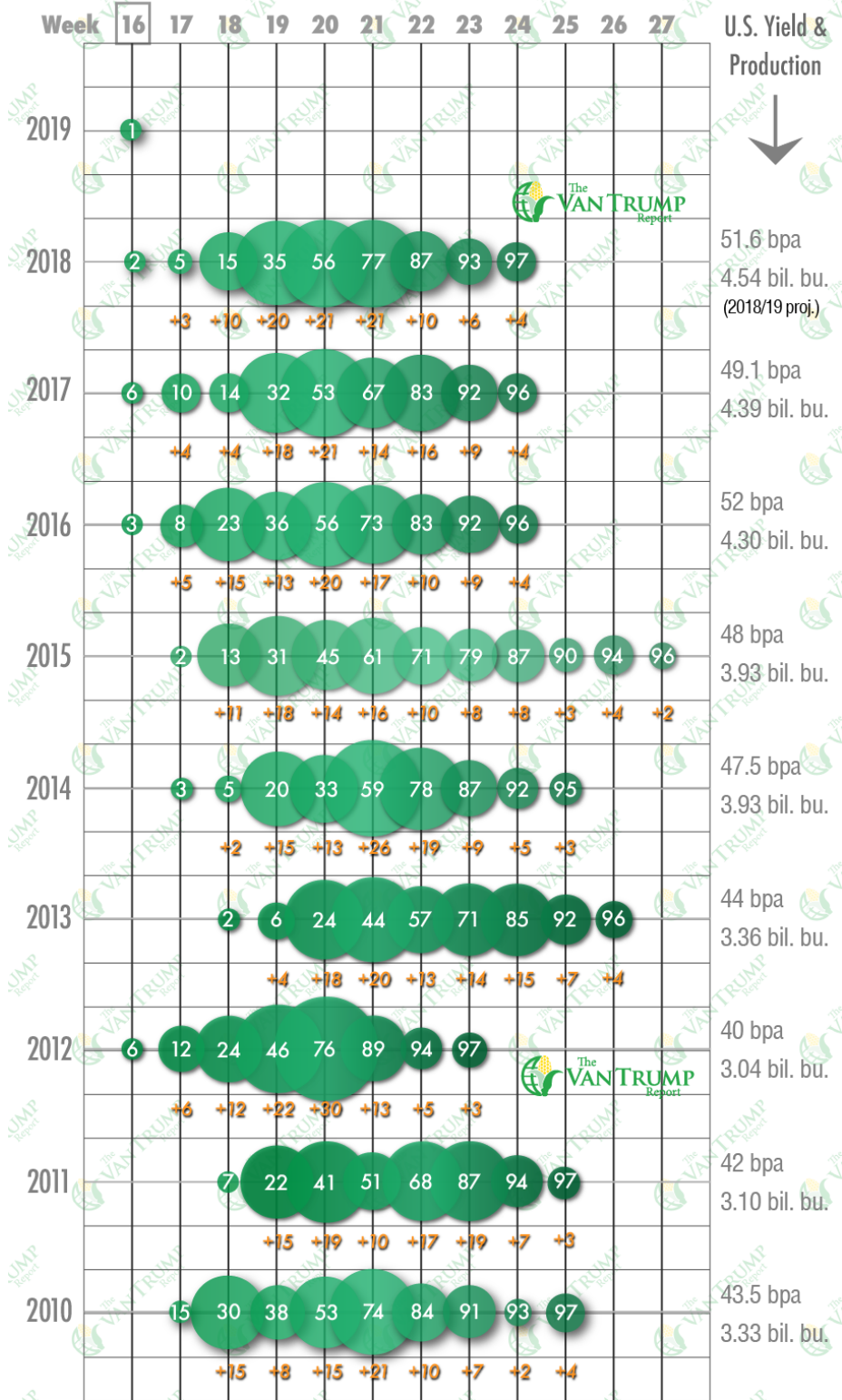
USDA-NASS  
3-29-19

**Soybean** bulls are desperately searching for something to grab onto and help pull the market higher. Prices were down by more -25 cents last week and are down roughly -90 cents from their early-February high. The South American harvest has advanced at a faster pace than normal, bringing about further questions and uncertainty surrounding U.S. demand. Throw on top ongoing trade negotiations between U.S. and Chinese leaders and the deep uncertainty surrounding African Swine Fever, and we have an underlying landscape that has allowed the bears to roam and rule freely, hence, the reason funds are short nearly -150k contracts. Here at home weather remains a major "wild-card". However, it seems like most ag traders and investors see planting delays and complications with corn meaning perhaps more opportunity for soybean acres. That mindset and rhetoric could obviously shift as we get deeper into May, but there's still the big demand questions lingering? Hopefully we will learn a lot more these next two weeks, as top Trade Representative Robert Lighthizer and Treasury Secretary Steven Mnuchin head to Beijing this week for another round of trade talk. Next week, Chinese Vice Premier Liu He and a group of trade delegates are scheduled to come to Washington for further discussions. Hopefully, following those two sets of meetings we will hear specifics about a resolution and possibly an official date for a ceremonial signing between President Trump and Xi. As for today, the trade will be interested in the USDA's planting progress numbers released after the close. Most inside the trade are thinking they will see 4% to 5% planted, which is just a touch behind our traditional pace. There will also be some repositioning and movement this morning around the recent May options expiration. We might catch a bit of a bounce higher, but I'm curious to see if we can hold the rally. Suspecting the bears will ultimately want to test and set fresh new contract lows this week. I wouldn't be surprised to see the JUL19 contract test \$8.50. Bulls are hoping the NOV19 new-crop contract will find much more solid support and stable footing in the \$8.65 to \$8.80 range, then start to work its way back higher. As you can see in the graphic I included below, we still have a ton of time to get the soybean crop planted. In fact, some of our biggest planting weeks are still four to five weeks away.



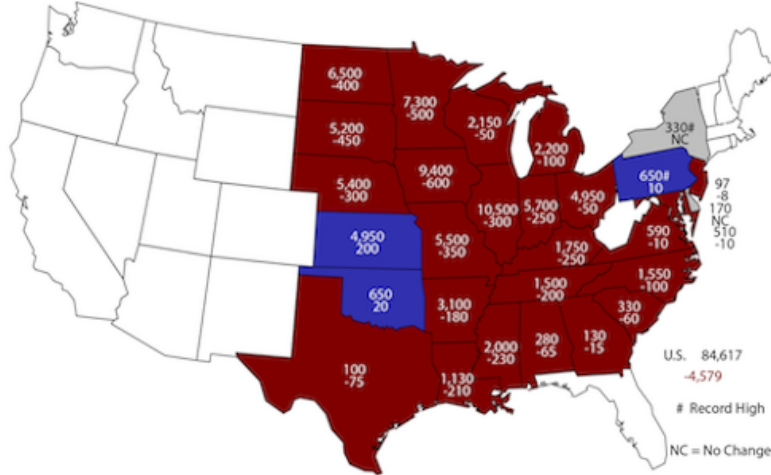
# U.S. Soybean Planting Pace 2010 - 2019

includes Weekly Rating and Week-over-Week Change



Source: USDA, NASS Crop Progress

## 2019 Soybean Planted Area (000) Acres and Change From Previous Year



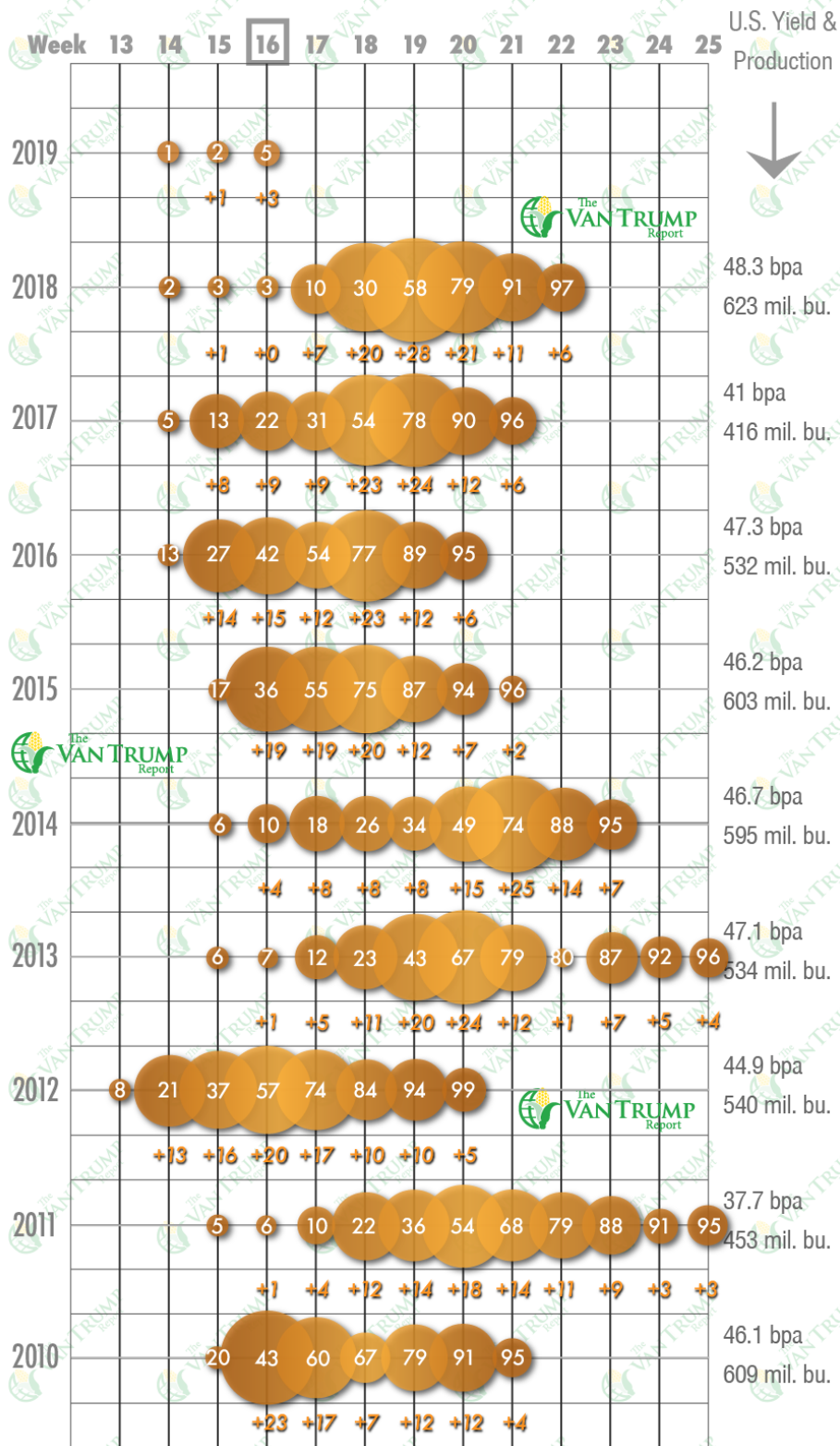
Screenshot

USDA-NASS  
3-29-19

**Wheat** bears seem to remain in control. The JUL19 HRW wheat contract is down over -\$2.00 per bushel compared to prices last August, which at the time were trading north of \$6.00 per bushel. Both Spring and SRW wheat prices also remain down aggressively. Most traders continue to point towards weak global demand for U.S. wheat, a stronger U.S. dollar, and no major production risk or weather threats for upcoming crops in the Black Sea region and most of the European Union. Bulls will say there's some weather risk perhaps building in parts of Russia and the EU, but at the moment it's not enough to worry the funds who have been placing aggressive bearish bets. The bears believe there's more than enough available global wheat supply, and with the U.S. holding +1.0 billion in ending stocks there's plenty of cushion. Bears also see the U.S. winter wheat crop getting larger and U.S. wheat demand perhaps getting smaller, which is not a good combination when we are already swimming in supply. As for today, the trade will be keeping an eye on the planting pace for U.S. spring wheat, which should remain well behind it's traditional pace. Also this week, the trade will be listening closely to results from the Kansas Wheat Tour and field observations from neighboring states like Oklahoma and Nebraska. For reference, last year, the three-day tour wrapped up on May 3rd with an average yield calculated at 37 bushels an acre. If you remember, Kansas had been battling extremely dry conditions, the crop was significantly behind schedule, the stands were short, head sizes smaller than normal, all leading to a total production estimate for Kansas at 243.3 million bushels, their lowest production estimate since 1989. Bottom-line, the trade is thinking the tour will be seeing and talking about much better results than last year. You can learn more by visiting the [Wheat Quality Council](#).

# U.S. Spring Wheat Planting Pace 2010 - 2019

includes Weekly Rating and Week-over-Week Change



Source: USDA, NASS Crop Progress





> **E.Coli Outbreak:** An outbreak of *E. coli* from tainted ground beef has sickened 177 people in 10 states, the CDC reported Friday — 21 more people than was reported earlier this week. Since the beginning of March, 21 of the 177 people infected with the strain of *Escherichia coli* O103 have been hospitalized, the Centers for Disease Control and Prevention said Friday. Kentucky, Tennessee and Georgia have seen the highest number of cases, with 65, 52 and 41, respectively. K2D Foods recalled about 113,424 pounds of raw ground beef products and Grant Park Packing recalled about 53,200 pounds of ground beef for concerns it may be contaminated. (Source: USA Today)

> **Saudi Arabia: A Growing, Competitive Market For U.S. Ag Exports:** Saudi Arabia is a large and expanding market with highly concentrated dairy and poultry industries. Fifteen farms control 80% of the poultry market and nine farms control 85% of the dairy market. Imports represent an increasing portion of the feed rations for these animals. Last marketing year, Saudi Arabia ranked as the tenth largest overall buyer of U.S. corn, importing 1.49 million metric tons (58.7 million bushels) in addition to 280,000 tons (11 million bushels) of U.S. sorghum and 13,000 tons of U.S. dried distiller's grains with solubles (DDGS). Saudi Arabia also imported 16.5 million gallons of U.S. ethanol. (Source: US Grains Council)

> **ADM Profit Falls In First Quarter:** Agri-giant ADM said slim biofuel margins and Midwestern floods slammed the U.S. grains merchant's profit, which tumbled 41% in the first quarter. In response, ADM says they are creating an ethanol subsidiary, which will include dry mills in Columbus, Nebraska; Cedar Rapids, Iowa; and Peoria, Illinois. This looks like the company is preparing to spin-off their ethanol business altogether... ADM says they are seeking voluntary early retirements for some of their North American employees as they try and cut capital spending by 10% in 2019. (Source: Reuters)

> **World Grain Stockpile Forecast Smallest In Five Years:** Record-high demand for grain during the 2019/20 marketing year will drag down world grain reserves to their lowest level in five years, said the international Grains Council on Thursday. It would be the third straight year of declines in global carryover stocks. (Source: IGC)

> **Foodborne Illness Cases on the Rise:** A new report from the CDC revealed cases of several food borne illnesses are on the rise, killing 120 Americans last year and sickening 25,606. The report tracked cases of ethanol major pathogens like campylobacter, salmonella and cyclospora. Ultimately, there's a broader trend at play here: Infections from pathogens appear to be more frequent. Read the CDC report [HERE](#).

> **What Is Forestry Worth to the U.S.?** According to analysis published by industry officials, private forests across the nation support 2.5 million jobs, \$1.09 billion in payroll and \$288 billion in sales and manufacturing. The study was published by the National Alliance of Forest Owners and shows that of the 455.9 million acres of timberland in the 32 state study area, 335.5 million acres or 74% are privately owned while only 120.4 million acres (26%) are publicly-owned. This translates into a much stronger economic impact associated with private timberlands.

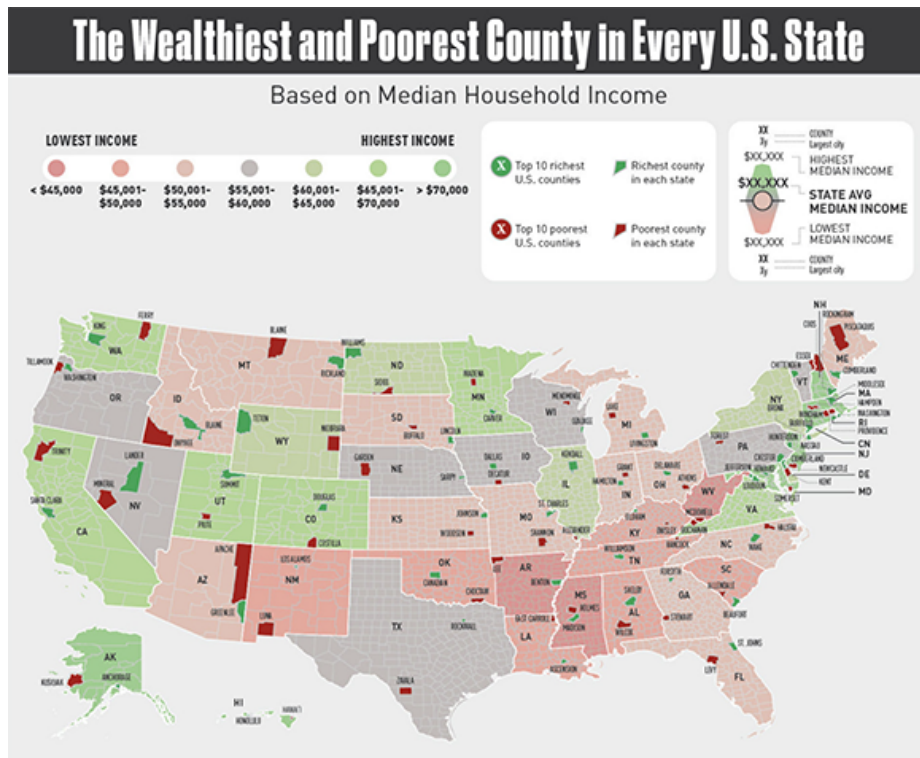
> **Municipalities Banning Single-Use Plastic Take-Away Containers and Cups:** Overwhelmed by trash, jurisdictions around the world are banning single-use plastic takeaway containers and cups. Europe says plastic beverage cups have to go by 2021. India wants them out by 2022. Taiwan set a deadline of 2030. Surcharges like Berkeley California's 25-cent per cup are likely to get more common in an attempt to quickly change consumer behavior before more outright bans. (Source: Nola)

> **Is the "Crypto-Winter" Over?** Bitcoin is back, according to longtime bull Tom Lee. Despite the cryptocurrency's drop in early Friday trading — a symptom of worries around the legitimacy of another digital currency called tether — it's going higher, and may even be in a bull market already, Lee tells CNBC. Of the 11 signs that the "crypto winter" is over, Lee's top bullish drivers for bitcoin have to do with blockchain, technical indicators and trading volumes. The first sign came in January, when Lee's team noticed that trading volumes on the blockchain — a technology some use to buy and sell bitcoin — turned positive year over year. I'm told that boost was helped by turmoil in Venezuela and Turkey, where people losing faith in their countries' currencies may have turned to bitcoin as an alternative. "Just taking those two countries, they're close to 30% of the increase in on-chain activity, so it's meaningful," he said. "People are saying, 'Look, I don't trust using these local currencies. I don't trust the banks. I'm going to start using bitcoin.' And that's what's causing on-chain volume to really take off." The second sign came in April, when bitcoin closed above its 200-day moving

average, a widely accepted technical indicator of bullish momentum. Read more [HERE](#) on Lee's perspective on the coming bull market in Bitcoin.

> **Airbnb Moves Into Traditional Hotel Space:** Airbnb is partnering with a major New York real estate developer, RXR Realty, to convert portions of New York City commercial properties into a "new category of urban lodging." I'm told they are essentially hotel rooms with living rooms and kitchens that can only be booked through the Airbnb platform, representing Airbnb's biggest move yet into the traditional hotel space. From what I understand, they are starting with the iconic Rockefeller Plaza in Manhattan, converting ten floors into "high-end apartment-style suites."

> **Wealthiest and Poorest County in Every U.S. State:** The average U.S. state is made up of 62 counties. With so many counties spread throughout each state in the nation, it's not surprising that we can find counties that exemplify almost any part of the American experience. In this case, we are comparing county-level data to look at the differences in economic opportunity within each state. More specifically, we are looking at the range of median household income, which is one proxy for the difference in economic status between counties. (Source: Visual Capitalist, [TitleMax](#))



**Northern Illinois** – It snowed all day Saturday. We accumulated about 3 inches but it didn't stay for long. The temperature was in the lower 50s by Sunday. The temperatures are supposed to jump all over this week, ranging from low 40s to upper 60s, but it doesn't look like it will be warm enough to get back in the fields. There is a chance of rain every day but Friday so I don't expect us to be in the fields until mid May. We've got a little bit of field work left and then we will plant corn.

**Central Kansas** – We have had rain off and on throughout the Spring. Right when it seems like it's going to dry out, we get more rain. The wheat is about knee-high. It looks as good as we've seen it in a long time. Some guys are planting corn and some are holding off because they don't feel like the conditions have been right. We're supposed to get another big rain on Monday so hopefully we miss the hail. It looks like this year is shaping up to be alright.

**Central North Dakota** – We're back into the freezing temps. There is no chance of any field work getting done in April. We had a little snow over the weekend, and we are expecting cold temps and snow this week. We weren't necessarily worried about the weather until this week. Now it is going to push us behind schedule. We just have too much work to get done with corn and soybean planting.

# CROSSING WIRES

A place to share intelligent thoughts...

**Researchers have devised Stickier Approach to Plant Protection:** Many pesticides have an inherent weakness, meaning the active ingredients don't adhere well to the plants they protect. After the chemicals are sprayed onto crops, rain can wash them off into the soil and groundwater. Farmers must spray again and hope for dry weather. Now, researchers have devised a stickier approach to protecting plants, one that could be applied less frequently than chemical pesticides and might be less toxic. They have designed a molecule with two separate chains of amino acids, called peptides. One peptide embeds itself in the waxy surface of a leaf, holding tight in the rain; the other juts out like a spear to attack microbial pests. In a proof of concept published this month in *Green Chemistry*, lab tests showed the molecules lessened symptoms of soybean rust, a dreaded fungus that causes one of the world's worst agricultural diseases. Keep in mind, the peptides will face many challenges before they can reach the market, but plant pathologists say they could be a flexible new way to protect crops. Read more [HERE](#) on the research.

**Amazon to Spend \$800 Million in Q2 To Make One-Day Prime Shipping a Reality:** Amazon just upped the ante for the retail industry once again, saying it is moving fast to evolve its signature two-day free shipping for Prime members into one-day free shipping. Amazon plans to spend an incremental \$800 million in Q2 alone—that's more than one-fifth of its net income in Q1—on this new initiative, with plans to build out the "capacity" the rest of this year, I'm told. In the past month, Amazon "significantly" expanded the selection of products and zip codes eligible for one-day shipping and from what I understand, they continue to have many items available for same-day, and Prime Now one- or two-hour, shipping. Without being more specific, Amazon CFO Brian Olsavsky said one-day free shipping is not only about increased convenience; it also "will open up a lot of potential purchases." "We really think it's going to be groundbreaking for Prime members," he said. Read more details [HERE](#) on the strategic move.

**Keep Momma Happy... and Live Longer:** You've heard the expression 'happy wife, happy life'? Well, science may have just backed that up. It turns out that having a contented and happy wife, or husband is going to mean a longer life for you. A team of psychologists have done a ton of research to back up the common sense idea that keeping your spouse happy is good for you too. They found that having a miserable partner (male or female) was likely to make people more inactive and leave them feeling depressed. The researchers analysed data from 4,400 couples, both married and living together, who reported on health, happiness and other factors across an eight year period. The scientists, from the Tilburg University in the Netherlands, have published this in the journal *Psychological Science*. They say their data, conducted nationwide across the US, suggests that when a partner is inactive or depressed they tend to bring down those closest to them as well. 'Spousal life satisfaction was associated with mortality, regardless of individuals' socioeconomic and demographic characteristics, or their physical health status,' explained study author Olga Stavrova. If you need a wake up call... here it is:). Read more [HERE](#).

**Non-Profit BCycle, is Quickly Changing Houston's Car-Centric Mentality:** For a bike-share system, annual ridership growth of around 10% is good. That's what Motivate, the largest bike-share provider in the U.S., touted as its across-the-board growth metric for its seven systems in 2017. If ridership changes across bike-share systems in the U.S. from last year to now were mapped, Houston would pull the whole chart out of alignment. The local system, BCycle, which is run as a nonprofit, saw an over 65% increase in trips taken compared to this time last year. Much of that is due to the fact that last year the system doubled in size to reach more riders. I should mention, in 2016, Houston BCycle secured a \$3.5 million grant from the Federal Highway Administration, which was delivered through the Texas Department of Transportation to fund the system expansion. That year, the system was still tiny, with 33 stations and just over 100,000 annual trips. Now, the number of stations is up to 90, with 38 left to be rolled out through the grant funding. Last year, annual ridership hovered around 165,858 trips, and just a few months into 2019, BCycle is projecting, based off current numbers, that the number of rides this year will top 250,000. What started out as a project to just get residents on bikes for any reason has now altered how Houstonians view the option as a regular source of transportation. Read more [HERE](#) on how it happened.

**Take a Look at the Rivian Truck and SUV:** Electric car company Rivian announced a \$500 million investment from Ford last week, coming months after a \$700 million funding round led by Amazon in February. The Michigan-based business, founded in 2009, has been called the "Tesla of trucks," and many experts believe Rivian will be competition to Tesla, as well as established truck manufacturers like General Motors. Currently, Rivian has two models available for pre-order with delivery in late 2020: the



R1T, a pickup truck with a base price of \$69,000, and the R1S, an SUV with a base price of \$72,500. See more pics and read more [HERE](#) on the cool new rides.





### The 10 Biggest Landowners in America

While corporations can always offer more stock and government can always issue more bonds, there is one asset that has had a pretty fixed supply on earth for the last several million years: Land. And some Americans own a lot of this asset. [The Land Report](#) publishes an annual ranking of the biggest private landowners in the U.S. as measured by total acreage. According to their most recent list, each of the 10 individuals and families that own themes and hold over a half-million acres each. Many of the biggest landowners are families with deep roots, holding vast swathes of ranch or timberland across the country for decades. Some are more recent entries, with successful businesspeople in industries like telecommunications or fast food investing their wealth in the world's oldest asset. Below are the 10 biggest private landowners in the US as of 2018, according to The Land Report:

**10. Heirs to the King Ranch own 911,215 acres in Texas** - *That is more land than the state of Rhode Island. The King Ranch was started in the mid-19th century by Richard King, a young indentured jeweler who ran away and started a steamboat company in south Texas, according to the Ranch's website. Over the course of over 160 years, King Ranch led some of the first cattle drives, developed the Santa Gertrudis and Santa Cruz breeds of cattle, bred Quarter Horses, and produced Champion Thoroughbreds. It is a major agribusiness today.*



**9. Peter Buck, co-founder of Subway, owns 925,000 acres of land.** *Besides co-founding Subway and being a nuclear physicist, Peter Buck also owns a huge amount of land. After Subway, Buck purchased 925,000 acres of timberland in Maine.*



**8. The Singleton family owns 1,110,000 acres in New Mexico and California.** *Number eight is the Singleton family, who owns 1.11 million acres of ranch land in New Mexico and California. The family descends from Henry Singleton, who co-founded the industrial conglomerate Teledyne in 1960 before acquiring his land.*



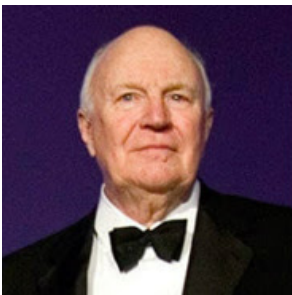
**7. Brad Kelley owns 1,150,000 acres, including a legendary horse-racing farm.** *In 2012, businessman Brad Kelley purchased the fabled Calumet Farm in*



Kentucky, home to many of the 20th century's most storied racehorses. Kelley owns over a million acres of ranch land across the US.



**6. The Irving family owns 1,247,880 acres of land in the US, and even more in their native Canada.** Lumber returns at number six with J.D. Irving, who founded the family-owned Irving Forest Products in 1882. Irving owns 1.25 million acres of land, employs more than 16,000 workers, and runs 11 sawmills throughout New Brunswick, Maine, and Nova Scotia. The company's Dixfield sawmill, located in Western Maine, is the largest producer of Eastern White Pine boards for interior and exterior finish applications, according to the company. Dixfield produces 88 million board feet annually.



**5. Stan Kroenke owns 1,380,000 acres, including ranch land in Wyoming.** Stan Kroenke, owner of the NFL's Los Angeles Rams, is next, owning 1.38 million acres of ranch land in Wyoming. He owns several ranches - one of which is called the Q Creek Ranch with 560,000 acres open to paying guests for fishing and hunting.



**4. The Reed family owns 1,729,232 acres of timberland across the northwest and south.** The Reed family, who owns the forest products firm Green Diamond Resource Co., owns 1.73 million acres of timberland in the South and Northwest regions of the United States. Green Diamond owns land in eight U.S. states and prides itself on its strict forestry regulations.



**3. The Emmerson family owns 1,956,100 acres of timberland.** Owners of Sierra Pacific Industries, the Emmerson family comes in an number three. Sierra Pacific is a third-generation, family-owned forest products company based in Anderson, California. The firm owns and manages 1.96 million acres of timberland



*in California and Washington, and is one of the largest lumber producers in the United States. The company also produces millwork, windows, and renewable energy.*



**SIERRA PACIFIC  
INDUSTRIES**

**2. Ted Turner, founder of CNN, owns 2,000,000 acres and the largest bison herd in the world.** *The founder of CNN is the second biggest landowner in America. Ted Turner owns 2 million acres of land in the Great Plains. Some 50,000 bison, the largest herd in the world, roam his lands.*



**1. John Malone used his telecom fortune to acquire 2,200,000 acres of land.** *Like the second-biggest landowner in the country, John Malone made his fortune in telecommunications and media, and was CEO of cable provider Tele-Communications, Inc. According to The Land Report, Malone works to maintain historical structures and traditions on his properties.*

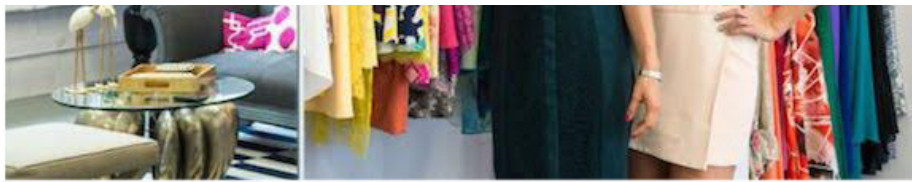


### **Rent the Runway Officially Joins the Unicorn Club**

Subscription-based clothing rental startup "Rent the Runway" recently received an additional \$125 million in funding led by Franklin Templeton Investments and Bain Capital Ventures, which allows the company to officially join the unicorn club with startup giants like Uber and Airbnb. Rent the Runway was founded in 2009, which started out as a service that loaned designer dresses to women for special events at affordable prices. Now the company is known as the "Netflix for dresses" bringing in well over \$100 million in revenue annually. The idea all started at Thanksgiving dinner in 2008 when Jennifer Hyman's, the founder and CEO of Rent the Runway, sister was telling her about a \$2,000 designer dress she bought to go to a wedding. That's when Jennifer thought it would be so much smarter to rent designer items rather than purchase them due to how many times you actually wear the piece of clothing in your lifetime. After returning to Harvard business school, Jennifer and Jenny, her friend and co-founder of Rent the Runway, cold-emailed Diane von Furstenberg about the idea, who actually agreed to have a meeting with them. They left without a deal, but decided to put the idea to the test by setting up a pop-up shop on campus where students could rent designer clothing on the spot. The rest is history! Over 11 million people have signed up for the service to date and the company now employees over 1,800 people. Keep in mind, Rent the Runway isn't a place for every day formalwear, but rather high-end business type attire offering brands like Jason Wu, Derek Lam, Kate Spade, and Diane Von Furstenberg. In addition, the rental platform seems to be growing more popular with subscriptions up +160% year-over-year because a larger number of women using the model to swap out their clothes and accessories each month or even as frequently as each week. Right now, Rent the Runway offers two monthly plans for \$159 for the Unlimited plan and \$89 for the RTR update plan offering customers 4 items per month. The process of how the company works is extremely simple and user-friendly, which is why I think Rent the Runway has been so successful. Users visit their website or Rent the Runway app to shop for clothing and accessories in over 300 designer brands by date, size, occasion & more. You can even take a trip and travel with a lot less luggage, choose 4 days for a weekend event or 8 days if you're going on week-long vacation, receive the piece one to two days before the event, or have them shipped directly to your destination, return what your rented or free with a pre-paid shipping label. In addition to clothing, Rent the Runway recently announced the company is expanding into renting users throw blankets and decorative pillows. This idea makes sense as it will give Rent the Runway shoppers the ability to swap decorations for their homes as much as they want. To make this happen, Rent the Runway will be partnering with furniture retailer West Elm, which will allow subscribers to be able to select from more than two dozen so-called bundles, each with three to four items. The items in these bundles are meant to decorate bedrooms and living rooms, which consist of mostly quilts, shams, and coverlets. Keep in mind, selecting one bundle of items to rent will be just like renting one piece of clothing, according to the company. Rent the Runway is looking to keep up this massive growth as this round of funding will be used to dramatically accelerate its unique subscription service, continue to innovate its proprietary technology, broaden its assortment, and expand its infrastructure with immediate focus on the second fulfillment facility opening in Texas this spring. Click [HERE](#) to start renting cool clothes today!







## Change Your Closet Forever

*Unlimited designer looks. One monthly price.*

Free shipping  
Free dry cleaning and insurance  
Cancel anytime

\$139/month

[JOIN NOW](#)

New to Rent the Runway? Get 20% off your first month with the code **FIRSTRT20P**.



“I have ~~nothing~~  
everything  
to wear.”







### Everything You Think You Know About Addiction is Wrong!

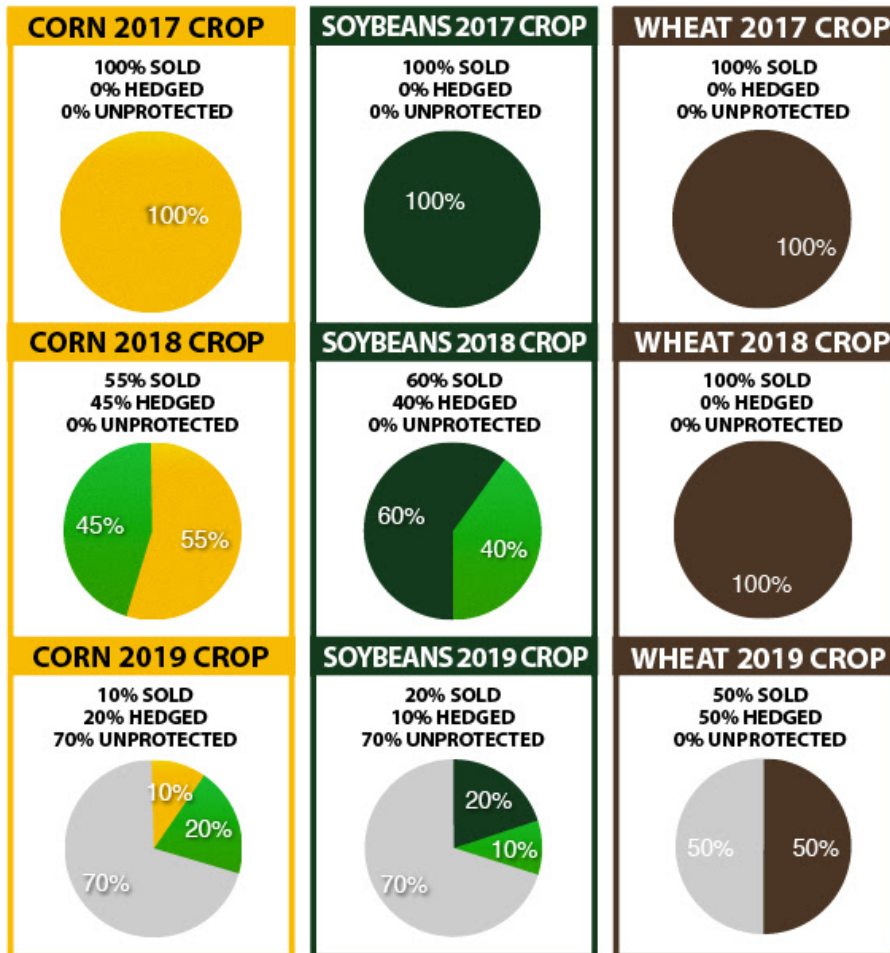
Johann Hari began to question what really causes addiction -- to everything from cocaine to smart-phones? And how can we overcome it? He had seen our current methods fail firsthand, as he has watched loved ones struggle to manage their addictions. He started to wonder why we treat addicts the way we do -- and if there might be better ways. His questions took him around the world, and unearthed some surprising and hopeful ways of thinking about an age-old problem. In this TedTalk he shares his deeply personal thoughts and conclusion. I definitely found the message to be worth my time. It certainly challenged my perspectives and what I thought I had known to be fact. It's a must for anyone who has friends or family members struggling to find balance in their life. This is not simply another talk about drug and alcohol abuse, it dives much deeper into why we make some of the choices we make. Very interesting! Click [HERE](#)



**ANSWER to riddle:** A map.

# CASH SALES & HEDGING TOTALS

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