
GOOD MORNING: 06/10/19 Farm Direction - Van Trump Report

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Mon, Jun 10, 2019 at 5:34 AM

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"The most successful people have mastered one or two things, stay focused, then consistently execute. They have also learned that every single decision has a cost and a reward, regardless of when it is payable or redeemable. Every moment counts..." - James Clear

Monday, June 10, 2019[Printable Copy](#) or [Audio Version](#)

Morning Summary: Stocks bulls are trying to keep the upside momentum in play. Last week the market posted its largest weekly gain of 2019. The S&P 500 is now back comfortably above the 2,800 level and essentially unchanged during the past 30-days, while year-to-date up a strong +15%. The Nasdaq is up +17% year-to-date, while the Dow is up +12% year-to-date. Some recent tailwind has come from continued dovish commentary from the Fed and the fact President Trump announced he would not impose tariffs on goods imported from Mexico. I should also note, the G20 finance leaders meet this weekend in Japan, concluding that trade and geopolitical tensions have indeed "intensified", which could raise the risks for improved global growth. While at the meeting, U.S. Treasury Secretary Steve Mnuchin was rumored to have a private conversation with the head of China's central bank, Yi Gang. Bloomberg reported, in a G-20 group meeting later in the day, the two were seen exchanging friendly remarks, but there were no fresh signs Beijing was ready to throw in the towel or announce a

compromise. I suspect nearby the U.S. and Chinese trade dispute will continue to linger over the market. There's talk that President Trump and Xi will be getting together at the end of this month, June 28-29, perhaps there will be fresh resolve. But as of right now, U.S. officials have been preparing to expand retaliatory tariff hikes of 25% on another \$300 billion of Chinese products. Traders as of late have also been heavily debating the direction of oil prices. Despite a tight physical market due to Russia's pipeline contamination crisis and U.S. sanctions on Iran and Venezuela, oil prices briefly dipped sub-\$60 last week, down more than -20% from a high just above \$75 in late-April. Bears are pointing to slowing global growth, slowing demand, and burdensome supply. Bulls are pointing to continued political uncertainties in the Middle East and a lack of infrastructure spending that could eventually lead to supply-side shortages. With prices down double-digits in the past 30-days, heavy end-users should be considering strategies that help reduce upside exposure. Here at home this week, traders will be digesting a few interesting economic data points that could shed new light on some of the bigger ticket items, i.e. employment, inflationary data, and consumer spending. Today we start with the release of the JOLTS jobs openings report; Tuesday all eyes will be on the updated Producer Price Index (PPI); Wednesday the Consumer Price Index (CPI); Thursday is the release of updated Import and Export data; and Friday the trade will be digesting updated Retail Sales data, Industrial Production, and the latest read on Consumer Confidence. As a trader and investor, I've put a bit more cash to work in the market and am actually becoming a bit more bullish and optimistic. I still feel like I'm somewhat underinvested, but since I'm sticking with a shorter-term trader style approach, I want a larger than normal supply of dry-powder.

Smartphone Voting is Getting Close: *We all know that many American voters don't turn out on the few days a year they are eligible to vote. Even in the hotly-contested 2016 presidential race, only 58% of eligible voters made an appearance at their polling station. You can argue the reasons but most believe it's the "inconvenience" adults feel about long lines is what keeps them away. Now Voatz, who you might recall ran pilot tests last year in West Virginia, whereby, overseas military personnel could vote in real elections via smartphone, rather than paper, also, just completed a pilot in Denver's municipal elections, including both the regular election as well as the runoff. Read more [HERE](#) how they plan to make your iPhones the new voting booth. I suspect this could really tilt the political powers...*

Can U.S. Dollar Stay Top Global Currency? *Exorbitant privileges can be lost and there are a number of factors suggesting that, over time, the US dollar may be at risk of surrendering its lead, if not its role, as the world's preeminent reserve currency. The most obvious concerns stem from U.S. policy that diminish the role for the dollar with economic sanctions and protectionist trade initiatives. I should mention, this has has been a strange*

year for the dollar, as its global share of central bank reserves fell to a five-year low of 62.3%, yet the trade-weighted dollar index surged. Overall foreign holdings of US Treasury debt fell to 41%, the lowest in 15 years. Read more [HERE](#) how China and the EU are making moves to position their currency atop global trade.

Funny Picture from the Weekend: *A very wise CEO and trader I formerly worked for once told the more successful I became the more people would want to throw rocks and see me tumble. He said it made people self-reflect and take a deeper look at their own lack of drive or self-motivation, something many people don't like to do it. Rather than look in the mirror and work on solving their own problems it's easier to find ways to talk about others who are more successful and find ways to tear them down. I was sent this pic this weekend from a great friend and it made me chuckle. Sad but so very true... Fell free to share!*



FARM TANK

Tweets of the Day



#Mexico is by far the largest source of #beer
#imported to the United States via
@uscensusbureau

bit.ly/2XBTvfC





Nate Ihnen

@Heftynate1

Following



A picture is worth 1,000 words. Took this picture yesterday and would say it sums up [#plant19](#)





Josh Schick
@JoshSchick3

Following



#plant19 views





LoUISe
@LouiseCarduner

Following



I'm in a hurry and I do know why👁👁

#Knott #Texas

@JohnDeere #plant19

Photo by Jose Maria Romero





Super 70s Sports

@Super70sSports

Following



Bautista should've dressed like a breaking ball. Odor would've missed him by a foot.





ActionComplete
@ActionComplete

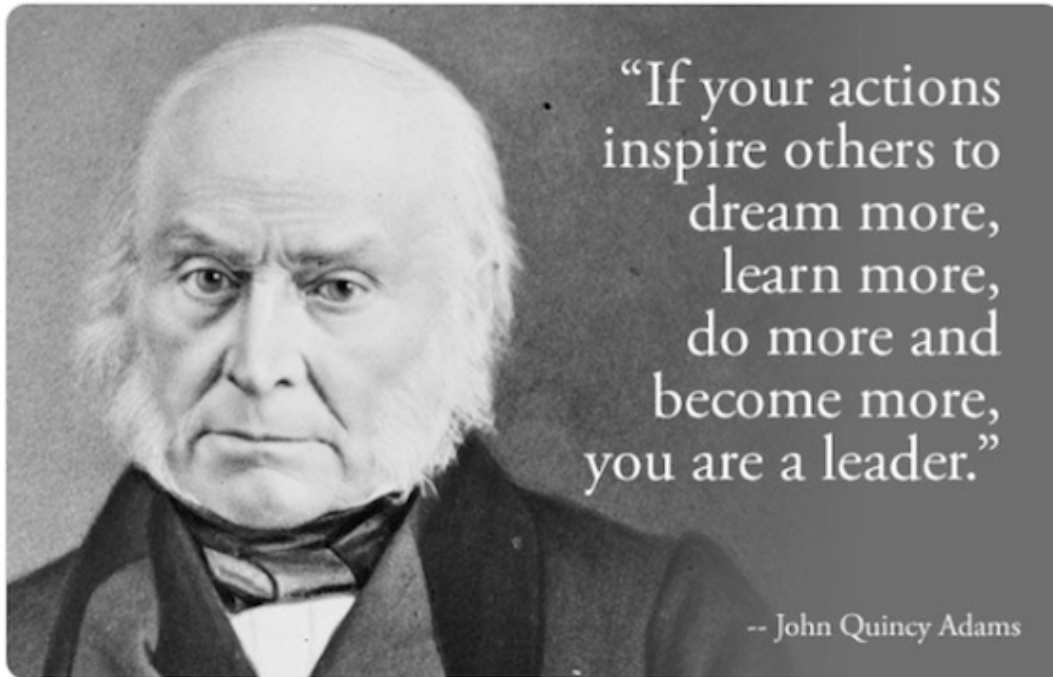
Following



If your actions inspire others to dream more,
learn more, do...

~John Q. Adams

#quotes #inspiration #leadership

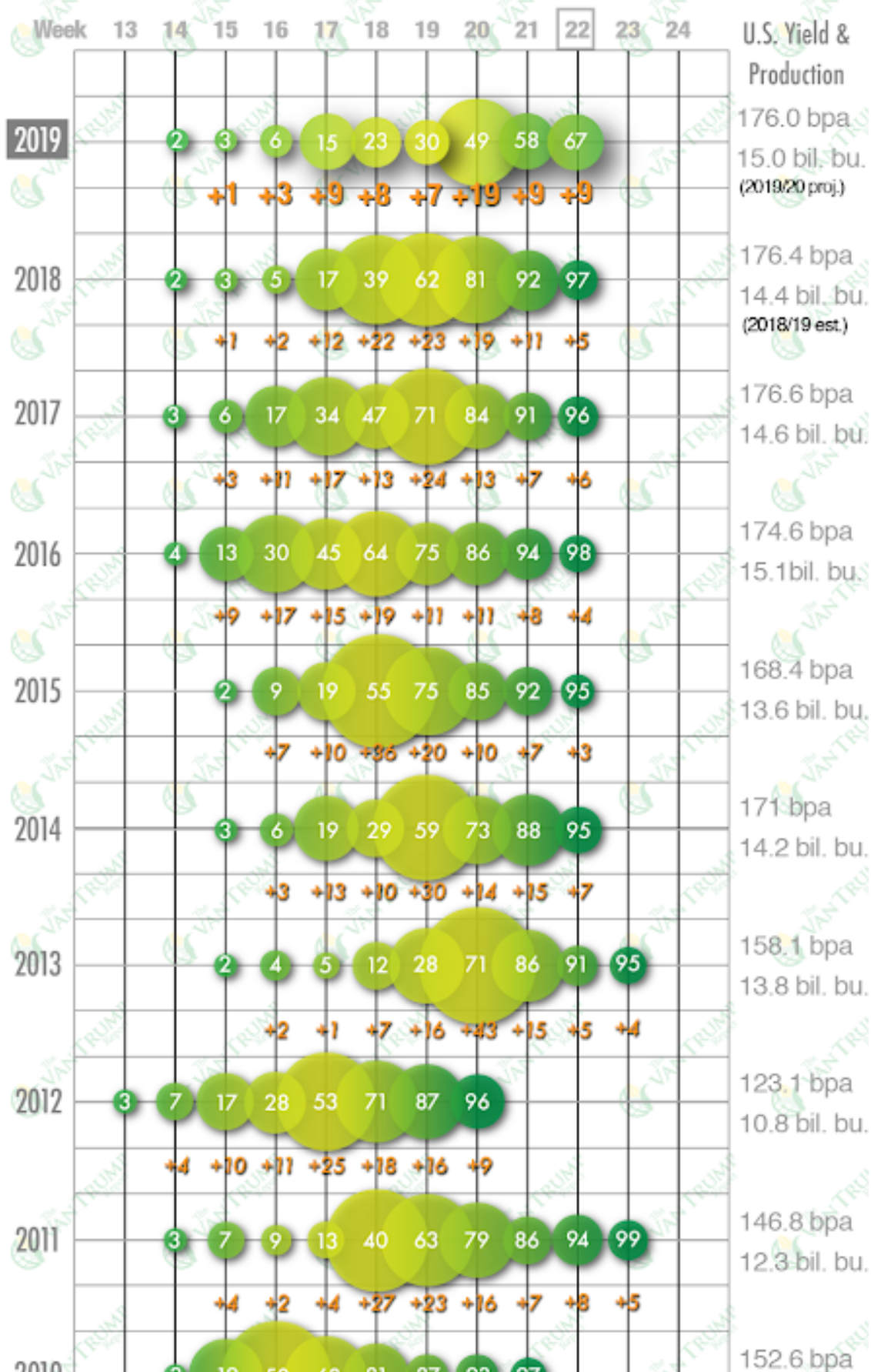


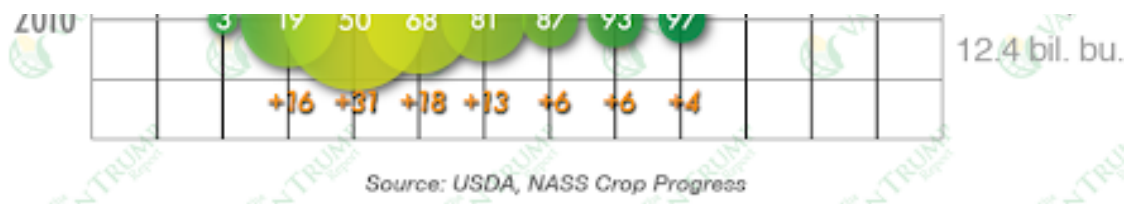
Corn bulls are happy to see some resolution with Mexico. Global demand has been somewhat suspect, so deeper problems with one of the top buyers of U.S. corn would not be considered a tailwind. Most traders in the market are still talking about U.S. weather and planting delays. I personally see the planting headlines as fading and now in the rearview mirror. Several sources are thinking we will move to or just beyond 80% planted in this afternoons USDA planting progress report. Like I said, I don't think it matters! You still have millions of acres unplanted in to mid-June, millions of acres that need to be replanted, and a crop in the field that is starting out extremely suspect. Tell me the last time we've seen this setup? This afternoon we will get the first look at overall crop condition estimates form the USDA. The over/under seems to be around 50% of the crop being rated "Good-to-Excellent". Last year at this time, we had over +90% of the corn crop emerged and 77% rated "Good-to-Excellent". Perhaps more importantly and telling is the fact, Illinois, Indiana, Iowa, Kansas, Minnesota, Missouri, Nebraska, and South Dakota were all +95% emerged last year. Illinois was rated 82% GD/EX last year; Indiana 75%; Iowa 81%; 90%; Nebraska 86%; Ohio 87%; Wisconsin 91%. Let me know what these states look like this year? Don't forget,

as of last week, Illinois, Indiana, Michigan, Ohio, and South Dakota had less than 50% of their acres even planted. Bottom-line, I remain bullish! The planting story is over. Historically, there's never been anything like it in the past several decades, we are clearly in uncharted waters. Now we turn the page... Will weather dramatically improve or will it remain extreme just like it was in the winter and in the spring? How big of yield drag will we see? Will the total U.S. crop fall from +15 billion to sub-12 billion bushels? I don't have a clue, I think it's all a huge guess with everything we know and understand historically being completely shaken and turned upside down. I don't know where we end up, but I see no choice but to remain a bull. We might pull back a bit as the market transitions and tries to find its way, but I think we are going to see several opportunities for higher prices during the U.S. growing season. As producer, I don't want to get oversold and I certainly don't like the idea of selling way out on the time horizon. As a spec, I want to stay bullish and add on the breaks. I do not want to get overextended and shaken out of the position on a few hiccups. Could we see -20 or perhaps -30 cents of downside as the market gyrates? Sure, why not. But is there potential for +\$1.00 to the upside, definitely if weather continues to complicate. Don't forget, tomorrow the USDA will release their June supply and demand report. I think the bulls could be a bit disappointed as the USDA takes a more conservative and methodical approach to reducing acres and reducing yield estimates. Eventually however, I suspect to see the USDA make those adjustments. Staying extremely patient and bullish!

includes Weekly Rating and Week-over-Week Change

includes Weekly Rating and Week-over-Week Change

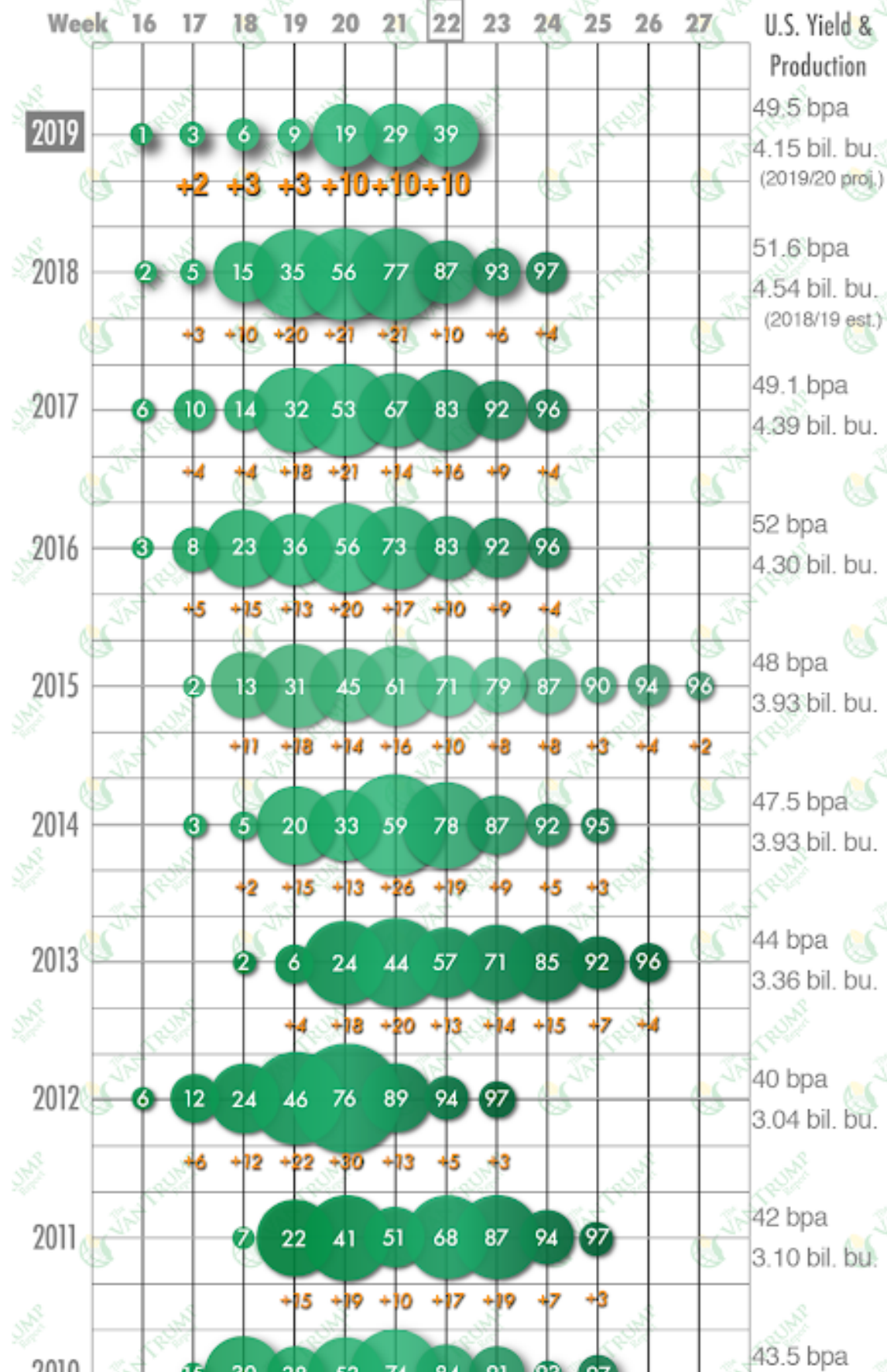


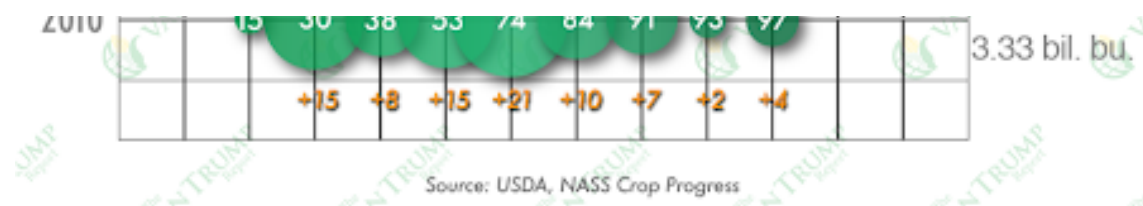


Soybean traders are eager to see how much of the U.S. crop is still unplanted? Last week the USDA estimated 39% of the crop was planted. There's some talk that we could now be +60% planted. This time last year the USDA estimated that 83% of the U.S. soybean crop was emerged and 93% planted. In fact, this time last year, Arkansas, Illinois, Indiana, Iowa, Louisiana, Minnesota, Mississippi, Nebraska, North Dakota and South Dakota were all +95% planted. I should also note, Missouri, Ohio and Wisconsin were +90% planted by this time last year. On the flip side, last week the USDA showed Arkansas was just 54% planted; Illinois just 22% planted; Indiana 17% planted; Iowa 41% planted; Kansas just 26% planted; Michigan 31% planted; Minnesota 51% planted; Missouri just 18% planted; Nebraska 64%; Ohio only 18%; South Dakota only 14% planted; Wisconsin 34% planted. In other words, the crop is still going to be massively behind schedule and sitting with wet feet and a host of other complications and hurdles it will need to overcome in the days and weeks ahead. As a producer, I'm still targeting the second half of 2019 as a better and more promising window to price more new-crop production. As a spec, I'm still on the sideline heavily contemplating when I should start building a bullish position. I'm not ready just yet, but I absolutely don't want to be short this market. I have to imagine if a few off the current wild-cards turn out to be bullish, the upside could be extreme and dangerous. Staying on the sideline for the moment, but developing a more bullish tilt.

U.S. Soybean Planting Pace 2010 - 2019

includes Weekly Rating and **Week-over-Week Change**

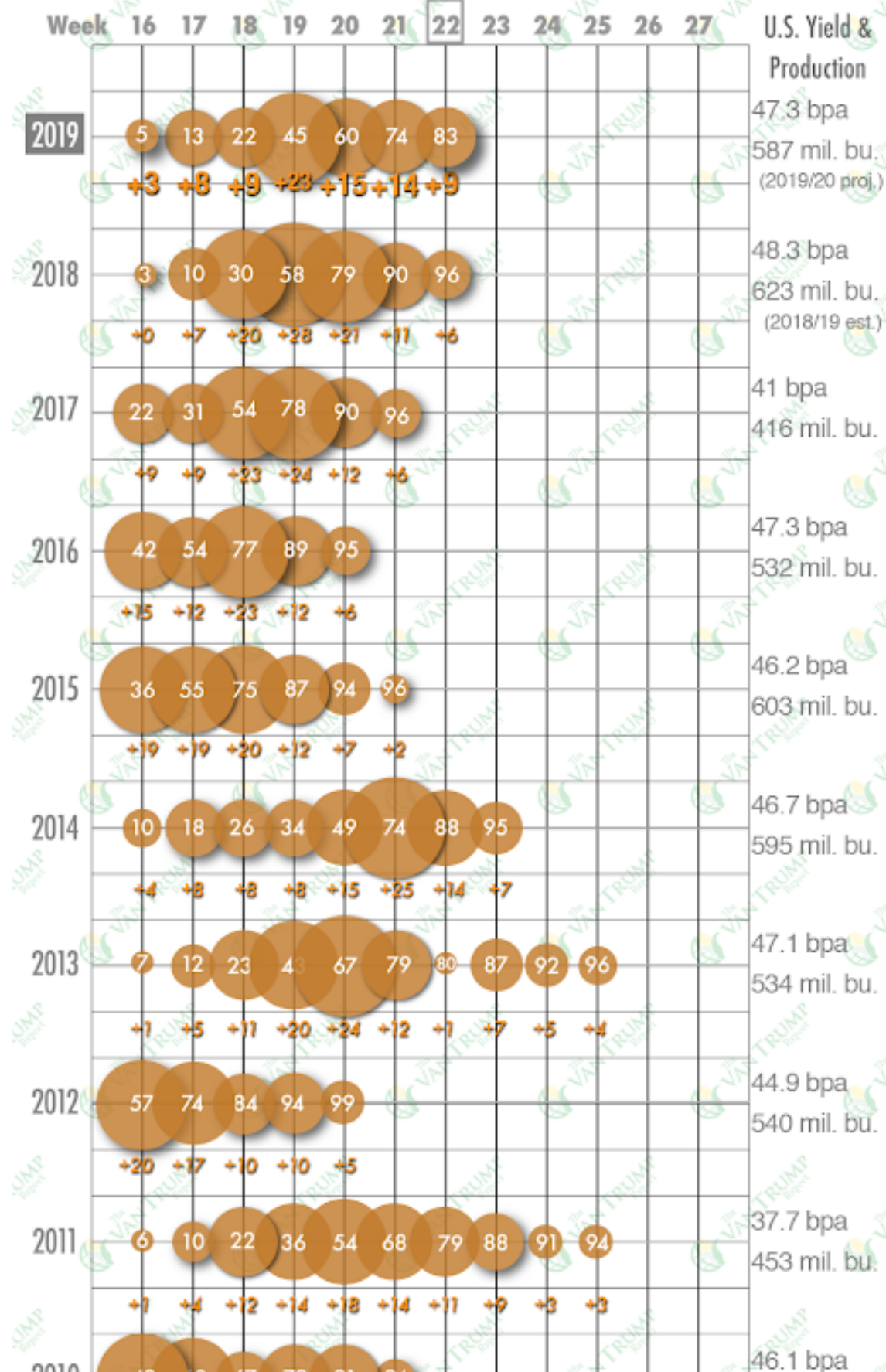


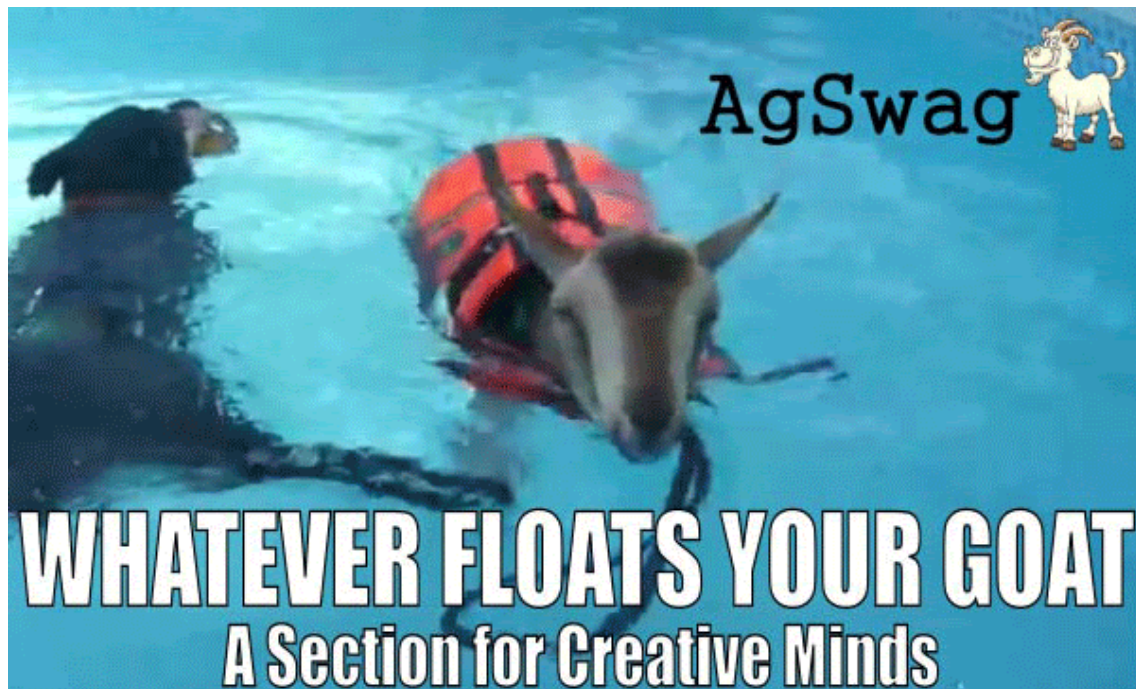
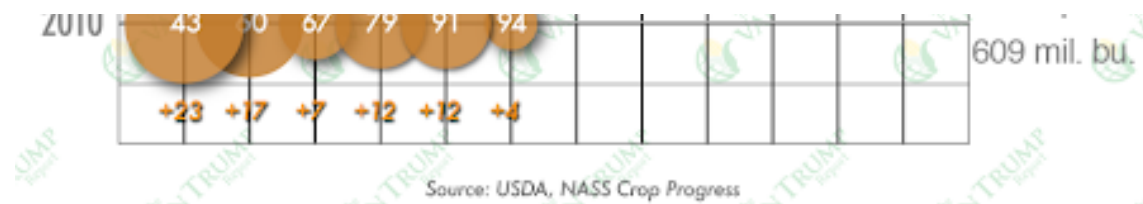


Wheat traders continue to closely monitor weather extremes in Russia, Australia, Canada, parts of Europe, and conditions here at home. U.S. spring wheat is mostly all planted and winter wheat conditions continue to show +60% of the crop rated "Good-to-Excellent". Bulls are pointing to ongoing "quality" concerns with a portion of the U.S. crop. Bears are pointing to harvest pressure building and a continued glut of U.S. supply. At the same time, there's simply a lot of wheat floating around in the global marketplace. As a spec, I currently have no position in this market. I have several larger trader friends who are arguing a longer-term bullish case, but at the same time I know several large fund managers who seem hesitant to blowout of their bearish bets. I suspect if the Fed rhetoric continues to pressure the U.S. dollar and the global macro economic landscape improves, funds might take a more bullish approach towards commodities. I'm not sure that happens anytime soon, so I'm apprehensive in buying the weather rallies. As a producer, I already have +70% of my estimated new-crop production priced and feel I'm now in a more comfortable position to sit and wait. I am keeping a closer eye on 2020 crop prices, winter wheat prices north of \$5.50 start to make more sense. Bottom-line, I want to see a few more cards flipped over before I make my next move.

U.S. Spring Wheat Planting Pace 2010 - 2019

includes Weekly Rating and Week-over-Week Change





> FAO Cuts U.S. Corn Crop Estimate by -10%: Due to prolonged excessive wet conditions resulting in major delays in crop plantings, this year's maize production in the United States is now pegged at 330 million tonnes, down 45 million tonnes from FAO's first production forecast published in May and almost 10 percent (36 million tonnes) short of last year's level. (Source: FAO)

> Why I'm Keeping My Eye on Plant Based Meats! As I wrote several weeks ago, I'm not a fan of the taste, texture or price, but those of us in the livestock business have to keep paying close attention to plant based meats. Beyond Meats stock price has surged +300%, in its wake they are getting a lot more money to work with and develop new products. We are also seeing industry leaders like Tyson and Cargill enter the space which will add more competition and inevitably drive down price. All of which are NOT good for the livestock industry as I suspect they will continue to gain marketshare. Remember, roughly +50% of all beef consumed is in some form of ground product.

> China Receives Two-Week Extension on Tariffs: U.S. Officials are giving Chinese Exporters a couple of more weeks to get their products shipped before they apply the additional tariffs. Whether or not the President moves forward with the additional \$300 billion worth of Chinese goods remains to be seen, but hopes

are that the two leaders can head further sanctions off at their late-June G20 meeting.

> Walmart Will Put Your Groceries in Your Fridge: *Walmart is opening a new front in the home-delivery services as they will deliver your online grocery purchases straight into your fridge and freezer. From what I understand, you can expect the service to begin this fall in three cities. The service marks the latest attempt by retailers to adjust to changing shopping habits and solve the last-mile delivery problem, especially for groceries. Read more [HERE](#) on how they plan to execute this next step in the service continuum! Keep in mind, what you'll find interesting is if this is the norm, will people feel less busy?*

> Google Made \$4.7 Billion From the News Industry in 2018, Why it Matters: *It's more than the combined ticket sales of the last two "Avengers" movies. It's more than what virtually any professional sports team is worth. And it's the amount that Google made from the work of news publishers in 2018 via search and Google News, according to a study to be released today by the News Media Alliance. News is a significant part of Google's business, according to the study. Some 40 percent of the clicks on the platform's trending queries are for news. That's content that Google does not pay for, the report said, although it often presents headlines from news outlets verbatim. Two giant companies — Alphabet, which is Google's parent, and Facebook — are major distributors for news publishers. The two of them ferry more than 80 percent of external traffic to various sites. There's talk this business model could soon come under government pressure. Pay close attention! (Source: New York Times)*

> FBI Releases 22 Pages of its Investigation into Bigfoot: *In fact, Bigfoot enthusiasts even briefly managed to enlist the US government's assistance in their quest to confirm the giant's existence, according to newly released FBI files. The agency's records show that in 1976, Peter Byrne, then director of the Bigfoot Information Center and Exhibition of Oregon, where the Sasquatch is thought to roam, convinced the federal bureau to aid in an investigation of new materials he believed confirmed the creature's existence. He cited "15 hairs attached to a tiny piece of skin" as the most promising discovery Bigfoot researchers had alighted on in six years. In one of his letters to the FBI, Byrne entreated the agency, "Please understand that our research here is serious. That this is a serious question that needs answering." Read more [HERE](#)*

> First Female General to Lead Army Infantry Division: *Continuing her ascent to the top, Brig. Gen. Laura Yeager will make history later this month when she becomes the first woman to command a U.S. Army Infantry Division. I should mention, Yeager is a former Black Hawk helicopter pilot who was deployed to Iraq,*

and will assume command of the California National Guard's 40th Infantry Division during a ceremony in Los Alamitos, California, on June 29th. Read more [HERE](#) on Yeager's impressive career and her history setting achievement!

> Toronto Raptors Lead NBA Finals with Rookie Head Coach: *Coaches that find themselves in the Championship Series, like Toronto Raptors' head coach Nick Nurse's, are usually longtime NBA coaches, former NBA players, or both. Nurse is neither. Nurse is first-year NBA head coach at the age of 51. Keep in mind, Nurse spent his formative years in a country where basketball is a niche sport. He's the author of a self-published manual called "The Black Book of Shooting" and the guy who brings his guitar on road trips to strum Johnny Cash and Bob Dylan. Nurse has been creative and inventive during the Finals and that's because of his nomadic background. So how does a guy with his pedigree land an NBA Head Coaching position... and take his team to the NBA Finals? Great story [HERE](#)!*

> Why Does Everyone Assume Plant Based Burgers Are Healthier?: *Fast-food chains are jumping on the plant-based burger trend, due in part that most folks think the meat-free option is more nutritious, according to a Barclay's report. But now many people are wondering if these meat-free options are actually healthier than the originals. In recent years, chains such as Carl's Jr., White Castle, and Burger King have announced partnerships with plant-based "meat" makers Beyond Meat and Impossible Foods. If you pay attention, then you'll notice there's a lot of attention being thrown at the space. I told everyone what I thought of the meatless burger I ate, and now we have the data to show it certainly isn't any healthier and in some cases like sodium amounts, they are worse. It will be interesting to see how the nutritional facts play out in the marketing scheme of things.*

How popular meat and plant-based burgers compare

■ Meat burger ■ Plant-based burger

BURGER	CAL.	FAT (g)	SAT. FAT (g)	CHOL. (mg)	CARB. (g)	SODIUM (mg)	PROTEIN (g)
Burger King beef patty	240	18	8	80	0	230	20
Impossible Burger patty	240	14	8	0	9	370	19
Burger King's Classic Whopper	660	40	12	90	49	980	28
Impossible Whopper	630	34	11	10	58	1,240	25
Carl's Jr. Famous Star	670	37	13	75	57	1,210	28
Beyond Famous Star	710	40	0	30	61	1,550	30
White Castle's Original Slider	140	7	3	10	16	380	6
White Castle Impossible Slider	210	11	4	0	17	550	9

Source: Barclays research

BUSINESS INSIDER

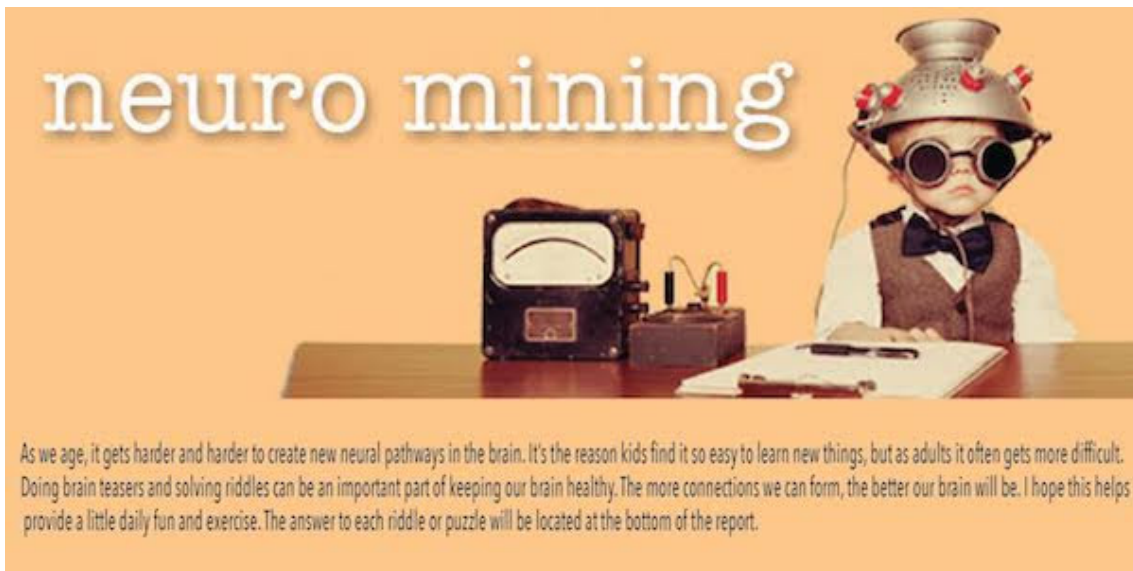


Central Illinois – Most guys in this area are focusing on finishing up corn and soybeans while we have nicer weather. We missed a bunch of the big rains we were supposed to get early last week. Most guys are still mudding in corn and soybeans. I've never seen planting in conditions this bad in all my years. Last year we were completely done planting by the 15th of May and had some of the best yields we have ever seen. I don't see how yields don't get hurt from the poor planting conditions or at very minimum the late planting. We are usually 100% done by now on all planting including soybeans by this time.

Northcentral Kansas – The corn planting varies a great deal around here. There are still guys finishing up and there is corn that's a foot tall already. Most of the guys that are just finishing up are within a day or two at the longest, at least the guys I know. We are actually finishing soybeans today and then we need to go back in to patch a little corn in over a few fields. It's nothing major but since the weather is allowing it we figured we better just get it done. It's been relatively dry here since June started, but prior to that you could measure rain in inches every time we saw a storm. Overall, the crops look decent. Wheat is within a few weeks to a month from harvest, at least what made it through the

winter.

Central Iowa – We've had a little bit of warmer weather over the last few days, so guys are out planting soybeans in less than ideal conditions. There's still several operations attempting to get their corn planted. I was surprised to see they are still plugging away. Our dead drop day on insurance for corn is the 15th of June, so I'd expect if we get any of the rain scheduled through the weekend or early part of next week those guys will have to throw in the towel on planting the last of their corn. We lucked out and got all our corn planted. I ran the numbers of switching to soybeans and it makes a ton more sense to preventive plant the corn vs. planting soybeans at \$8.00.

A graphic with an orange background. The words "neuro mining" are written in a white, lowercase, sans-serif font. Below the text, a young child wearing a metal helmet with red wires and goggles sits at a desk. On the desk is a vintage-style electronic meter with a needle and a small box with wires. The child is looking at the meter.

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:

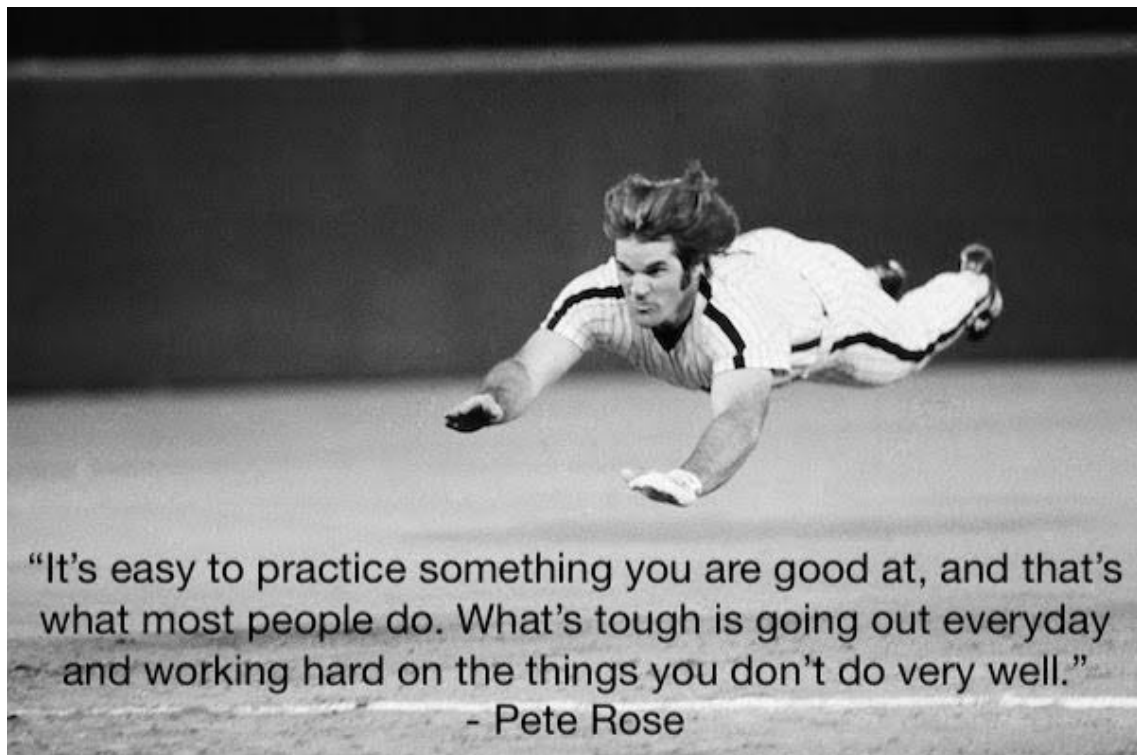
I never ask questions, but always answered. What am I?



Becoming "Charlie Hustle"

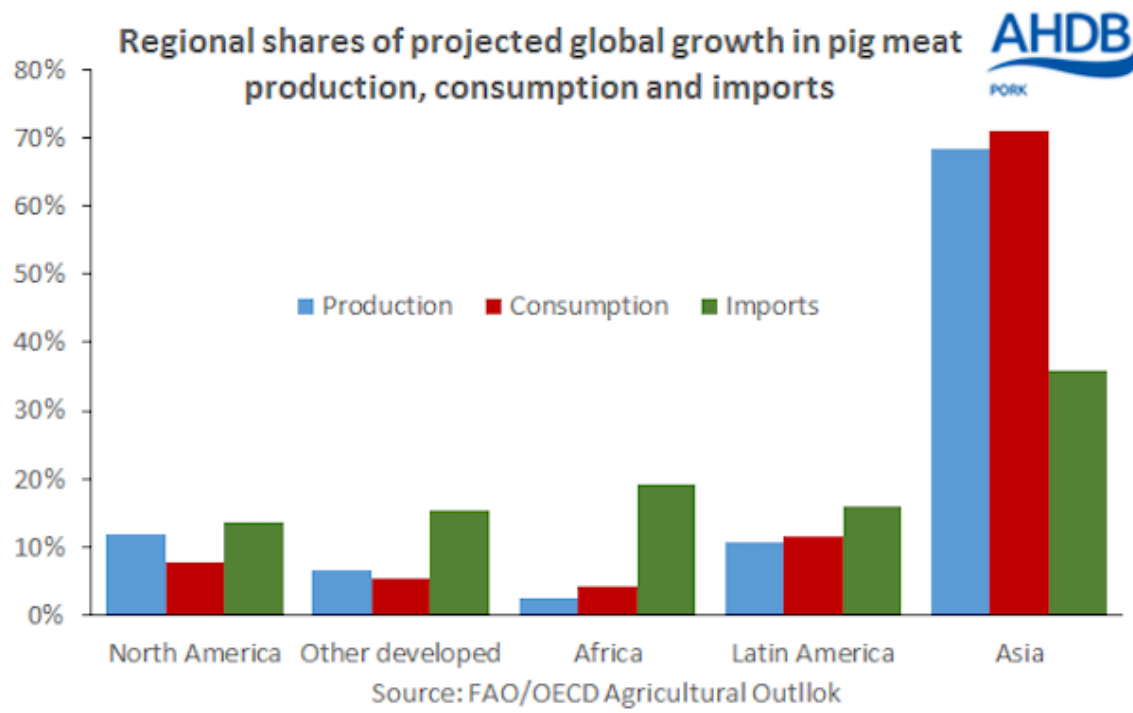
On this day in 1981, Pete Rose tied Stan Musial's NL record of 3,630 hits. While Rose was no doubt one of baseball's greatest hitters ever, which was demonstrated by his all-time career hits record of 4,256. If you're like me, though, it was Rose's hustle and the infectious positive attitude that made him a legend. From what I understand, Rose's father Harry deserves a lot of the credit for how his son carried

himself on the field. Harry challenged himself and challenged his son Pete to constantly push for more. Growing up I loved watching Pete Rose play baseball. For many of us who played sports during the Rose era, I believe he personally raised the bar by pushing many of us to "hustle" just a little more and work just a little harder. Keep in mind, early in his career, several scouts reported that Rose had very little talent and would never make it to the Major Leagues. Obviously, his passion, hustle, and hard-work proved them all wrong. Not only did Pete Rose make it, but he arguably became one of the best to ever play the game. New York Yankee Hall of Fame star, Whitey Ford, gave him the deserved nickname "Charlie Hustle" after Rose sprinted to first base after being walked. Regardless of the manner in which Ford intended it, Rose certainly seemed to adopt the nickname and wore it as a badge of honor. History shows that Rose definitely earned his nickname and left nothing on the field. Regardless how you feel about the final chapter in Rose's career and the gambling problems the man played the game with all his heart and fire. It's on those merits I believe Pete should be inducted into the MLB Hall of Fame. I understand he broke the rules, but also believe he should have a place in the baseball Hall of Fame. We are a nation based on "second chances"... We are a nation founded on hard work, hustle, and determination. All things Pete Rose personified in his quest to become one of the best in baseball history. Whether you were a Red fan, Phillies fan, or even a fan of baseball I believe his accomplishments, hustle, and aggressive style on the field, somehow and somehow inspired us all to try just a bit harder! I included a short video that shares 14 career highlights, including his epic crash at home plate with Ray Fosse at the 1970 All Star Game. Click [HERE](#). FYI, Pete Rose is now 78 years old and still seems tough as nails. (Source: [cincinnati.com](#)., [britannica.com](#), [onthisday.com](#))



What if the Bottom Falls Out of Global Pork Demand... Are We Prepared?

China is the biggest producer and consumer of pork in the world. There's now some questions being asked about future pork demand and if the African Swine Fever virus could have long-term implications altering the world's dietary demand? Before the recent outbreak, China was home to +400 million pigs and pork, which has always been the most popular meat. It was estimated that the average Chinese adult was consuming +67 pounds of pork per year, which is almost three times the amount of poultry being consumed. Since the virus was first identified back in August of 2018, China has culled more than +1 million pigs and dietary habits are quickly changing. Something we need to keep in mind, African Swine Fever is something the world has been dealing with and battling for many years. Historically, outbreaks have been reported in Africa, Asia, parts of Europe, South America, and the Caribbean in both domestic and wild pigs. In fact, some of these countries are still trying to eradicate the disease after many many years of battling the problem. Though scientist and bio experts across the globe are working tirelessly, at the moment, there are no approved vaccinations against ASF, which can be spread by live or dead pigs, domestic or wild, and via pork products. Furthermore, transmission can also occur via contaminated feed and fomites (non-living objects) such as shoes, clothes, vehicles, knives, equipment, etc. due to the high environmental resistance of the ASF virus. I'd suggest with the growing exposure and spread of the virus there has to be a fairly large number of cases still not reported. Interestingly, I believe this is one reason why pork prices in China are staying somewhat suppressed. Keep in mind, over a million pigs being culled and taken out of the supply chain. In other words, I think people in China might be somewhat skeptical of pork, especially if they believe cases are being unreported. This seems to be causing a sizable shift in overall pork demand. Now, consider what happens if the virus widens and strengthens its grip. Moving forward, I'm keeping my eyes on the huge uncontrolled herds of feral hogs that are increasingly running free around the borders of China. The virus has already jumped borders into Vietnam, Hong Kong, Mongolia, Cambodia, and North Korea. Experts at the UN's Food and Agriculture Organization (FAO) worry it could still spread further into Myanmar, the Philippines, and Laos, which will make this one of the worst animal virus outbreaks ever on record. There's also more eyes on the explosive wild feral hog population here in the U.S. and in Canada. What would happen to overall pork demand should a case show up in North America? (Source: Bloomberg, Reuters, The Financial Times, Wall Street Journal)



2 Things I've Learned That Helps with Self-Improvement

I'm constantly trying to improve as a husband, parent, friend, business leader, thinker, trader, etc..., but breaking old habits and really changing is tough. I've learned a couple of life hacks the past few years that have helped me make a ton more traction. I still struggle, but these two small things have been a huge help. I was talking to the kids about this recently and thought it would be good to write down and share. Hope it helps some of you in your daily battle. Keep in mind, these are not earth-shattering revelations. These are again the layups and free throws that we often overlook and take for granted. I've learned that if I simply hit

the easy shots then I can generally score a lot more points!

Write it Down: *Research has shown that you are 2x to 3x more likely to stick with your habits if you make a specific plan for when, where, and how you will perform the behavior. Psychologists call these specific plans "implementation intentions" because they state when, where, and how you intend to implement a particular behavior. This finding is well proven and has been repeated in hundreds of studies across a broad range of areas. For example, implementation intentions have been found to increase the odds that people will start exercising, begin recycling, stick with studying, and even stop smoking. Remember, the details and specifics are what matters. I should note, I'm now journaling for five minutes right after I meditate in the morning, and it has made a huge difference in executing as well as following through on my thoughts. I know, my wife said she never thought she would see the day that my big tough-guy self would be meditating or journaling. I guess, since I'm over 50 now, I've become tired of trying to do it my way and am going to try listening to those who know more than me:)*

Limit Your Numbers Increase Your Focus: *Many times we set too many goals and objectives for ourselves. Researchers have found much better results and changes actually sticking when people limit the number of challenges or hurdles they are trying to overcome. In other words, don't put more than a handful of real goals and objectives on your plate at any given time. Create a hierarchy and rank in order of importance, then try tackling the first three and no more than the top-five. When you begin practicing a new habit it requires a lot of conscious effort and focus. Researchers have a fancy term for this process called "automaticity." Automaticity is the ability to perform a behavior without thinking about each step of the way. In the beginning, that's next to impossible and the reason, most of us fail. In my opinion, the key word or thought to all of this is "focus". Too often, at least for me, I don't slow down and fully focus on the goal or task at hand. Like when I'm trying to diet, I need to slow down and consciously focus when I'm at the table. Too often in life, I was just excited to sit down and be with my friends and family. I paid no attention to what was happening at the table in regards to food, just talk, laugh, and eat. Same thing in the morning with exercising. When I was younger, I use to jump out of bed early and just start attacking my work day and business. I didn't slow down enough to focus on my daily workout routine. I now have a huge sign in my bathroom that says "FOCUS." I look at it each morning, it helps slow me down and adds clarity.*

A DREAM written
down with a date
becomes a GOAL.

A goal broken down
into steps becomes
a PLAN. A plan
backed by ACTION
becomes REALITY.

JOURNEYSTRENGTH



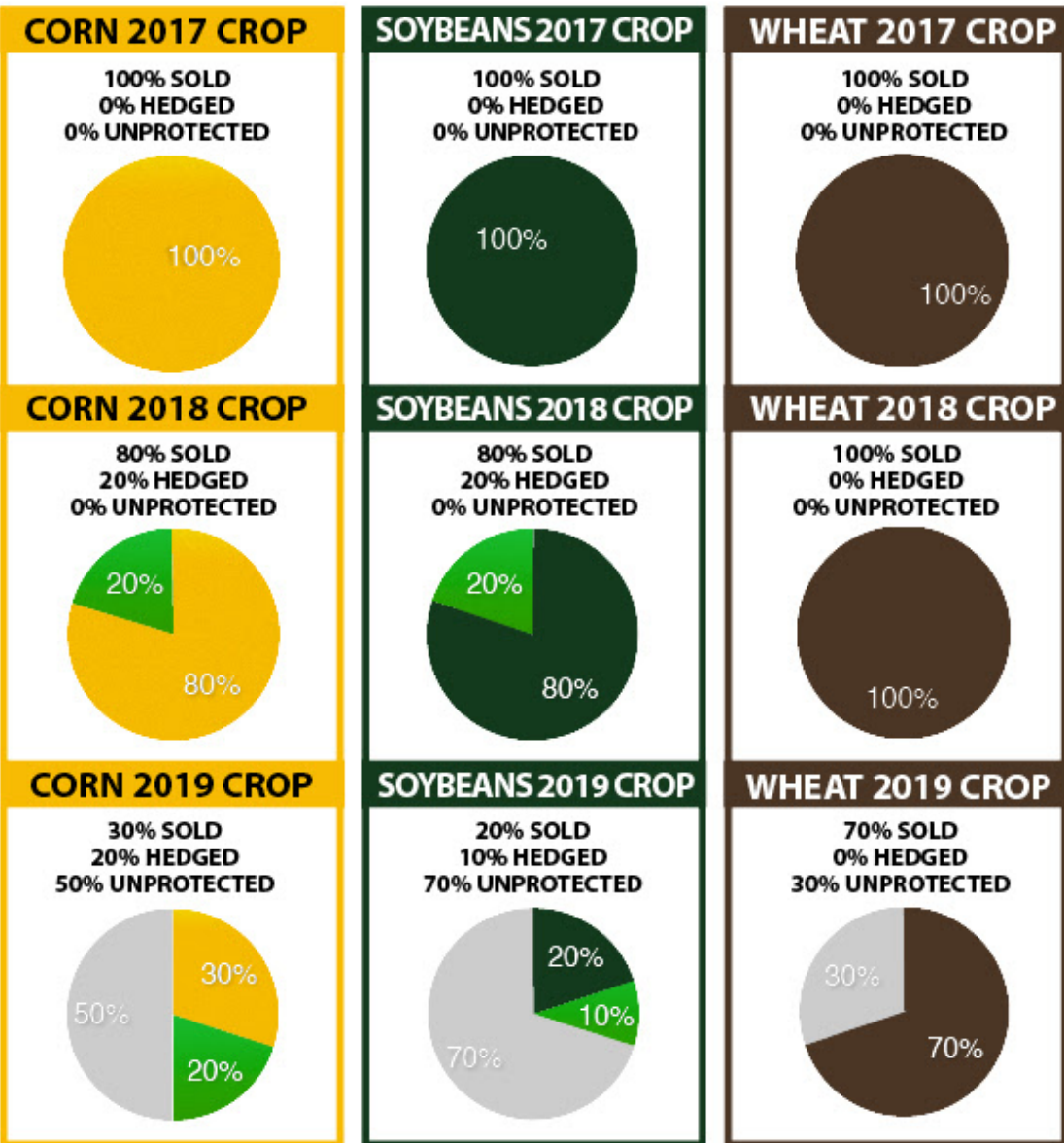
**“ALWAYS
REMEMBER,
YOUR FOCUS
DETERMINES
YOUR REALITY”**

George Lucas

ANSWER to riddle: A doorbell.

CASH SALES & HEDGING TOTALS

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