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**GOOD MORNING: The Van Trump Report 11-14-19**

1 message

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

Thu, Nov 14, 2019 at 5:30 AM

Reply-To: Jordan &lt;reply-fec41070736d057a-1142\_HTML-68584704-100003450-8@vantrumpreport-email.com&gt;

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

"If you want something you've never had, then you've got to do something you've never done." - **Thomas Jefferson**

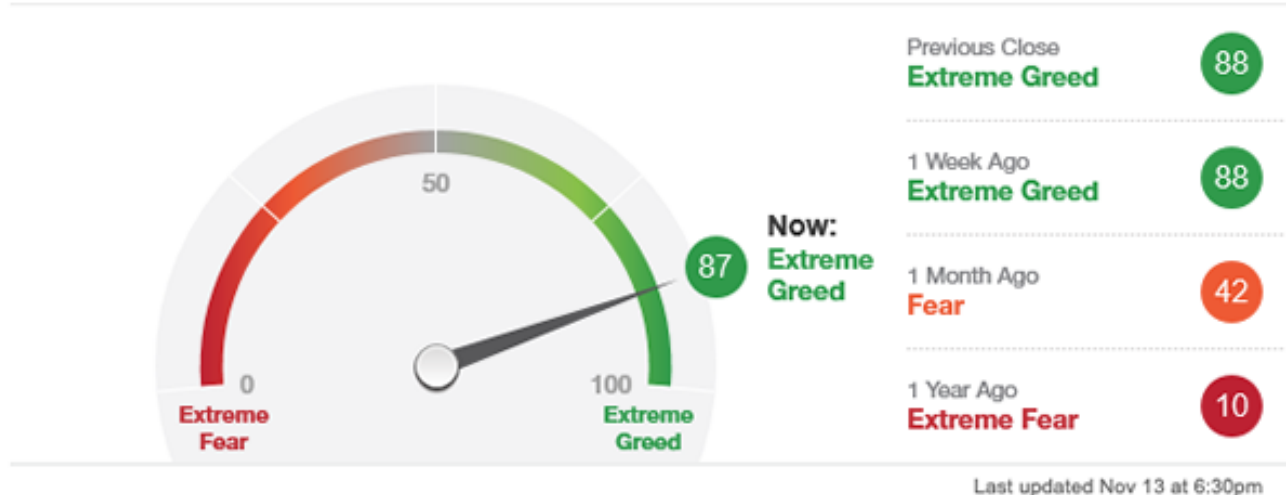
**Thursday, November 14, 2019**[Printable Copy](#) or [Audio Version](#)

**Morning Summary:** Stock indexes continue to trade at record levels as investors brush off the political headlines and trade worries. Disney investors are enjoying the successful launch of the company's new streaming service, with the company reporting 10 million newly registered users on its first day. The stock was one of the biggest gainers yesterday, climbing more than +7%. For what it's worth and full-disclosure, I've now liquidated over half of my Disney position on the recent jump. More analysts are issuing warnings about current investor sentiment, calling it "overly optimistic" and pointing to the possibility that the U.S. economic slowdown may not be over as well as the U.S.-China trade deal that is still not cemented. Mark Hackett, Chief of Investment research at Nationwide, noted yesterday that *"the CNN Fear & Greed Index registered 'extreme fear' (<25 on a scale from 0-100) in August but is now in 'extreme greed' (91), indicating we may*

*have gone too far too fast.*" Bank of America Merrill Lynch, commenting on its monthly survey of fund managers, says their data is not showing excess greed just yet, but they caution the "easy part" of the market rally could be over. Today's only economic data is the October Producer Price Index which is expected to show a gain of +0.3%, which follows a decline of -0.3% in September. Fed President Jerome Powell is in the spotlight again today as he testifies before the House Budget Committee. In testimony yesterday before the Joint Economic Committee, the Fed Chief talked up the strong U.S. economy, saying that *"even after a year in which many market analysts saw a rising risk of a U.S. recession, the Fed's outlook is for continued growth."* Powell also pushed back on the idea of negative interest rates, saying they weren't appropriate for the U.S. economy with ongoing growth, a strong labor market, and inflation. *"You tend to see negative rates in the larger economies at times when growth is quite low and inflation is quite low. That's just not the case here,"* he said. Powell also reiterated the Fed's stance that monetary policy is *"likely to remain appropriate"* as long as the economy stays on track. Today also brings speeches from Fed Board of Governors Vice Chairman for Supervision Randal Quarles, Fed Board of Governors Vice Chairman Richard Clarida, Chicago Fed President Charles Evans, San Francisco Fed President Mary Daly, New York Fed President John Williams, St. Louis Fed President James Bullard, and Dallas Fed President Robert Kaplan. Earnings of note include Applied Materials, Nvidia, Viacom, and retail giant Walmart. I've personally been banking some profits and liquidating some of my smaller and less important holdings. I feel the market has bailed me out of a few mistakes and I don't simply want to look a gift horse in the mouth.

## Fear & Greed Index

What emotion is driving the market now?





17 : 05 : 35 : 25  
DAYS HOURS MINUTES SECONDS  
Powered by CountdownMail ©



## Last Chance to Save on FARMCON Tickets

FARMCON "**early-bird special**" ends on December 1st. This is going to be a game-changing conference for those looking to grow, build, or perhaps sell an ag related business!

I promise **you will hear business strategy and hacks you've never heard or thought of before.** If you are looking for a

traditional ag conference this is NOT it!

The room is going to be filled with those industry leaders, producers, executives, and investors who are **willing to take risks and are open to thinking differently.**

Remember, doing the same thing over and over and expecting different results is often referred to as insanity.

We have to come together and **find NEW ways to keep our rural lifestyle and legacy moving forward.** We have to be open to "change" and new perspective! Hope to see you in Kansas City January 15-16.

[Click here to get your ticket today!](#)

FYI... after we get past the "early-bird" special date of Dec 1, we are going to be using an algorithm that raises ticket prices as seats start to become fewer and fewer. Also keep in mind we changed venues this year and are only able to accommodate half as many guest! Sorry, the conference just got too big for my family to handle all of the moving parts so we voted to cut it way back in size. I personally think it's going to be way better and will allow us all more time together.

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# Featured Speakers



# Founding Partners



**Nike to Stop Selling Directly to Amazon:** Nike announced it would stop selling its clothes and sneakers directly to Amazon, an about-face for the sportswear brand. The sneaker giant agreed in 2017 to sell products to Amazon in exchange for stricter policing of counterfeits and restrictions on unsanctioned sales. Nike said it has decided to focus on its direct business, though it will continue to seek partnerships with other retailers and platforms. Nike executives were unhappy with how unauthorized sellers continued to be widely available on Amazon, according to people familiar with the matter. Nike has focused on bulking up sales via its own stores, its apps and its own website. It has pared back the number of retailers it uses and now gets more than 30% of its annual sales from its direct-to-consumer business. Heidi O'Neil, Nike's president of direct-to-consumer business, says the company is focused on building "unbreakable relationships" with consumers. We want to move forward and make sure we continue to

*innovate on our own platform. And we also want to make sure that we build an ecosystem of partners ... [and] have those direct and amazing experiences with our consumers." One way Nike plans to better connect with customers is by featuring them rather than models on the company's popular SNKRS app. Read more from [Yahoo! Finance](#).*

**DoorDash's Latest Cash Infusion Raises Valuation to \$13 Billion:** *DoorDash Inc.'s \$2 billion war chest is getting even bigger. The food delivery startup, backed by the likes of SoftBank Group Corp. and Sequoia Capital, is receiving a new cash infusion of \$100 million, according to a person familiar with the matter. The investment comes on top of a \$600 million funding round the company announced in May led by Darsana Capital Partners. The additional \$100 million comes from accounts advised by T. Rowe Price Group Inc., a first-time DoorDash investor, and is part of the same funding round. The latest capital raise brings the company's total valuation to \$13 billion. DoorDash is currently the biggest food delivery player in the country. (Source: Bloomberg)*

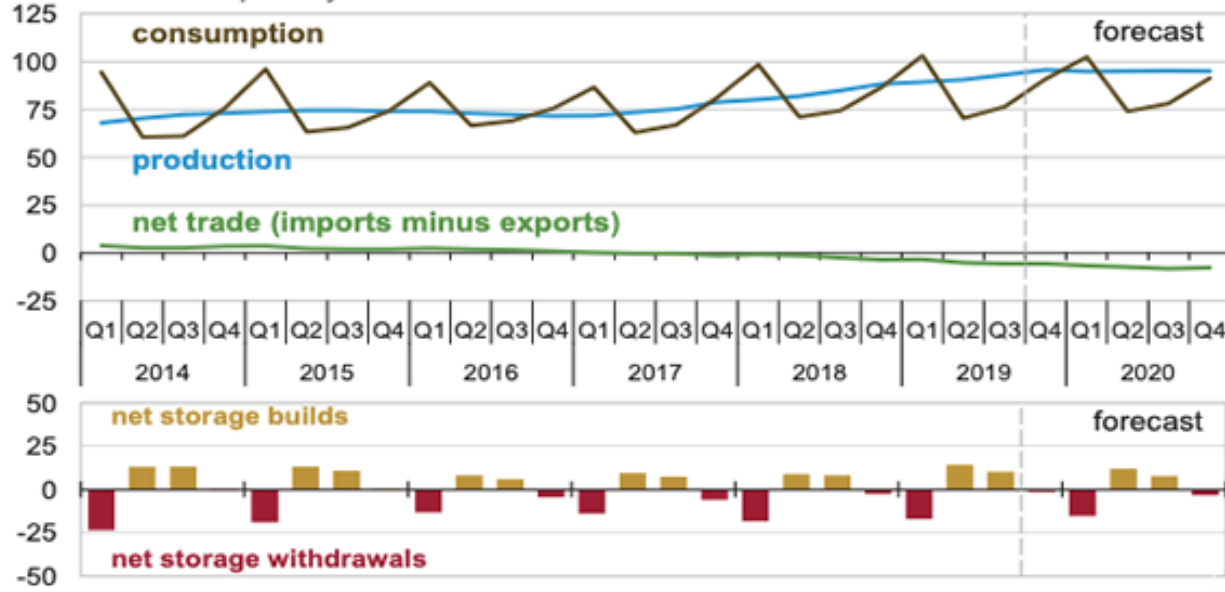
**U.S. Consumer Debt Reaches New \$14 Trillion Record:** *The New York Fed reported yesterday that U.S. households are now sitting on a record \$14 trillion in mortgages, credit cards, student loans and other forms of debt. Household debt moved up +0.7% in the third quarter continuing a five-year climb encouraged by low unemployment, strong consumer confidence and cheap borrowing costs, according to the NY Fed statement. Consumer debt is now about \$1.3 trillion higher than the previous peak set in 2008, although these figures are not adjusted for inflation nor the larger size of today's economy. Student loans climbed by +1.4% to \$1.5 trillion, while credit card balances rose +\$13 billion during the third quarter. That growing credit card balance indicates strong consumer spending but does have some economists worried that it will be much harder to pay if the U.S. enters another recession. Federal Reserve Chairman Jerome Powell warned Wednesday that business debt is "historically high," but signaled he's not particularly concerned about consumer borrowing. Another bit of good news - fewer Americans are filing for bankruptcy, with bankruptcies down almost -14% from this same time last year. Home equity lines of credit continue to shrink (down -\$3 billion in Q3). Auto loans were up +\$18 billion. (Source: CNBC)*

**U.S. Natural Gas Output & Demand Seen Rising to Record Highs in 2019:** *U.S. dry natural gas production will rise to an all-time high of 92.13 billion cubic feet per day (bcfd) in 2019 from a record high of 83.80 bcfd last year, the Energy Information Administration said in its Short Term Energy Outlook (STEO) on Wednesday. The latest output projection for 2019 was up from EIA's 91.63 bcfd forecast in October. EIA also projected U.S. gas consumption would rise to an all-time high of 85.10 bcfd in 2019 from a*

*record 82.50 bcfd a year ago. The agency forecast U.S. net gas exports would reach 4.8 bcfd in 2019 and 7.4 bcfd in 2020, up from 2.0 bcfd in 2018. The EIA also projected gas would remain the primary U.S. power plant fuel in 2019 and 2020 after supplanting coal in 2016. The projected share of gas generation is pegged at 37% in 2019 and 38% in 2020, both up from 34% in 2018. That compares to coal's projected share of 25% in 2019 and 22% in 2020, marking steady declines from 2018's 28% share. Coal's estimated share in 2020 would be cut in half from a decade earlier, when coal made up 44.8% of the power in 2010. EIA lifted its U.S. crude production forecast over last month by +0.2% to 12.29 million barrels a day. It also raised its 2020 U.S. output forecast by 0.9% to 13.29 million barrels a day. (Sources: Reuters, U.S. Energy Information Administration)*

**U.S. natural gas production, consumption, and net imports**

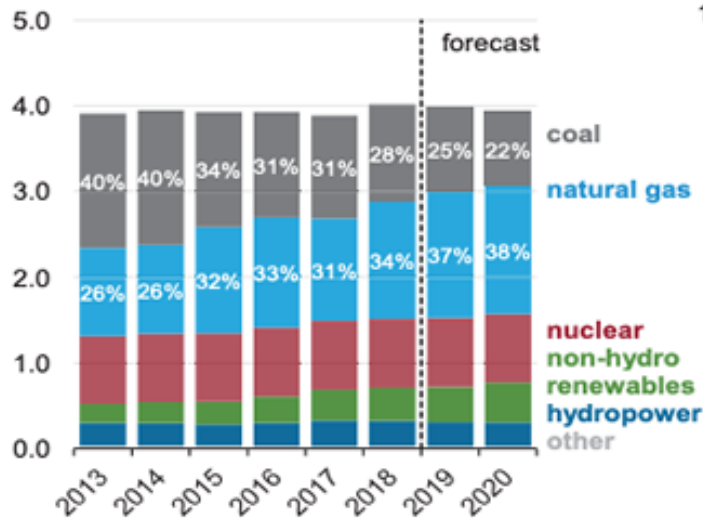
billion cubic feet per day



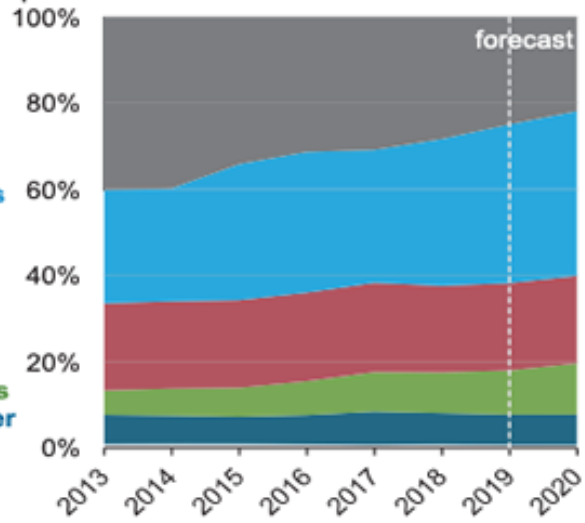
Source: Short-Term Energy Outlook, November 2019

**U.S. electricity generation by fuel, all sectors**

billion kilowatthours



percent share



Note: Labels show percentage share of total generation provided by coal and natural gas.

Source: Short-Term Energy Outlook, November 2019





# FARM TANK

Tweets of the Day





**Ag Service Finder**  
@agservicefinder



"When the tax man is snooping why you wrote off the RV..."

#harvest2019 #agtwitter #funny

When the tax man is snooping why you wrote off the RV...





**Darin Vetter**  
@CrystalCoDarin

157 Farms Hitterdal, MN fighting the wet tough conditions like many growers in the Red River Valley.  
[#harvest2019](#). @CrystalSugarCo @PASHitterdal



**Anita Anseeuw**  
@AnitaAnseeuw

It's been one tough year [#harvest19](#)









**Alan (Al) Juhnke**  
@UncleAlJuhnke



**#Harvest19** Wheaton, MN







**Katie Staton**  
@midwestKTcorn



Dad is still plugging away! [#harvest19](#) [#BA](#) Genetics





**Gareth Rowe**  
@GarethRoweWA



**#harvest2019** in full swing. Another big week down 🌾

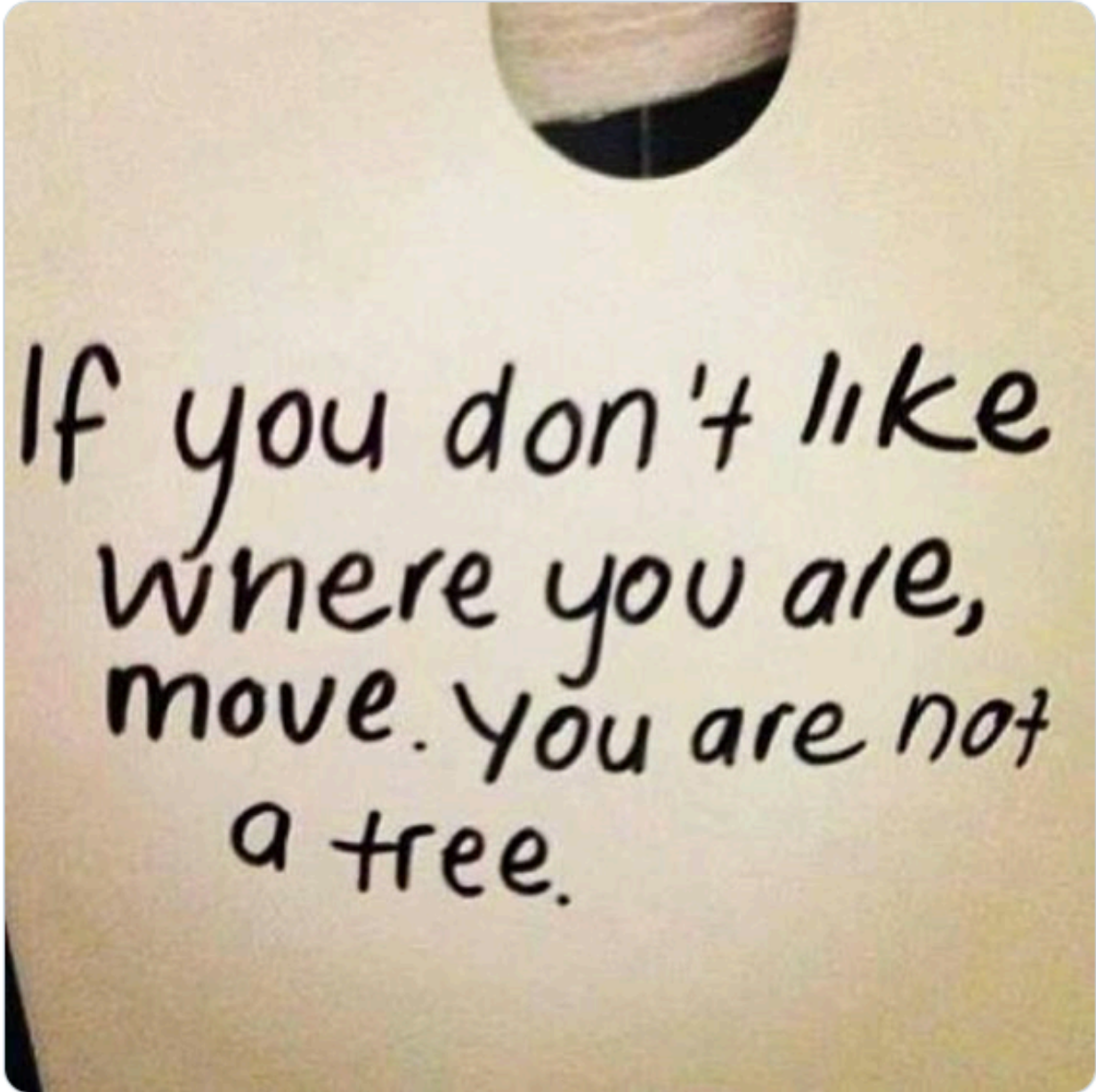




**Inspirational Quotes**  
@Inspire\_Us



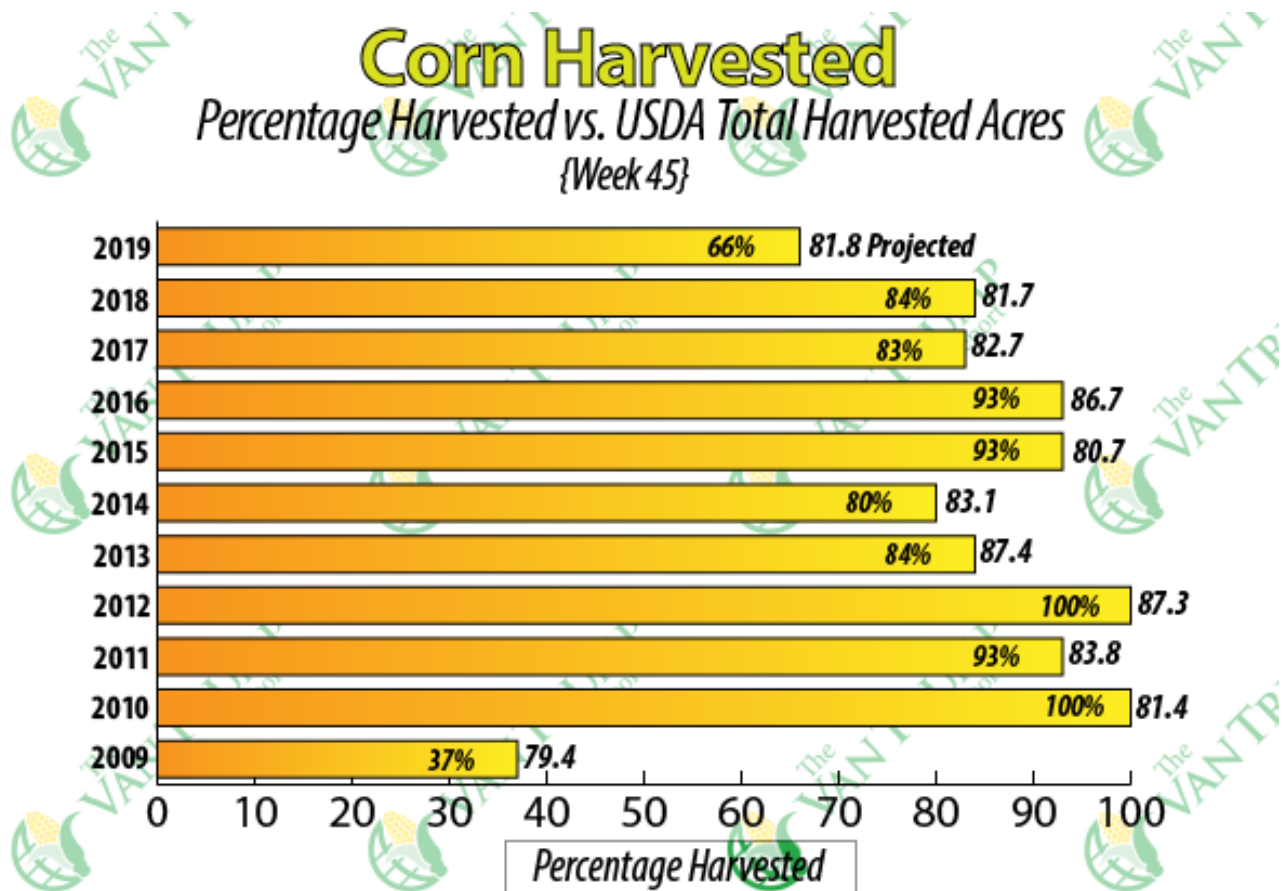
Great thought.







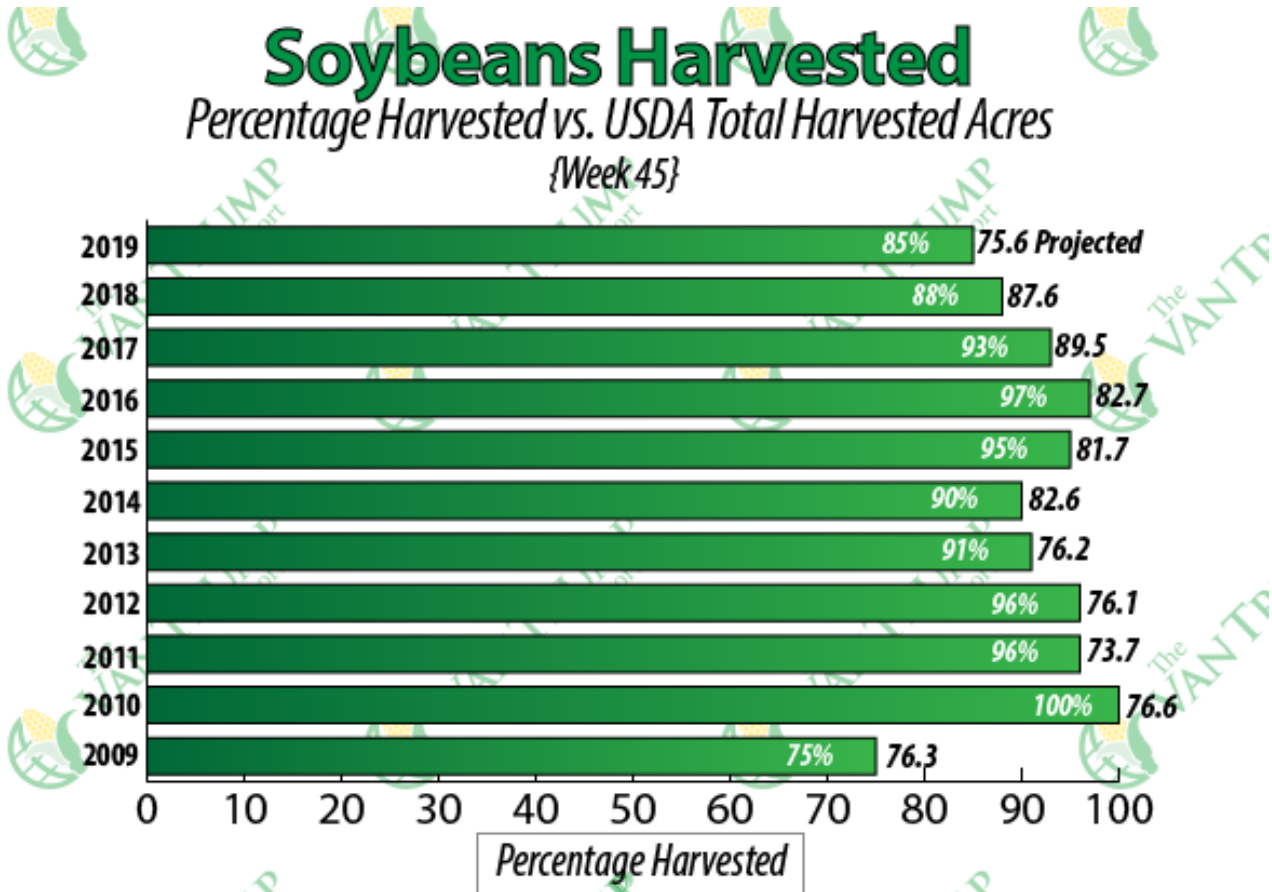
**Corn** producers who've been seeing a very strong cash basis in their area should be taking advantage and selling cash bushels out of the field and reowning the board. I've mentioned this strategy on several occasions but still find it to be best-of-practice despite the weaker prices. I'm just a bit worried about the basis moving forward and if certain areas can hold the strength. Bears are pointing towards a much more cooperative weather window that should help advance the U.S. harvest into the end of November. Most insiders are thinking about 25 million U.S. corn acres are still unharvested. I should also note, several weather forecasters are calling for a much more problematic winter weather forecast beyond December 1. In other words, I suspect the trade will be paying very close attention to the U.S. harvest the next couple of weeks. What's left in the field after November will start to be more heavily discounted. Technically, we continue to chop around in this sideways-to-lower channel. Most charting gurus continue to eyeball support in the DEC19 contract between \$3.60 and \$3.70 per bushel. As a producer, I like the thought of being 55% to 65% "sold/hedged" into yearend. As a spec, I will consider taking some small nibbles and adding a bit more bullish length if the bears are able to continue pressuring price. I see no real reason to be in a big hurry other than trying to somehow capture the strength in your local basis.



Source: USDA, NASS, November, 2019

**Soybean** traders are debating both production and demand headlines. Bulls are pointing to improved buying from the Chinese, perhaps purchasing 8 to 10 cargoes from U.S. exporters for delivery in December and January. Bears are pointing to headlines that Chinese negotiators are struggling to officially commit to U.S. ag purchases and the fact there could be another hurdle now in the path to a compromise? I should also note, some insiders are questioning just how much Chinese buyers can actually commit considering the ongoing problems associated with African Swine Fever. Here at home, there's probably about 10 million soybean acres still out in the field. I suspect a large majority of those remaining acres will be harvested during the next two-week window. In other words, there's really not much U.S. crop risk still in play. Technically, the JAN20 contract fell to a six-week low yesterday and may soon be looking to test the \$9.00 level. As a spec, I'm looking to again be a buyer on a break sub-\$9.00. The U.S. balance sheet has been drastically reduced and South America still needs to deliver a robust crop. Hence, the reason I don't like the thought of being short this market. For me, I'm either going to be on the sideline or navigating a bullish position. As a producer, I want to remain patient and I am in no hurry to price more new-crop bushels. Keep your eye on today's monthly NOPA crush report for October. Most inside the trade are looking for a number somewhere between 165 and 167 million bushels.



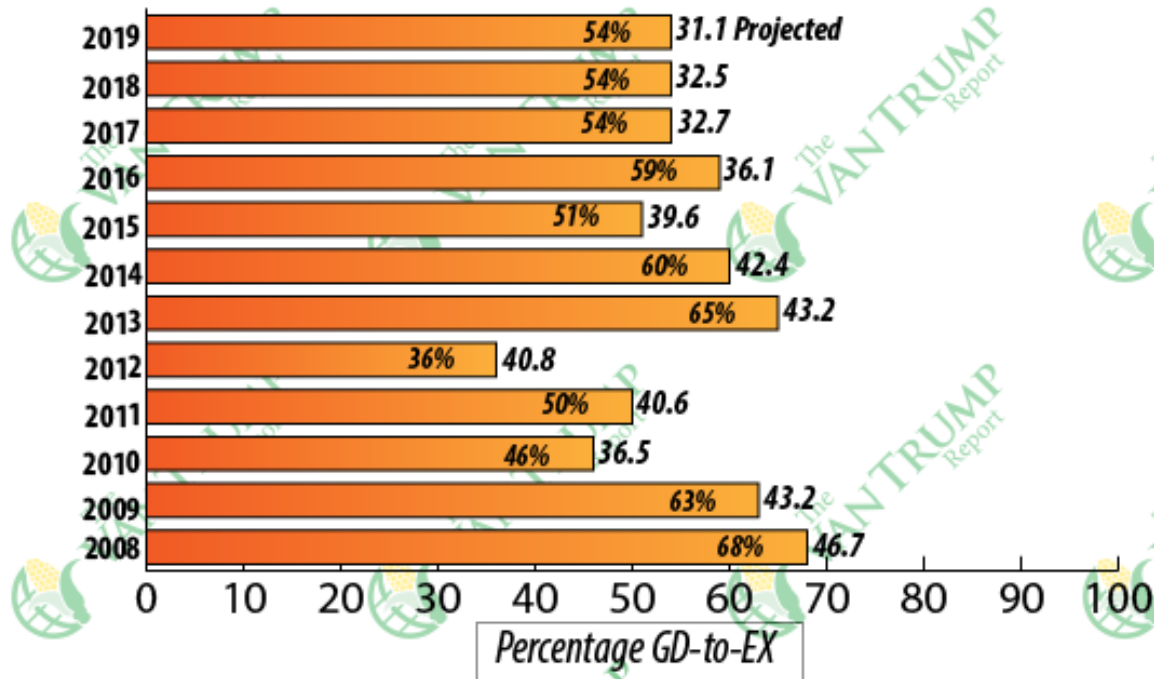


Source: USDA, NASS, November, 2019

**Wheat** bulls would like to find continued upside momentum. They are pointing to abnormal strength in the spring wheat cash market and deteriorating weekly winter wheat crop conditions. Weather in the U.S. has also been somewhat extreme and fueling talk of fewer acres and less production. As a spec, I like the thought of being long the spring wheat market but still not willing to put my money where my mind is. As a producer, I will be content playing the waiting game for several more months if need be. Bears continue to point towards burdensome supply and lack of U.S. export demand. Egypt recently purchased 175,000 MTs from Romania and France. Bottom-line, I just don't see any reason to be in a hurry right here. We need to let some more cards play out. I should note, many bulls continue to point towards more extreme problems and complications with the Australian crop. I know, this has been mostly well advertised, but it's starting to sound much direr than most have penciled into the equation. Below is a quick personal note that was sent my direction from one of our dearest Australian agricultural leaders...

# Winter Wheat Planted

## Percentage Good-to-Excellent vs. USDA Total Planted Acres {Week 45}



Source: USDA, NASS, November, 2019



**> October Equipment Sales "Cause for Caution":** *An official with the Association of Equipment Manufacturers says the latest U.S. farm equipment sales figures are cause for caution in the ag sector. AEM's October data shows a -3.5% decrease in overall tractor sales compared to last year. Senior vice president of ag services Curt Blades says AEM is hoping a return to stability in global trade policies and practices occurs soon in order to ease uncertainty for farmers, and ultimately ag equipment manufacturers. October did see an +8.1% increase in self-propelled combine sales, but both two and four-wheel drive tractor sales slipped. The largest decrease was in the 40 to 100 horse-power category which declined -4.9%. (Source: Brownfield Ag)*

**> Biofuels Lawsuit Against EPA Thrown Out as Court Issues Warning:** *The D.C. Circuit Court of Appeals tossed the Advanced Biofuels Association's challenge to the EPA's wide use of blending exemptions to oil refiners, which corn growers and biofuels producers say has crushed demand. The three-judge panel said the lawsuit failed to identify a "final agency action" that can be challenged in court. But the judges also warned the EPA that it could be vulnerable to a future lawsuit: "The EPA's briefing and oral argument paint a troubling picture of intentionally shrouded and hidden agency law that could have left those aggrieved by the agency's actions without a viable avenue for judicial review." (Source: Politico)*

**> Brazilian Corn Muscles in on Turf of U.S. Exporters:** *Brazilian corn exporters are enjoying a banner year thanks to a big crop and improved logistics, burnishing the country's status as a top global corn supplier and threatening the United States' traditional dominance in the arena. The United States is likely to remain the leading exporter for now, but Brazilian corn has recently been capturing more business from traditional U.S. customers than before. Some of that is due to this year's circumstances, but some of the gains could be more permanent. Lighter South American supplies a year ago left global corn buyers seeking the cheaper, more abundant U.S. product, boosting exports there close to record levels. But now the tables have turned. Huge South American corn crops for much of this year have been offered at significant discounts to the U.S. supply, which has faltered following an excessively wet growing season. Not all of the two countries' corn customers overlap, but many do, and the recent trends highlight the risks of the expanding South American supply to U.S. exports. Read more from [Reuters](#).*

**> French Soft Wheat Export Forecast Raised Again:** *Farm office FranceAgriMer on Wednesday increased its forecast of French soft wheat exports for a second month in a row, adding to expectations that France is benefitting from a big harvest and reduced Russian competition to gain market share overseas. In monthly supply and demand estimates for major cereals, FranceAgriMer pegged French soft wheat shipments outside the European Union*

*this season at 12.0 million metric tons, up from 11.7 million projected last month and a new four-year high. The revised 2019/20 wheat export forecast was up +24% compared with last season's level. FranceAgriMer's export outlook remained conservative compared with some market participants who expect up to 13 million metric tons of French soft wheat shipments outside the EU, Marc Zribi, head of the office's grain unit, told reporters. (Source: Reuters)*

**> Impact from AFS Outbreak in China More Severe than Previously Thought:** *China's African swine fever outbreak is far more severe than previously thought and the full impact of the disease on animal feed producers has yet to be realized, U.S. agribusiness company Archer Daniels Midland Co said on Wednesday. The fatal pig disease has slashed China's hog herd by as much as half since August 2018 and has already lifted margins for processing soybeans into animal feed, Ray Young, ADM's chief financial officer, told the Stephens Nashville Investment Conference. "We thought that the impact on the global meal market would be felt by the end of the year, the fourth quarter, back half of the year," Young said. "I think probably on a marginal basis, there's been some positive impact. But the overall impact, we probably haven't felt yet in terms of overall crush margins." That positive impact could add to the \$500 million to \$600 million in incremental pretax earnings improvements ADM has forecast for 2020, Young said. (Source: Reuters)*

**> Arizona's Water Supplies are Drying Up. How will its farmers survive?** *You could almost visit Arizona without noticing it was a farming state but irrigated agriculture has actually been a part of this desert landscape for more than 1,000 years. However, these farmers now face the very real prospect of farming that desert without water. Lacking deep snow in the Rocky Mountains to feed it, the Colorado River—which supplies some 40 million people and 1.75 million acres of irrigated land—has dwindled. Its enormous reservoirs have drained to half-empty, and research suggests that climate change will contribute to a further 20 percent drop in streamflow by 2050. Meanwhile, desert populations are booming and states that rely on the Colorado have seen some of the country's highest growth rates for years. This past March, with demand for water outpacing supply, representatives from two countries, seven states and 10 Native American communities finished years-long negotiations over how to reduce use. The resulting Drought Contingency Plan aims to maintain the water level of Lake Mead, outside Las Vegas, and avoid critical water shortages along the river system. The mandatory usage cuts they devised will come mostly from the more than 500 farmers in central Arizona. Read more [HERE](#).*

**> Google is Getting into Banking:** *Google will offer checking accounts next year, according to a source familiar with the company's plans, representing Big Tech's boldest move yet into the consumer banking business. The accounts for the project will be run by Citigroup and the Stanford Federal Credit Union, the source*



said. As part of a project code-named Cache, the company will become the latest Silicon Valley leader to try its hand at the banking space. For years, banks had been concerned about competition from small, nimble fintech upstarts. But it turns out that Big Tech companies like Google and Amazon, already armed with relationships with hundreds of millions of consumers, may prove to be the larger threat. Last year, Amazon had reportedly been in talks with J.P. Morgan over a checking account. Apple launched a credit card for iPhone users earlier this year with Goldman Sachs. Uber announced its push into financial services last month, and just Tuesday Facebook announced a new system to facilitate payments across its social media and messaging systems. Read more from [CNBC](#).

**> Computing Power Training AI is Rising 7 Times Faster than Before:** In 2018, OpenAI found that the amount of computational power used to train the largest AI models had doubled every 3.4 months since 2012. The San Francisco-based for-profit AI research lab has now added new data to its analysis. This shows how the post-2012 doubling compares with the historic doubling time since the beginning of the field. From 1959 to 2012, the amount of power required doubled every two years, following Moore's Law. This means the doubling time today is more than seven times the previous rate. This dramatic increase in the resources needed underscores just how costly the field's achievements have become. In the past year, more and more researchers have sounded the alarm on the exploding costs of deep learning. In June, an analysis from researchers at the University of Massachusetts, Amherst, showed how these increasing computational costs directly translate into carbon emissions. In their paper, they also noted how the trend exacerbates the privatization of AI research because it undermines the ability for academic labs to compete with much more resource-rich private ones. Read more from [MIT Technology Review](#).

**> Boxed Water isn't an Effective Environmental Solution:** When Jaden Smith was 11 years old, he was so concerned by the problem of plastic waste that he decided to try to find a solution himself, helping launch a new company called Just Water that sells water in containers that are mostly made of paper rather than plastic. Other companies are taking a similar approach. But shifting materials, despite the best intentions, doesn't necessarily solve the problem of waste—and might not even shrink the carbon footprint of the packaging compared to some plastic bottles. A carton made by Tetra Pak, the manufacturer that produces packaging for Just Water (and soup, soy milk, and many other products), includes multiple layers of paper, plastic, and aluminum. While it is recyclable if it's sent to a facility with specialized equipment, many cities still don't accept the packaging. Plastic bottles are actually more readily recyclable. The best option, fundamentally, is to completely avoid single-use packaging for a product that is easily accessible from the tap. Read more from [Fast Company](#).

**> Zimbabwe Prepares Massive Elephant Rescue as Drought Worsens:**



*Zimbabwean wildlife authorities will relocate as many as 600 elephants and other game from the drought-stricken south of the country in one of the biggest rescue operations to date. The animals are being relocated from "the southern area of Chiredzi and other conservancies, which have been badly affected by drought," according to Zimbabwe Parks and Wildlife Management Authority spokesman Tinashe Farawo. Zimbabwe, which has an estimated 80,000 elephants -- the most in the region after Botswana -- has lost 105 of them due to drought this year, Farawo said. Other animals that will be moved include two prides of lions, a pack of wild dogs, 2,000 impala antelope, and 14 giraffes. "We intend to start the operation once the rainy season has ended," Farawo said. Zimparks doesn't receive state funding, but finances its operations through wildlife sales. (Source: Bloomberg)*

**> "A One-in-a-Million" 3-Antlered Deer Spotted in Michigan:** *A Michigan retiree spied a three-antlered deer this weekend and posted photos to his Facebook page. "Five days before rifle season for Whitetail Deer and look who I get to see, along with his girlfriend," former state Rep. Steve Lindberg wrote. "A three antlered, nine or twelve point buck (depending if you want to count the two little tines on the right antler, and the small tine on the left antler)." It was a rare sighting. Lindberg added he'd never seen such an animal before. An amateur photographer who lives in Marquette in the Upper Peninsula, Lindberg said he decided after a lifetime of hunting, he'd rather shoot deer with a camera than a gun. The 75-year-old posts a photo a day to social media, and it's usually something from nature because it's a lot like hunting. Steve Edwards, a large-animal veterinarian, explained the deer probably got the third antler due to the bud that leads to an antler's growth separating into two while it was still an embryo. Or the bud was damaged somehow later in life causing it to split. Edwards has been a vet for 30 years and says he's never heard of a 3-antlered deer. "I'd say it's probably a one-in-a-million thing." (Source: USA Today)*



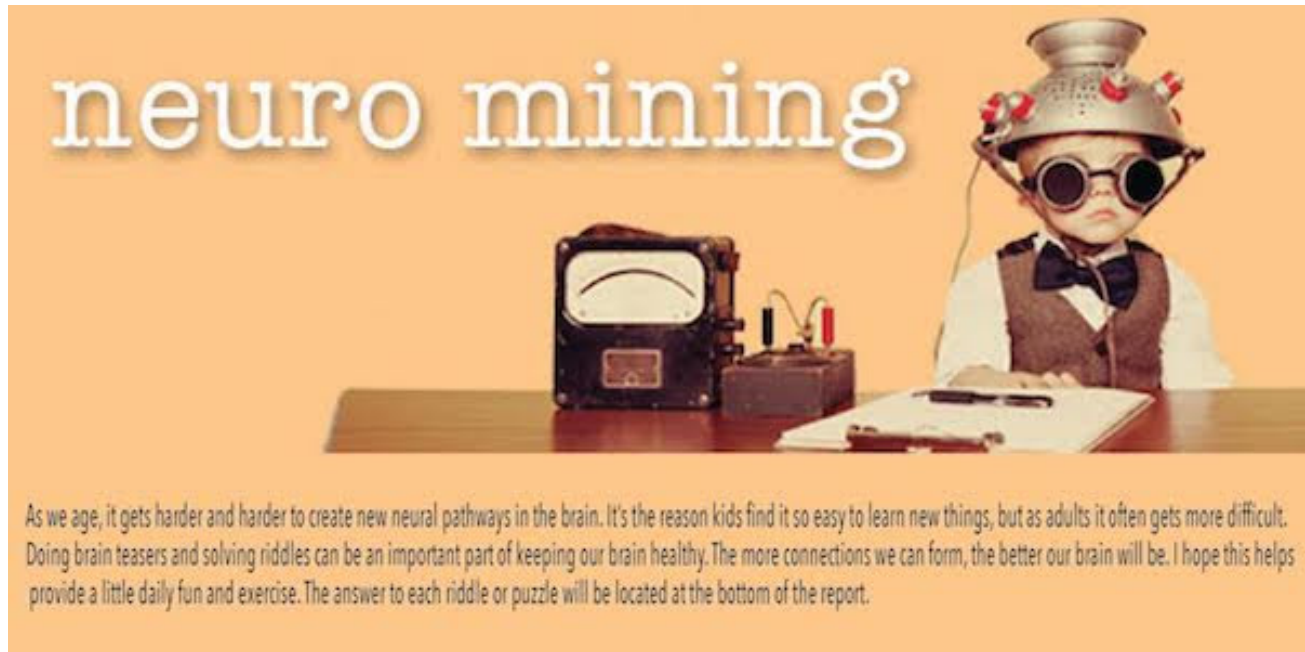


**North Central Kansas** - *The wheat in this area is rough looking. Most of it came up with the exception of a small amount that we planted on soybean ground. We are going to be right back up to the 60's by the weekend so it still has a chance of coming up. The problem that it's having this year is we are just too dry and everything was drilled later than normal. When you have dry, small wheat stands, this colder than normal spell over the last few days can cause some damage. I think because we have had 2 really strong years of corn production that guys are planting wheat due to the fact they believe they will be reminded why they call this "wheat country". That's just my opinion so don't take that as gossip. Here's something interesting that I'm not sure a lot of people may know about. When you have a record Milo crop as we did, the stocks aren't worth anything for grazing. All the nutrients that the cattle could have used were directed towards the head and yields. We might see Kansas with lighter cattle by the end of the winter especially if it's harsh. Just my opinion!*

**Southeast North Dakota** - *We haven't started corn harvest in our part of southeast North Dakota. And we're not sure we'll bother until maybe April or May 2020. Even losing 20 bushels per acre in the field pencils better than drying 30-33% moisture. Not to mention the elevator isn't accepting anything below 50-pound test weight, and most hand-shelled is between 48-50 pounds per bushel.*

**Northwest Minnesota** - *We are becoming experts in extracting soybeans from snow cover as this is the second season in a row this has occurred. We would just be finishing our sugar beets if they weren't frozen in the ground to be left for the winter. On our farms, we probably had to leave just over 60% of the crops in the ground. We were hit a little harder than the coop which will see a shortage around 37%. It's going to be a tough year for those who have already been the "salad bar" a few too many times recently, as lenders I'm talking to are saying unless folks have some gunpowder still on the shelves, it could be bad. This is the first time we have not been able to get the sugar beets out of the ground. It's too bad too, as we only were expecting 28 tons an acre during the season, but it was looking to be easily over 30. Since we were not able to work the beets, we began soybean harvest a week ago and should finish by the end of this week. That is if the equipment will stop gelling up on us.*





**TODAY'S RIDDLE:** You can only keep it once you give it to somebody. What is it?



### What You Might Not Know About Olive Oil

Did you know that 50% of the olive oil sold in American grocery stores failed all known standards for extra virgin olive oil? If you're a fan, you've probably noticed that there is also a huge variety available, which can make choosing the appropriate oil very confusing. The industry has also been racked with scandals in recent years about a slew of fakes, particularly for the more expensive virgin and extra virgin varieties. Sometimes they are just poor quality, but in other cases the oils aren't from olives at all. So how do you know whether you are buying the real stuff? And if it is the real stuff, which variety should you be using? Below are some helpful tips to help you navigate the murky world of olive oil:

**Grocery Stores Are Hit and Miss:** *Rule number one, if you are buying your olive oil at a grocery store, odds are that the label claims are more than a little misleading. The "light" varieties common in grocery stores are actually some of the poorest quality. But they are also usually the cheapest so*



*retailers keep stocking them. Understand that "light" means nothing in the olive oil world - it is strictly a marketing gimmick. The same is true for "cold pressed" or "first cold pressed." Unless you are buying an artisan, handmade olive oil, those two labels are just lip service as most mass produced olive oil is spun with centrifuges rather than "pressed."*

**Quality Labels:** *Look for respected stamps of authenticity. For Californian olive oils, look for the seal from the California Olive Oil Council—COOC Certified Extra Virgin. Internationally, there are more seals to seek out, like the Extra Virgin Alliance (EVA), and UNAPROL, the respected Italian olive grower's association, which stamps their recommended bottles with a "100% Qualita Italiana" label. The North American Olive Oil Association (NAOOA) also tests member samples and marks qualifying products with a NAOOA Certified Oil stamp, denoted by a red circular logo with a green olive branch. International Olive Council certification is another good one to look for.*

**Harvest Dates or Best-By Labels:** *Oil does not improve with age. Look for a date stamp to make sure you are not buying anything more than two years old.*

**Location, Location, Location:** *Certain countries are good bets for great olive oil just based on their standards—like Australia, which has the world's highest olive oil standards. Chile is another country with a great reputation as a quality olive oil producer. Californian olive oils are also far less adulterated than imported oils, so many people trust oils grown there—especially if it carries the COOC Certified Extra Virgin stamp of approval as mentioned above. Keep in mind that labels from some origin countries only indicate that the oil was packaged there. These include Italy, Greece, and Spain. The olives could have come from anywhere. The best way to determine origin is to look for the estate name. That also allows you to do a little research into their practices and uncover any complaints or quality scandals.*

**Buy Oils in Dark-Tinted Glass Bottles or Tins:** *Exposure to light and heat will destroy an oil's flavor, which is why you should avoid anything sold in a clear container, especially a plastic one. At home, stow your oil in a cabinet away from the stove.*

**"Extra Virgin" on the Label:** *Purified and refined oils, labeled simply "olive oil" or "pure olive oil," are often made with lower-quality, processed oils that have little taste. Extra-virgin and "virgin" oils undergo minimal processing, so their flavor and aroma molecules remain intact.*

**Understanding the Best Uses for Different Varieties:** *There are two things to consider in choosing an oil for cooking. The first one is that, among*

*virgin olive oils, extra virgin oil has the highest smoke point (that is, it tolerates high heat), but this point varies even among extra virgin olive oils depending on their acidity. The second consideration is that heating the oil for frying will destroy much of its flavor and aroma, so there is no point in buying an expensive oil. With that in mind, for browning or sauteing, a cheaper olive oil will suffice. If you're frying under high-heat, you might be better off choosing a high smoke point oil like canola or peanut oil. If you want to use your oil as a condiment, salad dressing, or just drizzled over your finished dish, shoot for a really good quality extra virgin olive oil. (Sources: Olive Oil Source, LA Times, The Spruce Eats)*









### **"Moby-Dick"... A Book We All Need to Read or Perhaps ReRead**

Moby-Dick is now considered one of the great classics of American literature and contains one of the most famous opening lines in fiction: "Call me Ishmael." Initially, though, the book about Captain Ahab and his quest to catch a giant white whale was a flop. It was published and released to the public on this day in 1851.

Its author, Herman Melville was born in New York City 200 years ago in 1819. As a young man, he spent time in the merchant marines, the U.S. Navy and on a whaling ship in the South Seas. In 1846, he published his first novel, Typee, a romantic adventure based on his experiences in Polynesia. The book was a success and a sequel, Omoo, was published in 1847. Three more novels followed, with mixed critical and commercial results. Melville's sixth book, Moby-Dick, was first published in October 1851 in London . and then in the U.S. a month later, in three volumes titled The Whale.

Melville had promised his publisher an adventure story similar to his popular earlier works, but instead, Moby-Dick was a tragic epic, influenced in part by Melville's friend and Pittsfield, Massachusetts, neighbor, the famous Nathaniel Hawthorne.

The basis for the book is Melville's 1841 whaling voyage aboard the Acushnet. The novel also draws on whaling literature, and on literary inspirations such as

Shakespeare and the Bible. The detailed and realistic descriptions of whale hunting and of extracting whale oil, as well as life aboard ship among a culturally diverse crew, are mixed with explorations of class and social status, good and evil, and the existence of God.

Over the course of the novel, Ishmael makes use of nearly every discipline known to man in his attempts to understand the essential nature of the whale. The book also dives into a wide variety of thoughts regarding religion, free-will, fate, revenge and much more. Herman Melville dedicated his novel, *Moby Dick*, to Nathaniel Hawthorne and wrote him, "I have written a wicked book, and feel spotless as the lamb." While there are several major themes in Melville's great work, perhaps the central theme is that of the individual in conflict with nature which brings into play Religion and God's role in the natural world.

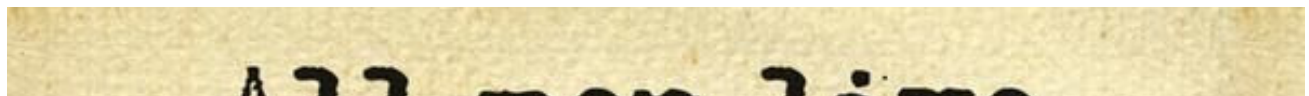
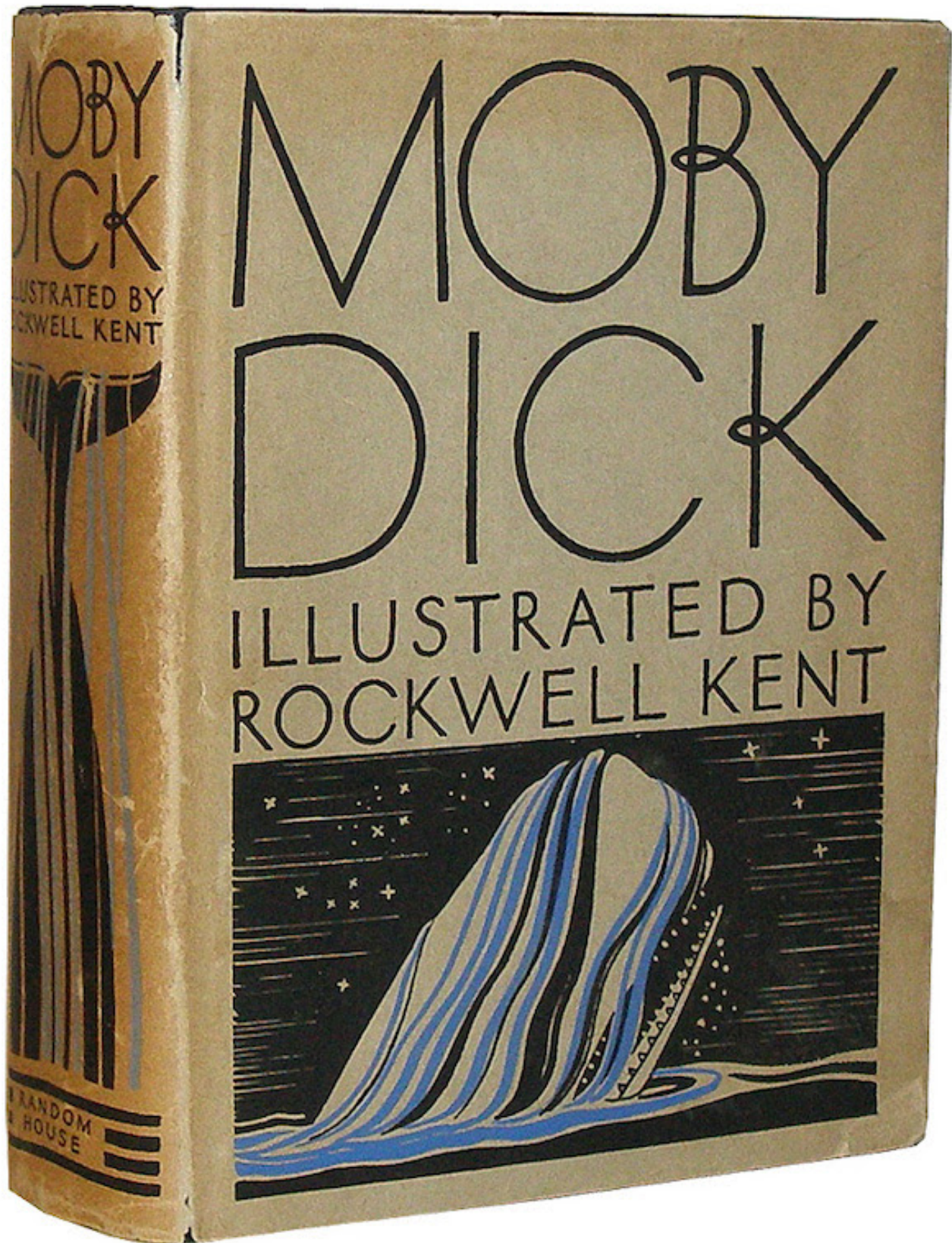
After *Moby-Dick*'s disappointing reception, Melville continued to produce novels, short stories (*Bartleby*) and poetry, but the writing wasn't paying the bills. So in 1865, he returned to New York to work as a customs inspector—a job he held for the next 20 years.

Melville died in 1891, largely forgotten by the literary world. By the 1920s, scholars had rediscovered his work, particularly *Moby-Dick*, which would eventually become a staple of educational reading across the United States high schools and colleges.

William Faulkner said he wished he had written the book himself, and D. H. Lawrence called it "one of the strangest and most wonderful books in the world" and "the greatest book of the sea ever written".

American songwriter Bob Dylan's Nobel Prize Acceptance Speech of 2017 cited *Moby-Dick* as one of the three books that influenced him most. Dylan's description ends with an acknowledgment: "That theme and all that it implies would work its way into more than a few of my songs."

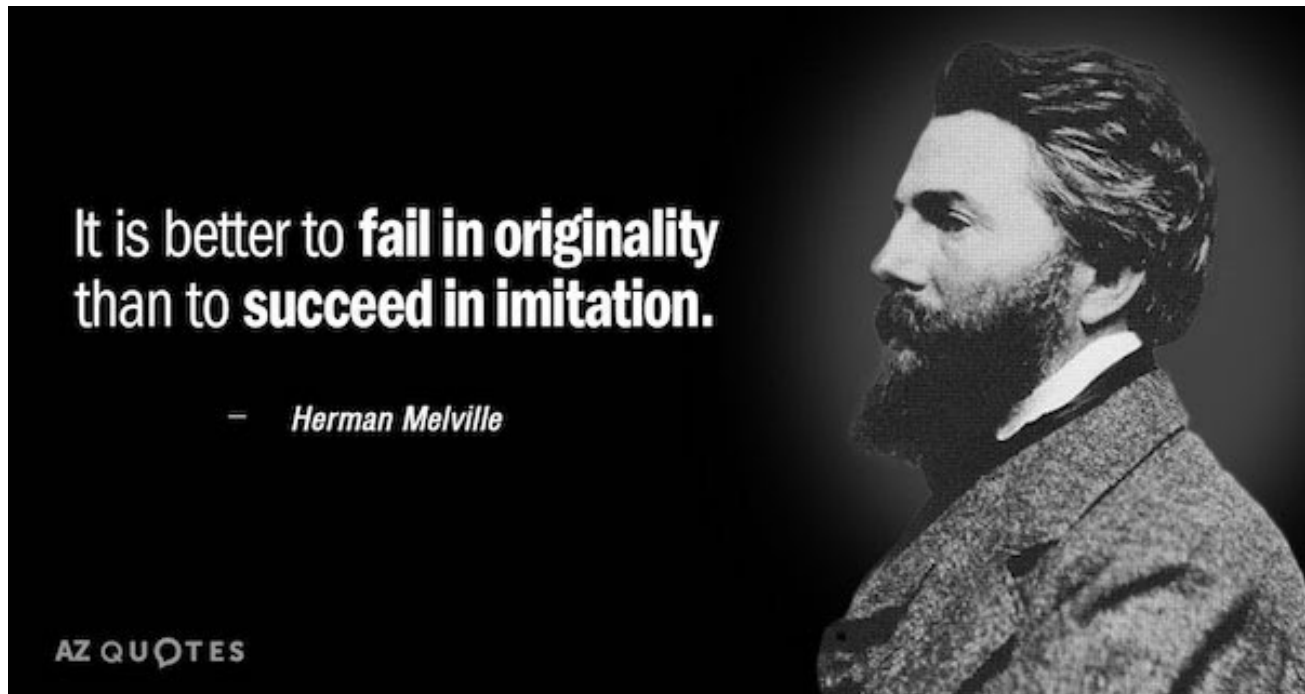
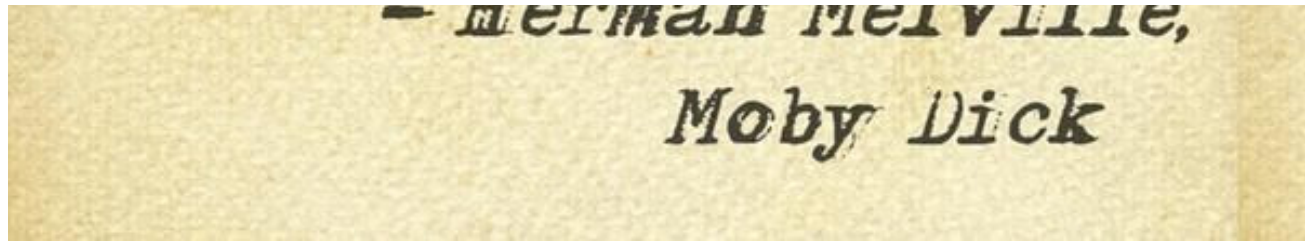






ALL men live  
enveloped in  
whale-lines.  
All are born  
with halters  
round their  
necks; but it is  
only when  
caught in the  
swift, sudden  
turn of death,  
that mortals  
realize the  
silent, subtle,  
ever present  
perils of life.

Horace Melville



### **My Adidas, Founding Run-D.M.C., and Becoming a Practicing Minister**

Joseph 'Run' Simmons, was one of the founding members of the influential hip hop group Run-D.M.C. and turns 55 years old today. I thought it would be good to revisit the old adage, "You can't always judge a book by its cover..."

Simmons was born in Hollis, Queens, New York. He is the younger brother of artist Danny Simmons and Russell Simmons, the co-founder of Def Jam Records. At a young age, Simmons was the lead vocalist in a hip-hop group named "The Force." In 1983 at just the age of 19 he founded Run-D.M.C. as a lead vocalist along with friend Darryl "D.M.C." McDaniels and the late DJ "Jam-Master Jay".

Simmons and McDaniels started hanging around Two-Fifths Park in Hollis in the late-1970s, hoping to rap for the local DJs who performed and competed there, and the most popular one known to frequent the park was Jason Mizell aka "Jam-Master Jay". Eventually, Simmons and McDaniels rapped in front of Mizell at the park, and the three became friends. The rest is history...

Run-DMC is widely acknowledged as one of the most influential acts in the history



of hip hop culture and one of the most famous hip hop acts of the 1980s. Run-DMC was the first group in the genre to have an album certified gold (Run-D.M.C., 1984) and to be nominated for a Grammy Award. They were the first to earn a platinum record (King of Rock, 1985), the first to earn a multi-platinum certification (Raising Hell, 1986), the first to have their music videos broadcast on MTV, and the first to appear on American Bandstand and the cover of Rolling Stone magazine. In fact, Rolling Stone magazine once ranked them in their list of the top-50 greatest musical artists of all time!

In 2004 Simmons began using the stage name of "Rev. Run" after he was ordained as a Pentecostal minister. In 2008, Simmons and his wife Justine created a non-profit organization called KaBOOM! to help build playgrounds in underserved communities. That same year Simmons' also wrote and published a book, "Take Back Your Family: A Challenge to America's Parents."

A few of my favorite party songs when I was much younger where: [It's Tricky](#); [My Adidas](#); and [Walk this Way](#) with the legendary rock band Aerosmith. Funny to look back and watch these videos now that I'm so much older. I certainly remember some crazy parties I attended that were blasting this music in the background in the mid to late-80's. WOW!

Below are a couple of keys to success offered by "Rev Run"...

**Always Push & Don't Be Afraid to Reinvent Yourself:** *Run is the model example of reinvention—from hip-hop legend, to minister, to reality show icon and business mogul, he's constantly pushing himself to be a better example in his chosen platform and inspire as many as he can while doing it. When it comes to greatness and achievement, Rev. Run proves there are no limits and no sound reason not to constantly be reinventing yourself.*

**Keep Good People Around You:** *Whether it's family, colleagues or close friends, Run has always valued the people he keeps around him. In an interview with Forbes Magazine, one of his top pieces of advice for having a remarkable and sustaining career was to always have good people around you. "...Having someone on your team that enjoys the same thing as you but might have a different perspective, can help your company or your life thrive," said Run. Have people in your circle that you can learn and grow from.*

**Value Your Health:** *Run and his wife Justine both have a paternal history of type 2 diabetes and after learning about the risk factors, they not only wanted to make smarter lifestyle choices, but also wanted to serve as an example to their family and the public. They changed up their dietary habits and motivate others in making healthy decisions –even teaming up with the*



*Novo Nordisk AskScreenKnow.com campaign –a movement created to raise awareness about the risk factors of diabetes. Going to the doctor actively and getting screening tests is one of the most important things you can do for you and your family's health and future!*

**Hold On To Your Faith:** *No matter where the music industry pulled him, he never let go of one of the most important aspects of his life: his faith. He's inspired others through his living and active ministries and today shares spiritual lessons whenever and wherever he can. Rev. Run shows us that everything we do can operate by faith.*





**ANSWER to riddle:** Your word.



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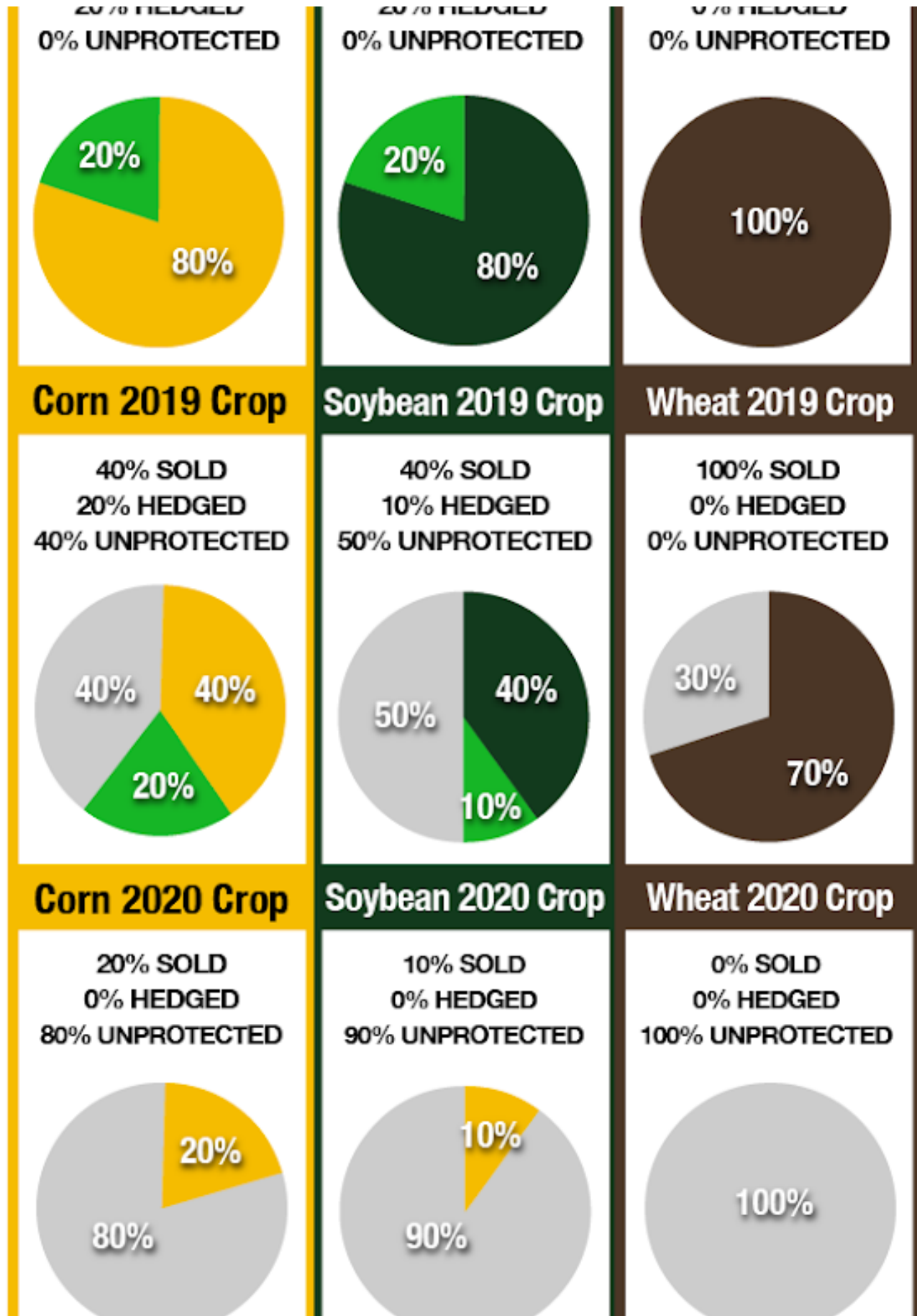
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