
GOOD MORNING: 06/07/19 Farm Direction - Van Trump Report

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Fri, Jun 7, 2019 at 6:32 AM

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"If everything seems under control, you're just not going fast enough." - **Mario Andretti**

Friday, June 07, 2019

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Morning Summary: Stock bulls point to the increasing possibility of a Fed rate cut, perhaps multiple rate cuts in the next 6 to 12 months. Today, traders are wanting to see the May employment numbers. Most inside the trade are thinking we will see +180,000 jobs created in May. Just keep in mind, the market will use the monthly employment numbers as a reference for gauging the Fed's next move. There seems to be a larger number of experienced traders looking for a Fed rate cut in September and perhaps another in December. I have to imagine a lot will depend on trade talks and how tariffs play out in the coming months. There was some talk yesterday that Mexican leaders were more open and wanting to try and avoid the tariffs. From what I understand, U.S. officials are set to meet again with Mexican negotiators for another day of immigration talks. As of right now, it still sounds like Washington intends to impose escalating tariffs on all Mexican imports starting Monday. Keep in mind, the tariff rate is scheduled to jump to 10% on July 1st. This has many inside the trade speculating that some type of compromise will be reached in the next three or four weeks. I've heard a lot of talk that the Arizona and Texas economies could take a big hit if the tariffs go into play and start to

escalate. Looking ahead on the calendar, there's a ton of headlines happening in June: The G20 finance ministers meeting is scheduled for this weekend in Japan, the trade will be paying close attention to demeanor and body language; Mexican tariffs could come into play on Monday; The next Fed FOMC meeting will happen the following week on Wednesday, June 19th; EU leaders Summit is scheduled for June 21-22; OPEC's highly anticipated meeting is scheduled to happen on June 25-26; The first U.S. Democratic debate is set to take place on June 26-27; and the highly uncertain G20 Leaders Summit in Japan scheduled June 28-29, remember, this is when President Trump and Xi are thought to be getting together. Bottom-line, there's going to be a ton of large macro events happening the next few weeks, make sure you have your portfolio adjusted to fit your thoughts and beliefs. My current thoughts, which could change in the blink of a tweet: The tariffs with Mexico probably go into effect for at least a short period of time; The Fed probably remains "unchanged" in June but hints towards an even more dovish tone; OPEC along with Russia officially lift oil production slightly higher, something I believe they've already been doing; President Trump and Xi meet cordially in Japan at the G20 meeting and release some optimistic headlines for the bulls in both nations to chew on. Unfortunately, the devil will be in the details and left for other political leaders to sort out, which I suspect means continued tariffs and further uncertainty about negotiations.

First Time Ever... More Time on Mobil Device than TV Watching: *For the first time ever, U.S. consumers will spend more time using their mobile devices than watching TV, with smartphone use dominating that time spent. Consumers' use of smartphones will continue to make up the majority of their media consumption, but we predict that use will plateau by 2020. The average US adult will spend 3 hours, 43 minutes (referenced as 3:43) on mobile devices in 2019, just above the 3:35 spent on TV. Of time spent on mobile, US consumers will spend 2:55 on smartphones, a 9-minute increase from last year. Tablet use among US adults continues to lose ground, having peaked at 1:11 daily in 2017 and dipped to 1:08 this year. This trend will continue through 2021.* you can read more [HERE](#)

Have We Reached "Peak Car"? *With 38,000 job losses among automakers in the last six months and exports of autos from the UK collapsing by -89% in April, some experts are suggesting we may be at or just beyond "peak car." I'm told the decline of cars has already wiped -0.2% off global GDP, according to Fitch Ratings and leading some industry analysts to say the pain is only beginning. From what I understand, at bank after bank, analysts are coming round to the idea that the world may have passed "peak car," and that in the future humans will need fewer personal vehicles. If trends continue experts say, we may certainly see the diesel vehicle market collapse into a small niche as their polluting exhausts are regulated out of existence, and gas vehicles may face more heavy pressure as*

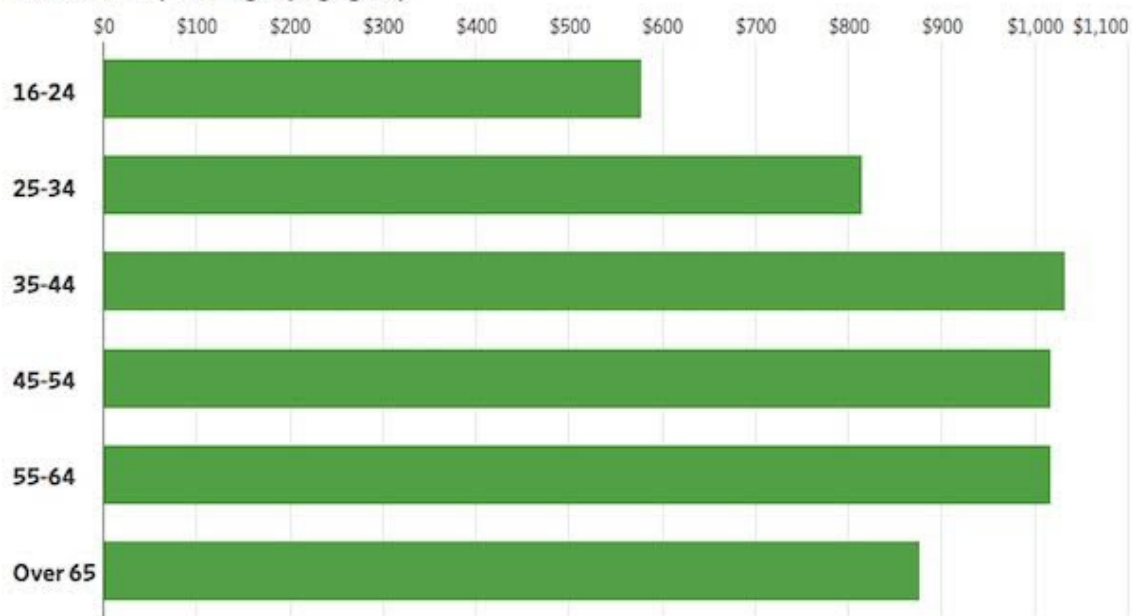
governments across the globe become more regulatory on the sector and are setting dates for manufacturers to switch their models to electric. But that's not all. As on-demand services like Uber and Lyft grow their customer bases, more people will decide they no longer need to own a car of their own. Why would you, when it's cheaper to ride around in someone else's? Read [HERE](#) for more analyst's insights.

The Old Will Be Selling... The Young Will Be Buying: *In the next two years, the eldest millennials will turn 40. According to PayScale, that is the age at which female earnings peak on average, while an average man's earnings rise until his early 50s. On the flip side, Baby Boomers, those born between 1946 and 1964, are seeing their youngest members turn 55 this year with retirement on the horizon. While the Boomers are on their way out of the workforce, or have already left, they've had an overwhelming influence on the American economy and political landscape. It's interesting to think about how these dynamics will shift as the transition deepens. By 2035, the Census Bureau says there will be more Americans over 35 than under 18. Interestingly, there will be a major shift in money and investing! Boomers will be cashing out of 401K's, while Millennials will be pouring money into 401K's and retirement accounts. Make certain you understand the stocks Boomers will be selling and Millennials will be buying...its going to be very important! (Source: The Wall Street Journal; FactSet)*

Peak Pay

Millennials are approaching the age brackets at which average incomes reach their highest level.

Median weekly earnings by age group



Source: FactSet

FARM TANK

Tweets of the Day



Steve Burns

@SJosephBurns

Following

Best to worst states for taxes: 🙌

H/t @FedPorn 🙌



#Ethiopia has promoted the lowest base wage in any garment-producing country - just \$26 a month via @NYUStern

bit.ly/2vMeEBb

Where Pay Is Lowest For Cheap Clothing Production

Monthly minimum wage in the global garment industry in 2018 (selected countries)



@StatistaCharts

Source: NYU Stern Center for Business and Human Rights



Eric Dietrich

@dietrich_ed

Following



Drizzled out in the north today..... #plant19
#ontag 🌂 🌱





Faber
@dfaber84

Following



When one tractor isn't enough.

[@MachineryPete](#)





History Lovers Club

@historylvrclub

Following



President Kennedy and daughter Caroline having breakfast together





AgSwag
@TheAgSwag

Following



Always love coming up with new t-shirt ideas in the office! A few of these were actually my sister's ideas. Always trying to create creativity! #agswag





Sports Motivation
@Sports_HQ

Following



Very true words.

**IF IT IS IMPORTANT
TO YOU, YOU WILL
FIND A WAY.**

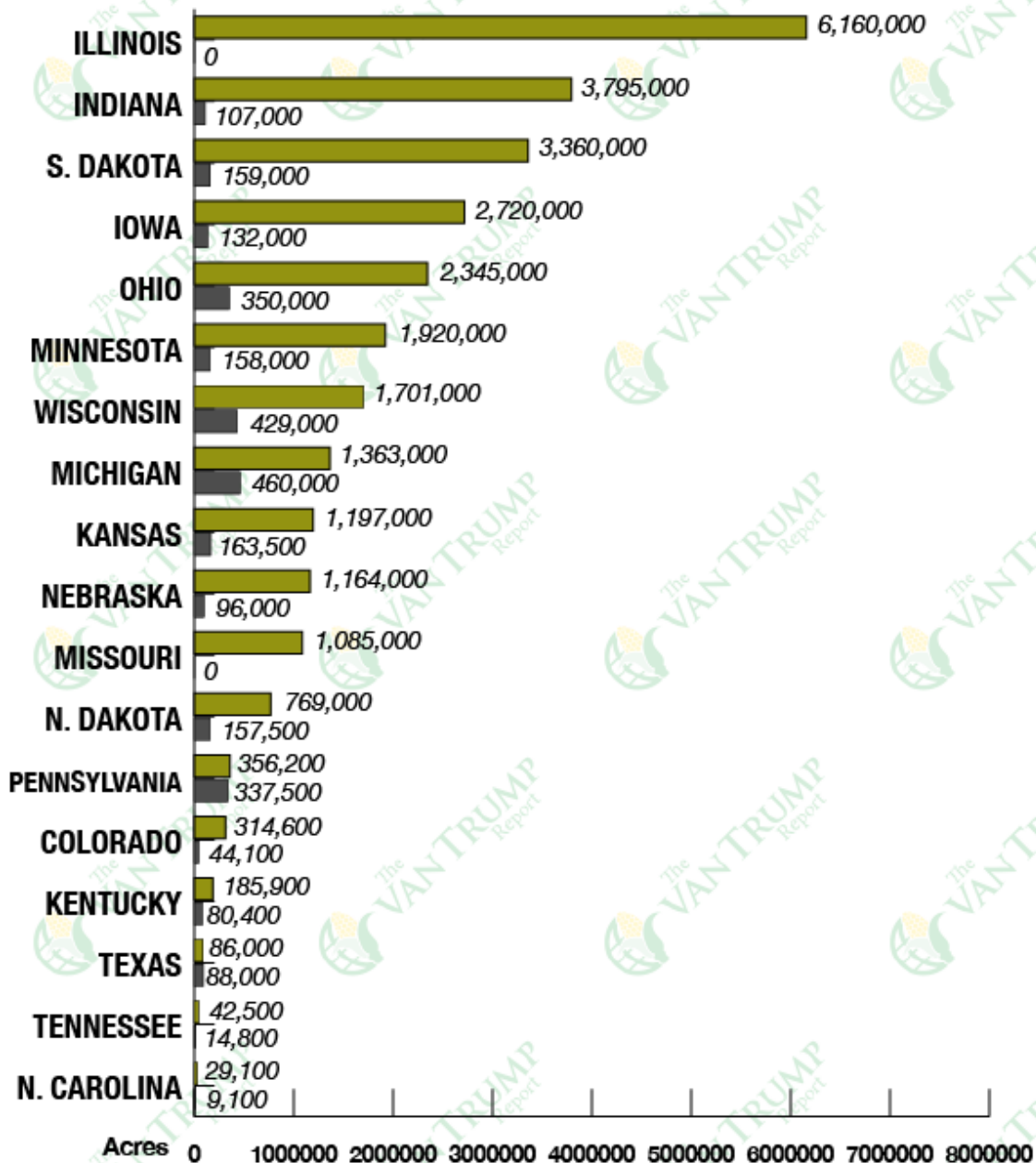
**IF NOT
YOU'LL FIND
AN EXCUSE**

Corn bears are pointing to increased demand destruction as exports continue to fall behind the pace needed to reach the USDA's current forecast. Bears are also pointing to some upcoming windows of opportunity for producers in certain areas to get more corn planted. Most sources inside the trade, including myself, doubt the USDA will be real aggressive early in regards to reducing total planted corn acres, perhaps we will see a -2 to -4 million acre reduction in next Tuesday's report. The larger acreage cuts probably don't happen until after the USDA has a chance to digest some of the updated FSA data, August, September, October. I still believe there could ultimately be a -10 million or more acre reduction. I heard some talk today of traders debating between 70 and 75 million harvested acres. It's just going to take time before we know the exact details and figures. The other big question will obviously be yield? From what I'm hearing, it seems like the current yield debate for the bulls is falling somewhere between 160 and 170

bushels per acre. I doubt the USDA comes anywhere close to this type of early reduction in next weeks report. In fact, most are looking for the USDA to cut their current 176 yield estimate down to around 172 or 173, then perhaps make another more sizable reduction in the July report? It's hard to imagine we are seeing this much discrepancy and variance in total production estimates. The USDA was thinking +15 billion bushels would be produced here in the U.S., now the battle ground is somewhere between 11.5 billion bushels and 14.0 billion bushels. Bottom-line, there's just a ton of wide-open debate talking place inside this market, I remain on the bullish side of the fence!!!

Corn Acres Left to Plant?

Comparing Week 22 - 2019 vs. 2018

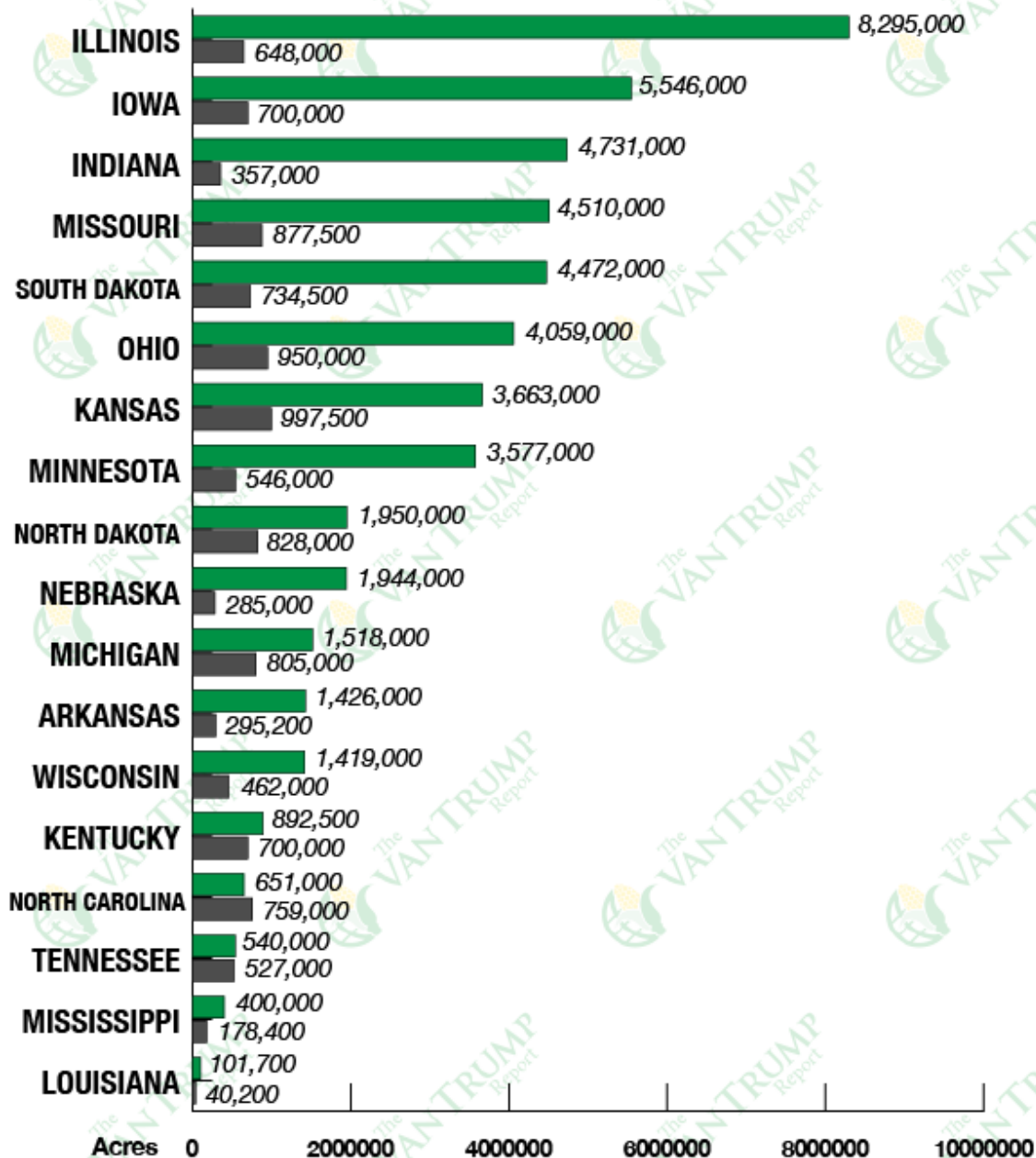


Soybean bears are thinking the delays and complications in corn planting will equate to a greater number of soybean acres. Bears are also pointing to perhaps larger than anticipated demand destruction. The combination of more planted soybean acres and less demand is keeping a lid on higher prices. Bulls argue that ultimately there will be fewer soybean acres than originally forecast by the USDA, especially if the weather continues to complicate. Yield is also going to be a huge wild-card? The trade was comfortable early on using a 50 bushel per acre yield

average, now those estimates and forecasts have widened out dramatically. It's just so early, it is very difficult to speculate with much certainty. As a spec, I remain on the sideline waiting to be a buyer on a deeper downside break in price. As a producer, I want to pause for a moment and pay extremely close attention on the rallies. Obviously, Chinese trade talks and headlines surrounding African Swine Fever will also continue to influence price. Trying to stay extremely patient with this market.

Soybean Acres Left to Plant?

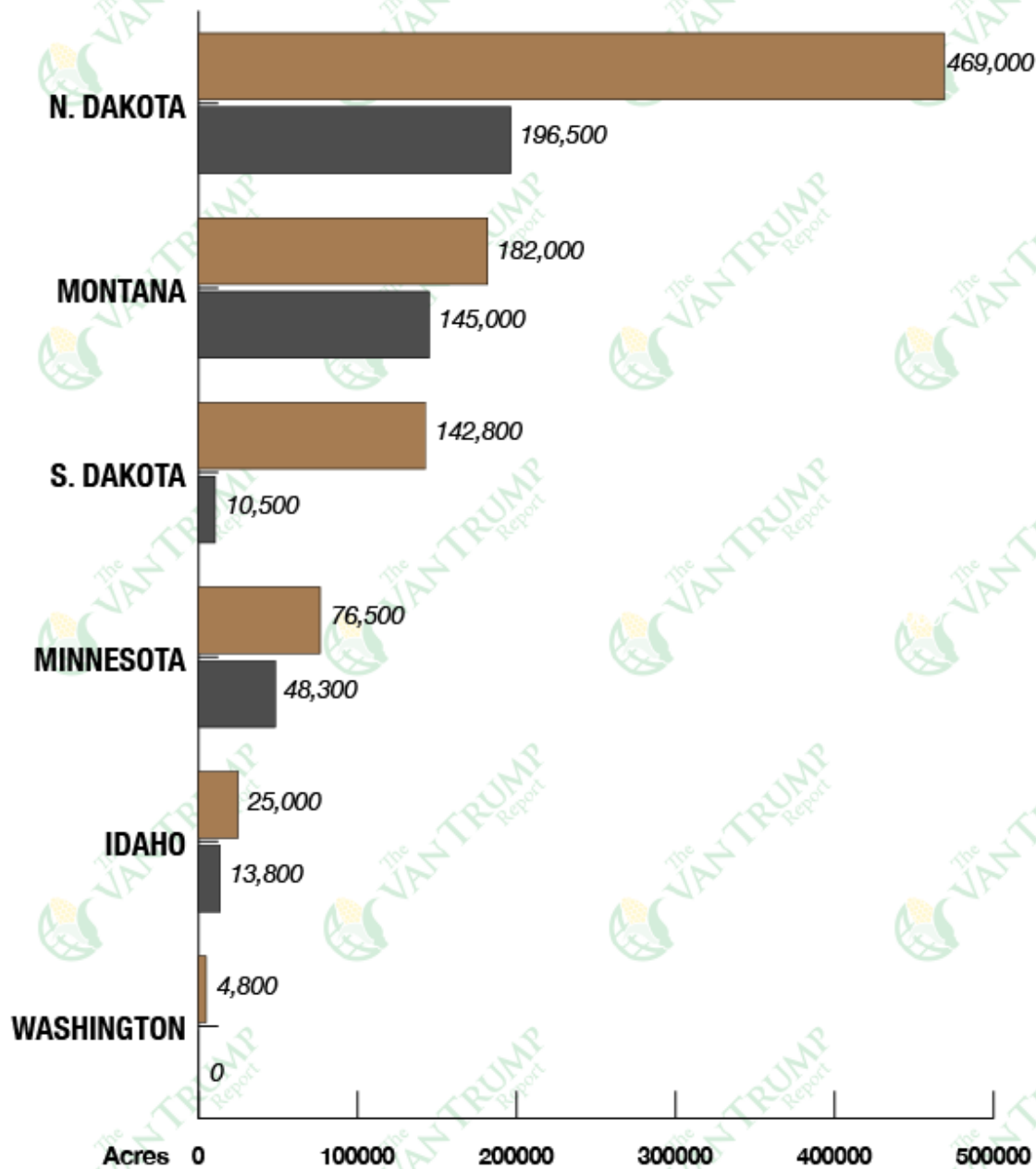
Comparing Week 22 - 2019 vs. 2018

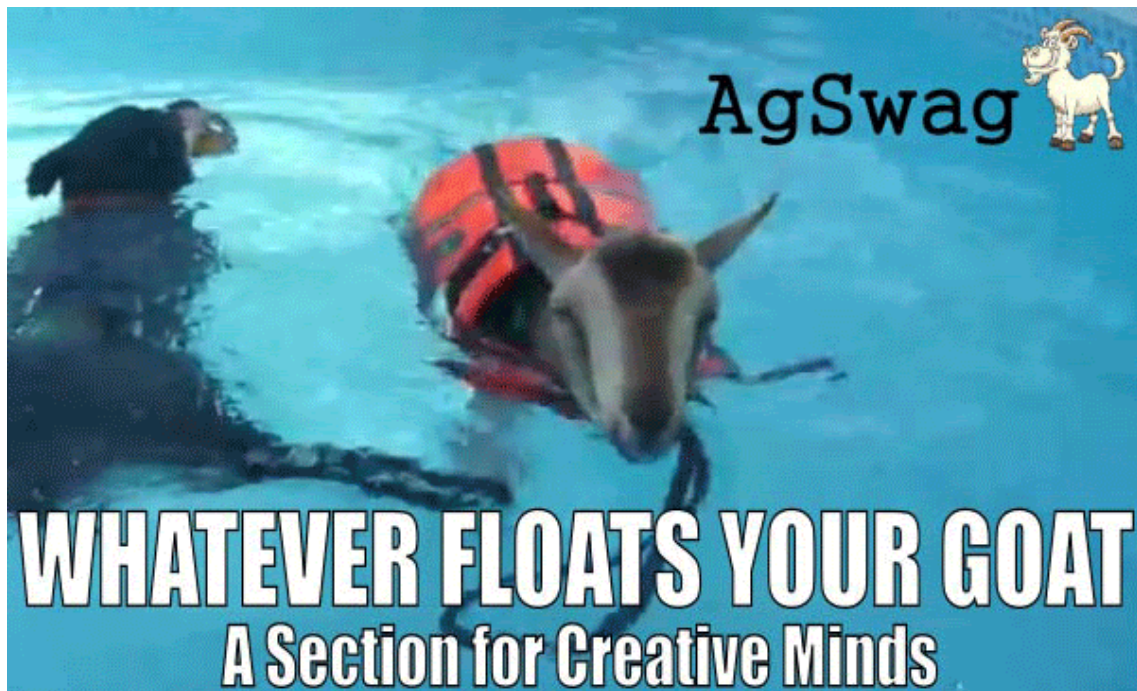


Wheat traders are debating weather, Washington and perhaps a weakening U.S. dollar. If the dollar can continue to weaken and weather uncertainty remains intact, there's a chance the bulls will be able to take more ground to the upside. If those two bigger ticket items, weather and the dollar, start to fade, I have to imagine fears of tariffs begin to float back to the top of the market. I'm being respectful to the recent upside rally, but at the same time hesitant to jump on board as a speculator. I simply want to see a few more cards flipped over before I make a more sizable bet on continued upside momentum. I could argue that a more dovish Fed is going to create more pressure and weaken the U.S. dollar, which in turn will provide some bullish macro optimism. As a producer, I already have 70% of my estimated wheat production priced. It now feels like the thing to do is sit and wait...

Spring Wheat Acres Left to Plant?

Comparing Week 22 - 2019 vs. 2018





> 2nd Wettest May Since 1895: *Unrelenting rains catapulted May to the second-wettest month on record in U.S. history, leaving vast tracts of farmlands flooded across the nation's midsection and jeopardizing this year's corn crop. May's precipitation total for the Lower 48 states was 4.41 inches, which was 1.5 inches above average, according to the National Oceanic and Atmospheric Administration (NOAA). I'm told the past 12 months have been the wettest such period on record for the lower 48 since records began in 1895, with rains especially concentrated in the Midwest, Plains, and Northeast. It's worth mentioning that rainfall during this period was 37.68 inches, which was 7.73 inches above average for the period and the previous all-time 12-month record set this April was 36.2 inches.*

> Hong Kong Pork Prices Explode As Slaughterhouse Reopens: *Reopening after a four-day closure, thousands of pigs are being culled and the facility is being cleaned after the detection of another case of ASF last week. Keep in mind, the Sheung Shui slaughterhouses are expecting the price of pork to double. Not only is the Dragon Boat Festival creating high demand, but I'm told traders say that fewer pigs are being imported to Hong Kong than usual as 2,200 pigs passed through the abattoirs on Thursday – 1,200 from the mainland and 1,000 hogs from local farms. Remember, there would be around 4,000 to 5,000 animals regularly available in Hong Kong each day.*

> HBO, Cinemax and Warner Brothers Bundling Up: *AT&T and WarnerMedia is talking about packaging HBO, sister channel Cinemax, and the vast library of Warner Brothers at a price of between \$16 and \$17 a month. I should mention, a price in the \$16 to \$17 per month range would be a bold move. Keep in mind, the stand-alone HBO Now streaming service sells for \$14.99*

a month, while Cinemax costs as much as \$12.99 a month for cable customers. Remember, DirecTV, the pay-TV giant it owns, has been losing TV subscribers at a fast clip as consumers cut the cord in favor of streaming services. It's worth noting that AT&T in the first quarter lost 544,000 premium TV subscribers, which includes DirecTV satellite subscriptions and fiber optic packages from AT&T's U-verse. It also lost 83,000 subscribers of DirecTV Now, its online cable like service. It looks like consumers should benefit from all the competition in the space, so don't get locked into long-term contract too quickly!

> Are You Feeling Richer? *According to the Federal Reserve, American households more than made back their losses in Q1 from last year's stock market turbulence. I'm told household net worth grew +4.5% in the first quarter to \$108.6 trillion, offsetting a -3.7% decline in the fourth quarter of 2018, making it the largest quarterly gain since the fourth quarter of 2004. I should mention, much of that gain comes from a +12.4% increase in the value of household holdings of corporate equities due to the recovery in the stock market. Also, Americans also saw a smaller rise in their housing wealth, as equity in real estate owned by households rose 1.7%.*

> No More Robocalls... I'm Not Holding My Breath! *As of yesterday, the FCC put the robocall ball in the court of the carriers. Phone companies now have more freedom and less fear of legal ramifications in dealing with robocalls. Thanks to yesterday's move by the FCC, it's hoped phone companies can put a significant dent in the nuisance that annually costs \$3 billion in lost time. From what I understand, the commission adopted a policy that allows phone companies to block suspected illegal and unwanted calls "by default"—meaning they wouldn't need a customer's permission—as long as customers have the option to opt out. Keep in mind, the FCC's move places the burden of determining which calls are unwanted on carriers, so I suspect we will see a charge for the service, but I know I'd gladly pay a bit for robocalls to stop! Read more [HERE](#).*

> What's Your "Healthy Life Expectancy?" *As the old saying goes, the only things certain in life are death and taxes. So while death is inevitable, the quality of life you experience until death is often within your control. With that in mind, the team at the Goldenson Center for Actuarial Research focused on developing a rigorous measure of quality of life, or how many healthy years of life do you have ahead before you become unhealthy? They call this measure of quality of life "healthy life expectancy" and its complement "unhealthy life expectancy," and define entering an unhealthy state as a severe enough state of disablement that there's no recovery, so you remain unhealthy until death. Now, imagine a healthy 60-year-old male who exercises regularly, has a healthy diet and healthy body mass index and sleeps at least eight hours a night. By their estimate, he could*

have an additional 13 years of healthy living compared to his unhealthy counterpart. That's 13 more years of quality living with family and loved ones... Think about that!! Read more [HERE](#).

> World's First 360-Degree Infinity Pool: For thrill-seeking swimmers, the chance to take a death-defying dip might not be far away, as plans to build a rooftop infinity pool with 360-degree views of the London skyline are in motion. From what I understand, the designs for the 600,000-liter pool and 55-story building, named Infinity London, have been unveiled by Compass Pools. I'm told the designers claim the concept is a world-first, describing the structure as "the only building in the world to incorporate a 360-degree infinity pool." I should mention, the pool will be made from cast acrylic and will feature transparent sides and floors, so visitors below will be able to see swimmers splashing around above them. I'll just say it now, not gonna do it!! Check it out and read more [HERE](#).

> Spalding Celebrates 125th Anniversary of First Official Basketball: Spalding founder A.G. Spalding produced the first basketball for official use in 1894, and the brand is celebrating the 125th anniversary of that milestone by reproducing the original ball that started the legacy that would span centuries. Each 29.5" ball is crafted from high-quality Horween Leather and includes the original A.G. Spalding & Bros trademark, along with the "No. M" stamp to denote it's a game ball. This tribute ball pays homage to the one created at the request of Dr. James Naismith–If you're not familiar, he's the founder of basketball. I'm told the ball available in a limited edition with only 125 pieces produced. The ball is available only to Spalding VIP members during the current NBA finals, so head over to their site [HERE](#), and try to claim one for yourself.





Westcentral Missouri – *We're completely done with corn and fortunately we do have very few acres that will require any replanting. Keep in mind, most guys in this area can't say the same. I'd say that at least 20% of the corn either needed*

or still needs replanted especially south of us. We were able to get 400 acres of soybeans planted yesterday into decent conditions. The only problem with those acres is we got nailed with a pounding 4-inch rain over night. At this time, it's still too early to tell if we will need to replant some of those soybeans because of the potential crusting, but I'm sure it's just a matter of time at this point. We're still hopeful that we don't need to do any replanting.

Central Illinois – *We're fortunate that we finished our corn late last week right before the weekend rains. Guys have been planting around here starting Monday night and running around the clock to try and beat this deadline. The forecast had us getting rain on Wednesday and Saturday. Luckily, we dodged the rain on Wednesday and now they have dropped the rain chance on Saturday to 40%. If guys are fortunate enough to miss the rain this weekend, then they will finish corn and we should be able to finish soybeans. We still have roughly 730 acres of soybeans left to plant, so we really only need two or three decent days and we'll be putting the planter back in the shed! That's going to be a good day for us!*

Western Minnesota – *We're fortunate to have all our corn and soybeans planted. Not everyone in this area can say the same. Just to give an idea how sporadic the rainfall has been, I have a friend that farms roughly five miles from us and they will need to take 100% prevent plant on corn. When we received 1 inch of rain, they would get 2 inches. . . West of us 20 miles towards South Dakota there are guys that have anywhere from 500 acres that will go prevent plant all the way to 100% of their farm. I have been an advocate for buying FAU's Forward Contract Insurance Policy (FCIP). You can purchase this for a couple cents a bushel and they cover 60-70% of all your forward contracts and hedges between certain dates up to \$2.00 a bushel on corn and \$3.00 on soybeans that you don't raise. It helps me have certainty when managing risk before I know exactly how my crop will turn out. The chances of every getting paid on this product are very little, but on years like this it will bail guys out of forward contracts they can't deliver without having to use futures or options.*

neuro mining



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

TODAY'S RIDDLE:

Which travels faster? Hot or Cold?

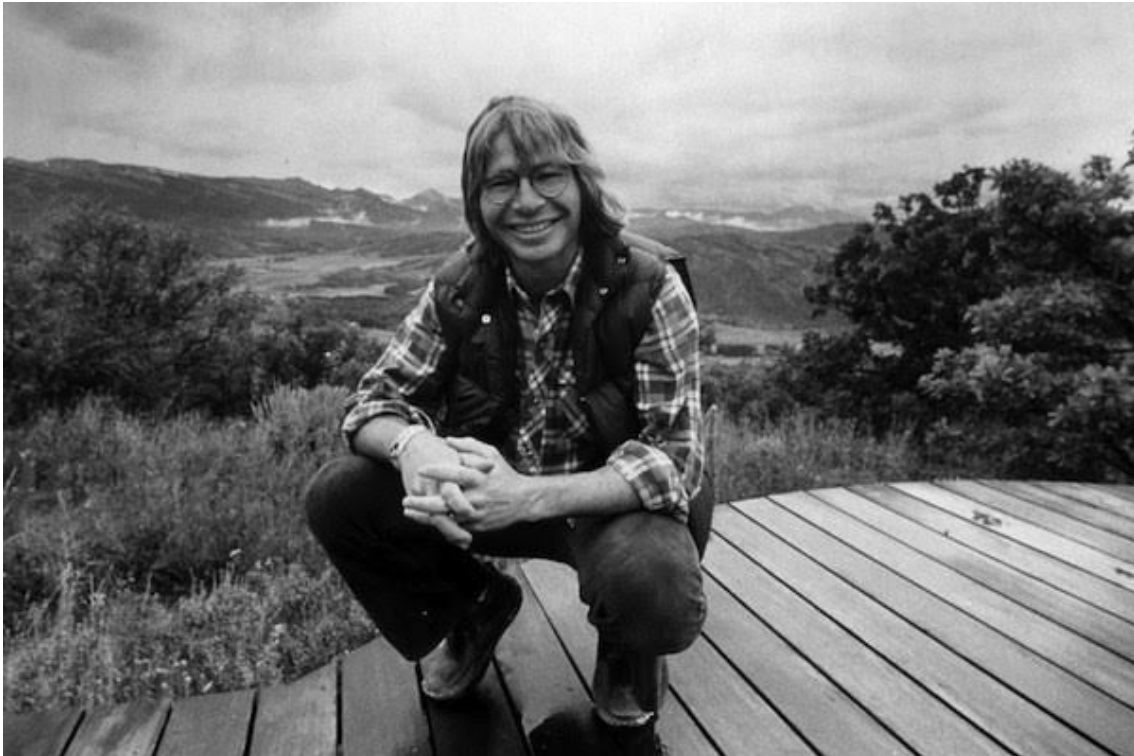
FROM MY PERSPECTIVE



Thank God I'm a Country Boy

It was on this day back in 1975, that John Denver's smash hit "[Thank God I'm a Country Boy](#)," topped both country and pop charts. The song was actually written on the last day of 1973, on Denver's 30th birthday. Most don't realize, it was written by John Martin Sommers, a guitar/banjo/fiddle/mandolin player in Denver's backup band. Sommers recalls at the time he was feeling "peaceful, happy, and content" with his life, and was thinking a lot about his family as well as his home back in Aspen, Colorado. Denver absolutely fell in love with the song, which helped him to become one of the most beloved entertainers of his era. Denver recorded and released approximately 300 songs, about 200 of which he composed himself, with total sales of over +33 million records worldwide. He recorded and performed primarily with an acoustic guitar and sang about his joy in nature along with his disdain for city life. Somewhat ironically, Denver himself fell in love with Aspen, Colorado, where he lived for much of his life. Because Denver's father was in the military and his family moved often it was difficult for him to make friends and fit in with other children of his own age. Constantly being the new kid was troubling for the introverted Denver and he grew up always feeling as though he should be somewhere else because he never knew where that "right" place was. Colorado became that right place! At the age of 11, Denver received an acoustic guitar from

his grandmother. He practiced from time-to-time and eventually learned to play well enough that he started performing at local clubs while attending college at Texas Tech. Denver dropped out of the Texas Tech School of Engineering in 1963 and moved to Los Angeles, where he sang in folk clubs. In 1969, struggling to find success, Denver wrote a song called "Leaving on a Jet Plane". It was performed by Peter, Paul, and Mary and went on to hit #1. Then in 1971, Denver released a song titled "[Take Me Home Country Roads](#)". In 1972, he wrote another hit song called "[Rocky Mountain High](#)"... The rest is history! Denver died at the age of 53 in a single-fatality crash while piloting his recently-purchased light plane.



This Might Be The Biggest Problem... We Need More #27

I was sent this article from a friend in the business who has some youngsters that play a ton of sports. He knew our family was a diehard sports family and found the message very enlightening and something that really hit him. I found it to be an awesome read and well worth my time! I also extrapolated the thoughts even further into my own business and my own employees... Can they fail and not feel like a failure? Can they lose and not feel like a loser? I remember coaches always telling me that my attitude was always great no matter what the situation. Perhaps that's what has helped propel me to the top in my professional endeavors. I remember my grandfather always pounding it in to my head that we can only control a few things in life and we have to make certain we make all of those shots. He said controlling our attitude is the easiest! We can't control how most of the cards come out off the deck, but we can certainly control how we feel about the hand we are holding. Below is an awesome article from a blog titled, "[Justifying Jane](#)". Hope you enjoy her wisdom and think about how it might apply in your

life...

Last Friday night, shortly after 10pm, I sat in my un-started, dark car, looking at my 12-year-old son in the back seat. The light from an overhead street lamp helped me to see that he wasn't looking back at me. He was staring out the side window in an effort to hide the tears that were slowly falling down his cheeks.

15 minutes earlier, his competitive baseball team had lost BAD to a group of kids who clearly were the offspring of the St. Louis Cardinals. They had really white pants, more professional looking jerseys, and they could do that thing where they'd tag our guy out at first base AND THEN get our other guy out at third....all in 3 seconds flat. They were wayyyyy too badass for preteen boys. It wasn't right.

When the annihilation was finally complete, Aiden walked right past me and headed to the car without saying a word. I was a little pissed, stumbling 25 feet behind him with the rest of my pretzel shoved under one armpit, and both hands full of bleacher chairs and bug spray and sweatshirts.

I loaded up the back, slid into the driver's seat, and turned around to lecture him about how I'd driven 50 miles for this, and he better watch his attitude and stop ignoring me, etc. And that's when I saw the tears. And felt the silence. I asked him to tell me what was going on, and after 42 "Nothing-I'm-fine's" he began to vomit out the most impressive slew of self-pity statements. He told me about what a horrible player he was, and how he would never get any better. He listed each of his mistakes in detail, and then turned on his teammates and pointed out their mistakes as well. Also, the Ump was clearly making bad calls. And the sun was in his eyes. And someone honked their horn two streets over when he was swinging his bat.

It was a very dramatic and carefully crafted tantrum. And when it was over, I watched him settle into a genuine sadness. We drove home in silence; him with his head back on the seat, and his eyes closed. Me white-knuckling it at 10 and 2, silently going to war with myself over exactly when this shittiness had developed in my child. Several hours later, still pining over it under the covers in my pitch-black bedroom, it dawned on me that I had never taught my son how to be a loser.

As a whole, the culture of parenting is almost exclusively aimed at driving our children towards success. Bookstores are full of material directed at improving a child's performance in all number of categories. Step into a

school building, or on to an athletic field and you'll find the same.

We want our kids to win. And we dedicate an enormous amount of time teaching them exactly how to do it. Look at my Aiden. Up there at the top. He looks good, right? He's a fantastic winner. He's extremely athletic, and he's pro status at receiving compliments, and high-fiving, and tacking "A" papers to our corkboard in the hallway. But what I realized on a dark night in the car with my son, is that so many of us have held winning in such high esteem, that we've completely cheated our kids out of the education of losing. Losing WELL.

Do our kids know how to utilize a failure or loss to gain wisdom? To gain strength? To gain perspective?

Can they lose and not feel like a loser? (This is big.)

Can they fail and not feel like a failure? (This is also big.)

If our answer to these questions is "No", then we have some serious work to do, my friends. Because the experiences of loss and failure provide far more opportunities for growth, wisdom, and strength than an 18-year-old who steps out into the world armed with nothing but a bedroom full of trophies.

And here's the other kicker that most of us adults already know.....

Nobody becomes successful in life without experiencing loss and failure in some capacity. I don't care who you are. You failed and lost for a little bit before you got hot and rich. In fact, loss and failure are often the only doors to success. And if we can't teach our children how to expertly navigate the bad, they won't have the strength to achieve the good.

Period.

We need our kids to be losers sometimes. It's vastly important. Character and grit and resilience are only born inside of these experiences. They are NOT born in championship wins, or letters of acceptance, or natural giftedness.

So what does it look like to raise awesome losers? How in the actual world do we do this?

Clearly, I don't know. I mean, my kid is the one in the backseat being an ass.

But here's where I started with him the next morning....

I said "Let's do something together over the next few months. Whenever we watch any sporting event....whether we're watching professional sports, or even just watching your brother's games up at the school.....lets immediately look to the losing team after the game. Everyone else will be paying attention to the winners. But me and you? Let's look for the losers. Some of them will suck. But if we look hard enough, we'll find some fantastic ones. Let's pick out the ones who know how to lose really well. The one's who still hold their heads up high. The ones who encourage their teammates. Let's see if any of them actually come over to the winning team and congratulate them. Which ones will still be able to smile, even after they lost? Those people will be our MVL's. Most Valuable Losers."

He processed it for a few seconds, and then he actually said the words "You're on crack cocaine."

And I said "I know honey. But that's not the point right now."

Several nights later he was tooling around with his friends behind the bleachers when my younger son's team won their game. We didn't sit together, and my vision of us creepily staring down the losing team didn't happen the way I'd planned. But on the drive home he randomly turned to me and said, "Number 27."

"What do you mean?" I said. "What are you talking about?"

"Number 27. From that losing team tonight. He was laughing with his friends in the dugout after the game. And I saw him walk up to one of our guys at the concession stand and tell them they had a good hit. So that's why I picked 27."

I smiled at him. But it was too big of a smile, and it maybe lasted a little too long,...and he rolled his eyes at me.

There's a lot more work to do, but that's how we've started this thing. Looking for the losers.

There are some really great parents out there who are raising awesome winners. Hard-working. Humble. Kind. And this should be celebrated. Make no mistake.

But we need to honor the phenomenal parents who are raising amazing losers. We need to become the parents who are raising 27's. Because this world needs 27's so much more than it needs winners pumping their fists in the air.

Who's with me on this one?

I love you guys.

Laurie

P.S. This morning I dropped the kids off at school, and as they were starting to walk into the building, I rolled the window down and screamed out "Have a great day guys! Go be the LOSERS I know you can be!"

You should've seen the looks.



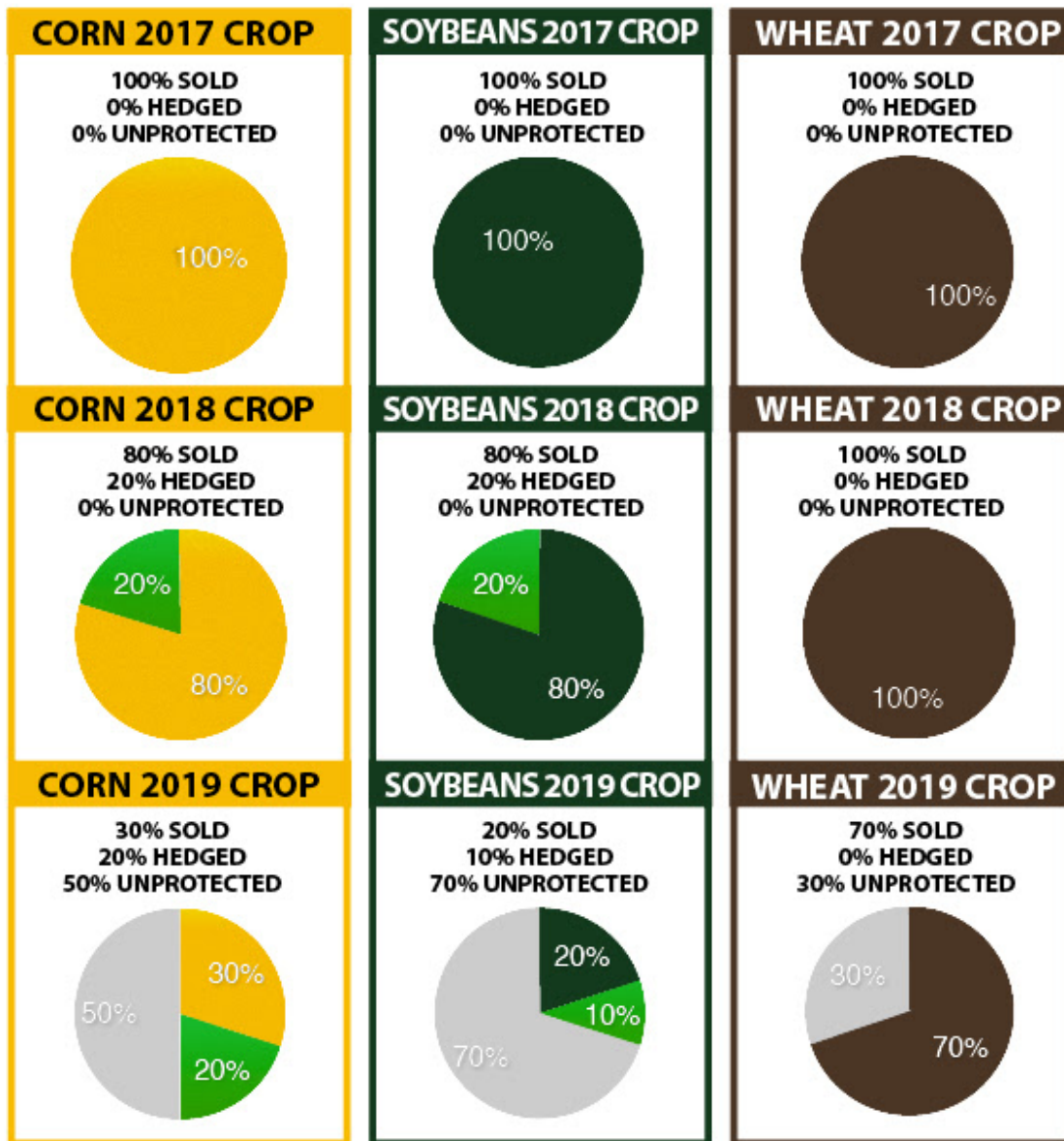




ANSWER to riddle: Hot is faster because you can catch a cold.

CASH SALES & HEDGING TOTALS

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AgSwag now offers our members the latest fashions and trends from brands such as: Adidas, Carhartt, Champion, Cutter & Buck, Drake, Fairway and Greene, Filson, Ice Shaker, New Era, Nike, North Face, Under Armour, Yeti... and more

Swag should NOT be considered a “cost” or an expense for business owners. When used properly in a well thought out campaign “corporate swag” can dramatically reduce the cost of new customer acquisition, client churn and retention, expedited development of brand ambassadors, etc. The Van Trump family believes their AgSwag business can deliver on those promises.

AgSwag is not trying to be the lowest cost supplier. We are trying to partner with “best-of-practice” and like-minded businesses to bring a better “return-on-investment” by designing and helping to implement a well thought out corporate swag strategy and campaign. There are hundreds of online companies that offer quick ways to throw a corporate logo on a cheap hat or t-shirt. AgSwag offers the best in selection, design, implementation, and service! Click [HERE](#) to learn more!

Call to order your AgSwag today @ 816-221-SWAG!

YOUR CUSTOM BUSINESS LOGOS ON THE MOST POPULAR BRANDS





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