



Josh Knight <josh@farmdirection.com>

GOOD MORNING: Van Trump Report 8-19-19

1 message

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

Mon, Aug 19, 2019 at 5:31 AM

Reply-To: Jordan <reply-fec217737c63057b-1142_HTML-68584704-100003450-8@vantrumpreport-email.com>

To: josh@farmdirection.com

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

"Life isn't about finding yourself. Life is about creating yourself." - **George Bernard Shaw**

Monday, August 19, 2019[Printable Copy](#) or [Audio Version](#)

Morning Summary: Volatility and turbulent markets seem to be back in vogue! Many insiders are saying we are heading into the same rough waters we experienced back in late-December. The bones of the U.S. economy still seem fairly strong. U.S. consumer confidence remains mostly upbeat. The worry is that as China and the European Union continue to cough and sneeze, eventually U.S. businesses and consumers are going to catch an "economic cold". This week, traders and investors will be digesting a heavy wave of both global and domestic central bank rhetoric. The Federal Reserve will get a big chunk of attention over the next few days. On Wednesday, the "minutes" from the Fed's July FOMC meeting — when it cut rates for the first time in over a decade — are scheduled to

be released. Then on Thursday, the central bank hosts its annual Jackson Hole Economic Symposium, where Fed Chair Jay Powell is among some of the heavy hitters scheduled to speak. The "minutes" from the last European Central Bank meeting are also due out Thursday. Key economic reports scheduled for release this week include U.S. existing and new home sales. Remember, home building numbers have fallen for three consecutive months. This will also be a monster week for U.S. retail earnings with big names like Target, Home Depot, Lowes, Kohls, TJX, etc... An upbeat report on U.S. retail sales last week soothed some fears about "consumer spending", so the market will want to see that strength continue. Bears believe the next significant sign of the U.S. consumer weakening could be the straw that breaks the camels back. There's already a ton of geopolitical uncertainty, in the air, global business spending has slowed, profit margins have shrunk, the yield curve has inverted, and many argue we are on the verge of a U.S. corporate earnings recession. Many insiders believe the ongoing trade dispute with the Chinese is helping to stoke the flames of fear inside the market. Bulls are hoping to see any signs of progress in the trade talks: White House economic adviser Larry Kudlow confirmed the possibility over the weekend that Chinese leaders might soon come to the U.S. to hold another round of trade talks. I am also keeping a close eye on the continued protests in Hong Kong, the political problems brewing across the European Union, and ongoing uncertainties in the Middle East. Bottom-line, I continue to see more extreme volatility and wild swings in the market during the next 30 to 60 days. I'm personally waiting for more of a shakeout before I become a bigger buyer. I see no compelling reason to be in a big hurry! Below I've tried to recap some of the larger macro issues that will be driving market direction in the near-term.

Trade: *President Trump last week postponed tariffs on some Chinese imports, which the administration says is an effort to protect American consumers. About half the goods facing new tariffs set to go into effect September 1 have been delayed until December 15. However, the Chinese government warned Thursday that it "will have to take necessary countermeasures" since the U.S. still intends to impose a new 10% tariff on roughly \$150 billion worth of imports from China. U.S. and Chinese officials are supposed to have a trade-related phone conference at some point next week while Chinese trade negotiators are tentatively expected to visit Washington in early September. (Forbes, CNN)*

Global Growth: *Many analysts are warning that the new U.S. tariffs could deal another blow to China's economy, the world's second largest. Growing U.S.-China tensions, and slowing Chinese and European economies are among the largest risks to global growth in the near term, several economists have said. Bruce Kasman, chief economist and head of global economic research at J.P. Morgan told CNBC last week that there's a 40% chance of a global recession in the next six to nine months. "I think we have a heightened risk of recession. I think the reason is that we're seeing the intensification of the big drag in the global economy this year: The falling business confidence related to geopolitical concerns, particularly trade conflicts," he said. Worries about those risks prompted the U.S. Federal Reserve to cut interest rates in July. There is also concern that a no-deal Brexit could deal a big blow to the world economy. (Sources: Financial Times, CNBC)*

China-Hong Kong Clashes: *Hong Kong protestors staged their largest pro-democracy rally in weeks this past Sunday. Organizers say more than 1.7 million people were in attendance. The protests are in their 11th week now and are a response to China's efforts to tighten its grip on the city. U.S. officials last week expressed concern about hundreds of China's People's Armed Police conducting exercises in Shenzhen, which they worry could be deployed across the border into Hong Kong. China is also upset over statements made by U.S. lawmakers that have been supportive of the Hong Kong protestors, calling them "a gross violation of the spirit of the rule of law, a blatant double standard and a gross interference in China's internal affairs." There are concerns that perceived U.S. support for Hong Kong could have a negative impact on U.S.-China trade negotiations. Additionally, some analysts are worried the protests could push Hong Kong into a recession. Research firm Capital Economics warned over "an even worse outcome if a further escalation triggers capital flight." Meanwhile, Wall Street has not yet priced in the events in Hong Kong at this point, according to Tim Seymour, chief investment officer at Seymour Asset Management. He warned investors to be on alert for the impact, particularly on the economies in Asia. (Sources: Reuters, CNBC, BBC)*

Earnings: *Second-quarter earnings have barely wrapped up and there is already talk of very disappointing third-quarter results, which begins in mid-*

October. Analysts have cut their third-quarter estimates in recent weeks. According to FactSet, full-year earnings for S&P 500 companies are estimated at +1.5%, down from +6% at the start of 2019. Some are even warning that earnings could contract for the year. Second-quarter earnings saw dozens of companies issue downbeat outlooks which prompted Goldman Sachs and Citigroup to reduce both 2019 and 2020 earnings estimates for the S&P 500, citing a sluggish economy, trade war threats and potential currency devaluations. Analysts who study individual stocks also have begun to lower estimates in sectors most affected by global growth and rates: energy, technology, financials and industrials. (Sources: Wall Street Journal, MSNBC)

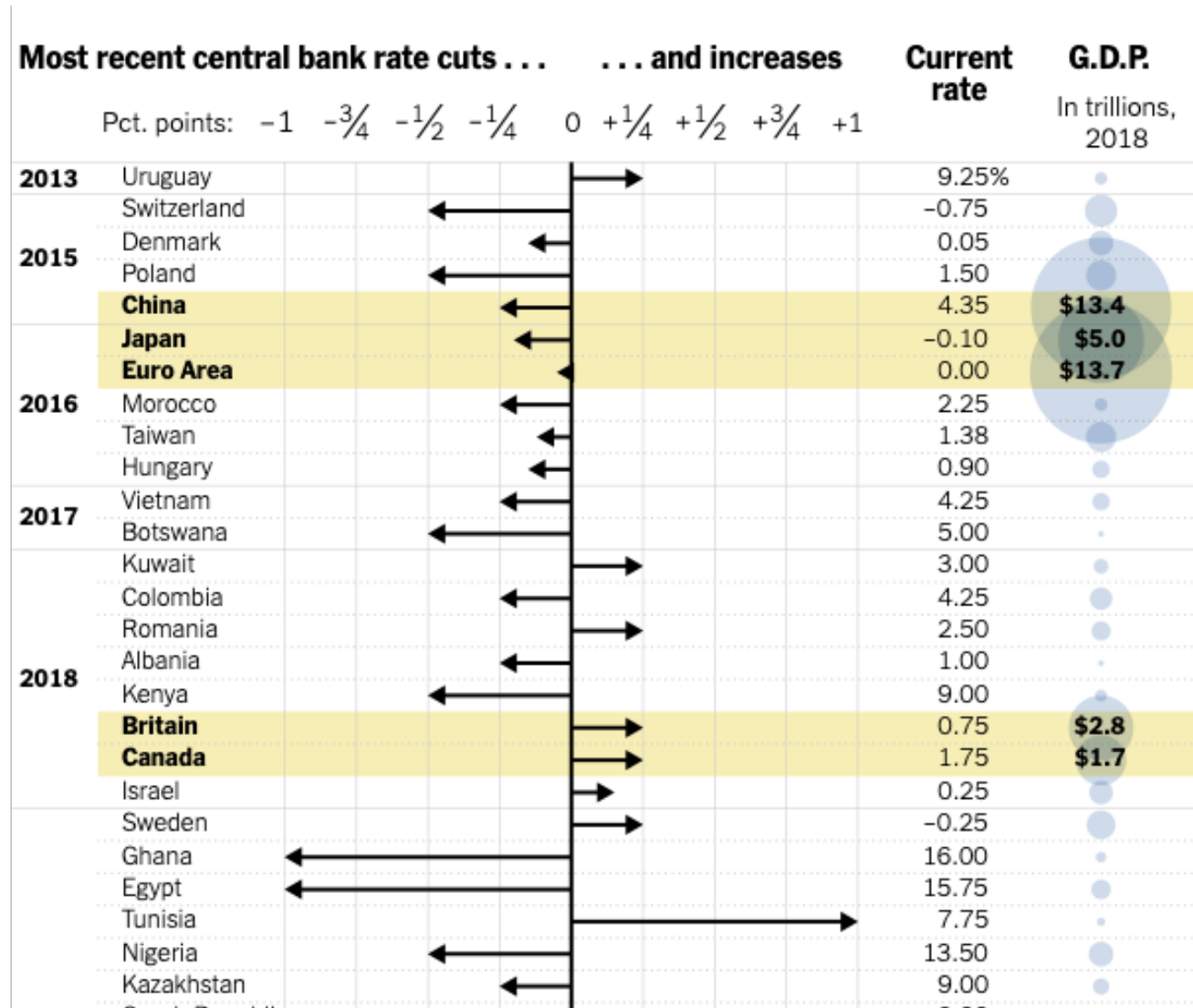
Politics: *As the U.S. moves closer to the 2020 Presidential election, the noise from all directions is growing. Some Democratic front-runners have investors on edge with what are seen as "anti-business" policy ideas such as rolling back Trump's 2017 tax reform legislation and environmental proposals that many industry leaders fear will increase operational costs to prohibitive levels. Proposals like Medicare for all and free college come with heavy tax burdens that would likely impact corporations. Pledges to reign in "big business" from frontrunners Elizabeth Warren and Bernie Sanders are also worrisome to investors. Candidates have been furiously releasing their policy stances since the last Democratic debate and the news coverage is likely to remain heavy. The next debate is scheduled for September 12-13.*

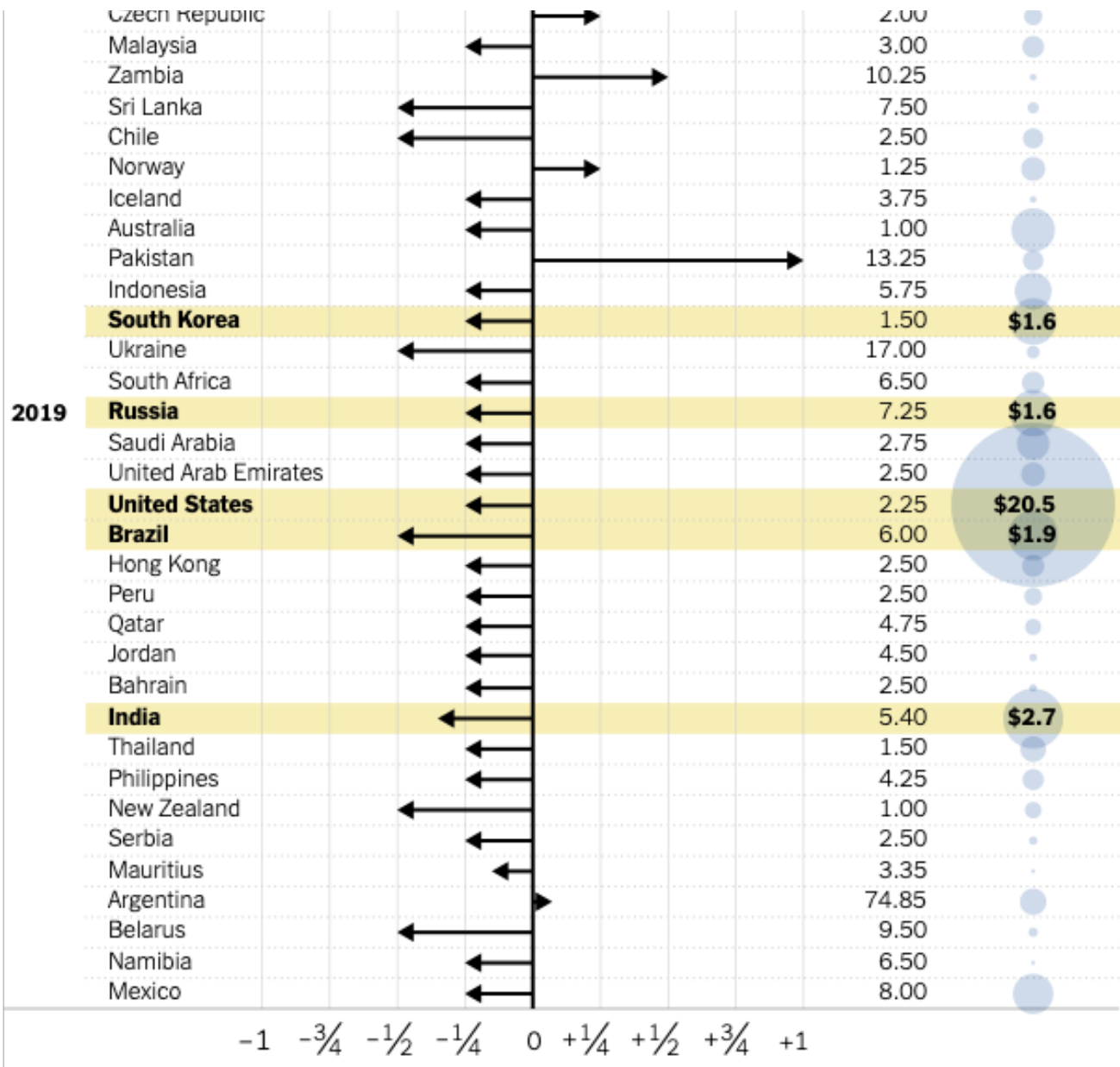
The Power of Apple: *Apple recently shared an update on its job footprint and growth in the U.S. It touts its U.S. job footprint is +2.4 million people. Apple also says it is on track to hit its goal of contributing \$350 billion to the economy by 2023. Apple says that it spent \$60 billion with US suppliers in 2018. (Source: 9to5Mac)*

A Brief History Of Jackson Hole: *The annual conference hosted in Jackson Hole, WY., which has been going on since 1978, is a chance for central bankers, finance ministers and academics to talk about the world economy in a public but informal setting. The event is formally the Federal Reserve Bank of Kansas City's "Economic Symposium". All 12 of the Fed's district banks organize research conferences and initially, Kansas City's conference was much like the rest. The first one, on "World Agricultural Trade: The Potential for Growth", took place in Kansas City, Missouri, where the bank is based. In 1982 the conference moved to Jackson Hole (which is actually in the Kansas City district) and persuaded Paul Volcker, then chairman of the Fed and an avid fly-fisherman, to attend. Volcker's regular attendance attracted other policymakers and made the event an unequalled gathering for big economic hitters. Jackson Hole is "invitation only" and in recent*

years those invitations have become scarcer. To maintain the relaxed atmosphere, reporters must observe what are now known as "Jackson Hole rules": the proceedings are all on the record but all other remarks during the conference, such as mealtime conversations, are off the record. Economic history has often been made in Jackson Hole; Fed officials have occasionally met secretly at the conference to organize their response to global financial turmoil. And two previous Fed chairmen, Ben Bernanke and Alan Greenspan, used Jackson Hole to signal major shifts in policy. (Source: *The Economist*)

As Recession Concerns Mount, Dozens of Central Banks Are Cutting Rates: More than 30 central banks around the world have cut interest rates this year, as countries move to shore up their economies amid rising concerns over global growth, trade conflicts and the threat of a messy Brexit. In the first half of August, India, Thailand and New Zealand unexpectedly lowered rates or cut by more than expected. Mexico last week surprised some economists by cutting its key lending rate for the first time since 2014. And as President Trump admonishes the Federal Reserve to continue dropping its benchmark interest rate, many of the world's largest economies have also begun reducing borrowing costs or are considering doing so. The moves collectively end an era when major central banks hoped, and in some cases tried, to return low rates and large balance sheets — hallmarks of recovery efforts after the Great Recession — back to normal levels. (Source: *The New York Times*)





Data as of Aug. 15. A rate cut of 4.25 percentage points in Turkey this year is not shown. • Sources: FactSet (interest rates); International Monetary Fund (G.D.P.)

FARM TANK

Tweets of the Day



ActionComplete
@ActionComplete

Following



If you really want to do something, you'll find a way. If you don't...

~Jim Rohn

[#motivation](#) [#quotes](#) [#NoExcuses](#)

**IF YOU REALLY WANT
TO DO SOMETHING,
YOU'LL FIND A WAY. IF
YOU DON'T, YOU'LL FIND
AN EXCUSE.**

~Jim Rohn



World Economic Forum

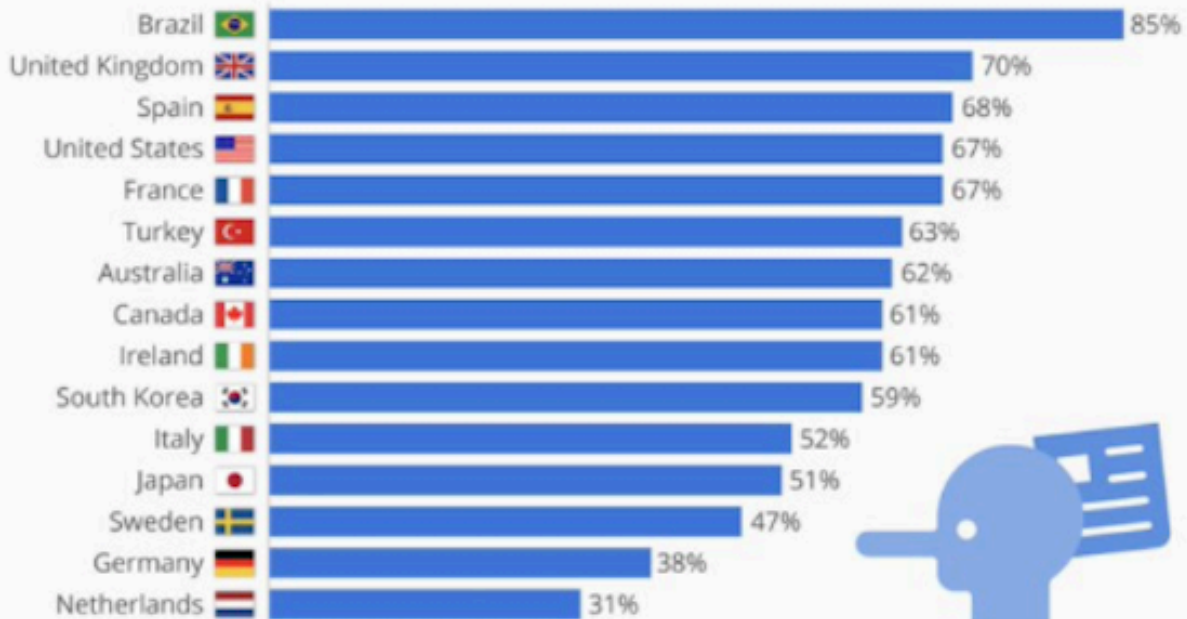
@wef



To rebuild trust in the media, we must empower its consumers wef.ch/2NXTTOV

Where Concern Is Highest About Fake News On The Internet

Share concerned about what is real and fake on the internet when it comes to news in 2019*



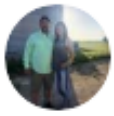
@StatistaCharts

* Selected countries

Source: Reuters Institute Digital News Report



statista



Lindsay Kimbrell
@Kimbrellfarms06



Happiest kid in Hill County Texas, I guarantee! 🙌
[#harvest19](#)





Agrovista UK
@AgrovistaUK



Here is a beautifully moody shot of the OSR plots being combined at Draughton [#harvest2019](#) [#OSR](#) [#harvest19](#)





Super 70s Sports
@Super70sSports



One way to make today's stadiums better: fewer corporate advertising signs, more homemade fan signs.





Super 70s Sports
@Super70sSports



Just your average weekend pairing ...





Motivational Quotes

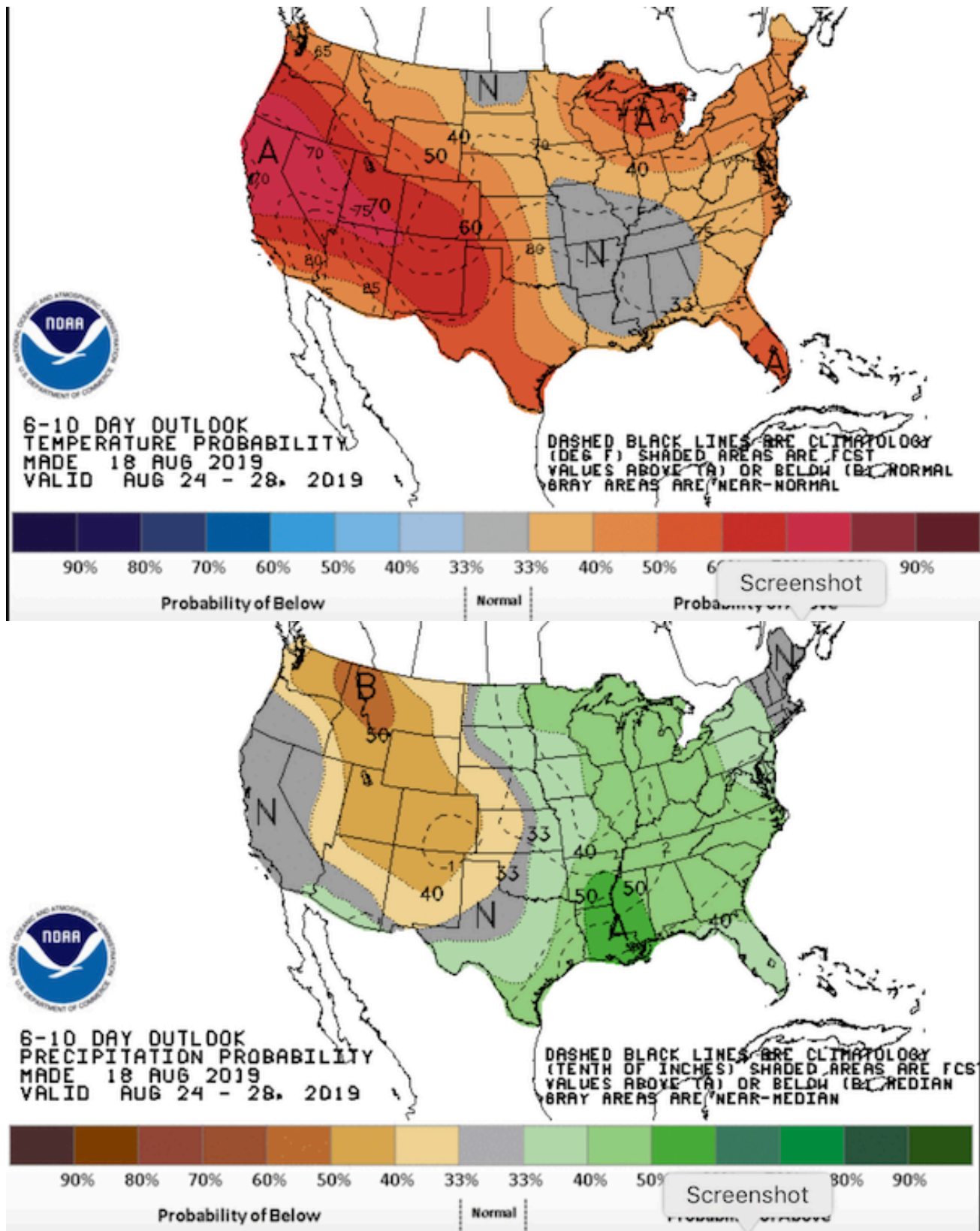
@DavidRoads



Live bold.



IN THE END,
WE ONLY
REGRET
THE CHANCES
WE DIDN'T
TAKE.



Corn traders continue to heavily debate U.S. yield, acres, and total production. Rains over the weekend in some areas that were in desperate need should give the bears a bit of an advantage to start the week. Areas in the eastern corn belt

and portions of the northern Plains that had been in need finally received a drink. Let's not forget, the Pro Farmers Crop Tour is kicking off today and will continue through Thursday. Instead of tour participants going into some heavily stressed fields that haven't seen any meaningful rainfall as of late, the fields will have gotten a widespread round of needed moisture. Weather here in the U.S. just doesn't seem to be offering up much in the way of fresh headlines for the bulls. I suspect this allows the bears to stay up to bat, at least nearby. Funds are now thought to be net neutral the market, having massively trimmed their net long position. Technically, the trade continues to keep a close eye on the DEC19 contract low at \$3.63⁶. I've included a few tools below that might help you when evaluating this year's Pro Farmer Crop Tour results. Tour participants, as well as the folks at Farm Journal, always seem to do a great job of getting out the headlines and keeping the trade updated with the most recent results and findings. Below is the recent state estimates form the USDA so you can compare to the current findings. I will also be including specific state and county averages from last years tour. As a spec and producer, I continue to hold out hope for higher prices on a smaller than forecast U.S. crop. I'm just worried that the timeline continues to be pushed back. Staying optimistic and very interested in the numbers from the crop tour!



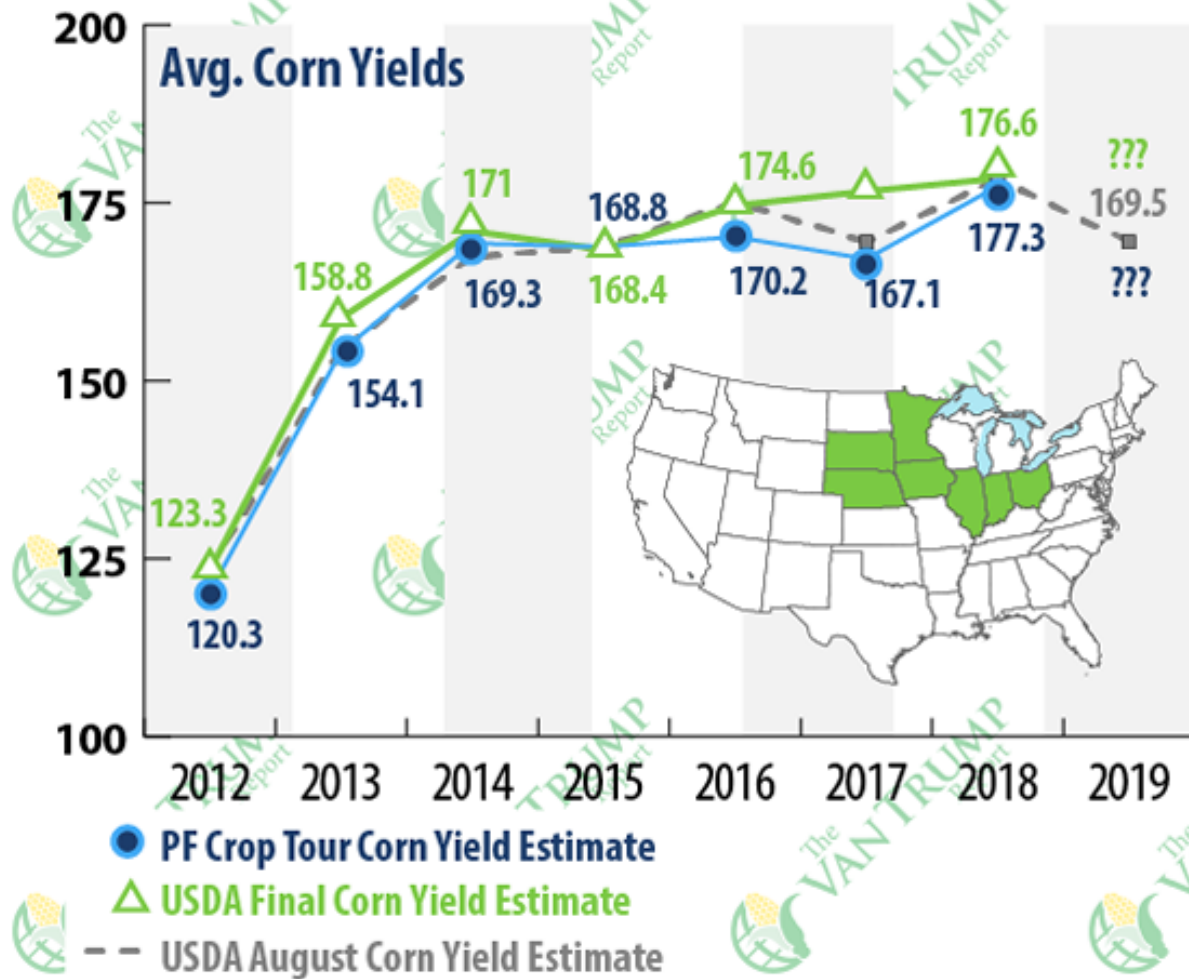


VS.



Profarmer Midwest Crop Tour Historical Data

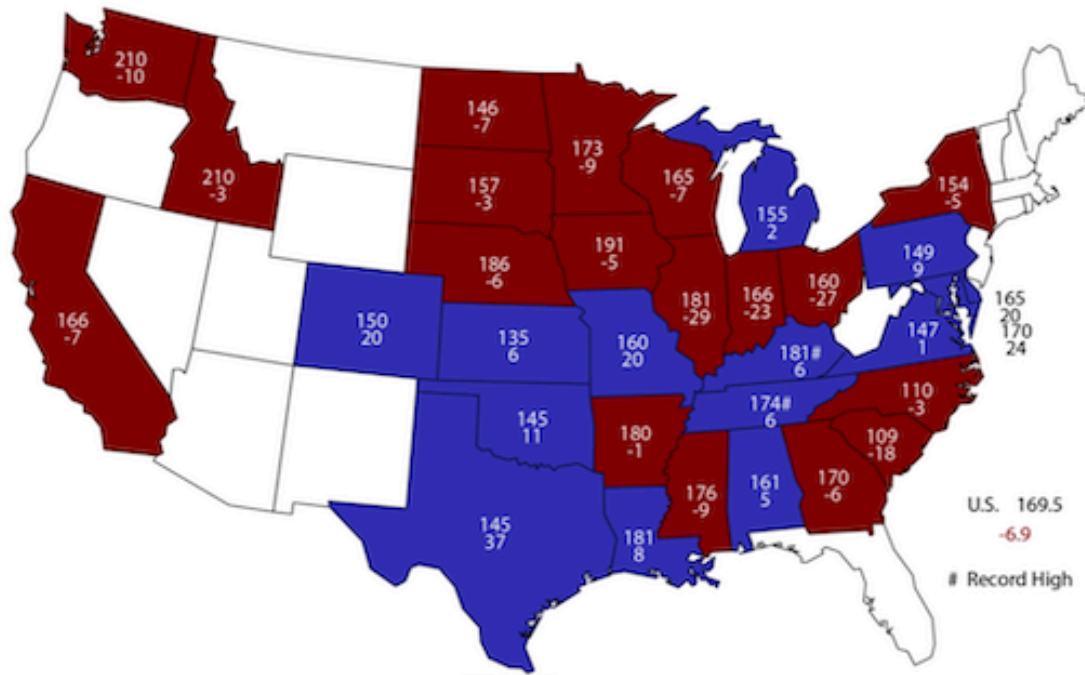
Tour Yields VS USDA Final Yields





August 1, 2019 Corn Yield

Bushels and Change From Previous Year

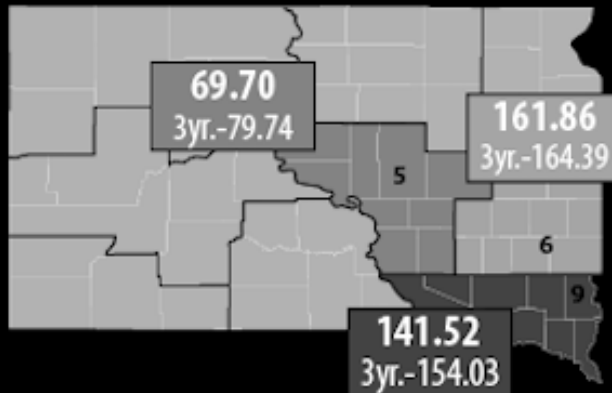


FARM JOURNAL CROP TOUR RESULTS

SOUTH DAKOTA

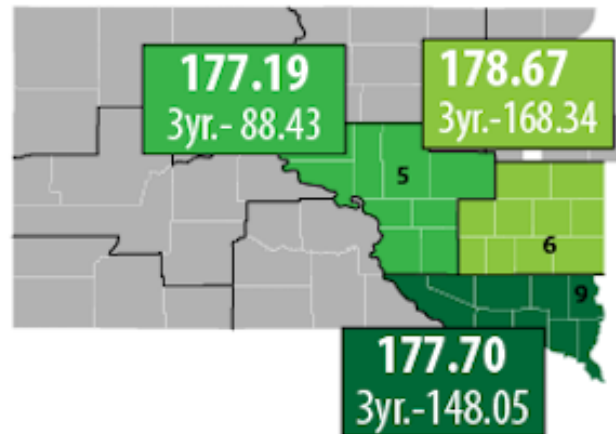


2017 Corn Yields
147.97 bpa



Yields per bushel

2018 Corn Yields
178.01 bpa



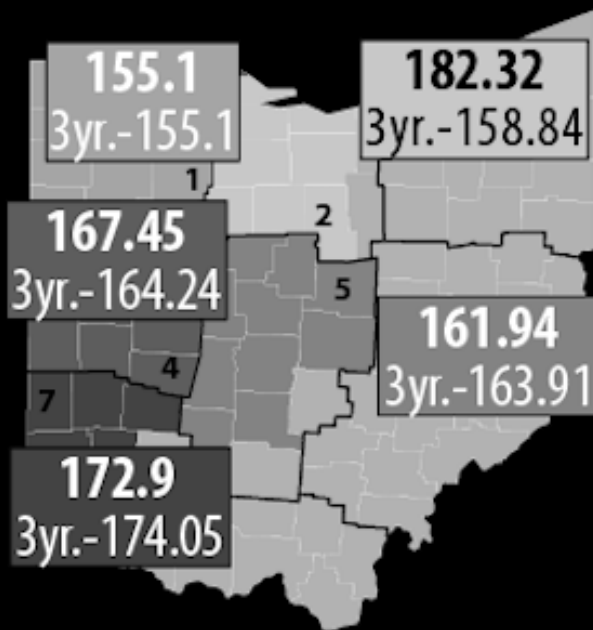
Yields per bushel

FARM JOURNAL CROP TOUR RESULTS

OHIO

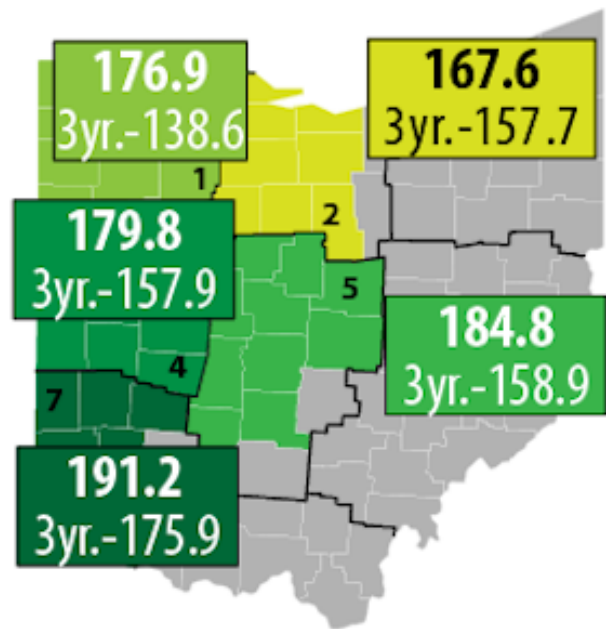


2017 Corn Yields 164 bpa



Yields per bushel

2018 Corn Yields 179.5 bpa



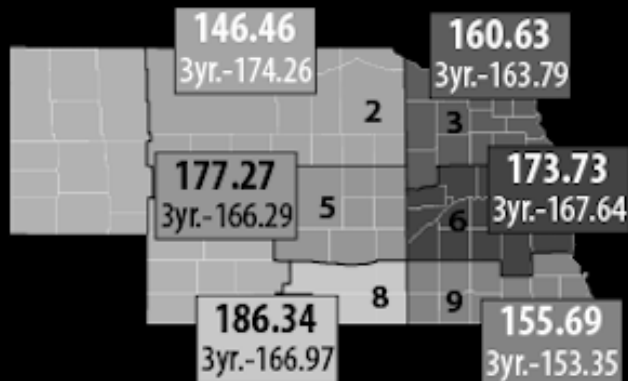
Yields per bushel

FARM JOURNAL CROP TOUR RESULTS

NEBRASKA

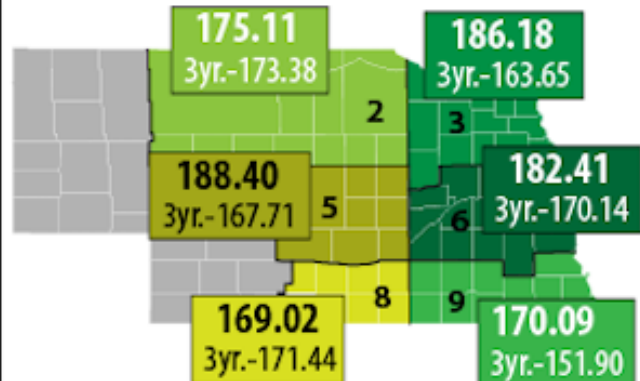


2017 Corn Yields
165.42 bpa



Yields per bushel

2018 Corn Yields
179.17 bpa



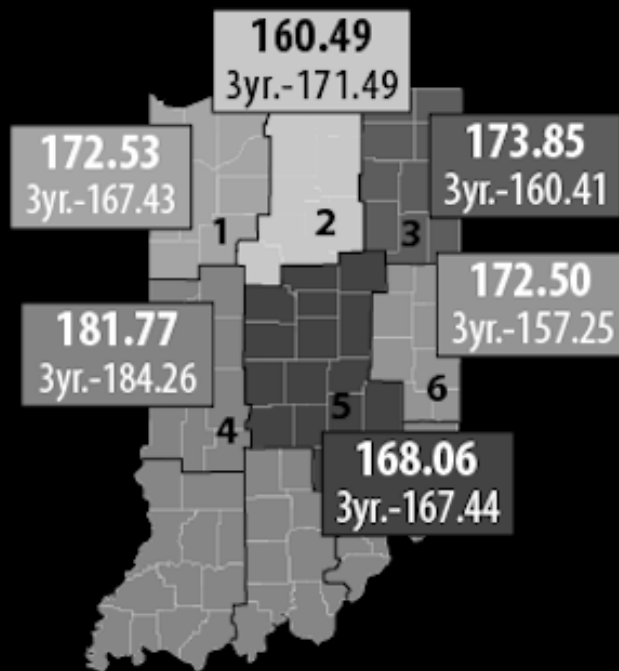
Yields per bushel

FARM JOURNAL CROP TOUR RESULTS

INDIANA

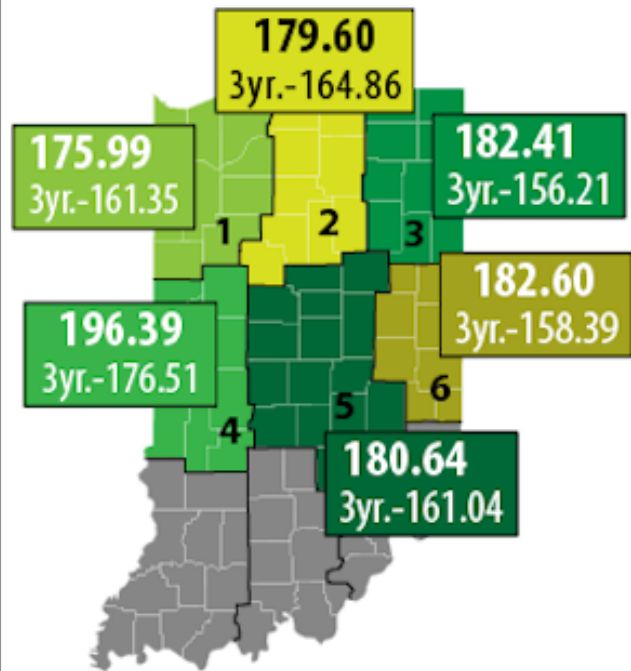


2017 Corn Yields
171.2 bpa



Yields per bushel

2018 Corn Yields
182.3 bpa



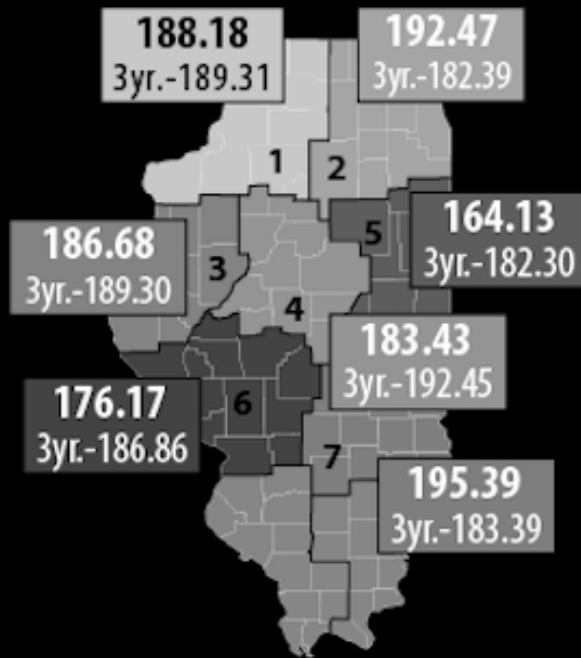
Yields per bushel

FARM JOURNAL CROP TOUR RESULTS

ILLINOIS

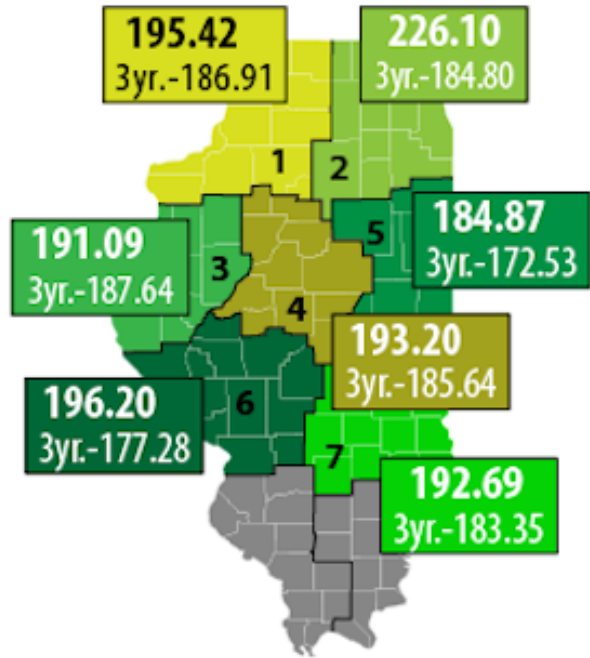


2017 Corn Yields 180.72 bpa



Bushels per acre

2018 Corn Yields 192.63 bpa



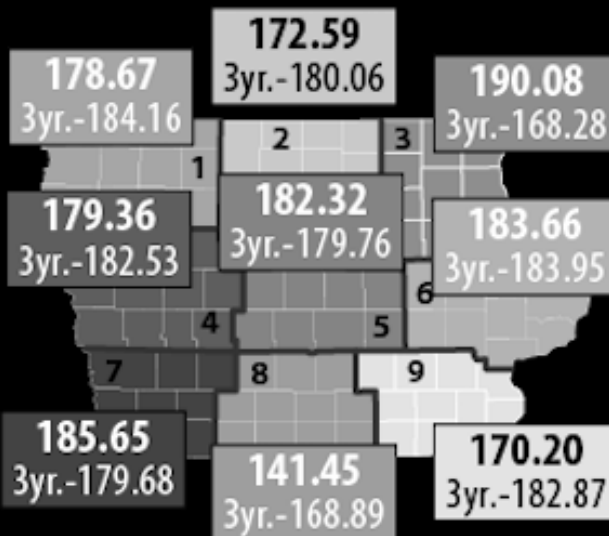
Bushels per acre

FARM JOURNAL CROP TOUR RESULTS

Western IOWA

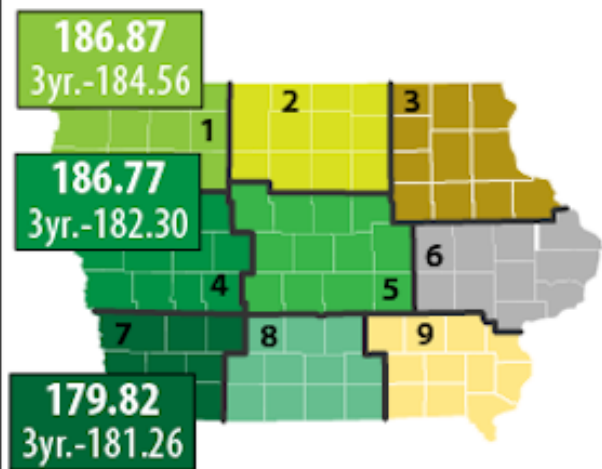


2017 Corn Yields 183 bpa



Bushels per acre

2018 Corn Yields final data coming soon



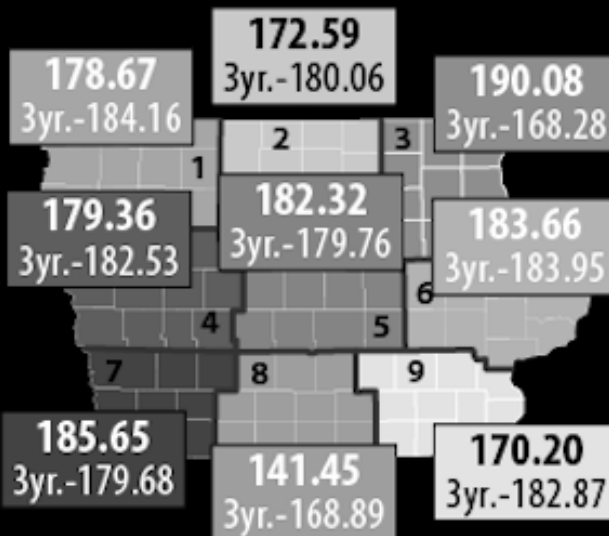
Bushels per acre

FARM JOURNAL CROP TOUR RESULTS

IOWA

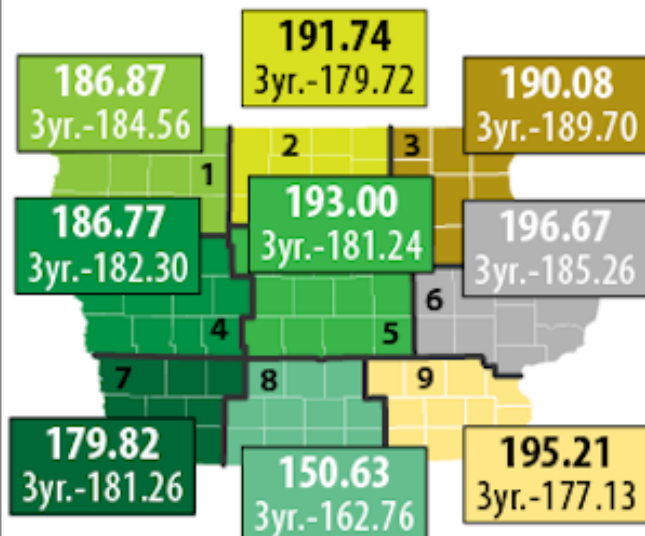


2017 Corn Yields 179.8 bpa



Bushels per acre

2018 Corn Yields 188.2 bpa



Bushels per acre

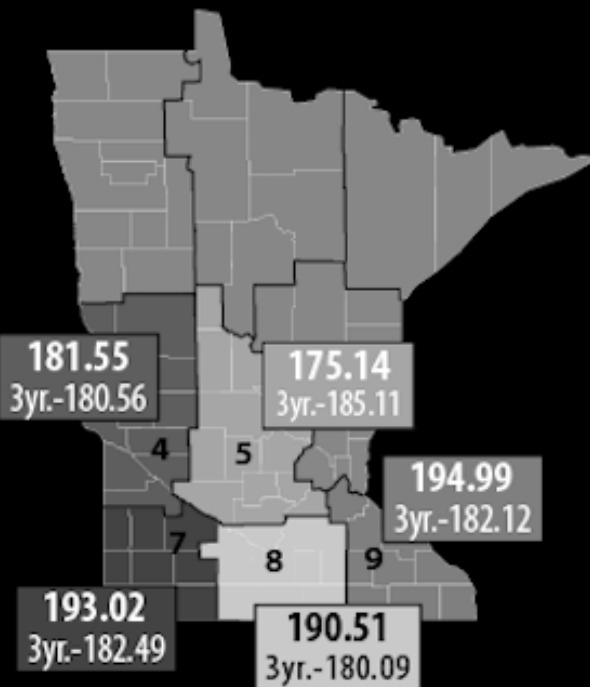
FARM JOURNAL CROP TOUR RESULTS

MINNESOTA



2017 Corn Yields

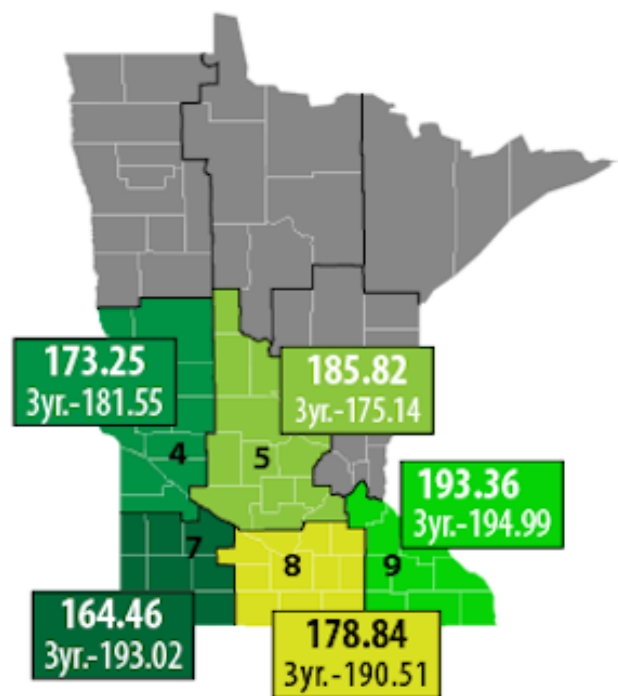
191.5 bpa



Bushels per acre

2018 Corn Yields

178.67 bpa



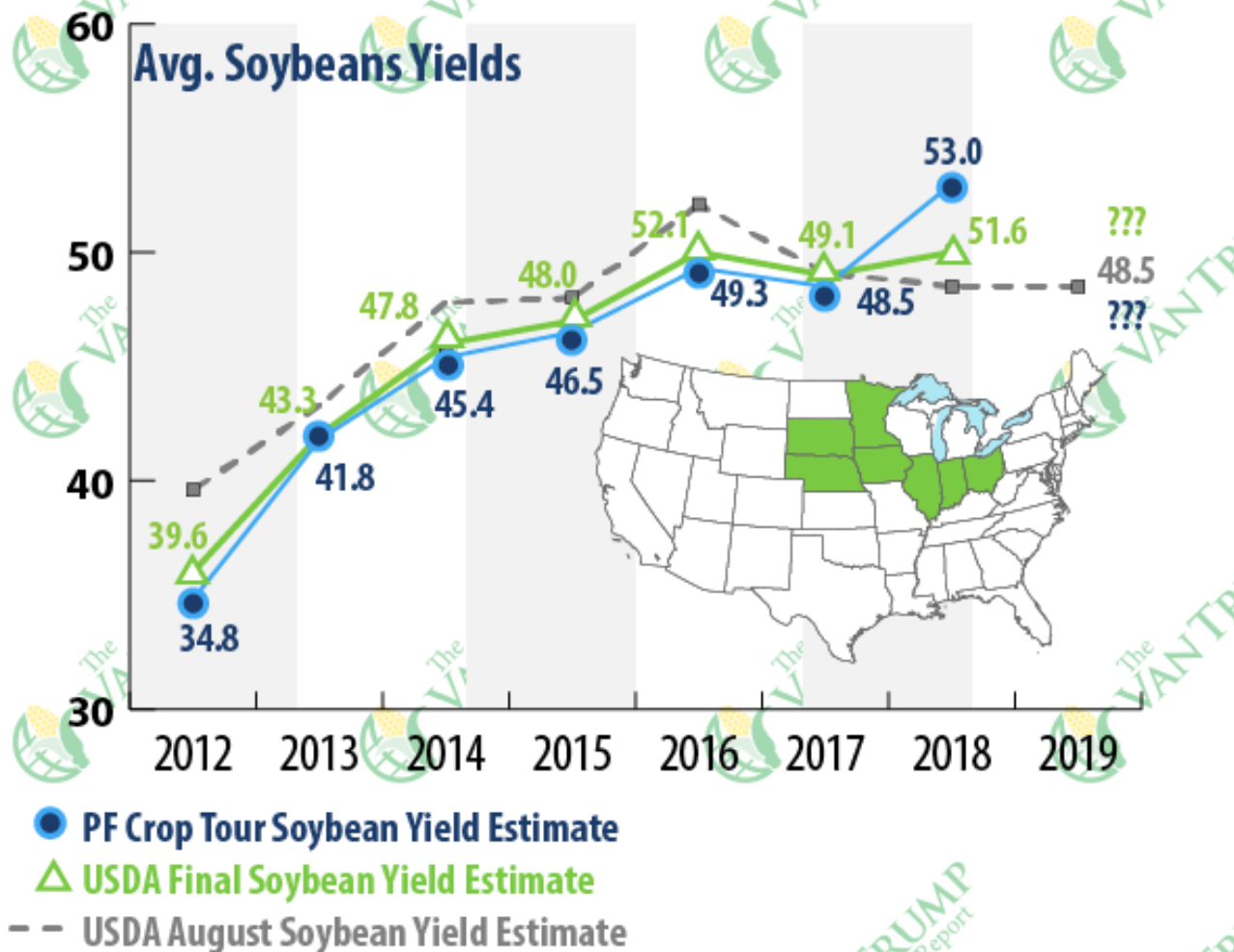
Bushels per acre

Soybean bears are talking about improved moisture across several key U.S. growing regions. Bulls are saying there's still a ton of production uncertainty associated with a massively late-planted crop. Bulls are also thinking better days are ahead in regards to U.S. and Chinese trade talks. I should note, there's been more talk of improved crush margins in China as of late. This has also lead to more talk of sizeable Chinese purchases of South American soybeans. I suspect both weather and Washington will continue to be heavily debated in the days ahead. Both sides, bears and bulls, seem to currently have fairly valid arguments on all fronts. Weather and Washington are clearly the biggest "wild-cards" in play for the next several weeks. As a

result, I suspect the market could be trapped in somewhat of a sideways range until a portion of the fog lifts and traders can see a bit further down the road. Funds continue to add to their net short position. Strength in the U.S. dollar and ongoing macro uncertainties continue to act as headwinds. Similar to corn, I will be keeping an interested eye on this weeks crop tour. As a spec, I continue to hold a small bullish longer-term position and am looking to add on a more sizeable break in price, preferably sub-\$8.50 per bushel. As a producer, I continue to stay patient, believing better marketing opportunities are ahead. I'm still targeting late-2019 or perhaps early-2020 as our window.



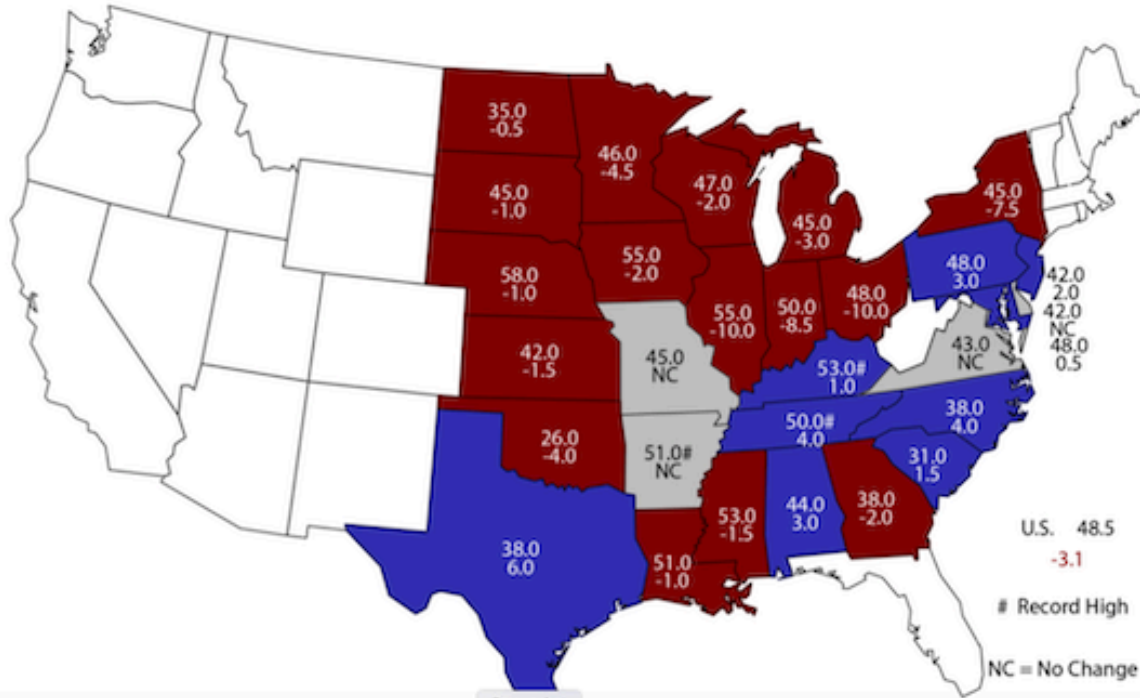
Profarmer Midwest Crop Tour Historical Data Tour Yields VS USDA Final Yields





August 1, 2019 Soybean Yield

Bushels and Change From Previous Year

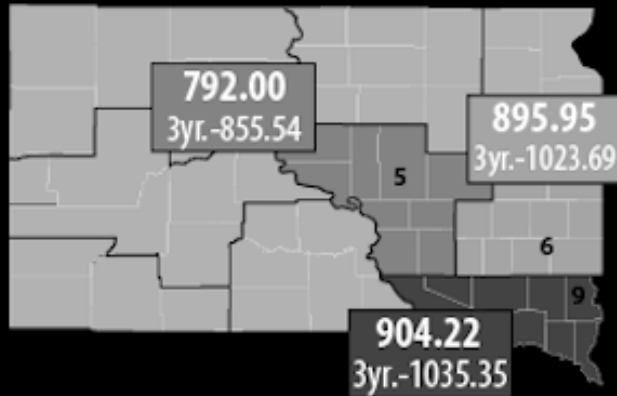


FARM JOURNAL CROP TOUR RESULTS

SOUTH DAKOTA

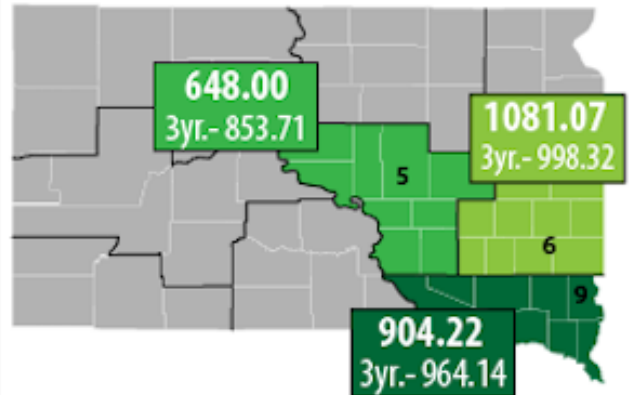


2017 Soybean
899.56
 Pod Counts



Pod Count in 3 x 3 Square

2018 Soybean
1024.72
 Pod Counts



Pod Count in 3 x 3 Square

FARM JOURNAL CROP TOUR RESULTS

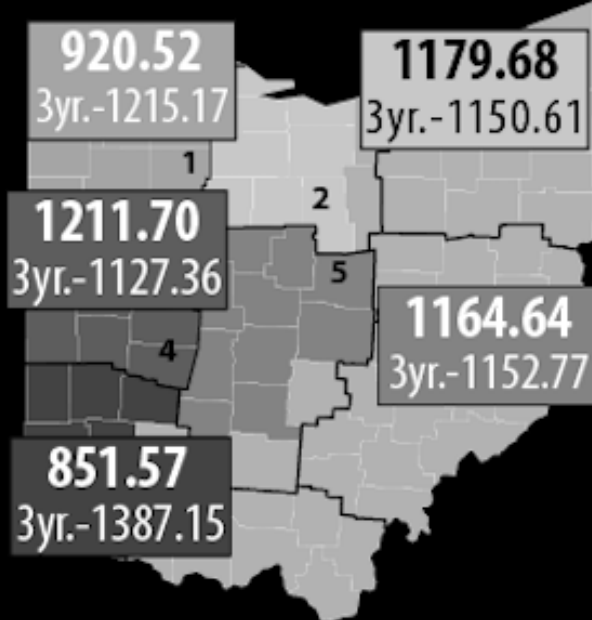
OHIO



2017 Soybean

1107.01

Pod Counts

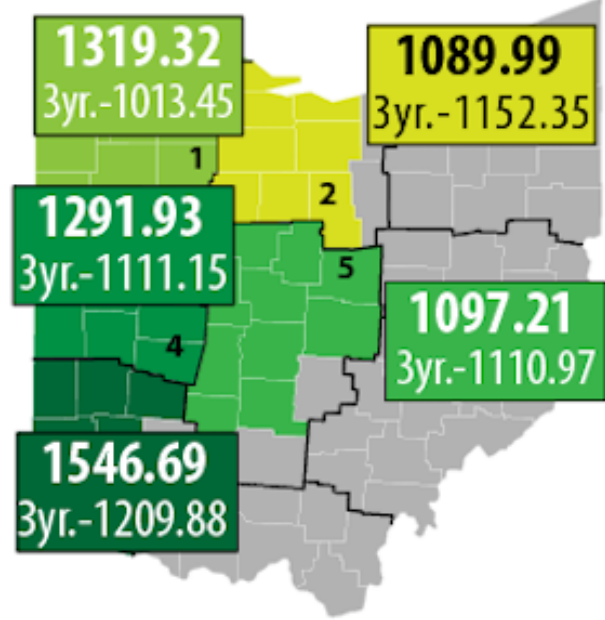


Pod Count in 3 x 3 Square

2018 Soybean

1248.2

Pod Counts



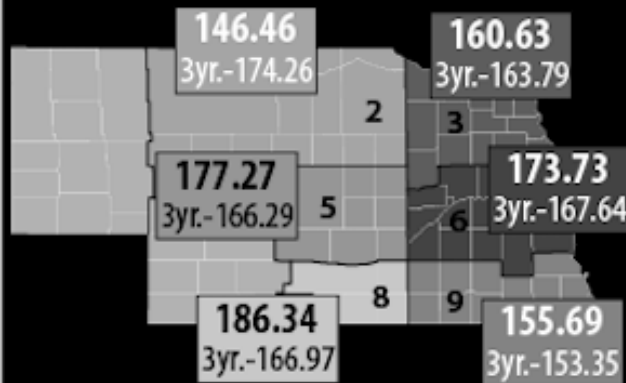
Pod Count in 3 x 3 Square

FARM JOURNAL CROP TOUR RESULTS

NEBRASKA

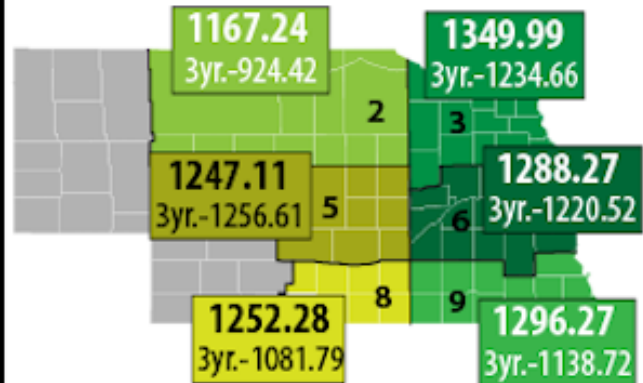


2017 Soybean
1131.02
Pod Counts



Pod Count in 3 x 3 Square

2018 Soybean
1299.08
Pod Counts



Pod Count in 3 x 3 Square

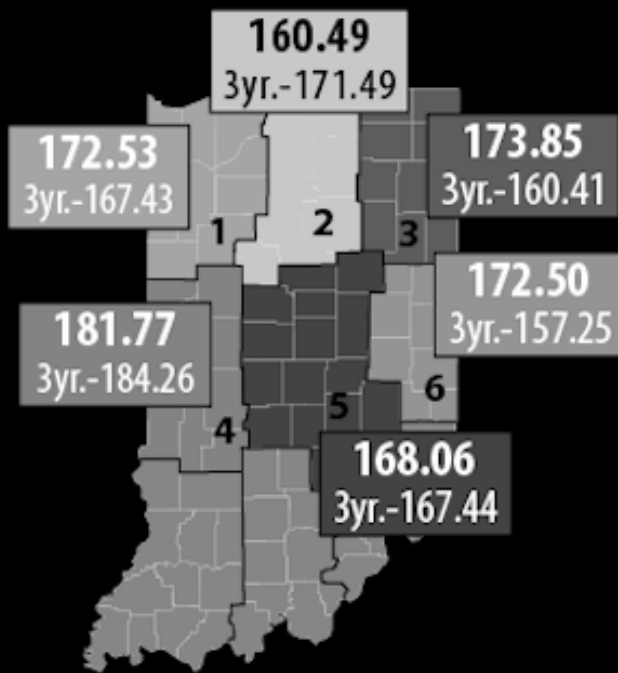
FARM JOURNAL CROP TOUR RESULTS

INDIANA



2017 Soybean Pod Counts

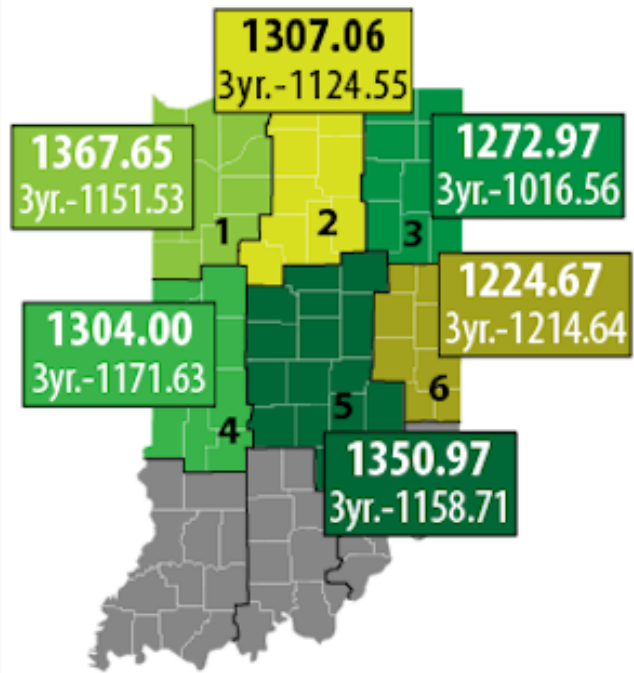
1168.78



Pod Count in 3 x 3 Square

2018 Soybean Pod Counts

1311.87



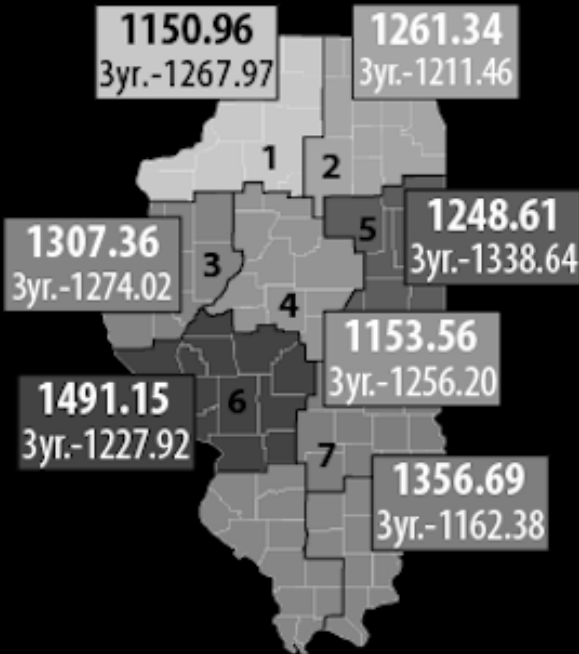
Pod Count in 3 x 3 Square

FARM JOURNAL CROP TOUR RESULTS

ILLINOIS

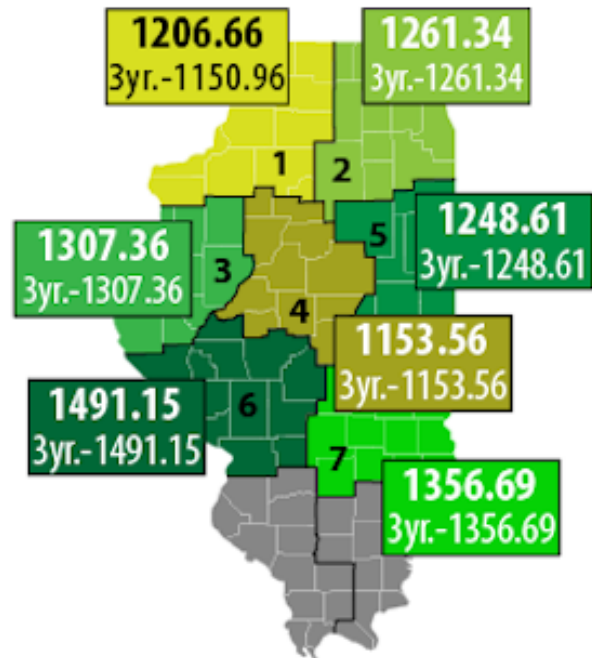


2017 Soybean 1230.77 Pod Counts



Pod Count in 3 x 3 Square

2018 Soybean 1328.91 Pod Counts



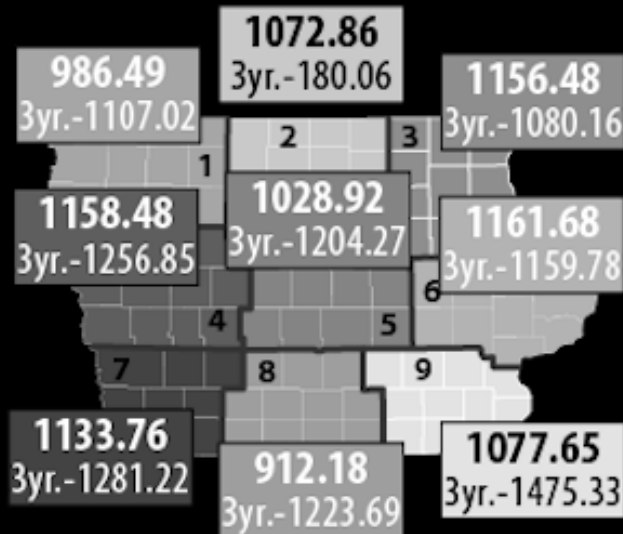
Pod Count in 3 x 3 Square

FARM JOURNAL CROP TOUR RESULTS

Western IOWA

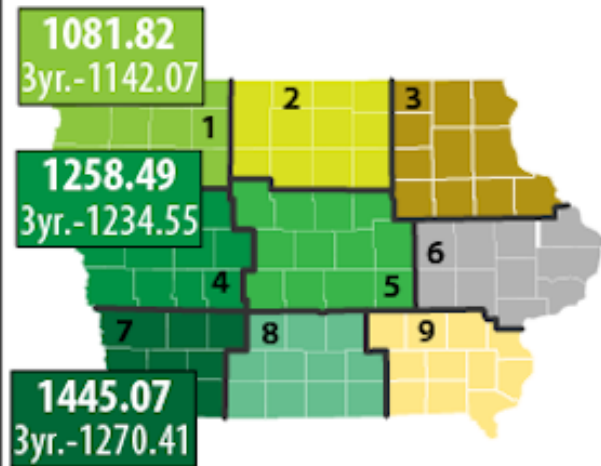


2017 Soybean 1092.92 Pod Counts



Pod Count in 3 x 3 Square

2018 Soybean final data coming soon Pod Counts



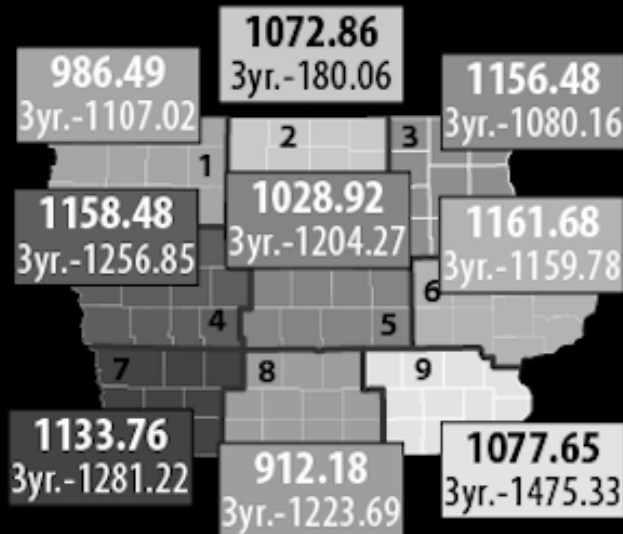
Pod Count in 3 x 3 Square

FARM JOURNAL CROP TOUR RESULTS

IOWA

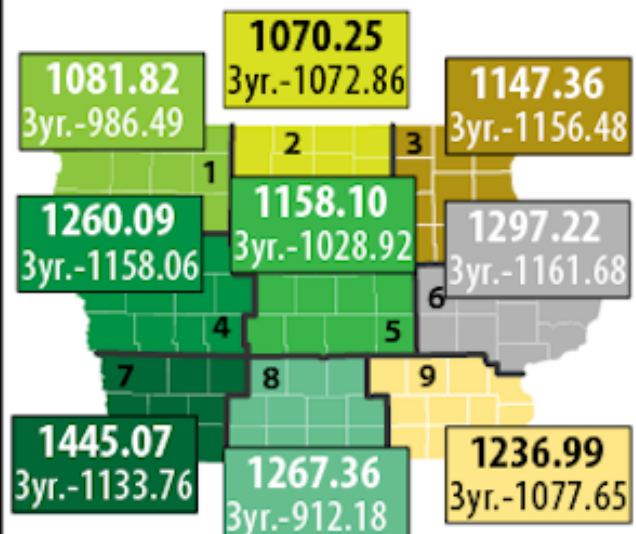


2017 Soybean 1092.92 Pod Counts



Pod Count in 3 x 3 Square

2018 Soybean 1208.99 Pod Counts



Pod Count in 3 x 3 Square

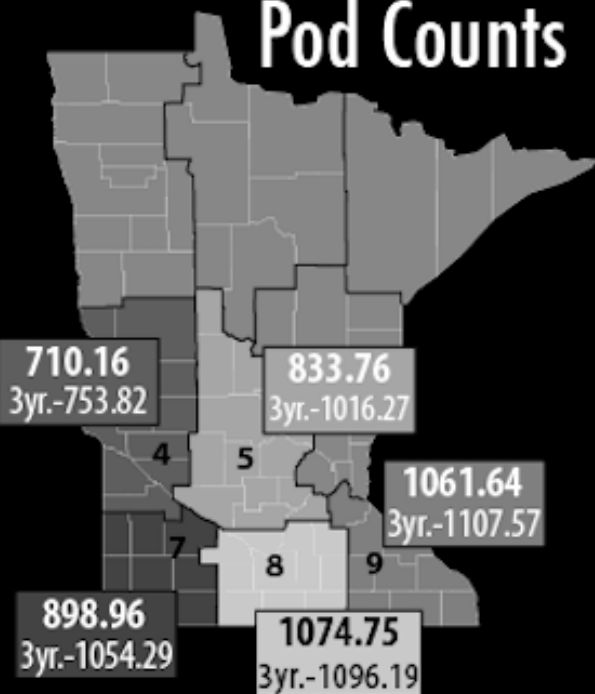
FARM JOURNAL CROP TOUR RESULTS

MINNESOTA



2017 Soybean
1019.96

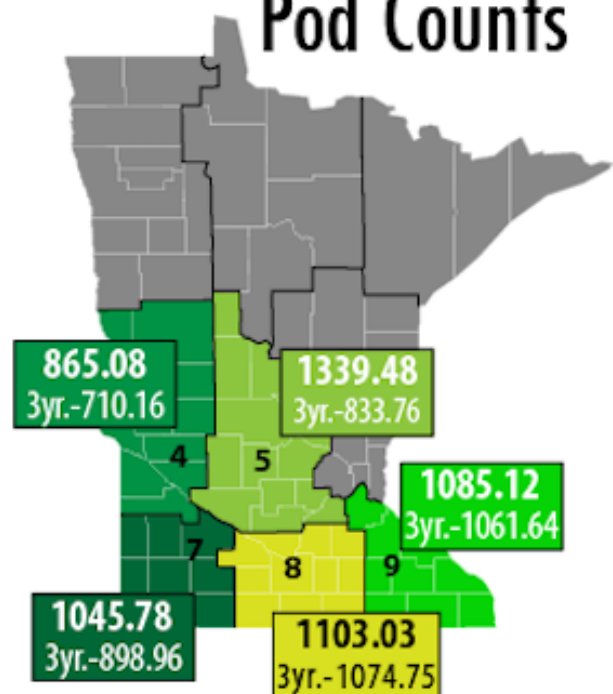
Pod Counts



Bushels per acre

2018 Soybean
1090.47

Pod Counts



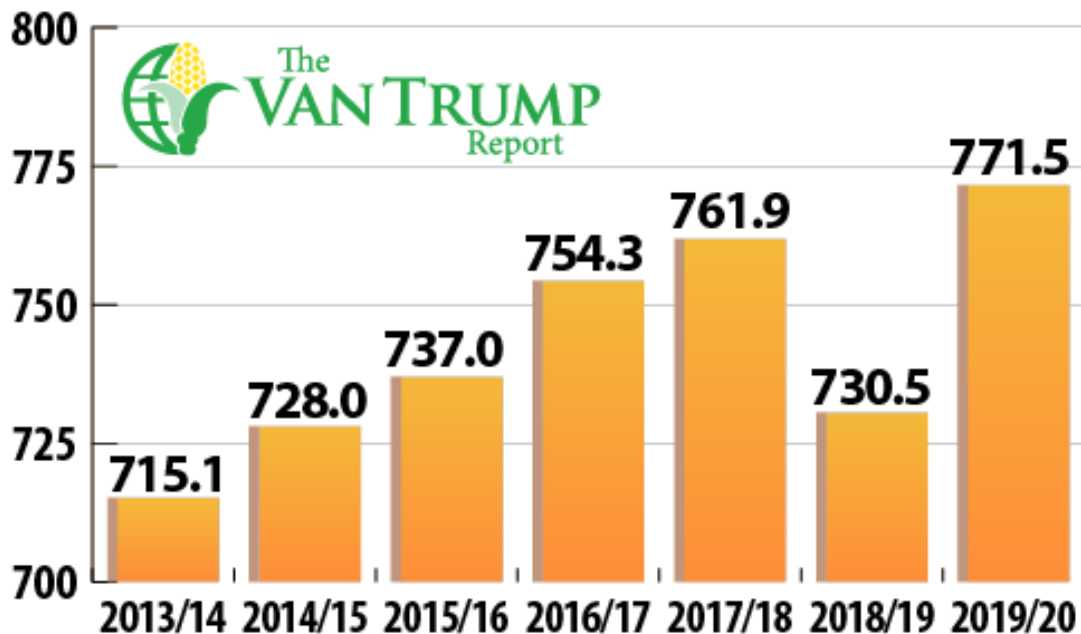
Pod Count in 3 x 3 Square

Wheat prices continue to struggle as the trade seems content on posting lower-highs and lower-lows. There's very little in the way of a wide-spread weather story that has enough strength to excite the bulls and offset the bearish balance sheet. The U.S. dollar remains extremely strong compared to our other global export competitors, and corn bulls just don't seem fit enough to do much heavy lifting for the wheat market. As I said last week, I don't want to be short this market down at these levels, especially with the U.S. winter wheat harvest coming to an end.

Unfortunately, at the same time, I just can't find an overwhelming reason to be a buyer. Globally, there's just too much wheat floating around in the marketplace, especially with the macro space creating such headwinds. With U.S. corn prices tumbling there's also some debate and questions surrounding the feed usage estimate for wheat. Bears are now thinking the USDA's current estimate might be overly optimistic. I suspect this market will continue to chop around moving sideways to slightly lower. It's just tough to find a bullish catalyst at the moment. The supply side of the balance sheet remains a heavy hurdle to clear.

Global Wheat Production

(in Million Metric Tons)



Source: Data updated with August 12, 2019 WASDE numbers



> USDA To Defer Interest Accrual On Unpaid Crop Insurance Premiums:

USDA Risk Management Agency (RMA) last week said it will defer accrual of interest for all agricultural producers' spring 2019 crop year insurance premiums to the earlier of the applicable termination date or for two months, until November 30, for all policies with a premium billing date of August 15, 2019. The agency said they hope this will help the wide swath of farmers and ranchers affected by extreme weather in 2019. Crop insurance premiums are one of the largest operative costs for producers, the agency said in their release. Without the interest deferral, policies with an August 15 premium billing date would have interest attached starting October 1 if premiums were not paid by September 30. Now, under the change policies that do not have the premium paid by November 30 will have interest attached on December 1, calculated from the date of the premium billing notice. (Source: AgProfessional)

> China Set To Deepen Argentine Trade Ties With Bid For Grains

"Superhighway": *Chinese state-owned construction giant CCCC is preparing a bid to dredge Argentina's Parana River, the country's main cargo superhighway that takes soy and corn from the Pampas farm belt to the shipping lanes of the south Atlantic and the world. Representatives of China Communications Construction Co Ltd and its Shanghai Dredging unit have met with Argentine*

government and local port officials to sound out the dredging concession, according to three people involved in the talks, which have not been previously reported. (Source: Inside Agriculture)

> First-Ever Mandatory Water Cutbacks Along The Colorado River: *Arizona, Nevada and Mexico will be required to take less water from the Colorado River for the first time next year under a set of agreements that aim to keep enough water in Lake Mead to reduce the risk of a crash. The federal Bureau of Reclamation activated the mandatory reductions in water deliveries on Thursday when it released projections showing that as of Jan. 1, the level of Lake Mead will sit just below a threshold that triggers the cuts. Reservoirs were approaching levels last year that would have triggered a shortage and required deeper cuts, but heavy snow across much of the Rocky Mountains this winter boosted runoff and raised reservoir levels. The river's reservoirs are now at 55% of total capacity, up from 49% at the same time last year. Read more [HERE](#).*

> Turning Rotten Food And Poop Into Energy: Investors Smell An Opportunity: *U.S. investors are beginning to smell an opportunity in the waste-to-energy market, where livestock dung and food garbage is traded. Interest is being fueled by new state laws and by demand from companies such as UPS Inc. After a lull in investor interest stretching back a decade, attention to "anaerobic digestion" waste-to-energy is surging in the United States, developers in the sector have said. "2019 is probably the biggest year in the history of digestion as far as I can remember," said Dana Kirk, who manages the Anaerobic Digester Research and Education Center at Michigan State University. He estimated that there are 50 to 100 new projects starting this year. The last time investor interest in anaerobic digestion jumped was in 2007 and 2008 during a surge in oil prices, but "the economic performance of those systems did not end up very well," Kirk said. Read more about the renewed round of investor interest [HERE](#).*

> Kroger Begins Selling Vegan Eggs: *The plant-based trend is about more than burgers: Plant-based eggs are coming to Kroger. The major grocery chain is already stocking Just Egg, made with mung beans, in some of its locations. Over the coming weeks, the product will be offered in about 2,100 Kroger-owned stores, including Kroger, Ralphs and Fred Meyer. Customers will be able to find Just Egg, a cholesterol-free liquid packaged in a 12-ounce bottle, in the egg aisle. When you cook it up in a skillet, it looks like a pale yellow scrambled egg. A*

partnership with Kroger is "a big deal," said Josh Tetrick, co-founder and CEO of Just, the company that makes Just Egg. It's also a sign that interest in plant-based alternatives to animal products is hitting the mainstream. Consumers are turning to the substitutes to reduce their impact on the planet and eat healthier. And it's not just vegans: Today, flexitarian eaters are buying products like Just Egg along with meat and dairy. Read more [HERE](#).

> Fed Is Examining Amazon Cloud Data Centers: Amazon Web Services is the cloud computing arm of Amazon's business. That service, and other cloud computing services like it, are facing increased scrutiny from world governments for the role they play in handling sensitive data — from Social Security numbers to bank account information. According to a new report in the Wall Street Journal, the US Federal Reserve sent federal regulators to an Amazon data center in Virginia earlier this year, according to a new report in the Wall Street Journal. The visit was so that the Fed could examine the reliability and backup capabilities of Amazon's cloud, given that it's playing an increasingly important role in the infrastructure of the global financial system. The regulators were said to have received limited access to internal data, and reportedly had an Amazon-appointed chaperone with them at all times. The visit reportedly took place back in April and marked the beginning of what the WSJ's sources said would be increasingly federal oversight of Amazon. Read more [HERE](#).

> The World's Top Deepfake Artist Is Wrestling With The Monster He Created: Hao Li has spent his career perfecting digital trickery, developing cutting-edge techniques to forge faces more easily and convincingly. He has messed with some of the most famous faces in the world for modern blockbusters, fooling millions of people into believing in a smile or a wink that was never actually there. Misinformation has long been a popular tool of geopolitical sabotage, but social media has injected rocket fuel into the spread of fake news. When fake video footage is as easy to make as fake news articles, it is a virtual guarantee that it will be weaponized. Now Li worries that deepfakes are only the beginning and is working to confront the problem of increasingly seamless off-the-shelf deception. Read more [HERE](#).

> Teens Now Trust YouTubers More Than Journalists: The results are in: Teens turn to YouTube to keep up with current events instead of established news organizations. More than 75% of teens ages 13 to 17 say it's important to them to

follow current events, yet over half of them get their news from YouTube and social media platforms such as Twitter and Facebook, according to a new poll from Survey Monkey and Common Sense Media. While on YouTube, 60% of teens say they are getting their news from celebrities, influencers and personalities, something Michael Robb, senior director of research at Common Sense, says is a "cause for concern." Read more [HERE](#).

> Lightning Struck Near The North Pole 48 Times - That's Not Normal: *Lightning happens all the time, but certain parts of the world get far less of it than others, including near the North Pole. Lightning requires atmospheric instability, something that's set up when cold, parched air sits atop warmer, wetter air. At very high latitudes, that hotter, damper air tends not to show up. That's why it took scientists by surprise when dozens of lightning strikes were detected within 300 nautical miles of the North Pole. In fact, it was so unusual that it was highlighted on Twitter by the National Weather Service's office in Fairbanks, Alaska. A bulletin of theirs said this was "one of the furthest north lightning strikes in Alaska forecaster memory." Read more [HERE](#).*

> Traditional Retailers Are Getting Thrifty: *Some of the country's biggest retail names are following online startups into the cult of thrifting, casting aside long-held fears that selling secondhand goods would cannibalize the market for new goods. Macy's Inc. and J.C. Penney Co. recently unveiled partnerships with resale marketplace thredUp Inc. to sell used clothes and accessories in some of their stores. Outdoor brand Patagonia plans to open a temporary store in Boulder, CO, this fall dedicated to selling pre-owned goods, its first such location. Other chains, including Bloomingdale's, which is owned by Macy's, Urban Outfitters Inc. and Ann Taylor, are taking a slightly different approach by launching services that let shoppers rent clothes instead of buying them. Resale is still a small business for most traditional retailers, but it is growing fast. At Eileen Fisher Inc., which pioneered resale a decade ago, it accounts for about 1% of sales. Sales of Levi Strauss & Co.'s authorized vintage garments have tripled since the line was introduced in 2017. (Source: Wall Street Journal)*

> Meet The Dogs Competing To Be Champion Surfers: *About 50 dogs recently competed in the World Dog Surfing Championship in California's Linda Mar Beach. The competition raises money for various dog-related charities. According to the event's website, more than three dozen top dog surfers participated in the*


event. The big winner of the day was a French bulldog named Cherie. She took first place in both the medium and top dogs categories. According to a Twitter account set up for the dog, Cherie is from Newport Beach in Southern California and is an "OC Surfer Girl who shreds and loves to catch gnarly waves." Check out a video of "the cutest sport in the world" [HERE](#).



Eastern Indiana – We are lucky to not have southern rust. Guys southwest of us have it bad enough that it's devastated their crop so badly that they just elected to not spray at all. The rust missed us by about 10-15 miles. We are told it has blown up from the earlier hurricanes. If we miss the rain this weekend, we will start to go backwards. Right now, we are one nice rain from making 180 bushels per acre. If we miss the rain, we were told we could see this yield pull back to 100 bushels. Basically, what I'm saying is we are teetering on the edge of disaster or success right now.

East Central Iowa – I'm going to be interested to see what the crop tour shows. I would have to believe if there's ever a year that they could undercut the USDA this would be the one. In our area there are wide margins of differences. I was actually out checking some crops in Illinois a few days ago and saw a soybean field that was only 6 inches tall. I'm not exactly sure why the farmer even planted it but it's not going to make grain. They are just too far north, but I could see them maybe using it for feed. That's honestly all it's going to be worth once a frost nips it.

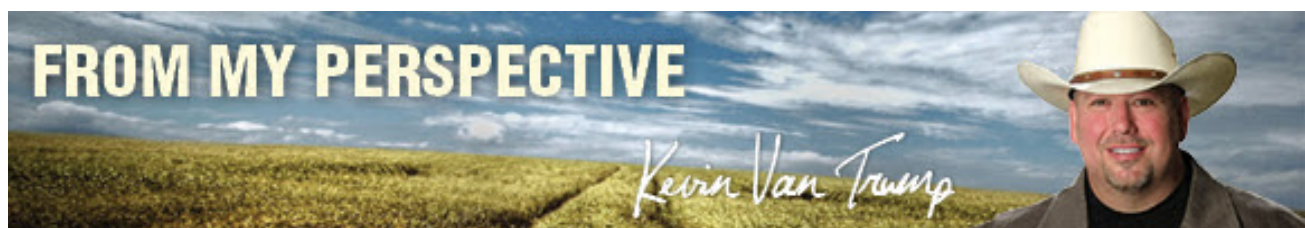
Northern Minnesota – We were one of the lucky ones that got all our corn, soybeans and wheat planted with minimal delays early in the spring. Now we have a pretty big crop coming on. There were times in the summer when we got a little dry but we weren't hot, so it was no big deal. The last 4 weeks it's been raining every 3rd to 5th day so our corn is putting on test weight and our soybeans are filling nicely. The only real worry we have right now is our wheat is falling on the ground. We are going to need to get under to harvest it. The only problem with that is our combine eats a little more straw than normal and its slow going.



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: You struggle to regain me. When I'm lost, you struggle to obtain me. I pass no matter your will, but I'm your slave to kill. What am I?

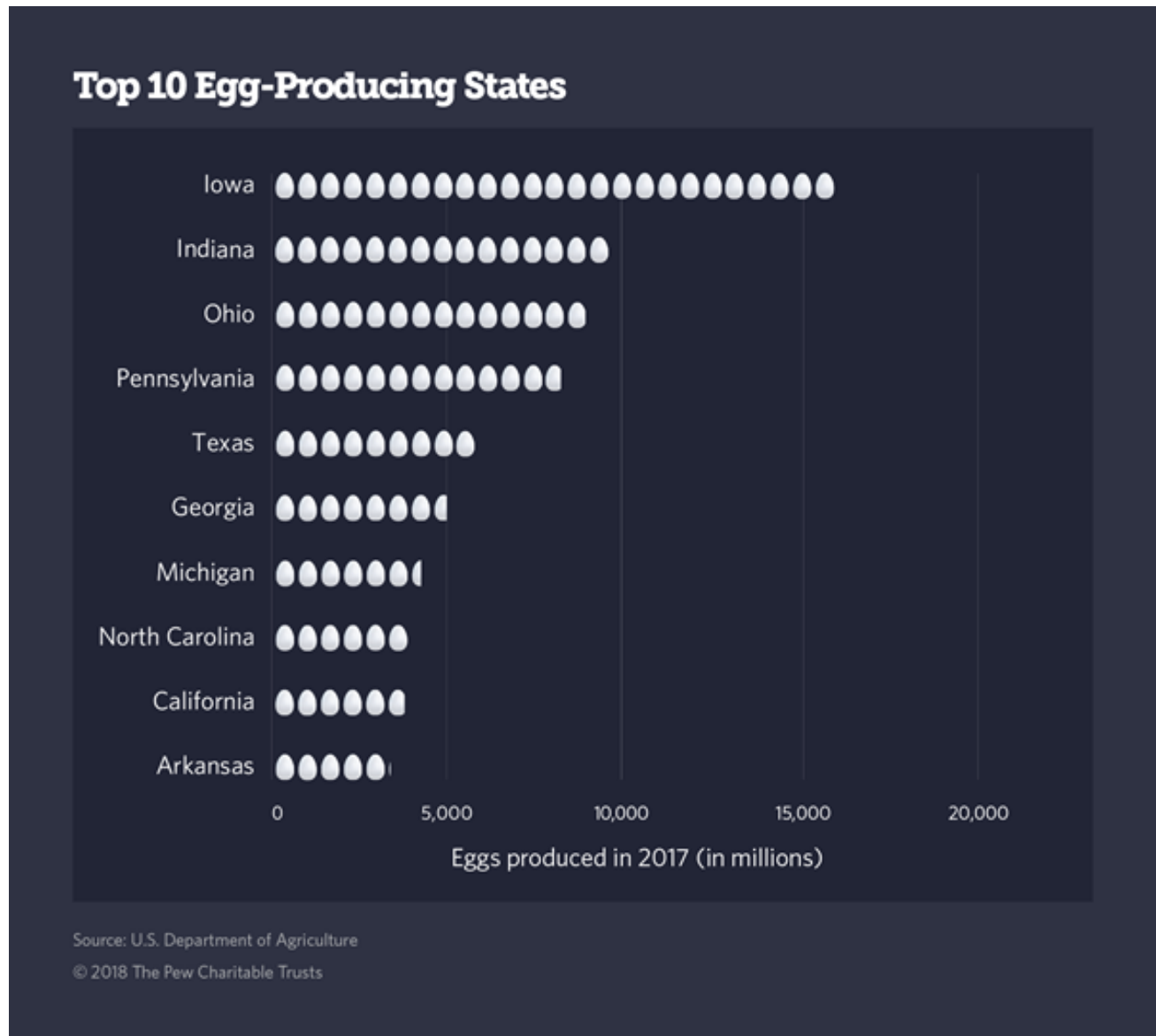


NEW Laws Pressuring Agriculture

Oregon recently signed into law new legislation that will require all eggs produced or sold in the state to come from cage-free hens. Commercial farms in the state that yield an annual egg production with flocks larger than 3,000 egg-laying hens will be required to give their birds unrestricted room to roam as well as outfitting hen containment structures with "enrichments" which includes things like perches, scratch areas, and nests. Under the new law, all eggs produced and sold in the state must come from cage-free hens starting in 2024.

The new bill is very similar to legislation passed in California, Washington, and Massachusetts, who all have varying implementation dates. The Human Society has spearheaded the passage of those laws and similar ballot measures in at least a dozen states, according to their website. The organization's strategy with these laws is to compel other states to also go cage-free. At the very least, egg producers that want to sell in these states will have to revamp their facilities even if they are located elsewhere. As you can imagine, this "manipulation" is ruffling more than a few feathers.

When California and Massachusetts enacted laws requiring that eggs produced and sold there be raised cage-free, 13 states including some of the nation's largest egg producers sued, saying the laws violated the commerce clause of the U.S. Constitution. Iowa, the top egg-producing state in the U.S., went even further. They actually passed a law to protect conventional egg production practices, requiring any grocer participating in the federal food program for low-income mothers, infants, and children, known as WIC, to sell conventional eggs alongside cage-free options.

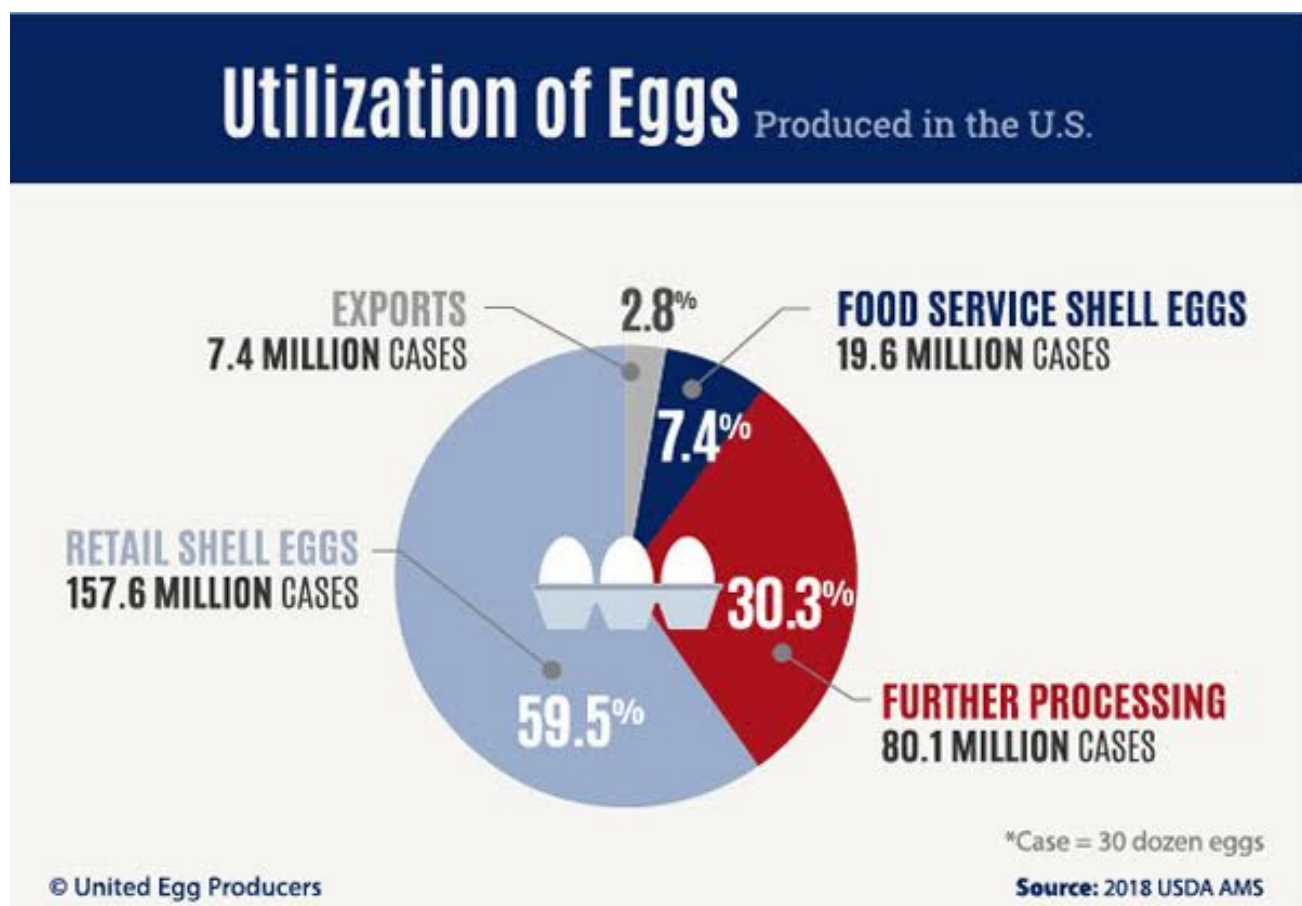


At the same time, countless restaurants, food manufacturers, and retailers have introduced new mandates to go cage-free. The list includes everyone from little mom and pop operations to industry titans like McDonald's, Kellogg's, and grocery chain Kroger. These moves are in large part a response to consumer attitudes toward animal welfare issues. Laws protecting animal welfare have had surprising success with voters. Voters have banned gestation crates and battery cages in California and Massachusetts, limited puppy mills in Missouri, and restricted the sale of ivory and animal parts in Oregon and Washington.

Producers that still use traditional caged production practices are obviously worried that they could eventually be shut out of the biggest egg markets altogether. Keep in mind that the costs for converting their facilities are estimated at around \$40

per bird. So a farm that meets Oregon's new threshold of 3,000 hens is looking at a minimum conversion expense of around \$120,000.

Of the 265 million cases of eggs produced in 2018, well over half were sold as shell eggs through retail outlets. Nearly one-third of eggs produced were further processed into products for foodservice, manufacturing, retail, and export. Nearly 18% of all hens nationally were in cage-free production, up from 12% in 2016 and 4% in 2010. According to the U.S. Department of Agriculture's Agricultural Marketing Service, approximately 71% of U.S. hens must be in cage-free production by 2026 to meet projected demand related to retailers, food service providers, and food manufacturers promising a transition to cage-free eggs.



While most people would agree that treating animals humanely is not a bad thing, the cage-free movement has plenty of critics outside traditional egg producers. Cage-free and free-range systems clearly do a better job of allowing hens to move around, but they also allow more room for the expression of natural behaviors. If you've been around chickens, you know that they can be a brutally territorial.

Hens peck at each other to establish dominance, which usually works itself out in a relatively short amount of time with smaller flocks. In a barn full of 100,000 hens, however, the sheer amount of pecks from other hens will end up maiming or killing less dominant ones. To prevent this kind of mass carnage, producers have to trim the tips off their beaks, another controversial practice. For this reason, animal welfare scientists generally favor cage-free systems over free-range because they give weaker hens more places to hide.

That's not really something your average consumer is going to know, though. And it highlights an overarching problem with America's food system - the disconnect between the people who eat it and the people who grow it! Bridging that divide is just one of the many challenges that the agricultural community continues to face. I fully suspect we will continue to see new laws that challenge modern-day agriculture. How we accommodate and/or adjust will be critical for our legacy and when the kids take over the farm. Make sure you are thinking far enough out on the time horizon. (Sources: Oregon Live, Vox, Pew Trusts, United Egg Producers)



Would You Put A Tiny Robot In Your Eye?

One of the things I love most about my iPhone is the ability to zoom in on something with the camera app. I don't always use it for taking a picture - sometimes I just want a closer look at something in the distance or I need to blow up the microscopic print in a user manual. Imagine if you could get a close-up view of anything by simply blinking your eye? A team of researchers from the University of California says they've created a lens that can do just that.

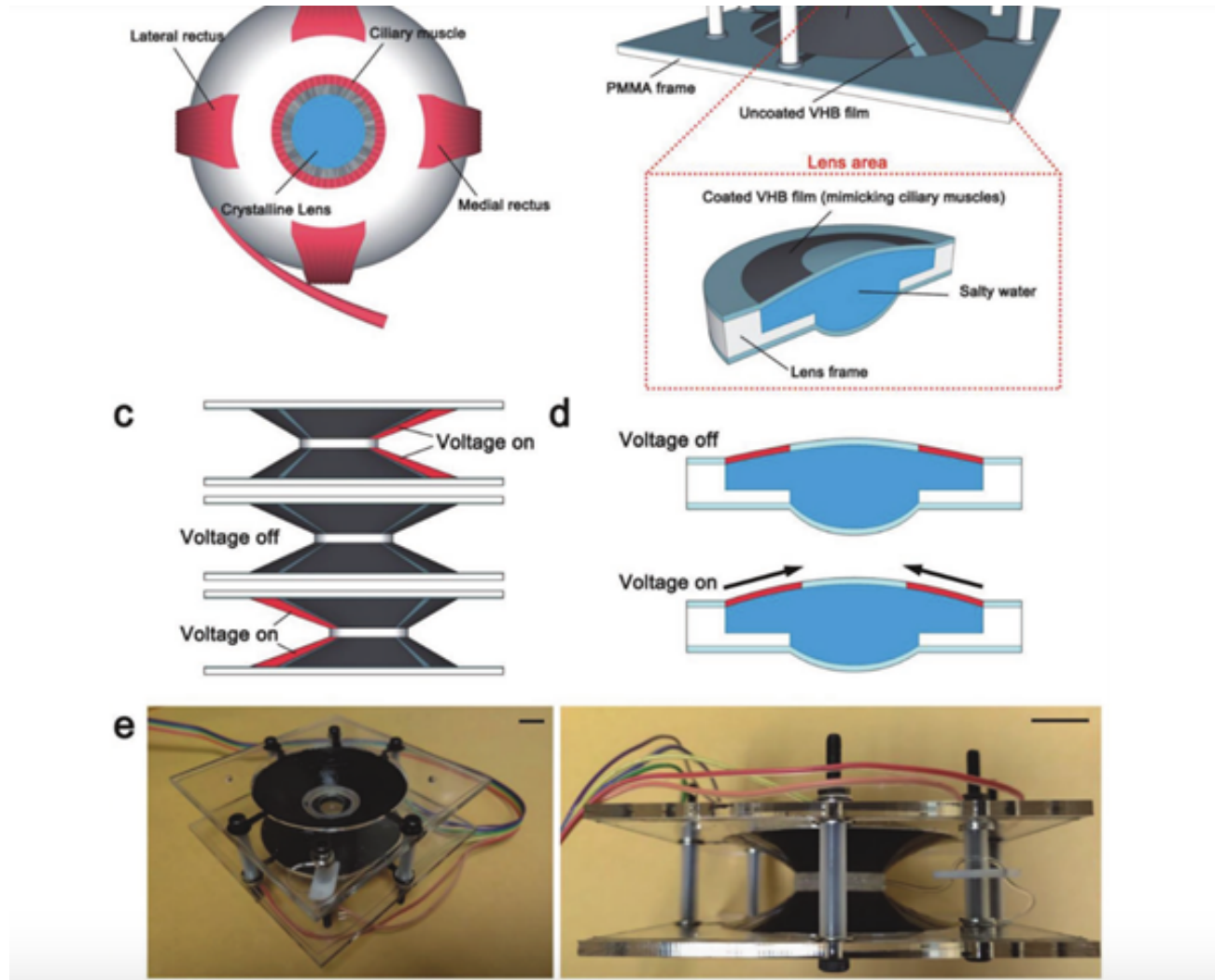
Technology scientists from the University of California-San Diego and China's Harbin Institute of Technology have been working on a soft lens that can zoom in when the wearer blinks twice. The technology uses electrooculographic signals, which is what a human eye naturally generates when performing "vision-enhancing tasks" like blinking, rolling up, down, or to the side. As New Scientist explains, the human eyeball is naturally electric with "a steady electrical potential between its front and back, even when your eyes are closed or in total darkness. When you move your eyes to look around or blink, the motion of the electrical potential can be measured."

The lens is able to respond to these signals and adjust its focal length via thin elastomer films that mimic the biological mechanisms in most mammal eyes. This mimicking technology is known as biomimetics or biomimicry, defined as the imitation of the models, systems, and elements of nature for the purpose of solving complex human problems. Each lens contains five electrodes spread across the thin films that act like muscles, contracting and expanding when they receive an electrical signal generated by certain eye movement. According to the researchers, the system has the potential to be used in visual prostheses, adjustable glasses, and remotely operated robotics.

The team recently published their research on the lenses in Advanced Functional Materials, where they cited existing human-machine interfaces (HMIs) that help improve quality of life as one of their inspirations. "HMIs have been developed to use electrophysiological signals to control the motion of wheelchairs and diverse functions of exoskeletons. Those HMIs have not only enabled the disabled to restore their mobility and dexterity but also enhanced the capability of healthy people." Their grandest hope is the tech can be refined to such a degree that it might be used to create a fully functioning mechanical eye.

"Soft Robots", as Popular Mechanics called the lenses, are nowhere near ready to

replace the contact lenses in use today, as they require a user be attached to a series of electrodes attached to their face. The various components would need to be miniaturized to fully fit onto the lens before it could possibly be ready for primetime. Still, the possibilities are very exciting! (Sources: Popular Mechanics, New Scientist, E&T, Gizmodo)





What Will Be Your Legacy?

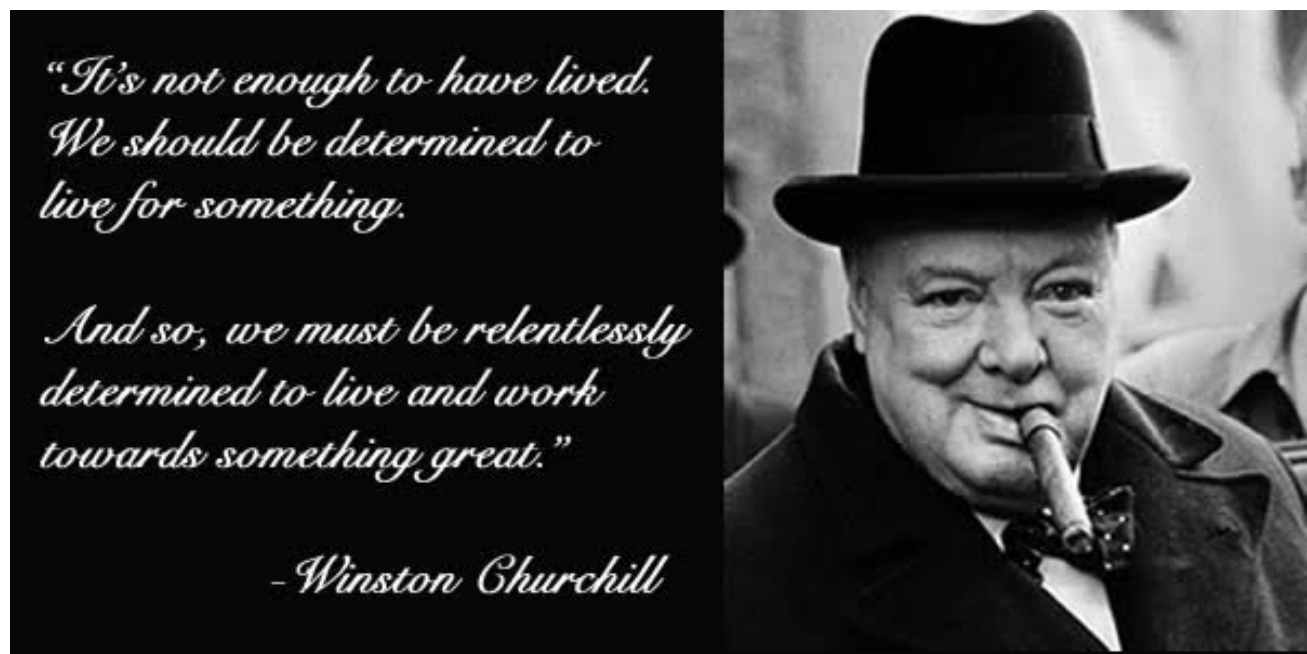
August is National What Will Be Your Legacy Month, which is designed to encourage people to reflect on their past and present actions and how they may impact future generations. The concept is pretty simple - think about your choices and whether they reflect the values you want to be passed on to your children and grandchildren.

The word "legacy" itself can seem a little intimidating. The simple definition is "something that is handed down from a previous generation or time" and in most dictionaries is referred to as property or money. It's so much more than that when you're talking about the legacy of a person though. In that scope it is everything you've ever done or will do and what those life choices contributed to the world. It's an interconnectedness to the world and the people around you that actually transcends time and place. That's heavy stuff!

The idea of our own personal legacy can be intimidating to think about because, ultimately, it is also related to death. Your mind can't help but skip ahead to the very end when you are asked the question, "What will you leave behind?" But

legacy is not really about death. Rather, it is about building a foundation for the future.

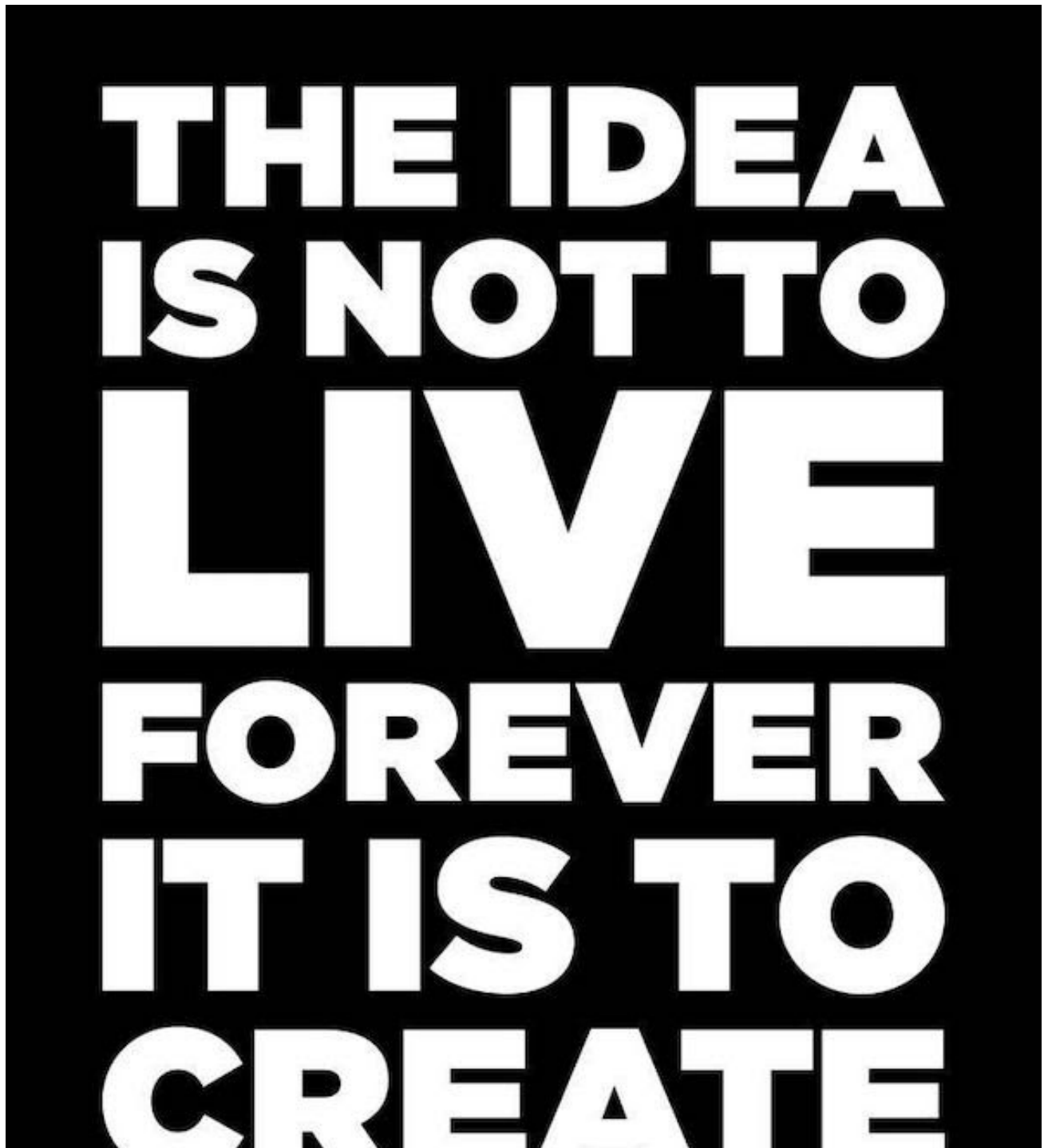
Personally, the things in life I derive the most satisfaction from are the ones that give me a sense of purpose and I think that must be true for most people. Winston Churchill once said, "It's not enough to have lived. We should be determined to live for something." That something he was talking about is our purpose and it has the power to inform every action we make over the course of our days. Knowing that those days are limited is a powerful motivator and helps us prioritize the things that are most important.



Yes, it's still intimidating but if you think about it, moments from your life are going to have an impact on and be remembered by someone, no matter what. Consciously or not, you'll leave behind some kind of "legacy." Maybe it won't be a Pulitzer or the Nobel Prize but that doesn't make your actions any less meaningful. A perfect example of this is our children. They are the ultimate legacy! What we teach them will have an impact on the world far, far into the future. They will pass your wisdom and values - or lack thereof - on to future generations. How many people will be affected by that? And how many decades or centuries might that span?

Legacy can take many forms - a business, a novel, a charity, a home. Even one's

own personal philosophy can be their legacy. My grandmother, for instance, always told me, "Learn what you can while you can. You never know when you're going to need it. And best of all, nobody can ever take it away from you." That for me is her legacy and it has been one of the strongest principals guiding my life. In fact, just thinking about it and how passionate she was when she said it makes me very happy. It also makes feel extremely grateful for having had such a wise ancestor. (Sources: The Legacy Project, FamilyTree)



SOMETHING THAT WILL —ANDY WARHOL

GeniusQuotes.org

What you leave behind is not what
is engraved in stone monuments,
but what **is woven into**
the lives of others.

— *Pericles*

AZ QUOTES





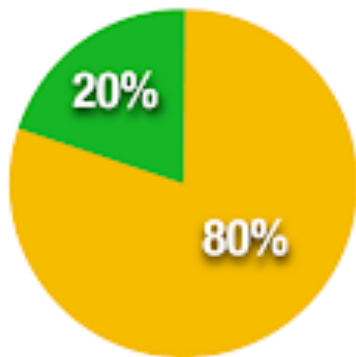
ANSWER to riddle: Time .

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.

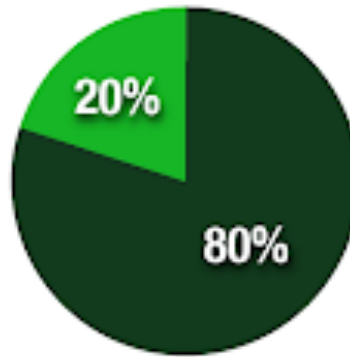
Corn 2018 Crop

80% SOLD
20% HEDGED
0% UNPROTECTED



Soybean 2018 Crop

80% SOLD
20% HEDGED
0% UNPROTECTED



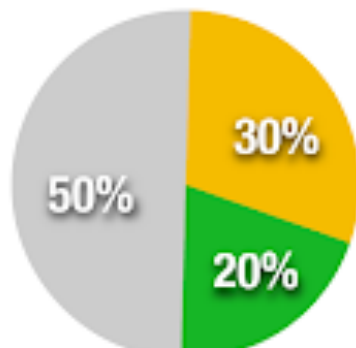
Wheat 2018 Crop

100% SOLD
0% HEDGED
0% UNPROTECTED



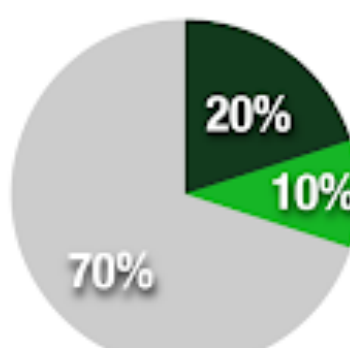
Corn 2019 Crop

30% SOLD
20% HEDGED
50% UNPROTECTED



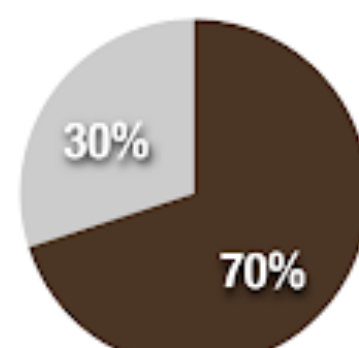
Soybean 2019 Crop

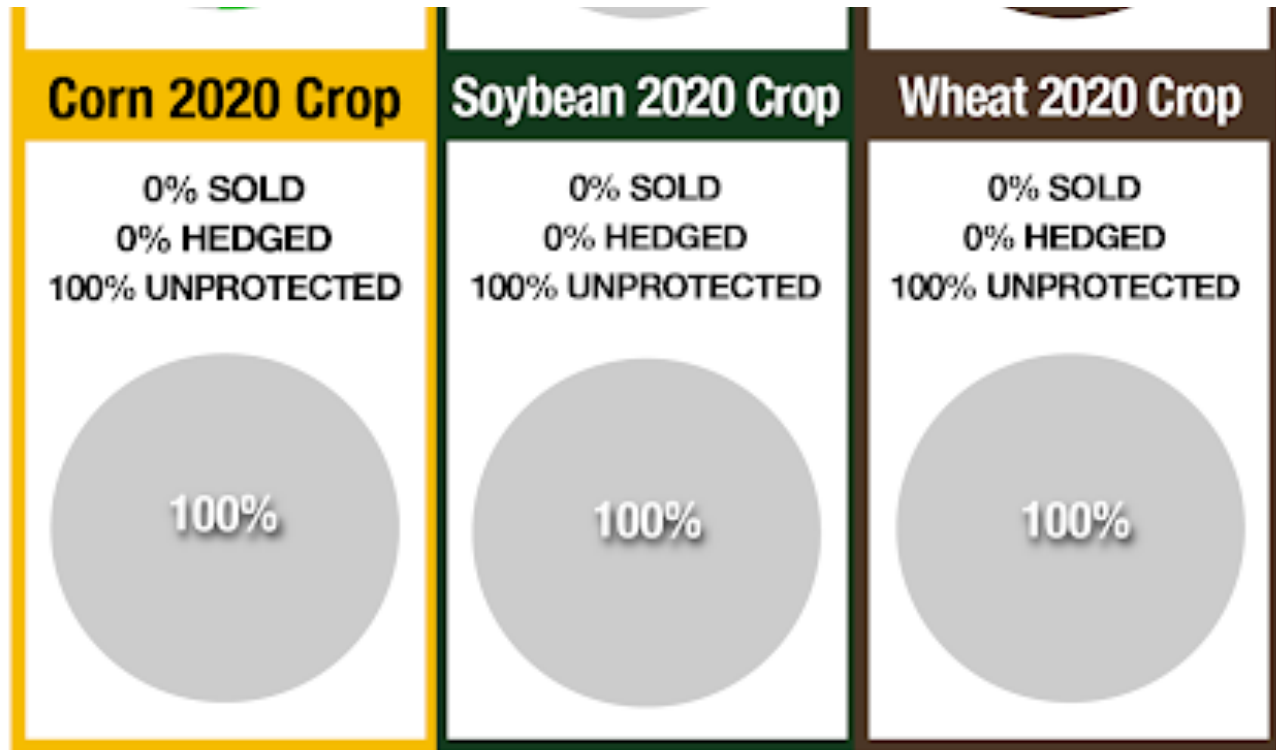
20% SOLD
10% HEDGED
70% UNPROTECTED



Wheat 2019 Crop

100% SOLD
0% HEDGED
0% UNPROTECTED





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](#)

Salesforce MC



This email was sent by: Farm Direction

1020 Pennsylvania Ave, Kansas City, MO, 64105 US

Privacy Policy

Update Profile

Manage Subscriptions