



Jordan Van Trump <jordan@farmdirection.com>

GOOD MORNING: Van Trump Report 06-19-19

1 message

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

Wed, Jun 19, 2019 at 6:44 AM

Reply-To: Jordan <reply-feb816797c6c0775-1142_HTML-40325470-100003450-8@vantrumpreport-email.com>

To: jordan@farmdirection.com

To view this email as a web page, go [here](#).

"I cannot give you the formula for success, but I can give you the formula for failure, which is: Trying to please everybody." - **Herbery Swop**

Wednesday, June 19, 2019[Printable Copy](#) or [Audio Version](#)

Morning Summary: Stocks remain near all-time highs as bulls point towards positive trade headlines and the very real possibility of a more dovish Fed following today's June FOMC meeting. Yesterday President Trump tweeted, "Had a very good telephone conversation with President Xi of China. We will be having an extended meeting next week at the G-20 in Japan. Our respective teams will begin talks prior to our meeting." the market digested the Tweet as extremely positive and a step in the right direction. One the flip side, bears are pointing to comments form

U.S. trade representative Robert Lighthizer, who said before the Senate Finance Committee yesterday that the U.S. is ready to place more tariffs on China if it can't agree to a new trade deal. I suspect we will learn more late next week when the two nations are expected to resume talks before and after President Trump and Chinese President Xi meet at the G-20 Summit in Japan. As for today, all eyes are on the U.S. Fed who ends a two-day policy meeting. They will release an official statement at 1:00pm CST, followed by a press conference with Fed Chair Jerome Powell. I'm personally thinking they could disappoint the bulls and be less dovish than many are hoping. Again, I'm using the rallies to bank profits and narrow the scope of my stock holdings. I like the thought of holding fewer positions into the highs.

World Now Has Three People Worth More Than \$100 Billion Each:

Bernard Arnault, Europe's richest person, just joined Jeff Bezos and Bill Gates in the world's most exclusive wealth club with a fortune of at least \$100 billion. Arnault, is the chairman of LVMH, makers of such things as Louis Vuitton handbags, Hennessy cognac, Dom Perignon Champagne and Tag Heuer watches. The LVMH stock has soared over +40% this year! I'm personally wondering if we could be reaching a peak of some sort when the luxury brands are seeing such massive global demand? (Source: Bloomberg)

Chick-fil-A Becomes 3rd-Largest Restaurant Chain in America: *The chicken chain moved up from the No. 7 spot on last year's Top 200 ranking, passing Wendy's, Burger King, Taco Bell, and Subway by growing sales by +16.7% in 2018, reaching about \$10.5 billion in systemwide sales. I should note, despite the impressive growth, there a lot of distance between the top two McDonalds and Starbucks. McDonald's is a clear #1 with \$38.52 billion in American system-wide sales. Starbucks has second place firmly held with \$20.49 billion. We have to keep in mind, Chick-fil-A competes with chains that have many more locations. On average, a Chick-fil-A location brought in \$4.6 million in annual sales in 2018, — more than any other fast-food chain. By comparison, the average McDonald's location brought in about \$2.8 million in annual sales. (Source: BusinessInsider; Nations Restaurant News)*

Pay Close Attention... Facebook Could Be Going After Financial Services Sector? Facebook released their white paper yesterday detailing some of their plans for their crypto currency called Libra. In its wake, many in the financial service sector are running for cover thinking the social networking giant could do major damage to the Fintech's as they turn their turrets... "Today we're sharing plans for Calibra, a newly formed Facebook subsidiary whose goal is to provide financial services that will let people access and participate in the Libra network. The first product Calibra will introduce is a digital wallet for Libra, a new global currency powered by blockchain technology. The wallet will be available in Messenger, WhatsApp and as a standalone app — and we expect to launch in 2020. From the beginning, Calibra will let you send Libra to almost anyone with a smartphone, as easily and instantly as you might send a text message and at low to no cost. And, in time, we hope to offer additional services for people and businesses, like paying bills with the push of a button, buying a cup of coffee with the scan of a code or riding your local public transit without needing to carry cash or a metro pass". I should note, unlike bitcoin and most cryptos, Libra will be a "stable coin" and backed by fiat currency. Put \$100 into this new currency, and you'll get a certain number of "Libras" deposited into your account. However, there's no word yet on which currencies Libra will use as a peg.

Is it time to Sell the House? As signs are growing that U.S. home prices have somewhat stagnated, many are asking if the real estate market is topping out? The U.S. Home Sales Report, published by real-estate data firm Attom Data Solutions, gives a detailed look at conditions in major U.S. housing markets. Below is just a sample of data from the first quarter of 2019 in a table highlighting 12-major U.S. markets and what they reveal about home sales at four different periods of time. Read more [HERE](#) for additional insights for both sellers and buyers!

Average Gross Profit from Sale of House

METRO	1st Qtr. 2013	1st Qtr. 2015	1st Qtr. 2018	1st Qtr. 2019
San Jose	25%	55%	103%	84%
Seattle	2%	30%	73%	63%
San Francisco	10%	53%	74%	71%
Denver	9%	37%	59%	47%
Nashville	6%	24%	64%	55%
Dallas	1%	19%	48%	43%
Charleston	-4%	14%	25%	20%
Fairfield County, CT	-1%	6%	15%	11%
Tampa	-25%	-3%	39%	30%
Des Moines	2%	6%	33%	19%
Los Angeles	13%	41%	54%	54%
Chicago	-30%	-11%	9%	15%

Source: ATTOM DATA

FARM TANK

Tweets of the Day



**Bobby Umar | Keynote Speaker** ✓

@raehanbobby

Following



"It's not what you know but who you are that matters."

#leadership #infographic



**Wachtel Farms Inc**

@wachtelfarms

Following



#plant19 is in the books. Now about that 1/2" of rain....





Jeff Altman
@JeffAltman6

Following



With all the hustle and problems with #plant19 our “most important crop” sweet corn has gotten neglected. A little RR application to the rescue!





Teresea 🌾
@jtzizelman

Following



This is about how what did get planted in
#plant19 is going.



**Chipper Jones** ✓

@RealCJ10

Following



#TBT I feel sorry for whoever the starting pitcher was this night! Lol



**History In Pictures**

@HistoryInPix

Following



NASA Scientists, 1961.



**Motivational Quotes**

@DavidRoads

Following



So true.



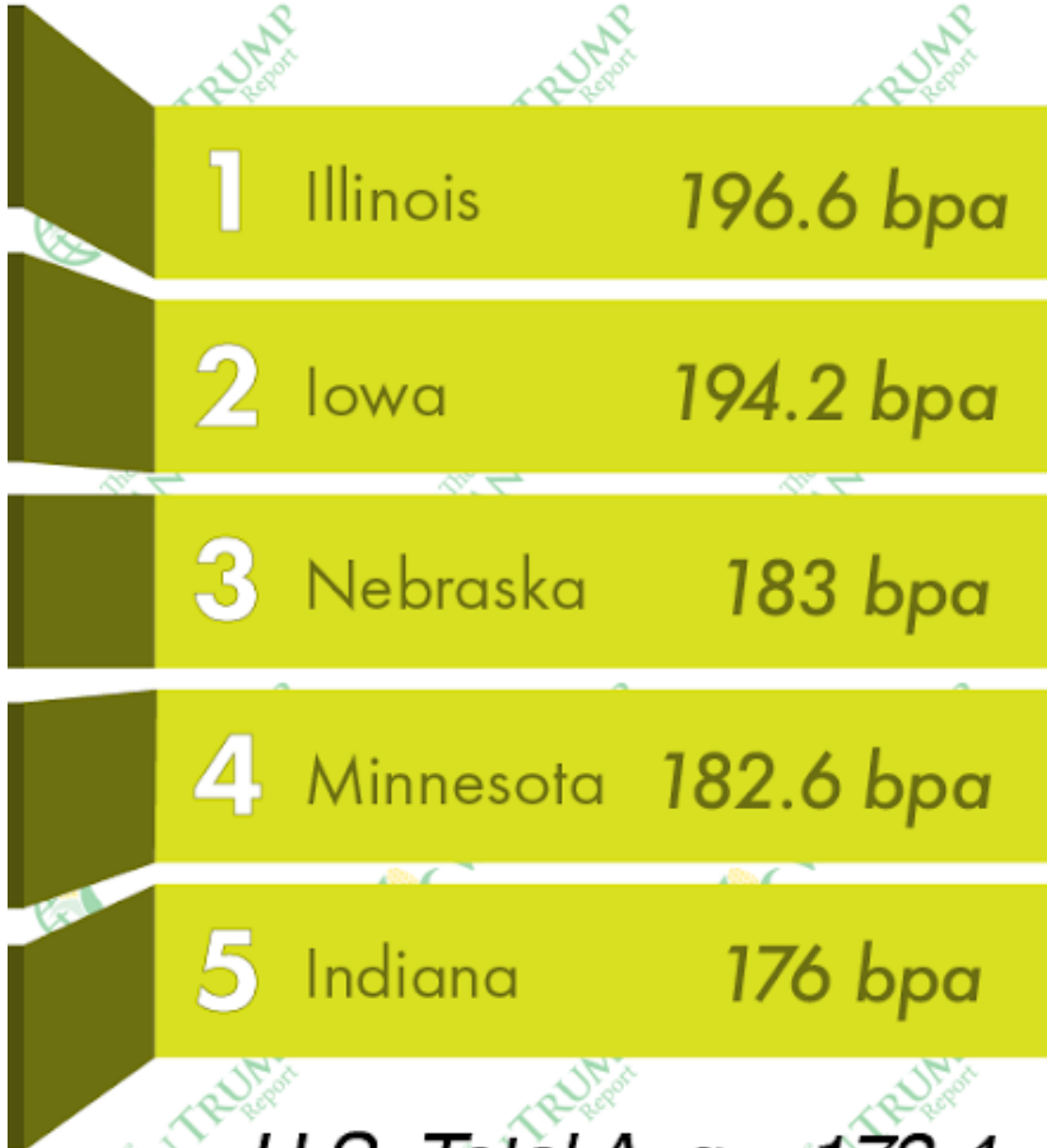
Corn traders are trying to determine the next step. A few bulls have opted to take profits as the market pushed to a fresh 5-year high. Bears continue to talk about demand destruction and a market that might be out ahead of itself. There's a lot of talk inside the trade as off late that the Brazilian crop is going to exceed +101 MMTs and exports could push to 38 MMTs vs. exports of just 24.8 MMTs last year. We are also hearing talk that some Brazilian corn cargos might

soon be coming to the U.S. As a bull, I don't see the Brazilian crop as any type of game-changer. The much bigger story and 800 pound gorilla in the room remains the historically difficult U.S. spring planting season. Some might be tired of the headlines already, but I personally believe it's going to be a story that plays on for many more weeks and perhaps months. In my opinion, the market still needs to add a lot more "risk-premium" to the current price. There are certainly going to be more acres going "unplanted" than the USDA's most recent estimate. Yes, yield remains a wild-card, but I see U.S. "total production" being much lower than the current USDA forecast. Especially, with continued rains and much cooler than normal temps ahead for many important growing areas. I also believe re-planted acres could struggle much more than many are currently giving credit. There will also be other hurdles and hiccups that could make the headlines and adversely impact the crop as we journey through the growing season and harvest period. Bottom-line, I'm trying to refrain from reading too much into the USDA's weekly crop progress numbers and early market forecasts. I see this as a much larger and historical problem. The USDA will be doing their best to provide accurate and timely data but it's going to be extremely difficult in this landscape. I recognize that and don't want the "ebb and flow" to dislocate or heavily influence my longer-term concerns about the U.S. corn crop. I remain a bull and fully suspect I will stay in this camp well into the growing season. I believe this is just the start of a longer-term play. I'm thinking it will take a serious change of events to shake my current positioning. As a great friend and great trader once taught me, "Things often take longer to happen than you think they will, and then they happen faster than you thought they could..." Perhaps we still haven't fully put the past behind us?



U.S. Corn Yields

5 year avg. (2014 - 2018)



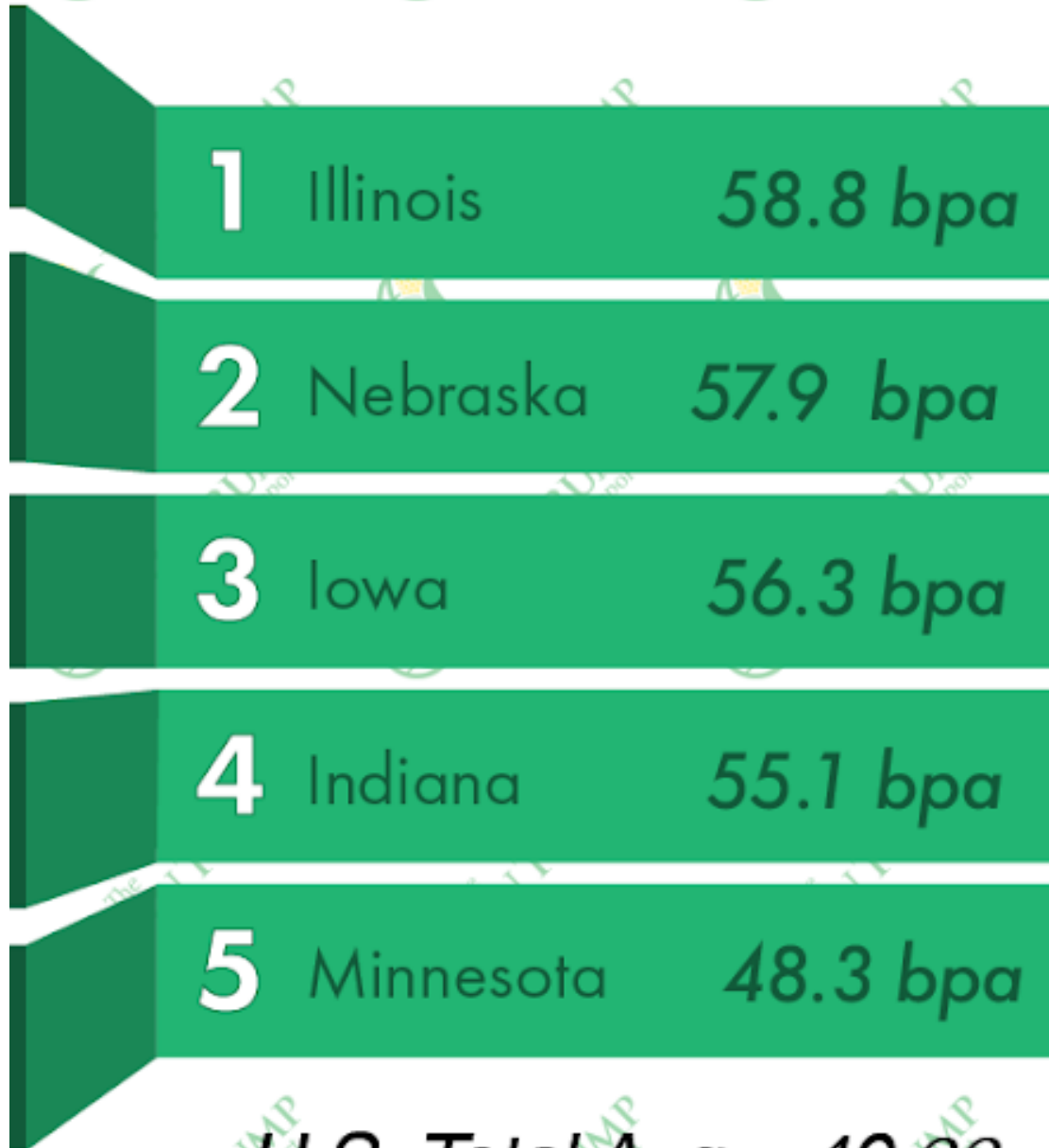
U.S. Total Avg - 173.4

Soybean traders continue to debate U.S. acres. Bulls are saying we are moving well beyond the traditional planting dates and yield-drag could be much more

significant. There's also talk that re-planted acres are struggling to emerge and may have more complications than originally anticipated. Bears point to the obvious, a massively burdensome balance sheet, a worrisome Chinese trade dispute and a vast amount of uncertainty brewing around African Swine Fever. It feels to me like both sides of the agreement are fairly well armed and somewhat dangerous. This has kept me on the sideline, which is a place I'll probably stay for a few more weeks. As a producer, I've been extremely patient, targeting the second-half of 2019 as a better window of opportunity. I really want to see South American supplies further depleted before I start getting overly excited. If we still have a significant U.S. weather story brewing once that happens then we could see significant premium added to the mix. Unfortunately, until that comes about, I could see both sides battling it out and causing whipsaw type trade action. Keep in mind, we've added +\$1.00 to the NOV19 contract from the recent lows set back in mid-May. I'm thinking perhaps the market has done its job for the moment and we are now in a battleground area. Staying nimble... Keeping an eye on Chinese trade talks and U.S. weather!

U.S. Soybean Yields

5 year avg. (2014 - 2018)



U.S. Total Avg - 49.66

Wheat is searching for direction! As I've mentioned several times the past couple of weeks, it will be interesting to see if wheat can find the headlines to stand on its

own? The massively burdensome global surplus makes this a tough task. The bulls are certainly trying, but as I said, it won't be easy, as they will constantly need fresh headlines to attract new bullish money-flow. When the bullish headlines dry-up, which happens from time-to-time, or we reach a period where there's a significant vacuum or lack of fresh headlines, then prices could pullback somewhat quickly. Producers have to make certain they are using the rallies, when they do occur, to help reduce longer-term price risk. The U.S. harvest is going to be somewhat slow, especially if the rains continue to cause complications. Bears are saying U.S. HRW conditions are improving and so could spring wheat conditions. I'm not so certain? Most sources are also arguing that conditions in the Canadian Prairies have or will be improving with better rains. Conditions however in parts of southern Russia, Argentina, Australia, India, and parts of the European Union are still being monitored. Similar to soybeans, I feel like wheat could now be in a battleground area, at least for the moment. As both a spec and a producer, I'm comfortable pausing and letting the bulls and bears battle it out a bit.

U.S. Wheat Yields

5 year avg. (2014 - 2018)

1 Washington **61.5 bpa**

2 North Dakota **44.7 bpa**

3 Kansas **41.6 bpa**

4 Montana **36.04 bpa**

5 Oklahoma **28.8 bpa**

U.S. Total Avg - 46.8



> **U.S. Ethanol Producers Hint at Brazilian Corn Purchase:** *With rising corn prices in the U.S., I'm told ethanol producers are considering importing corn from Brazil. According to Geoff Cooper, the head of the Renewable Fuels Association, it's all just chatter at the moment, as no purchases have been made just yet. Keep in mind, there are some locations where doing so would make sense logistically, such as the West Coast.*

> **Vietnam Culls 2.5 Million Hogs:** *Vietnam has culled more than 2.5 million pigs to contain the spread of an African swine fever outbreak that is in danger of infecting every province of the country, an agriculture ministry official said. From what I'm told, a second senior official at the department said that it was "only a matter of time" before the disease spreads to all 63 provinces, but did speak anonymously as they not authorized to speak to the media.*

> **Currency Wars!** *President Trump immediately tweeted out his displeasure with European Central Bank President, Mario Draghi's, signaling that the ECB could move to provide further monetary stimulus as early as next month. Trump's response on Twitter to Draghi's signal is stoking fears that a potential U.S. trade*

war with its major trading partners could also be accompanied by a currency war, as policymakers work to cheapen their currencies in what's often is described as a "race to the bottom" in an effort to enhance the appeal of their wares to foreign buyers. I should also mention, analysts credited the Draghi comments for buoying global equities with stocks adding to their advance after a subsequent unrelated Trump tweet hailing plans for an "extended meeting" with President Xi Jinping of China at the Group of 20 meeting in Japan later this month.

> Fintech Startups Changing How Big Banks Operate: *Discover is doing away with most fees as they seek to keep up with smaller online fintechs offering the same to woo younger and more price-conscious Americans. Going forward, Discover won't charge fees for monthly maintenance, checkbook orders, replacement debit cards, insufficient funds, excessive withdrawals, falling below minimum balances, and stop-payment requests. The change will affect the bank's 1 million customers who have a Discover deposit account and comes after the bank piloted a program that forgave the first fee a customer incurred. Definitely a smart play that I suspect will be followed by others seeking to maintain accountholders. Read more [HERE!](#)*

> MLB Knocking it Out of the Park This Season: *Not even halfway through the 2019 season and it's apparent that the record for league-wide home runs will be obliterated as well as many more. I should mention, that four players have a strong shot to hit 50 home runs, which hasn't happened since 2001 – when Barry Bonds, Sammy Sosa, Luis Gonzalez, and Alex Rodriguez did it. Not to mention, it looks like more runs per game will be scored. So, what do we have to thank for the resurgence of power and runs during an era when hitting a major league pitch is supposed to be harder than ever? Lots of theories abound, but if you're a fan of the long ball. Click [HERE](#) for more insights!*

> What's Up at the Movies? *Industry experts are asking if moviegoers are growing tired of franchise films? As ticket sales are slumping for recent releases like "Godzilla: King of Monsters," "Dark Phoenix," and now "Men in Black: International", many are left wondering why? It's worth mentioning, heading into the weekend that the U.S. summer box office was up +11% compared to last*

year. However, a weak performance from "MIB: International," which only took in \$28.5 million in its debut, has narrowed that gap to less than a percent. Keep in mind, within the very small ecosystem of the first weeks of summer every weekend can have a huge impact on the bottom line. Read more [HERE](#) to see if sequels stand to take the blame or are consumers simply pulling back on discretionary spending and or going to the movies?

> One of the Largest Drug Finds in United States History: *With a street value of up to \$1 billion, over 15,000 kilos of cocaine have been seized on a ship that left its last port of call in the Bahamas and docked in Philadelphia. From what I understand, the 33,000 pounds or 16.5 tons of cocaine was found in seven shipping containers earlier this week. The cargo ship had previously traveled to Chile, Panama and the Bahamas. The vessel also made previous stops on South America before coming to Philadelphia. Deaths linked to cocaine abuse have been on the rise, according to the Centers for Disease Control and Prevention. The troubling trend began around 2012, before cocaine-related deaths jumped by +34% from 2016 to 2017.*

> Functional AR Coming to Your Car: *Augmented reality apps like Pokemon Go and Lego Studio have captured imaginations and headlines, but the really useful role for AR is likely to break out in cars from Mercedes, BMW, and Land Rover first. It's a trend that could transform our vision of AR from the goofy to the essential and from what I'm seeing, save money, and possibly lives in the future. Take for instance the ability of the tech to create visibility where it currently doesn't exist or more effectively get you where you are going without getting frustrated or lost from not being able to read the current maps available. It looks like the AR technology will be rolling out next year for some companies and if you want to see the speculative side of what they have prepared for the future, Click [HERE](#)!*



The 2020 GMC Sierra offers a new AR option called Transparent Trailer Rear Camera View. It makes your trailer virtually invisible.



Mercedes 2020 GLE is perhaps the first car to offer an augmented reality navigation screen.



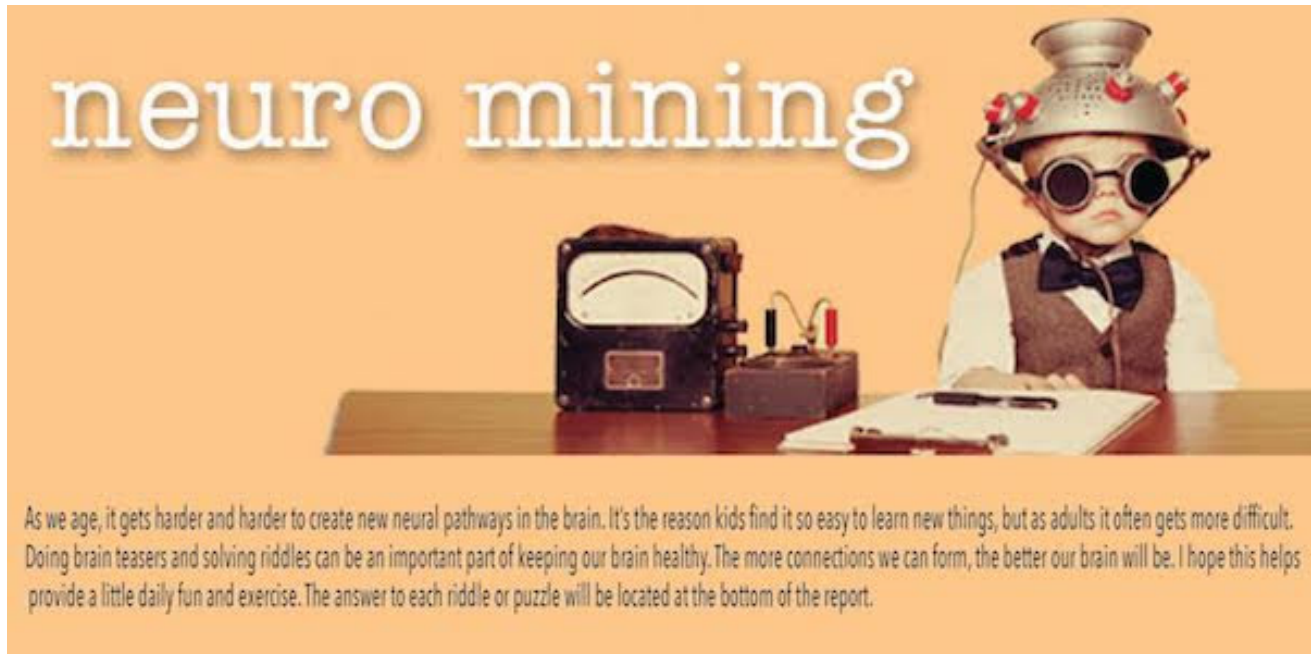
Northern Oklahoma - *We grow wheat for two reasons, which is to graze and to harvest. Occasionally, we will bale the straw if there's any demand for it. This year, I would say there will be so much straw that we won't need to bale anything because it will be next to worthless. We started opening up fields three days ago in this area, but we are getting small rains making it wet enough to stop any progress in its tracks. It's not enough to slow us down for more than a couple hours, but it's annoying to say the least. We are averaging around 61 pounds on the test weight. The last month of excessive rain has probably dropped the test weight significantly and lowered our yield a little as well. This wheat crop is definitely better than expected a couple of weeks ago, but worse than expected 45 days ago. We are cutting 50 bushels per acre on the lower end and 70+ on some of the better ground.*

Southwest Indiana - *We have some ground along a crick that we can't keep the water off of this year. We received another massive rainfall over the weekend that varied from 2-5 inches and our cornfield along the crick, which is flooded again. We have corn currently planted and growing out there, but it's thin, yellow, and half under water, especially around the edges of the field. The stand is about as uneven as it could possibly be because of all the drowned out spots. I'm regretting even planting this field at this point. We are just trying to manage a loser and I'm sure it's going to go to insurance based on how it looks right now.*

Northeast Colorado - *We had a little easier time getting our corn planted this year vs. last year due to the rain we had early in the spring of 2018. This year we've had very little heat when compared to normal years and the corn seems to be stalling out. The seed sat in the ground over double the time it normally would before we saw it spike. We would normally expect corn to come up in 10 days or*

less, but this year it was about 21 days. The picture I included was corn planted earlier than last year and you can see that it's barely above the rubber on the bottom of the tire. Last year at this time those same tires were nearly covered. Sunlight and a little warmth would do as much good as about anything at this point.





TODAY'S RIDDLE: What did the person who invented the door-knocker win?



Luckiest Man on the Face of the Earth

One of my favorite sports speeches of all time is Lou Gehrig's farewell speech after he was diagnosed with ALS. Many historians and professionals deem Gehrig's speech to be one of the greatest and most memorable in American history. Henry Louis Gehrig was born on this day back in 1903. He was born in Yorkville, which was a neighborhood in Manhattan. His parents were both German immigrants. His father a sheet-metal worker by trade, who was frequently unemployed due to alcoholism, and his mother was a maid. His two sisters died at an early age from whooping cough and measles; a brother also died in infancy. To say he had tough upbringing would be a huge understatement. Gehrig attended PS 132 in the Washington Heights section of Manhattan, then went to Commerce High School, graduating in 1921. He earned a football scholarship to Columbia University where

he attended for two years. He got even stronger in college and started to play a lot of baseball on the side. He was offered a professional career in baseball and jumped at the opportunity. Gehrig joined the New York Yankees midway through the 1923 season and made his major-league debut as a pinch hitter at the age 19. Gehrig was given the number "4" that day because he would be hitting behind Babe Ruth, who batted third in the lineup. The rest is history... Gehrig would become wildly famous as one of the greatest to ever play the game, renowned for his prowess as a hitter and for his durability, which earned him his nickname "The Iron Horse." Gehrig played first base for the Yankees in all 17 seasons while in the big leagues. He was an All-Star seven consecutive times, a Triple Crown winner once, American League Most Valuable Player twice, and a member of six World Series Championship teams. He had a career .340 batting average, .632 slugging percentage, and a .447 on-base average. He hit 493 home runs and had 1,995 runs batted in (RBI). He's a member of the Baseball Hall of Fame and is the first player to ever have his uniform number retired by a team. Gehrig set many records in Major League Baseball, but in 1938, with his strength somewhat lacking, his batting average dropped below .300 for the first time since his first full season. People started to ask questions, and even Gehrig said, he didn't feel himself. Doctors first diagnosed Gehrig with a gall bladder problem. Once spring training of 1939 came around, many could tell Gehrig had become even weaker. Once the season started, Gehrig only played 8 games, which he managed to get only four hits. On a ball hit back to the pitcher Gehrig had trouble getting to first base, and right after this play, he decided to take himself out of the game. A move that ended his amazing run of 2,130 consecutive games played. He went to hospital and doctors diagnosed Gehrig with a very rare disease called "amyotrophic lateral sclerosis", what is today known as "ALS", and also frequently called "Lou Gehrig's Disease". It was on July 4th of that same year, 62,000 fans gathered in Yankee Stadium as Gehrig stood at home plate delivering his iconic speech. He was joined by all his teammates from 1927 to 1939. He fought back many tears and emotion as he echoed the following...

"Fans, for the past two weeks you have been reading about a bad break I got. Yet today I consider myself the luckiest man on the face of the earth. When the New York Giants, a team you would give your right arm to beat,

and vice versa, sends you a gift - that's something. When everybody down to the groundskeepers and those boys in white coats remember you with trophies - that's something. When you have a wonderful mother-in-law who takes sides with you in squabbles with her own daughter - that's something. When you have a father and a mother who work all their lives so you can have an education and build your body - it's a blessing. When you have a wife who has been a tower of strength and shown more courage than you dreamed existed - that's the finest I know. So I close in saying that I might have been given a bad break, but I've got an awful lot to live for. "

It was one of the most emotional moments in sports history and there wasn't a dry eye in Yankee Stadium that afternoon. Gehrig battled the disease until the end, which came on June 2, 1941. The Gehrigs had no children during their eight-year marriage. Eleanor never remarried and was quoted as saying, *"I had the best of it. I would not have traded two minutes of my life with that man for 40 years with another."* She dedicated the remainder of her life to supporting ALS research. She died 43 years after Lou on her 80th birthday, March 6, 1984, and was interred with him in Kensico Cemetery. Lou Gehrig's amazing story of commitment, dedication and perseverance will forever be remembered. What an amazing American! To see a short bit of history about this legendary man and the iconic speech at [The Smithsonian](#).







The Growing Number of Foreign-Owned Farmland Acres

Farmland, until 2007, had been largely held by small family owners and somewhat difficult for the financial industry to access. That changed in the wake of the stock market collapse, when institutional investors, including foreign entities, became much more eager to find new places to park money and gain stronger and safer returns. Interestingly, this happened at the same time owners of farms were aging and many were looking for a way to get cash out of the farming operations they'd built. This has led to nearly 30% of farmland now being owned by non-operators, including the nearly 30 million acres of U.S. farmland held by foreign investors. Even though that's only around 3% of the total number of farm acres in play, the percent of foreign farm ownership has doubled in the past two decades and it's beginning to catch more notice. It's worth mentioning, that as foreign investors continue to buy U.S. farmland there are no federal restrictions on the amount of land that can be foreign owned, meaning it's been left up to individual states to decide on any limitations. Our farm real estate contacts have told us, a few years back there were 20 to 25 bidders showing up at the land auctions, now it's more like 5 to 10 at best, with buyers coming from all over the country as well as corporate agents from across the globe. With individuals and

families showing up in smaller numbers at the auctions we leave the door open for foreign buyers. My intention isn't to be an alarmist, but rather bring to the surface specific issues that could play out should the trend continue. For instance, there exists the possibility that once in the hands of a foreign entity that American owners may not get the chance to ever own the land again. There's also the fear that once foreign-owned that the acres could be taken out of production. I should mention, if that happens, losses could be felt all the way down the line to rural communities where jobs could be in harm's way. Another significant issue and one I've personally spoken to producers about is the water rights issues. I've heard from producers in Arizona who are already seeing questions raised in the cotton, cattle and dairy space where a large number of acres in certain parts of the state are owned by Saudi Arabia. If you are interested in learning about your state's regulations on foreign ownership of agricultural land, Click [HERE](#). (Source: *newfoodeconomy* , NPR, will.illinois.edu)



Life Is Good...

I constantly hear my friends and others talking about how bad things have become. They talk

about more shootings, more violent crimes, less religion, etc..., but these arguments are not backed by facts or figures. They are mostly just strong hunches and hearsay. Believe it or not, violent crimes are much lower than in years past. Faith is continual on the rise as 84% of the global population now identifies with a religious group. In fact Steven Pinker, in his best selling book "[The Better Angels of Our Nature](#)", he argues, and demonstrate that violence has been in decline over millennia and that the present is probably the most peaceful time in the history of the human race. I've included below several interesting facts the many have gotten wrong. A few years back, Morgan Housel wrote an article titled, "[50 Reasons We're Living Through the Greatest Period in World History](#)". It's a fantastic article where Housel points out how we tend to ignore the really important news. Keep in mind, he says it happens slowly, but we obsess over trivial news because it happens all day long. In addition, we also have more all day access to these trivial news headlines that work to gradually skew our perspective. Eventually, when we pick our head up and stop to look around, we often find ourselves way off base. Below are just a few samples Click the links above to learn more. (The Briefing; The Better Angels of Our Nature;)

World Religion: *Christians form the biggest religious group by some margin, with 2.3 billion adherents or 31.2% of the total world population of 7.3 billion. Next come Muslims (1.8 billion, or 24.1%), Hindus (1.1 billion, or 15.1%) and Buddhists (500 million, or 6.9%). There are about 14 million Jews in the world, about 0.2% of the global population, concentrated in the US and Israel. Interestingly, the third biggest category in the list is the 1.2 billion people in the world, or 16%, that said they have no real religious affiliation. Most, have a strong sense of spirituality or belief in God, but they don't identify with or practice an organized religion, hence they are all lumped into this one category.*

China's Christian Uprising: *China has seen a huge religious revival in recent years and some predict it will have the world's largest Christian population by 2030. The number of Chinese Protestants has grown by an average of 10 % annually since 1979, to between 93 million and 115 million, according to one estimate. There are reckoned to be another 10-12 million Catholics.*

U.S. Life Expectancy *at birth was 39 years in 1800, 49 years in 1900, 68 years in 1950, and 79 years today. The average newborn today can expect to live an entire generation longer than his great-grandparents could.*

Child Birth vs. Breast Cancer: *In 1900, 1% of American women giving birth died in labor. Today, the five-year mortality rate for localized breast cancer is 1.2%. Being pregnant 100 years ago was almost as dangerous as having breast cancer is today.*

Traffic Fatalities: *In 1950, 23 people per 100,000 Americans died each year in traffic accidents, according to the Census Bureau. That fell to 11 per 100,000 by 2009. If the traffic mortality rate had not declined thousands of more Americans would have died the last several years than actually did.*

Google Maps *is free. If you think about this for a few moments, it's really astounding. It's probably the single most useful piece of software ever invented, and it's free for anyone to use.*

Airline Crashes: *Despite a surge in airline travel, there were half as many fatal plane accidents in 2012 than there were in 1960, according to the Aviation Safety Network.*

College Education: *People talk about how expensive college is today, but a century ago fewer than one in 20 Americans ever stepped foot in a university. College wasn't an option at any price for most minorities because of segregation just six decades ago. In 1940, less than 5% of the adult population held a bachelor's degree or higher. The Census Bureau most recently estimated that 33.4% of Americans 25 or older had completed a bachelor's degree or higher. In fact, 9.3% of adults over 25 have a master's degree; and almost 2% of Americans have a doctoral degree.*

Deaths from War: *Worldwide deaths from battle have plunged from 300 per 100,000 people during World War II, to the low teens during the 1970s, to less than 10 in the 1980s, to fewer than one in the 21st century, according to Harvard professor Steven Pinker. "War really is going out of style," he says.*

Retirement: *If you think Americans aren't prepared for retirement today, you should have seen what it was like a century ago. In 1900, 65% of men over age 65 were still in the labor force. By 2010, that figure was down to 22%. The entire concept of retirement is unique to the past few decades. Half a century ago, most Americans worked until they died. Adjusted for inflation, the average monthly Social Security benefit for retirees has*

increased from \$378 in 1940 to \$1,461 in 2019.

U.S. Housing: *According to the Census Bureau, in 1900 there was one housing unit for every five Americans. Today, there's one for every three. In 1910 the average home had 1.13 occupants per room. By 1997 it was down to 0.42 occupants per room. Housing has greatly improved!*

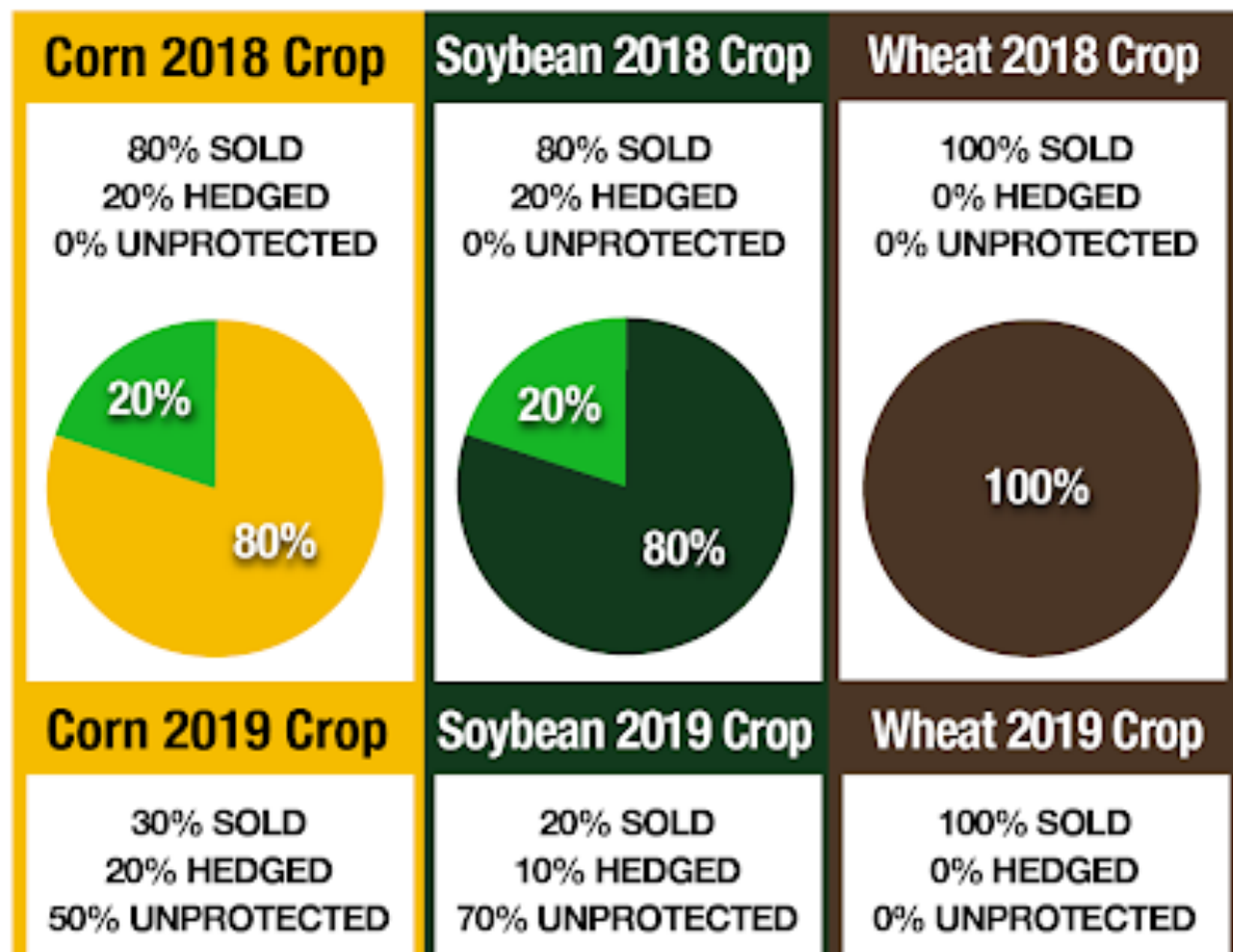
Literacy: *While the rate of literacy has significantly increased in the last 50 years, experts say that 750 million people are still illiterate around the world. According to data recently released, about 750 million people, two-thirds of which are women, are still illiterate around the world. Although there has been a significant increase in literacy rates over the last 50 years, the high number of illiterate people continues to draw attention. Forty-five percent of the illiterate people live in South Asia, and 27 percent in sub-Saharan Africa. While 10 percent are in East and Southeastern Asia, 9 percent live in North Africa and West Asia.*

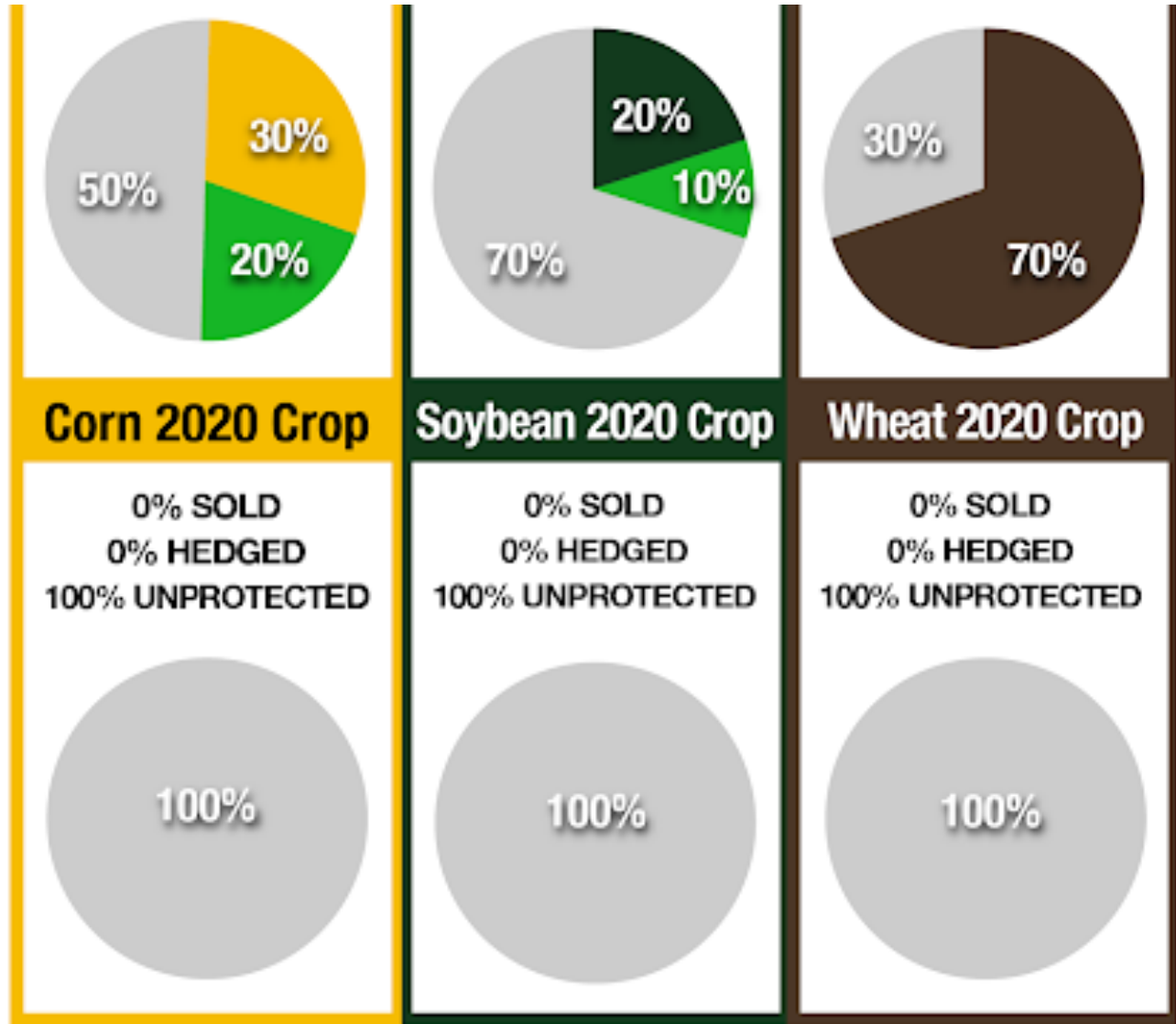


ANSWER to riddle: The No-bell prize.

CASH SALES & HEDGING TOTALS

PLEASE READ The Van Trump Report is a publication intended to give analytical research to the Agricultural community. The Van Trump Report is not rendering investment or hedging advice based on individual portfolios or individual business operations. Kevin Van Trump is NOT registered as a stock or commodity advisor in any jurisdiction. You need to consult with your own registered advisor for specific strategies and ideas that are appropriate to your specific portfolio or business entity. Information included in this report is derived from many sources believed to be reliable but no representation is made that it is accurate or complete. This report is not intended, and shall not constitute, or be construed as an offer or recommendation to "buy", "sell" or "invest" in any securities or commodities referred to in this report. Rather, this research is intended to identify issues and macro situations that those invested in the agricultural industry should be aware of to help better assess and improve their own risk management skills. Please read the entire [DISCLAIMER PAGE](#) for full risk-disclosure and copyright laws.





AgSwag



Your #1 Source for the Coolest Swag in Ag

Sponsored by **AgSwag**

Tired of battling poor customer service, poor quality and lack of premium selection in the swag space?

AgSwag now offers our members the latest fashions and trends from brands such as: Branded Bills, Carhartt, Champion, Cutter & Buck, Drake, Fairway and Greene, Filson, Ice Shaker, Marmot, New Era, Nike, North Face, Pacific Headwear, 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





Can't see the images? [View As Webpage](#)

This email was sent to: jordan@farmdirection.com

Powered by
 marketing cloud

This email was sent by: Farm Direction
1020 Pennsylvania Ave Kansas City, MO 64105 US

We respect your right to privacy - [view our policy](#)

[Manage Subscriptions](#) | [Update Profile](#) | [Unsubscribe](#)

