



Josh Knight <josh@farmdirection.com>

GOOD MORNING: The Van Trump Report 1-24-20

1 message

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

Fri, Jan 24, 2020 at 5:31 AM

Reply-To: Jordan <reply-fec510767463027f-1142_HTML-68584704-100003450-8@vantrumpreport-email.com>

To: josh@farmdirection.com



"It's not whether you're right or wrong; it's how much money you make when you're right vs. how much you lose when you're wrong." - **Stanley Druckenmille**

Friday, January 24, 2020[Printable Copy](#) or [Audio Version](#)

Morning Summary: Investors are still trying to determine the best way to navigate the developing news coming out of China about the coronavirus outbreak while also digesting the deluge of fourth quarter earnings. Some analysts say the China virus story has provided the perfect excuse for traders to book some profits and step to the sidelines to reassess. A suspected case of the illness was reported in Texas yesterday, which would make it the second in the U.S. if it's confirmed. China has now implemented travel restrictions in three cities, essentially placing about 23 million people under quarantine. The Lunar New Year holiday, during which hundreds of millions travel across China, officially begins today. Epidemiologists fear it could make the outbreak harder to contain. The World Health Organization declined to declare a global health emergency yesterday, saying there is no evidence of human-to-human infection outside China and at this point, such a declaration would be premature. A vaccine is under development but that is a long process. U.S. officials say the risk to the American public is low but

recommend people take the usual cold and flu season precaution: frequent hand washing, covering your mouth when coughing or sneezing, and staying home when you don't feel well. Oil prices are getting absolutely hammered by the anxiety surrounding the virus, with analysts worried it will deliver a big blow to travel and further weigh on oil demand. Goldman Sachs predicts the virus could lower global demand by -260,000 barrels a day, with jet fuel accounting for around two-thirds of the loss. I have included more details on the subjects below. On the earnings front, results have so far been mixed, though the good does outweigh the bad. Of the S&P 500 companies that had reported as of yesterday, nearly 68% have beat expectations, according to Refinitiv data. One of this week's biggest surprise misses was Procter & Gamble, who yesterday reported results below Wall Street expectations for the first time in five quarters. P&G did raise its fiscal 2020 forecast, though, and also increased its minimum stock repurchase range for this year by a billion dollars. Union Pacific is another company delivering very mixed result. The company's profits fell -10% in the fourth quarter, however, the company's executives seem very positive about a recovery in shipping volumes for 2020 thanks to the completed "Phase One" trade deal with China. At the all-out-positive end of the spectrum, Intel says its transition to a newer generation of chipmaking technology is progressing better than it expected and forecast full-year revenue and profit estimates for 2020 far above analyst expectations. The company also smashed analyst expectations for fourth quarter revenue and profits, which has some investors thinking the slowdown in the chip industry may have finally bottomed out. Earnings reports today are pretty light with the top highlights being American Express, Nextera Energy, Ericsson, and Synchrony Financial. Things ramp up next week with some of the world's largest and most iconic companies set to release fourth quarter results, including Alibaba, Amazon, Amgen, Apple, AT&T, Boeing, Caterpillar, Chevron, Coca-Cola, Eli Lilly, Exxon Mobil, Facebook, General Electric, Lockheed Martin, Mastercard, McDonald's, Microsoft, Novartis, Paypal, Pfizer, Phillips 66, Starbucks, Tesla, UPS, and Visa. Economic data today is uneventful but next week will bring further updates on the housing market, including New Home Sales on Monday, Case-Shiller Home Prices on Tuesday, and Pending Home Sales on Wednesday. We'll also get the first look at fourth quarter GDP on Thursday. The U.S. Federal Reserve's latest policy decision will be delivered on Thursday as well, though no changes are expected. Other events next week include the ongoing impeachment trial against President Trump and the UK's official exit from the European Union. The country passed a Brexit agreement this week and the European Parliament is set to approve it as soon as next Wednesday. If all goes as planned, the UK will officially leave the EU on January 31, more than three and a half years after voting for Brexit in June 2016.

CoronaVirus and Warlord General Khalifa Hafta are Making Markets Interesting... Here's What You Need to Know

Bears are quickly drawing parallels between the outbreak of the deadly SARS virus in China back in

2002-2003 and the recent CoroinaVirus. Remember, China is the largest importer of many commodities which includes crude oil. Now that the Chinese government is locking down cities and restricting travel it could obviously have a negative impact on energy demand and other materials and goods. Bears also point to the fact China's transport infrastructure—particularly high-speed rail—is far better than it was during the 2003 SARS epidemic, so the virus appears to be spreading around much quicker as more people have much better access to transportation and money. Let's also keep in mind China's economy is now much more exposed and dependent on consumer spending than back in the early 2000s when SARS was circulating. This has prompted some in the trade to become much more nervous about overall commodity demand and consumer dependent Chinese companies. Bulls in the oil market are pointing to Libya's warlord General Khalifa Haftar, who has choked off the country's oil exports in defiance of a shaky international ceasefire deal endorsed by international powers over the weekend. Despite the fierce fighting between Haftar's self-styled Libyan National Army and the UN-backed Government of National Accord (GNA), both sides have generally allowed oil production and export to continue. But in an apparent bid to up the ante, forces loyal to General Haftar have closed ports in the eastern part of the country and shut down a pipeline to two major oil fields in the southwest, effectively choking off oil production out of Libya. From what I'm hearing output could soon plummet from 1.2 million barrels per day to just 72,000 barrels per day if General Haftar does not release his grip on the ports and pipeline. Russia, the UAE, and Egypt are supporting General Haftar and the LNA. Turkey, on the other hand, is supporting the Government of National Accord (GNA) in Tripoli. Let's also keep in mind we have a fluid geopolitical situation brewing in Iran. In other words, there are several interesting moving parts and pieces and how they all fit together and play themselves out is still anyone's guess. I personally like the thought of staying nimble and fleet of foot. I banked some profits earlier in the week and scaled back risk.



Platts Oil
@PlattsOil



#Crudeoil slides more than 2% as **#coronavirus** spread weighs on demand outlooks | **#OOTT**

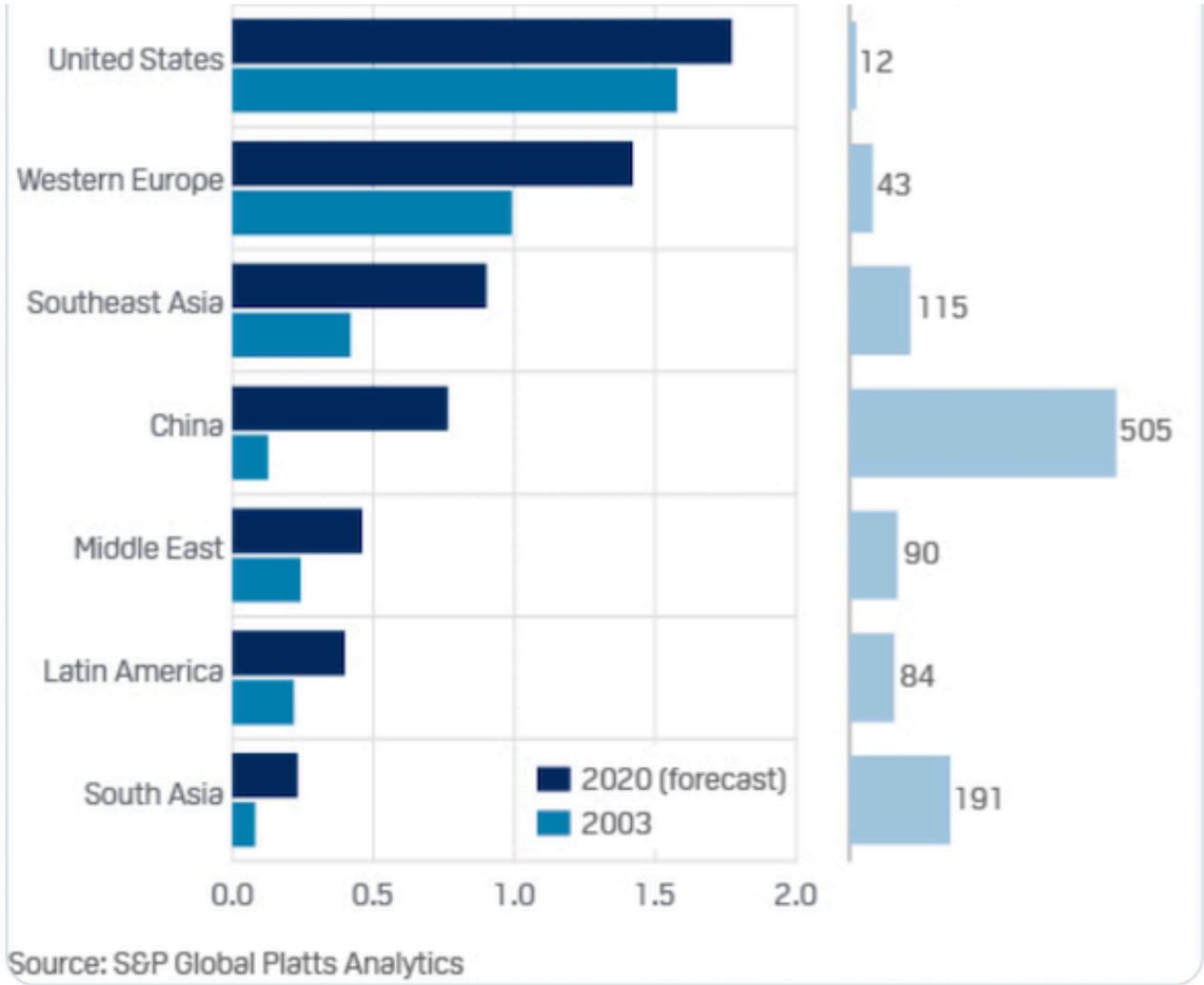
- * Outbreak of pandemic flu could dampen global **#jetfuel** demand
- * Oversupply concerns persist as market eyes US stock builds

Full story: [plts.co/HDIA50y2wFt](https://platts.com/HDIA50y2wFt)

ASIA LEADING GLOBAL JET FUEL DEMAND GROWTH

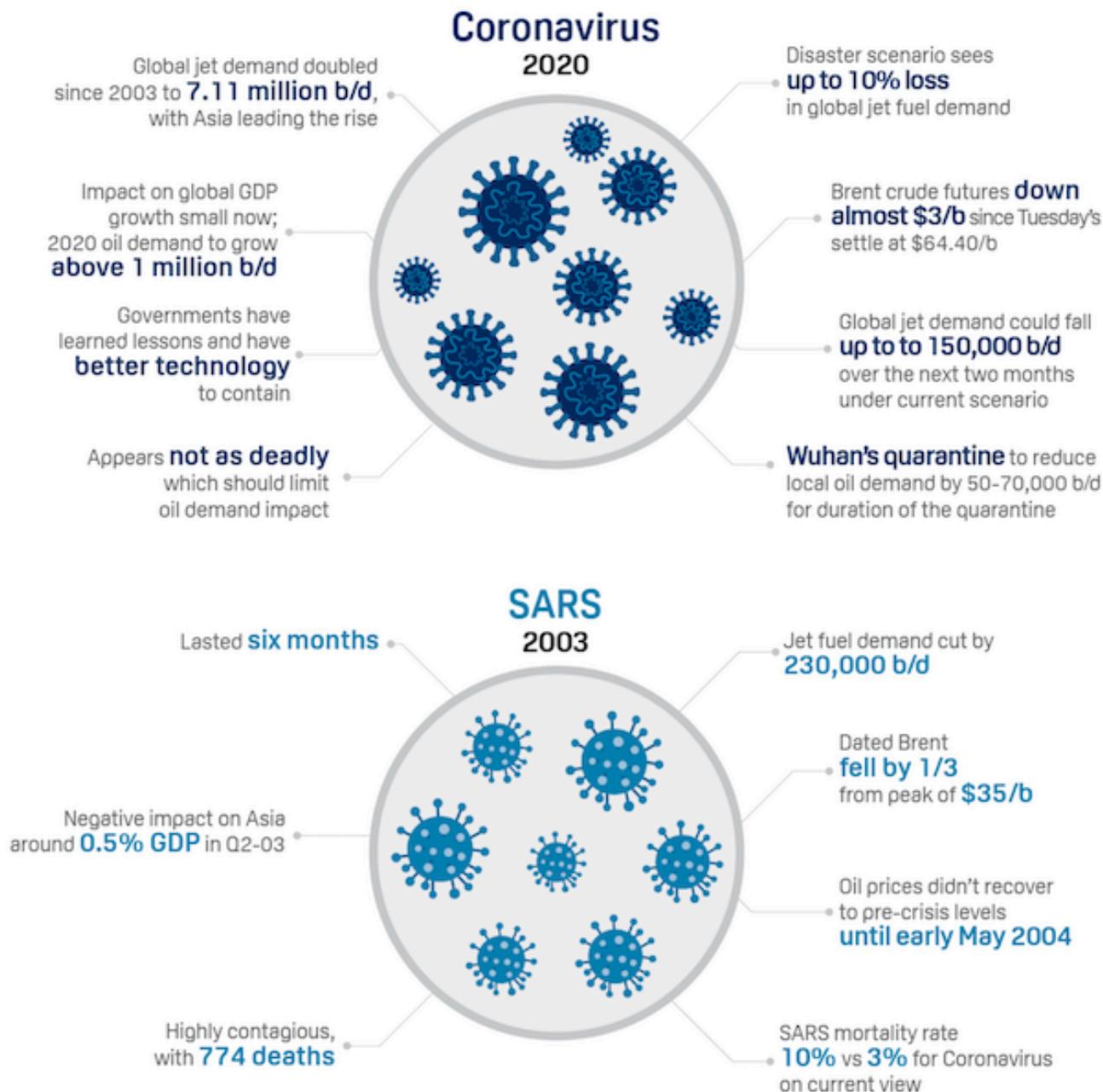
(million b/d)

(% change forecast)



CHINA VIRUS: COULD OIL DEMAND WEAKNESS BECOME CONTAGIOUS?

The oil market is nervously drawing parallels between the outbreak of the deadly Sudden Acute Respiratory Syndrome (SARS) virus in China in 2002-2003 and the outcome of the recent respiratory virus (Corona) also in the world's economic powerhouse. This could have far-reaching implications for fuel demand, especially from reduced air travel. Wuhan was the first city to essentially go into lockdown as authorities try to contain the spread of the virus and any escalation will continue to hit oil demand.



Source: S&P Global Platts Analytics

Ask KVT?...

"What are your thoughts on the coronavirus and how it will impact the markets?"

One of my goals for 2020 is to bring subscribers a more personal touch. We've had countless requests

through the years for more audio podcasts and subscribers wanting access to short timely videos that help provide more color and insight on a particular subject. I will be trying my best to provide my perspective and thoughts on the most requested topics. I hope you find added value in our new media channels. Thank you again for your support and patience as we try and improve our process and strive to reach our goal of consistently providing thought-provoking content. Click [HERE](#)



Interesting Thought on Start-Ups: *Of the 80 companies that went public last year, 28 of them were worth \$1 billion or more at the time of their IPO. But it was the start-ups that had raised far less venture capital that performed better as IPOs. "If you have raised more than \$250mm & are NOT public, the presumption is you are losing WAY too much money, and you probably have sh***y unit economics," veteran venture capitalist Bill Gurley recently tweeted. (Source: CNBC)*

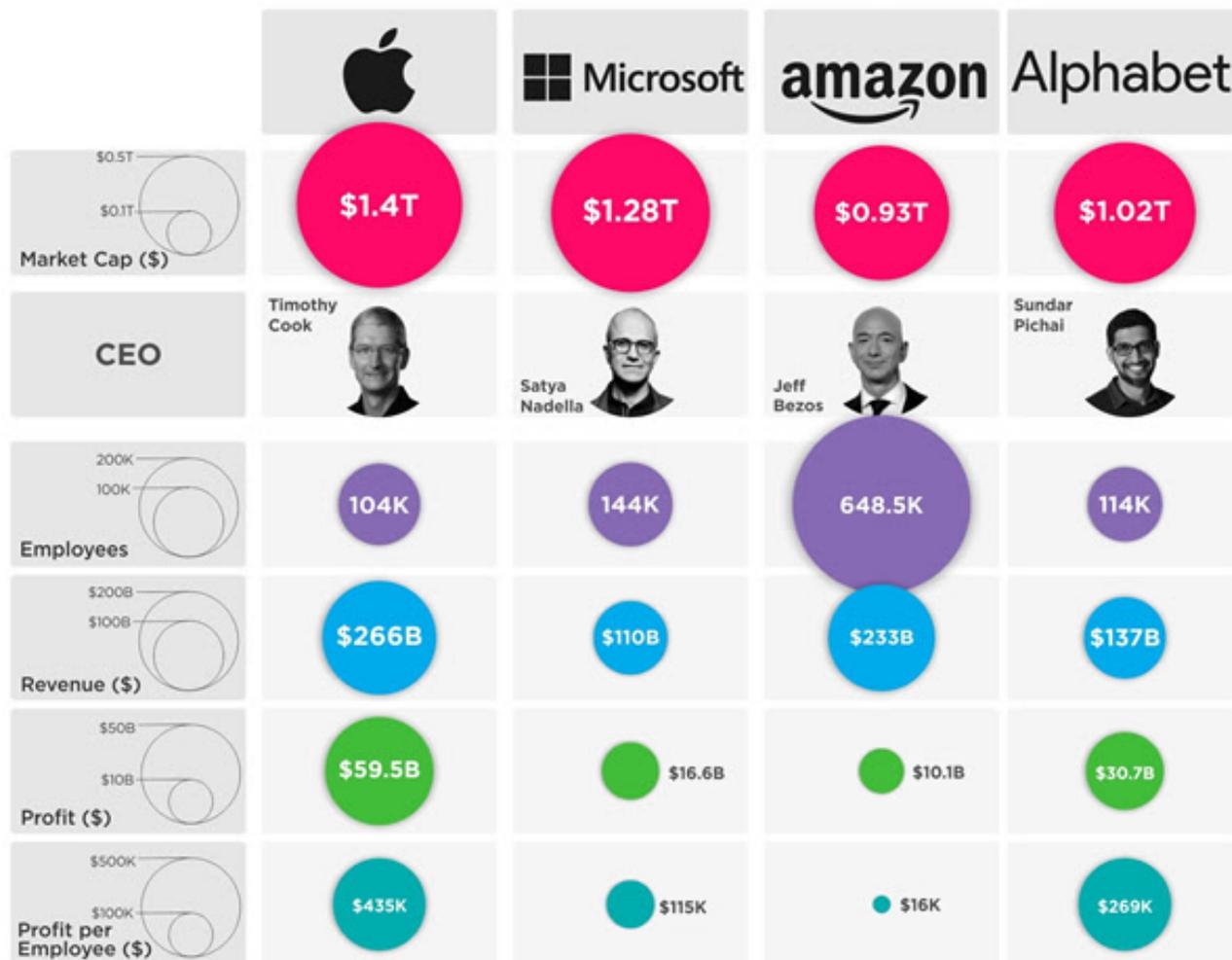
Investor Bill Miller Doubled His Returns in 2019, Sees Stocks Climbing Even Higher in 2020: *Investor Bill Miller came back with a bang in 2019, riding the stock market's relentless rally to record highs. His firm, Miller Value Partners, posted a return of +119.5% last year net of fees, more than making up the firm's -33.8% loss in 2018. The gains also blow the broader market's gains out of the water. The S&P 500 rose 28.8% in 2019. Miller, in a note to investors, said he kept his holdings intact throughout the final three months of 2019, which led to a fourth-quarter return of roughly*

60%. "In the 4th quarter, we did our favorite thing to do in markets: nothing. No new names and no elimination of holdings from the portfolio. This doesn't happen as often as it probably should," Miller wrote. Miller, who beat the market for 15 straight years while working at Legg Mason, added the market can yield more gains this year, though it may not be as straightforward as 2019. "Stocks will not move in a straight line higher even if the bull market continues in 2020, as I believe it will," said Miller. "Setbacks and corrections should be expected, but unless something causes the economy to tip into recession and earnings and cash flows to decline, which I do not expect even if the geopolitical situation gets grimmer, then the path of least resistance for stocks remains as has been for a decade: higher." Read more [HERE](#).

Visualizing the Trillion Dollar Club: In mid-January, Alphabet (the parent company of Google) became the newest company to join the "Trillion Dollar Club." The companies in this exclusive group have three main features in common: their market caps have reached \$1 trillion at some point, they are all based in the U.S., and they are all part of the technology sector. Across the board, Apple has the highest market cap, revenue, profit, and profit per employee. It was also the first company in the world to reach a \$1 trillion market cap. Amazon is included in the Trillion Dollar Club because its market cap reached \$1 trillion in September 2018. The market cap currently sits at \$925 billion. Despite having a market cap of almost \$1 trillion and profits of \$10.1 billion, Amazon's profit per employee sits at only \$15,557 due to its large, international workforce. Even though Amazon has the lowest market cap among the Trillion Dollar Club, it has the most expensive stock price of the group, at \$1,864.72 per share as of January 21, 2020. While the market cap numbers indicate that the Trillion Dollar Club is flourishing, the financial future of these Big Tech companies will be called into question as conversations around regulation become more important. Notably, Alphabet achieved its trillion-dollar milestone after France declared it will suspend its digital tax amid the threat of counter-tariffs of the U.S. Read more from [HowMuch](#).

Companies in the Trillion Dollar Club

Comparing Apple, Microsoft, Amazon and Alphabet by their Key Metrics



Note: Trillion Dollar Club is formed by American companies that have reached more than \$1T of market capitalization at any point in time.

Article & Sources:
<https://howmuch.net/articles/companies-trillion-dollar-club>
 Yahoo Finance - <https://finance.yahoo.com>
 Fortune - <https://fortune.com>

howmuch.net

FARM TANK

Tweets of the Day



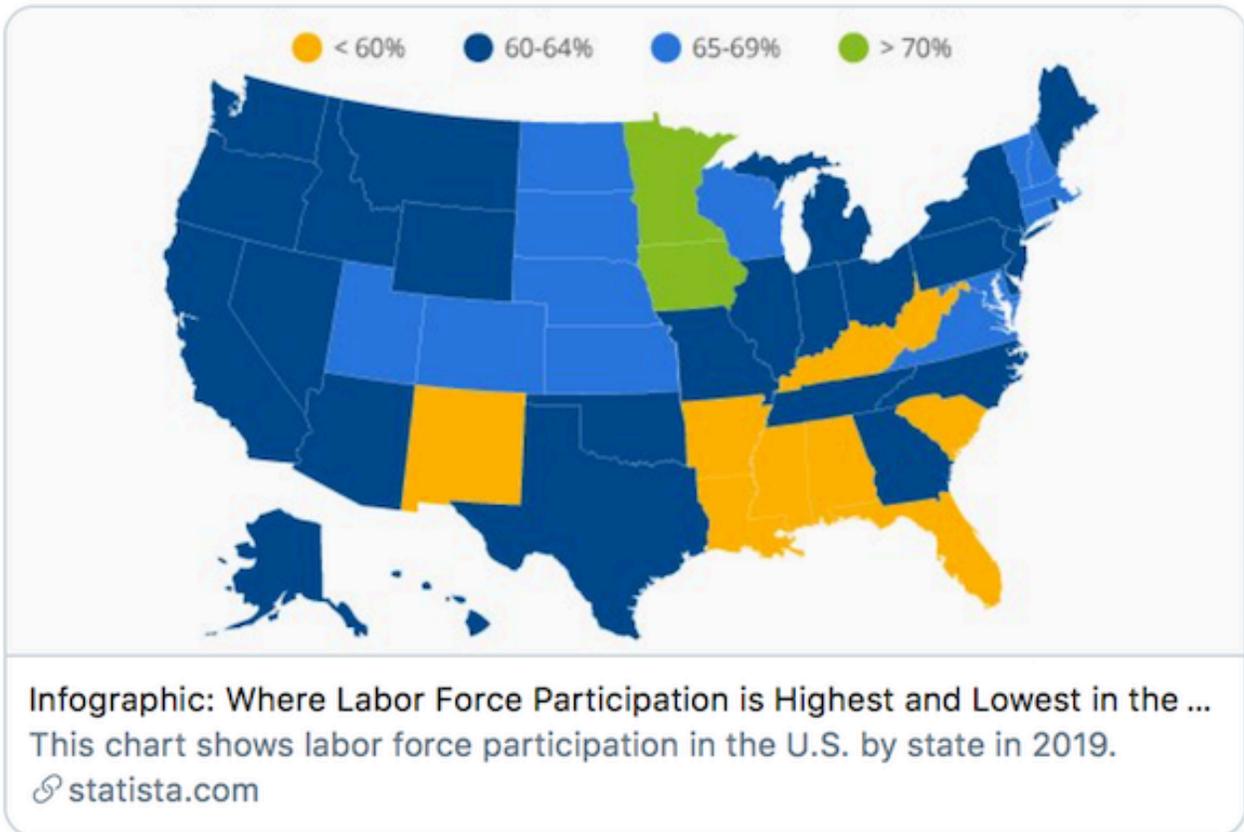


Statista
@StatistaCharts



Only three places in the U.S. broke the threshold of 70% #labor force participation.

[statista.com/chart/19885/la...](https://www.statista.com/chart/19885/labor-force-participation-by-state-2019) @stlouisfed

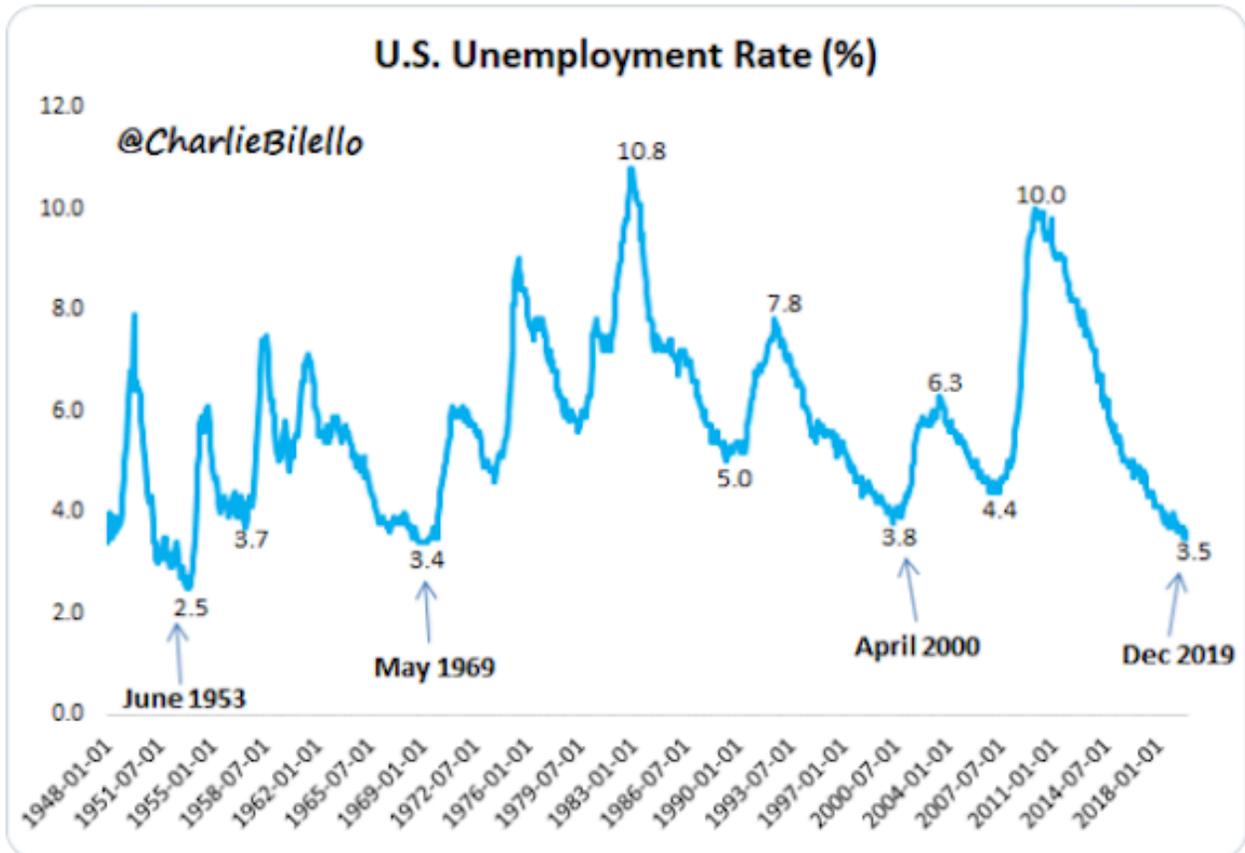




Charlie Bilello ✓
@charliebilello



US Unemployment Rate holds steady at 3.5%, its lowest level in 50 years.





Kern Cob
@keren_ruth21



Crop Consultant Starter Pack:





Lisa Marie
@Bomber_Vixen





Denton Clark
@DentonClark17



Wonder how much of what brand of seed I need to plant to get a jet.



Julian Imhoff @julianimhoff · Dec 28, 2019

twitter.com/meck737/status...





Ikon
@ikonsportsgear

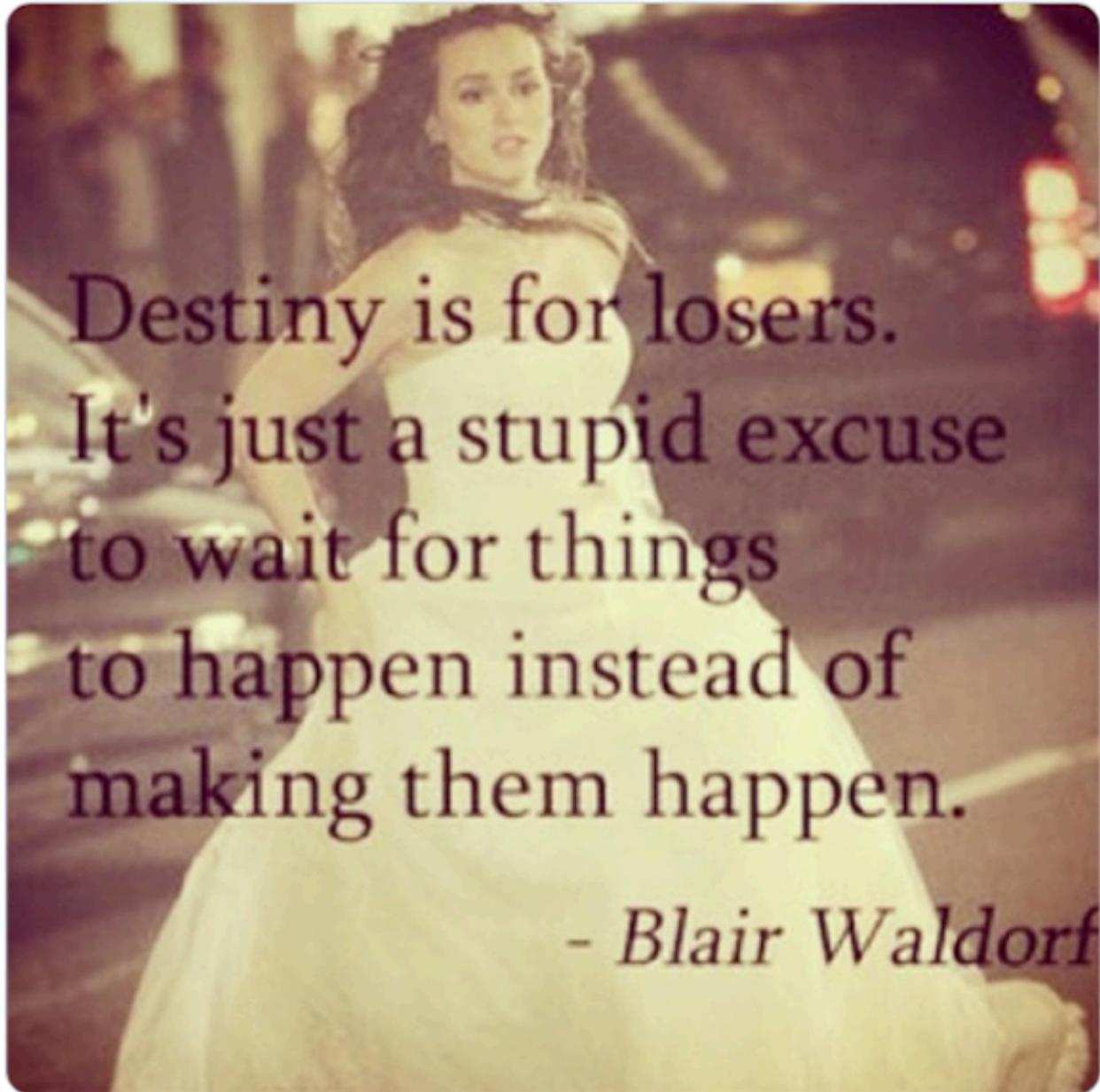




Think Different
@LifeLimits



FORTUNE FAVORS THE BOLD



Corn bulls were happy to see the market close at its highest level since November 1st and above all short-term resistance. Technical traders are talking about the shorter-term charts showing higher lows and higher highs and the potential for continued strength. As I've mentioned on several occasions the MAR20 technical hurdles seem to be the \$4.11⁶ high posted back in mid-October

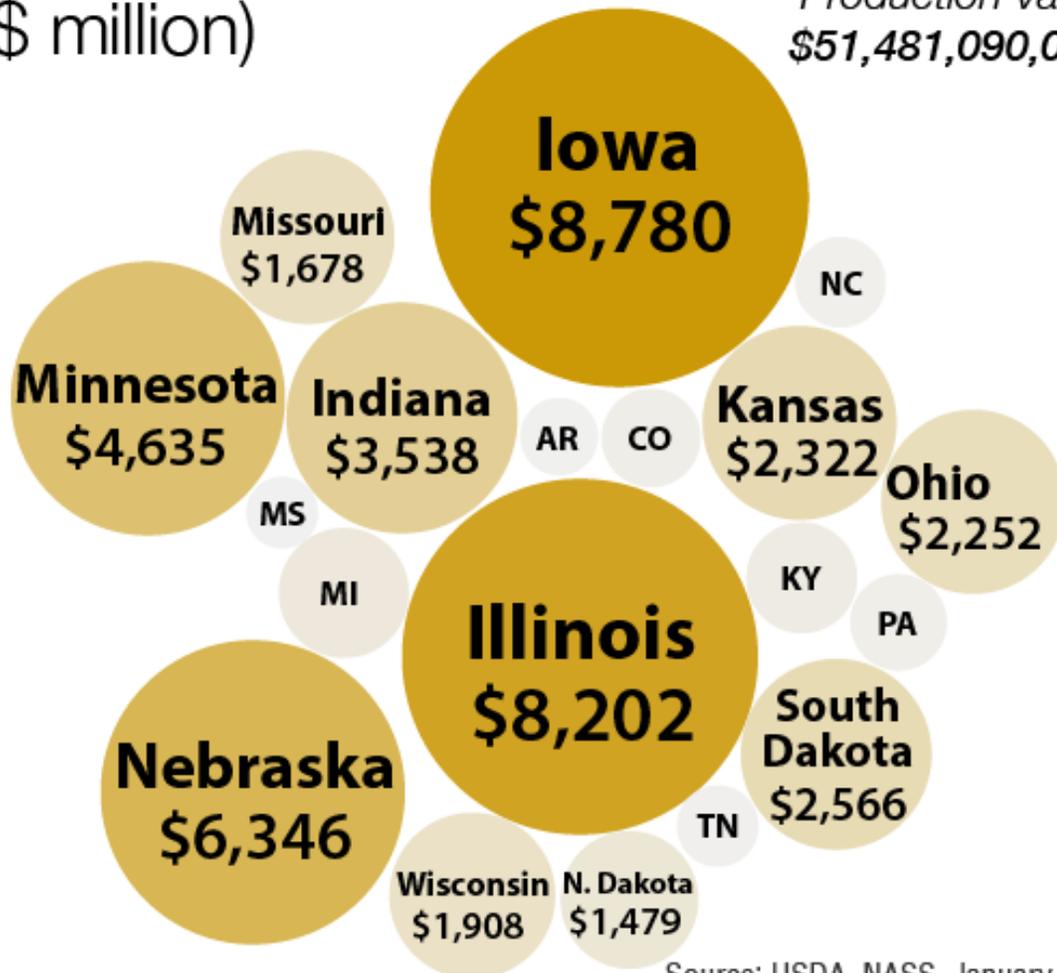
and the heavy psychological resistance that has consistently been in place the past several years up in the \$4.40 to \$4.50 range. The bottom line, however, is the fact we still remain in this range between \$3.65 and \$4.10 per bushel. Also, keep in mind, we are still trading well below the 200-Day Moving Average which is up closer to \$4.05 per bushel. As a producer, I'm staying patient and waiting for higher prices before making additional cash sales. Those producers who are experiencing abnormally strong basis levels should be paying very close attention and entertaining the thought of reducing risk and rewarding the strength. I just worry that once the bigger commercials gain enough ownership of corn the basis could back off at the same time flat price runs into stiffer resistance. The overall demand story for corn still remains a bit suspect. Bulls are banking on China stepping in and being a substantial buyer. Bears continue to point to weakness in ethanol, China's recent complications surrounding the coronavirus, and South America's more cooperative weather. The EIA's weekly ethanol data released yesterday showed a big bump in ethanol stocks to +24 million barrels up +1 million barrels from last week up over +2% from last year and again nearing the all-time record stockpile of 24.5 million estimated back in July. Keep in mind, ethanol stockpiles got down to around 20 million gallons back in November and has now snapped back aggressively higher adding almost +4 million gallons to our surplus. The trade will be chewing on weekly export sales data this morning with bulls hoping to see confirmation of increased Chinese interest in U.S. exports. Bears point to the fact China goes on a week-long national Lunar New Year holiday next week and is now battling complications of the coronavirus, which could eventually make commodity bulls a bit apprehensive in adding length. I've also been listening to some trade rumors that Chinese feed buyers aren't real happy with U.S. quality this year and have been talking to suppliers from Ukraine but there's some apprehension there as well with headline talk circulating around bird flu. There's just a ton of abnormal moving parts in play at the moment and we have to take this into consideration. Weather in South America seems mostly cooperative but there's still a massive amount of unplanted second-crop corn scheduled to go in the ground in Brazil. Bulls are thinking it will be too wet in areas to the northeast and could ultimately reduce some second-crop corn acres. The Argentina crop is now mostly all planted but there are still some areas we are closely monitoring that could become too dry and create a yield drag. I should note, most sources are thinking Argentine producers planted about 6.3 million hectares of corn or about 15.6 million acres. Producers in Ukraine will actually plant a few million acres less. In comparison, the state of Iowa was projected to plant 13.6 million acres last year. Illinois plants around 11 million corn acres; Nebraska plants around 10 million corn acres; Minnesota plants around 8 million corn acres. Both Kansas and Indian will generally plant between 5 and 6 million corn acres each. South Dakota, North Dakota, Wisconsin, Missouri, and Ohio will generally plant between 3 and 5 million corn acres each. I always find it interesting when you start comparing foreign nations to our top producing U.S. states.

Corn Production Value by State

2019 Top 20

(in \$ million)

Total U.S.
Production Value
\$51,481,090,000



Source: USDA, NASS, January, 2020

Soybean bulls have struggled again this week. In fact, soybean prices are down roughly -50 cents from the highs posted on the first trading day of 2020. Lack of Chinese buying has left many bulls disappointed at the same time we are hearing about improved weather and crop conditions in South America, along with talk of +8 to +9 million more U.S. soybean acres being planted in 2020. Technically, many are thinking psychological support near \$9.00 should help slow the bleeding. There's some thought that the market will orbit this \$9.00 level until it learns more specifics about Chinese buying. Bears might be a bit apprehensive to be big sellers with Chinese buyers still being talked about and yet to make a move. On the flip side, bulls might be apprehensive to add additional length with record production being harvested in Brazil, improved weather in Argentine, and talk of a lot more U.S. acres going in the ground in 2020. Bulls would also like to see some confirmation of buying by the Chinese which might not come until later in the

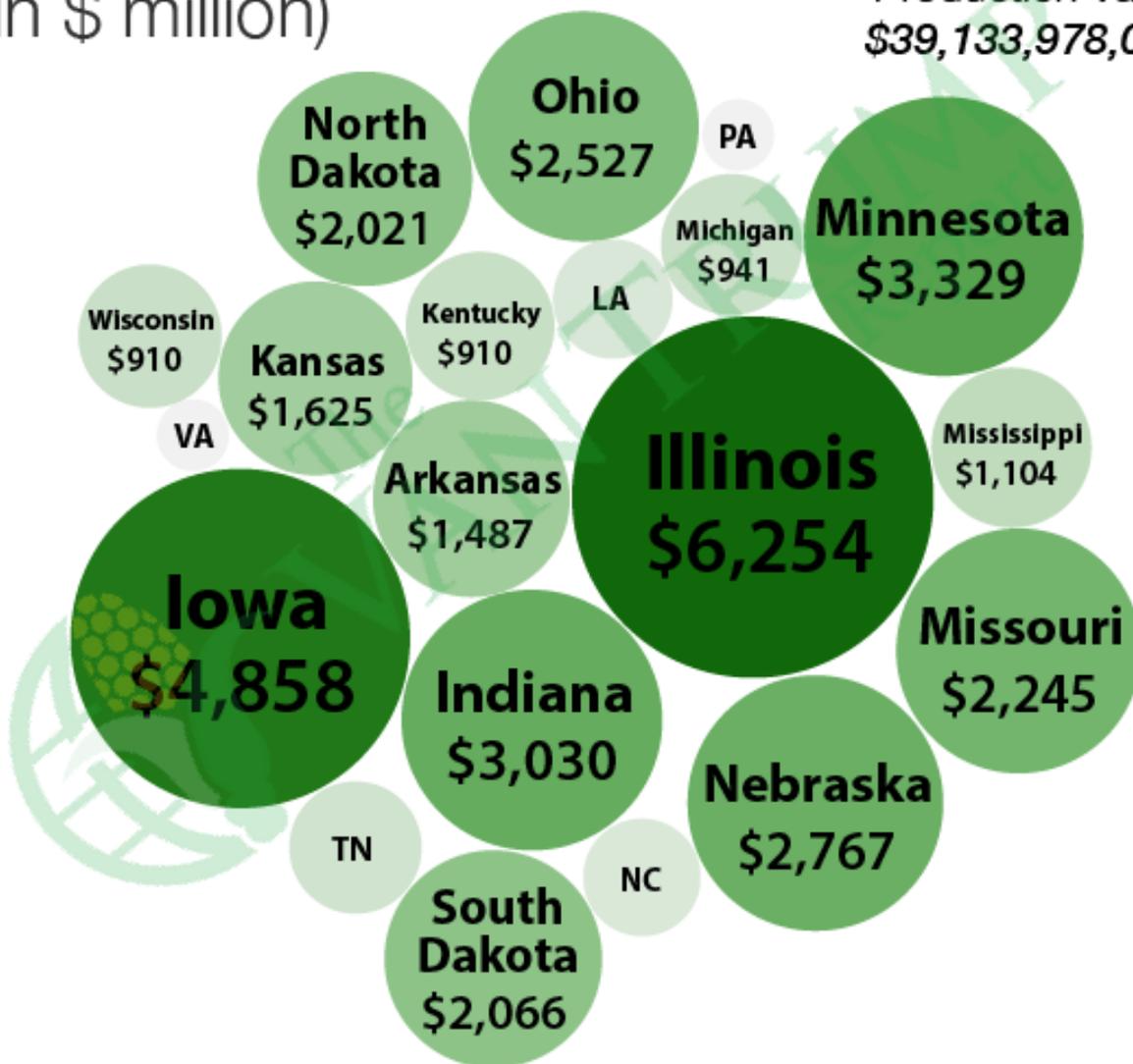
marketing year when U.S. prices are more competitive. I should note, there's also a bit of uneasiness stemming from the uncertainty surrounding the coronavirus. It has prompted a few traders to reduce risk and added a bit of strength to the U.S. dollar both of which are typically considered headwinds for commodities. As a spec, I'm still yet to be buyer on the break and want to remain patient. I could argue a longer-term bullish case but see no reason to be in a big hurry. As a producer, I feel like we made some good sales on the most recent rally which ultimately makes me feel like I added more time to the game clock. This allows me to mentally be a bit more patient into 2020. I still think there will be a bull story but I suspect it takes more time to play itself out, still targeting the Q2 to Q3 time period (April thru September) as a better window of opportunity to make cash sales. End users should now be taking small bites on the breaks!

Soybean Production Value by State

2019 Top 20 States

(in \$ million)

Total U.S.
Production Value
\$39,133,978,000



Source: USDA, NASS, January, 2020

Wheat bulls are keeping a close eye on the macro markets and any additional nervousness circulating around the coronavirus. If the larger macro traders become more uncertain it could cause a larger "risk-off" mentality to spread and in its wake add additional strength to the U.S. dollar. Both of which could cause the bulls to temporarily pause and the market to fall under some nearby pressure on the uncertainty. Technically, it would be nice to see the market close towards the upper end of its recent range or the bears will start talking about technical exhaustion and the bulls perhaps running out of gas. Fundamentally, not a lot has changed. We still have talks circulating that Russia might work more aggressively to cap exports and at the same time complications are brewing inside France.

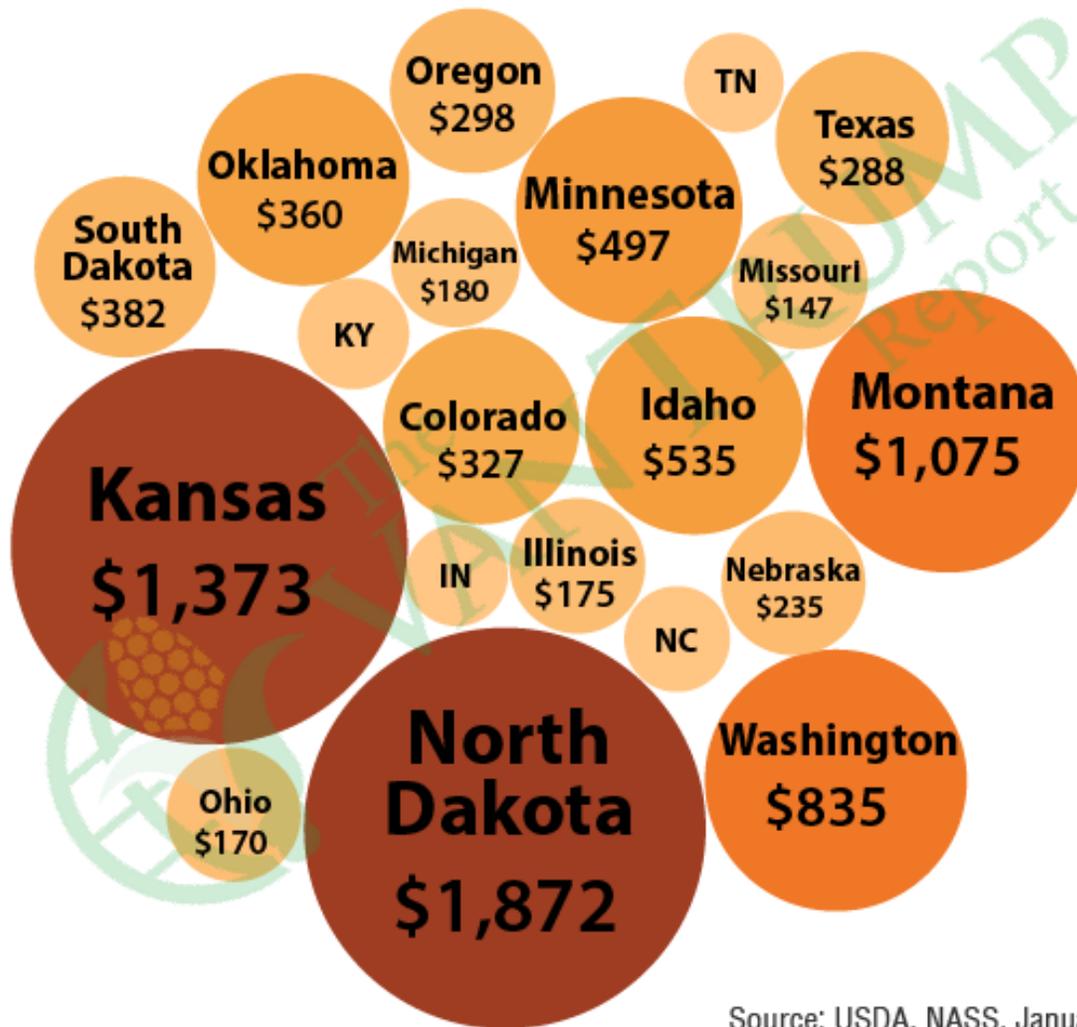
Bottom line, wheat prices in Russia and the European Union remain strong. I should note, the International Grain Council trimmed their production estimate by -1 MMTs from last month, unfortunately, global ending stocks are still forecast at levels higher than last year. Here at home, traders are still looking at a near record low winter wheat planting number and complications with a few areas being too dry and a few areas being too wet. As a spec, I obviously left the bullish party too early and left profits on the table. I'm now on the sideline and constantly second-guessing my next move. When I find myself in this position I have found it best to just sit on my hands and make the conscious decision to do nothing. As a producer, we made a few sales into the rally and are paying very close attention. I always feel like the clock starts to speed up as we move out of January and the July harvest gets here quicker than I tend to recognize. I really want to make more cash sales during this next 90-Day window so I'm staying fully engaged!

Wheat Production Value by State

2019 Top 20 States

(in \$ million)

Total U.S.
Production Value
\$9,699,073,000



Source: USDA, NASS, January, 2020



> EPA Scales Back U.S. Water Rules: *The Trump administration finalized a rule on Thursday to pare back the types of waterways protected from pollution under federal law, easing burdens on industries like agriculture and mining but angering environmental groups. The rule reduces uncertainty and curtails the need for farmers, landowners and businesses "to hire teams of attorneys to tell them how to use their own land," said EPA Administrator Andrew Wheeler. Protections now exclude certain types of waterways like seasonal streams and wetlands. The rule, expected to take effect in days or weeks, will replace the Obama-era Clean Water Rule, which broadly defined the nation's waters to include ephemeral streams and wetlands. It was rescinded by the EPA last year after industry groups said it was too onerous. Read more [HERE](#).*

> NASS Again Requesting Harvest Info from Upper Midwest Farmers: *Farmers in a handful of Midwestern states are once again being asked about production numbers this month as USDA works through its second recount of the 2019 season. Great Lakes Regional Director for NASS Marlo Johnson tells Brownfield production numbers of corn and soybeans in Michigan, Wisconsin, and North Dakota, as well as corn numbers for Minnesota and South Dakota, are being reevaluated. "We just want to go out and make sure that we have accounted for what was not planted at the time or was left in the field due to the weather." Soil moisture levels in those states have been the highest in the Midwest in recent months causing widespread harvest delays. The USDA will be updating final 2019 production amounts if changes need to be made in the spring. Listen to the full*

interview [HERE](#).

> Two Trade Deals and a Price Drop: *Todd Hubbs, Department of Agricultural and Consumer Economics, University of Illinois at Urbana-Champaign, takes a look at the recently completed Phase One trade deal with China and approval of USMCA. Despite the two positives on the trade front, markets have reacted negatively due to widespread skepticism on the ability of China to hit phase one trade targets. The phase one trade deal holds the most potential for more significant exports over the next year, says Hubbs. The enforcement, timing, and magnitude of Chinese purchases remain unknown. Take a look at Hubbs' analysis of what it will take to reach the \$36.5 billion target for 2020 outlined in the trade deal [HERE](#).*

> Farm Bureau Sets Policy Goals for 2020: *The American Farm Bureau Federation wrapped up its annual convention this week in Austin, Texas, and laid out the policy changes it will pursue throughout the year from trade aid to hemp rules. Despite the recent ease in trade tension with China and other major partners, AFBF is calling for additional tariff relief for farmers and ranchers. On continuation of Market Facilitation Program payments, Agriculture Secretary Sonny Perdue said there would be a third tranche of payments under the 2019 program coming soon, but there would be no 2020 program. Still, Farm Bureau members voted to keep language in the policy book supportive of MFP. The 2020 agenda also includes support for changes to federal hemp regulations, a review of the Agriculture Department's crop reporting system, and reforms for dairy and guest-worker policies, among other things. Check out the full rundown from [DTN](#).*

> New Experimental Vaccine for African Swine Fever Shows Promise: *Currently, there is no commercially available vaccine against African swine fever, which has been devastating the swine industry in Eastern Europe and Southeast Asia. Now, government and academic investigators have developed a vaccine against African swine fever that appears to be far more effective than previously developed vaccines. The research was published this week in the Journal of Virology, a publication of the American Society for Microbiology. In the study, both low and high doses of the vaccine were 100% effective against the virus when the pigs were challenged 28 days post-inoculation. Read more [HERE](#).*

> EU Suspends Imports of Ukrainian Poultry Over Bird Flu Outbreak: *The European Union has suspended imports of Ukrainian poultry meat and related products after Kiev reported an outbreak of highly pathogenic bird flu, the state food safety and consumer protection service said on Thursday. The outbreak, the first such outbreak in nearly three years, was registered on a farm in the west-central part of the country. Ukraine is a major European poultry meat exporter. (Source: Reuters)*

> Meet the Startup Trying to Make Homebuilding Easier: *After the Tubbs Fire destroyed thousands of structures in Northern California in October 2017, homeowners were scrambling to navigate a daunting process of rebuilding. Nikki Pechet watched in horror as her friend, VC and tech exec Jack Abraham, and many others lost their homes. In the aftermath, she witnessed people (including Abraham) struggling to manage "the dizzying process" of rebuilding. That's when the idea for Homebound, which just raised a \$35 million series B, was born. People had insurance checks in hand and land to build on but struggled to navigate the overwhelming process. On top of that, the number of available contractors was slim. Homebound essentially serves as a tech-enabled general contractor, with tools to track and manage 370 unique tasks associated with building a home. Homebound pairs homeowners with a concierge who helps with the whole process from pre-construction planning to move-in. Read more [HERE](#).*

> Toyota and Honda are Recalling Millions of Vehicles: *Two of Japan's biggest automakers, Toyota and Honda, are recalling millions of cars over unrelated safety issues. Toyota said it would recall 3.4 million cars, 2.9 million of which are in the United States, because of potentially defective equipment meant to protect passengers during a crash. The affected models in North America, Central America and South America include some Corolla, Corolla Matrix, Avalon, and Avalon HV lines that were produced between 2010 and 2019. In a separate announcement, Honda said that it would recall 2.7 million cars: 2.4 million in the United States, and 300,000 in Canada. The carmaker said some Acuras produced between 1996 and 2003 might have dysfunctional Takata airbag inflators that might have been produced without the "appropriate seals" needed to deploy properly. Details are available [HERE](#).*

> Energy Companies Darken S&P 500 Profit Picture: *Corporate profits across the S&P 500 look a little brighter without energy companies in the mix. Analysts predict corporate profits among the 28 oil and gas firms in the group will fall nearly -43% for the last three months of 2019 from the year-earlier period, according to FactSet. That, along with a slide in oil prices, has pushed shares of energy companies in the broad index down -4.7% so far this month, including a -0.4% fall on Thursday. Excluding energy, corporate profits across the 10 other S&P 500 sectors are expected to grow a modest +0.2%. Adding energy companies back in, the forecast changes to a drop of -2.3%. With the exception of the second quarter last year, energy stocks were the biggest detractors to S&P 500 earnings in every period, according to FactSet. Energy companies are expected to report big year-over-year declines again for fourth quarter, but some analysts think the trend may be coming to an end. Analysts expect earnings in the energy sector to rebound in the first quarter of the year, as they have a lower bar to clear in terms of year-earlier financial comparisons. That could give shares of energy companies a boost and help stem their losing streak. Energy stocks in the S&P 500 are down nearly -24% over the past five years, and the sector tends to rank among the*

weakest of the 11 major S&P 500 groups in terms of returns. (Source: The Wall Street Journal)

> Department of Transportation Proposes Narrowing Definition of Service Animals: *The Department of Transportation is proposing an overhaul to the regulations around service animals on flights in the United States, banning all animals except dogs, and no longer forcing airlines to let animals accompany passengers who say they need them just for emotional support. Under the proposal, passengers with physical or psychological disabilities who want to bring a dog into the cabin as a service animal must fill out a federal form attesting that it has been trained to perform tasks that address the disability. An animal cannot just be brought aboard to make a passenger "feel better," an official said. If approved, the new rules would narrow the department's formal guidance from 2019 that made clear that three types of service animals should be prioritized for travel: cats, dogs and miniature horses. In further limiting the options to dogs, the department said its proposed definition aligned with one used by the Department of Justice and the Americans With Disabilities Act. (Source: NY Times)*

> Don't Bog Yourself Down with Too Many Goals: *Most of us understand the peril of adopting too many goals at once, which makes it unlikely we'll be able to make meaningful progress on any of them. But, recognizing that we have to prioritize, how can we determine which goal is the right one to focus on? Harvard Business Review offers four steps to help you identify where your efforts will be most strategic, and how to maximize the chances they'll bear fruit. Check them out [HERE](#).*

> Gold-Seated Toilet Among Items Being Auctioned from Frank Sinatra's "Chairman Suite": *Items from Frank Sinatra's "Chairman Suite" in Atlantic City are on the auction block, CBS Philadelphia reports, allowing the public a chance at living like the chairman of the board. S&S Auction in Swedesboro, New Jersey recently purchased the contents of Sinatra's executive suite at the former Golden Nugget Casino in Atlantic City. And this Sunday, it's all up for sale. Some of the items were used by Sinatra to entertain his famous friends. Others, like a marble commode with a gold seat, are flush with Hollywood opulence. At casino mogul Steve Wynn's direction, items from around the world furnished Sinatra's enormous 1980s suite. Some items can be had for a few hundred dollars or less. Others, like a Ferdinand Berthoud clock, could fetch hundreds of thousands of dollars. Full details are available [HERE](#). (Source: CBS News)*



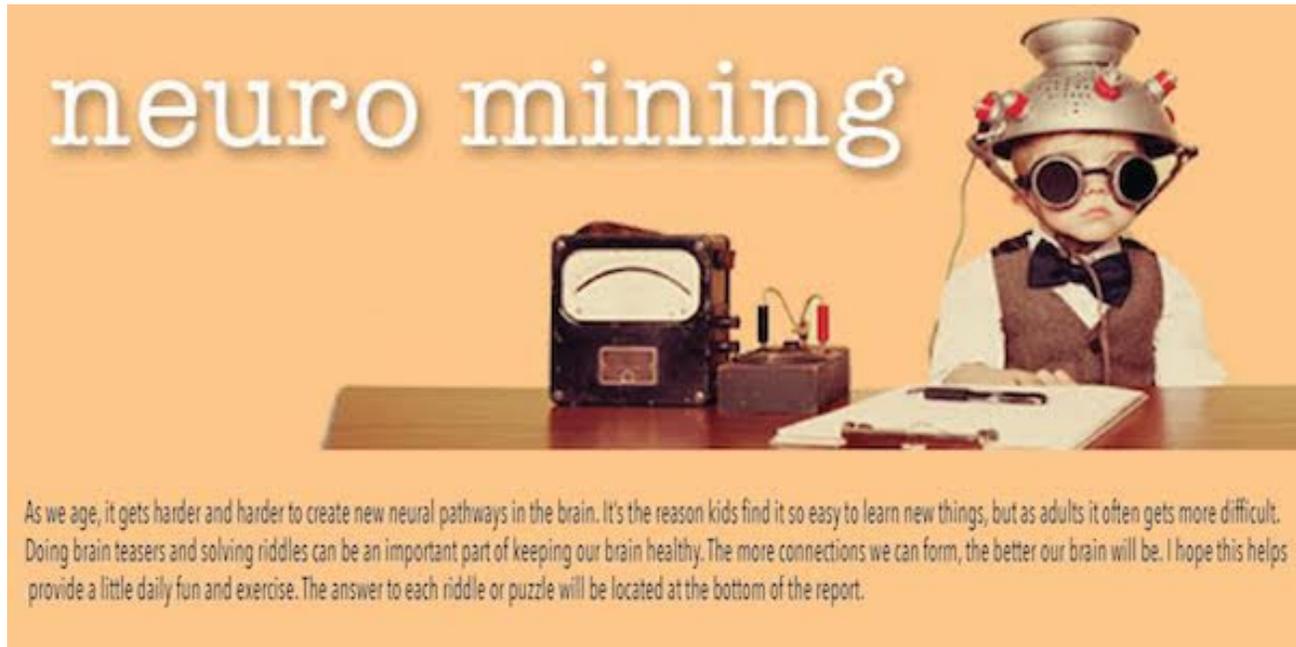




Central Illinois - *We are in the top half of the state and watching the temperature. It's been really cold, to be honest. I haven't paid much attention to running around and dealing with harvest. The way I look at this crop is simple - it's nothing compared to last year. Yields are dragging in the dirt, to say the least.*

Northern Minnesota - *I am sitting here hoping that the field condition was close to what other people in the state are reporting. I would be surprised if they are considering how much crappy corn and soybeans have actually come off the fields. It's hard for me to follow everyone considering I've heard nearly everything when it comes to discipline.*

Northern Illinois - *I guess I'm the only guy that knows anything around here. The corn is piss poor, to say the least and if not worst. I am tired of driving closer and closer to independence. You know what's crazy is none of my corn-producing friends wanted anything to deal with me being loud and obnoxious. I am looking forward to 2020 especially after this season.*



TODAY'S RIDDLE: What is bought by the yard but is worn by the foot?



Cans of Beer and Gold!

Today marks a couple of first that many of my friends might find interesting... On this day in 1848, a millwright named James Marshall discovers gold along the banks of Sutter's Creek in California, forever changing the course of history in the American West. Fast forward to the same day in 1935, a small company named Gottfried Krueger Brewing Company delivers 2,000 "cans" of beer and cream ale to drinkers in Richmond, Virginia. The cans were a huge hit and history was made.

Sutter's Creek was named for a Swiss immigrant who came to Mexican California in 1839. John Augustus Sutter became a citizen of Mexico and won a grant of nearly 50,000 acres in the lush Sacramento Valley, where he hoped to create a thriving colony. He built a sturdy fort that became the center of his first town, New Helvetia, and purchased farming implements, livestock, and a cannon to defend his tiny empire. Copying the methods of the Spanish missions, Sutter recruited the local Indians to do all the work on his farms and ranches. Many historians say

Sutter often treated them as little more than slaves. Workers who dared leave his empire without permission were often brought back by armed posses to face brutal whippings or even execution.

In the 1840s, Sutter's Fort became the first stopping-off point for overland Anglo-American emigrants coming to California to build farms and ranches. Though sworn to protect the Mexican province from falling under the control of the growing number of Americans, Sutter recognized that his future wealth and influence lay with these Anglo settlers. With the outbreak of the Mexican War in 1846, he threw his support to the Americans, who emerged victorious in the fall of 1847.

With the war over and California securely in the hands of the United States, Sutter hired the millwright James Marshall in January of 1848 to build a sawmill along the South Fork of the American River. In order to redirect the flow of water to the mill's waterwheel, Marshall supervised the excavation of a shallow millrace. On the morning of January 24, 1848, Marshall was looking over the freshly cut millrace when a sparkle of light in the dark earth caught his eye. Looking more closely, Marshall found that much of the millrace was speckled with what appeared to be small flakes of gold, and he rushed to tell Sutter. After an assayer confirmed that the flakes were indeed gold, Sutter quietly set about gathering up as much of the gold as he could, hoping to keep the discovery a secret. However, word soon leaked out and, within months, the largest gold rush in the world had begun.

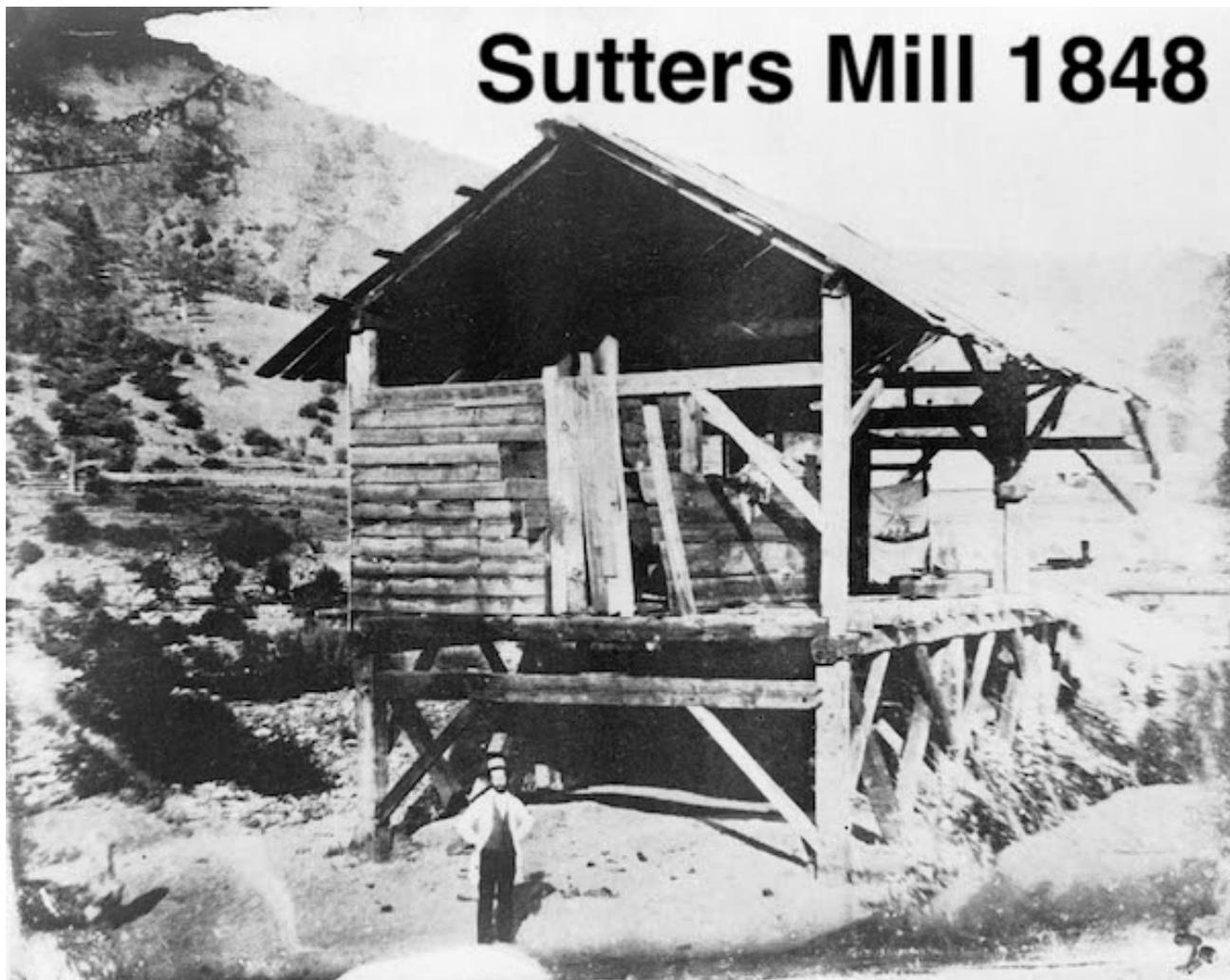
Ironically, the California gold rush was a disaster for Sutter. Though it brought thousands of men to California, the prospectors had no interest in joining Sutter's despotic agricultural community. Instead, they overran Sutter's property, slaughtered his herds for food, and trampled his fields. By 1852, New Helvetia was ruined, and Sutter was nearly wiped out. Until his death in 1880, he spent his time unsuccessfully petitioning the government to compensate him for the losses he suffered as a result of the gold rush he unintentionally ignited. Crazy how things work...

It was in 1909 that the American Can Company made its first attempt to can beer. This was unsuccessful, and the American Can Company would have to wait for the end of Prohibition in the United States before it tried again. Finally in 1933, after two years of research, American Can developed a can that was pressurized and had a special coating to prevent the fizzy beer from chemically reacting with the tin.

The concept of canned beer proved to be a hard sell, but Krueger's overcame its initial reservations and became the first brewer in early-1935 to sell canned beer in the United States. The response was overwhelming. Within three months, over 80 percent of distributors were handling Krueger's canned beer, and Krueger's was

eating into the market share of the "big three" national brewers—Anheuser-Busch, Pabst, and Schlitz. Competitors soon followed suit and by the end of 1935, over 200 million cans had been produced and sold.

The purchase of cans, unlike bottles, did not require the consumer to pay a deposit. Cans were also easier to stack, more durable, and took less time to chill. As a result, their popularity continued to grow throughout the 1930s, and then exploded during World War II, when U.S. brewers shipped millions of cans of beer to soldiers overseas. After the war, national brewing companies began to take advantage of the mass distribution that cans made possible and were able to consolidate their power over the once-dominant local breweries, which could not control costs and operations as efficiently as their national counterparts. (Source: Wiki, The History Channel)



SEPTEMBER 20 1849

GOLD! GOLD! GOLD!

CALIFORNIA GOLD REGION SEEMS INEXHAUSTIBLE!

After James W. Marshall's great discovery at Sutter's Mill in Coloma, Forty-Niners have been arriving in droves, some from as far away as Europe and Asia, to get their hands on the valuable dust.





Year of the Rat... Happy Chinese New Year!

January 25 is Chinese New Year, ushering in the Year of the Rat according to the Chinese zodiac. The celebration lasts 16 days, including New Year's Eve (today) and wraps up with the Lantern Festival on February 8. New Year is treated as a public holiday in China and many Chinese workers get 7 full days off. Unlike our New Year, which falls on January 1 every year, the Chinese New Year varies each year, falling on the first new moon between January 21 and February 20. This is because it is based on the lunar calendar, hence the reason it is often called the "Lunar New Year." The holiday kicks off what is hands down the most important festival of the year, the Spring Festival, and brings with it an epic travel rush, billed as the world's biggest annual human migration. Below are a few more interesting facts and trivia about the Chinese New Year. (Sources: CNN, Time and Date, Wikipedia, The Peoples History)

Chinese Zodiac: *The Chinese associate every year with an animal. This year will be the Year of the Rat, the first of the repeating 12-year cycle of animals which appear in the Chinese zodiac. The most widespread Chinese myth explaining the zodiac order says The Jade Emperor (The Emperor in Heaven in Chinese folklore) ordered that animals would be designated as calendar*

signs and the twelve that arrived first would be selected. On that day, the rat got up very early and rushed to the gathering site. On the way, he encountered the ox that ran much faster. In order not to fall behind, he talked ox into carrying him on his back on the condition that he sang for the ox. When they arrived, the rat jumped down and landed ahead of the ox, making him first.

Every animal has its own characteristics that the superstitious believe will influence the year ahead. Anything that is started over the course of the year, such as a business or marriage, and anyone born in that year, is believed to have the characteristics of that year's animal sign. People born in the Year of the Rat are believed to be very industrious and thrifty, diligent, intuitive, and positive. They are also believed to have good financial luck.

The Chinese zodiac also has element cycles: Gold (Metal), Wood, Water, Fire, and Earth. This is a metal year, making it the Year of the Metal Rat. The Chinese zodiac calendar goes on 60 years cycle and followers of Chinese astrology believe that we will experience the same Metal Rat year as 60 years ago in 1960 as well as 120 years ago in 1900.

What Happened in 1960: *Major news stories in 1960 included the U.S. entering Vietnam, Xerox introduces the first copier, OPEC (Organization of Petroleum Exporting Countries) is formed, and Chubby Checker and "The Twist" start a new dance craze. The cold war continued to become colder as the two sides distrusted the other more and tried to influence other parts of the world. John Kennedy and Lyndon Johnson won the Presidency with one of the smallest margins in history (113,000 votes out of 68.3 million). The sexual revolution of the 60's had begun with the use of birth control pills and Hugh Hefner opening the first of his Playboy clubs in Chicago. The "Flintstones" is shown on television for the first time and movies this year include "The Magnificent Seven" and "Psycho." Notable technical achievements include the invention of the Laser and a Heart Pacemaker. France tests its first atomic bomb and joins those countries with nuclear weapons technology. A loaf of bread cost 20 cents, the average cost of a home was \$12,700, and gas was just 25 cents a gallon.*

What Happened in 1900: *Interestingly, 25% of all cars sold in 1900 were electric. The year also saw work begin on the New York subway. A Category 4 Hurricane with estimated winds of 135 miles per hour made landfall on the city of Galveston, Texas. In Kentucky, a smallpox epidemic was raging with hundreds of people stricken. The mortality rate was 20% and health authorities demanded that every person in the state be vaccinated. The Summer Olympic Games of the II Olympiad are held in Paris, France, which is the first Olympics where women are allowed to compete.*

The World's Biggest Annual Migration: *Chunyun - the 40-day period when Chinese people head home to celebrate the Lunar New Year and Spring Festival with their families - officially began on January 10 and will end on February 18. Some 3 billion trips are expected to be made during the 2020 Chunyun period, a slight increase from last year's figure (2.99 billion trips). Millions of Chinese people who live, work, or study away from their hometown try to reunite with their loved ones in more rural parts of the nation for China's most important occasion.*

According to Xinhua News Agency, the Chinese rail authority is expecting to send 440 million passengers this year. That works out to around 11 million Chinese people traveling by train every day. Already boasting the world's largest rail network, China added about 5,275 miles of new railway lines in 2019, including around 3,400 miles of high-speed rail. The country has also spent a great deal of money installing e-ticket check-in systems that include facial recognition software to help shorten check-in times.

Some airports have also installed new check-in systems featuring facial-recognition technology. Airports around the country have scheduled at least 17,000 flights for every day of the Chunyun season, +13.3% higher than last year, to help deal with the travel rush. Around 79 million trips by air are expected this year, an increase of +8.4%.

Changing Traditions: *Not all Chinese travel back to their hometowns for the holiday - increasingly, young, well-to-do Chinese use the time off for overseas travel. Neighboring Asian countries including Japan, Thailand, Singapore, the Philippines and Vietnam are among the most popular destinations for mainland tourists. This year's most popular destinations appear to be Bangkok, Thailand, and Osaka and Tokyo in Japan. China Outbound Tourism Research Institute (COTRI) predicts that in 2020, for the first time, more than seven million trips would be made across the Chinese border during the holiday, compared to 6.3 million last year.*

Gifts: *During the Chinese New Year, giving gifts is considered sacred. One of the most common traditions is to give children red envelopes (ang pao) stuffed with "lucky money" and positive wishes on New Year's Day. In our modern era, the kids are using red envelope smartphone apps so cash can be transferred digitally. Other traditional New Year's gifts include food items like fruit, candy, and tea, though the list of appropriated gifts is not limited. It's a lot like Christmas in the Western world in that respect. Which means it's also a critical time for retailers. Combined revenues of retail and catering businesses in China during the week-long Spring Festival holiday in 2019 reached 1.01 trillion yuan (about \$146 billion U.S.).*





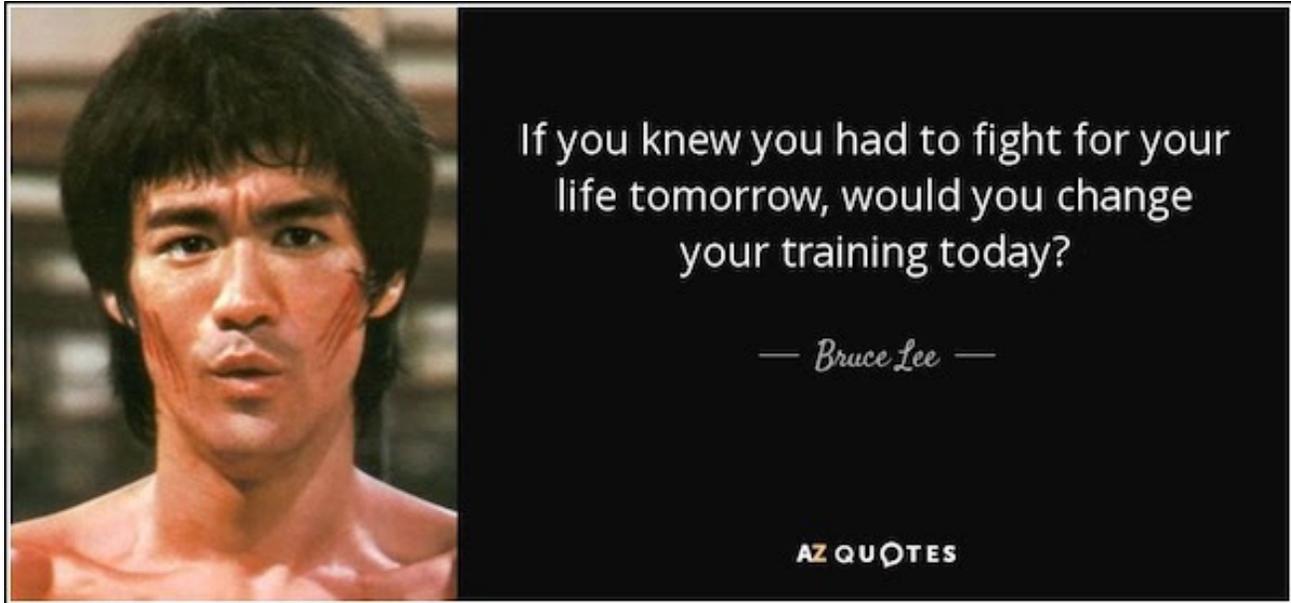
I Love Seeing "Fighters"...

Tyler Butler Figueroa has been fighting for his life since he was 4 years old.

Following his diagnosis of acute lymphoblastic leukemia, Tyler has become a fighter and inspiration to many kids and families around the globe. My wife called me in the living room the other night to watch him tell his story on America's Got Talent. I had never seen him before and I was moved! The world needs more people like Tyler! **Click [HERE](#)**



**NO MATTER HOW
GOOD OR BAD
YOU HAVE IT,
WAKE UP EACH DAY
THANKFUL FOR
YOUR LIFE. SOMEONE
SOMEWHERE ELSE IS
DESPERATELY
FIGHTING
FOR THEIRS.
EXTRAMADNESS.COM**

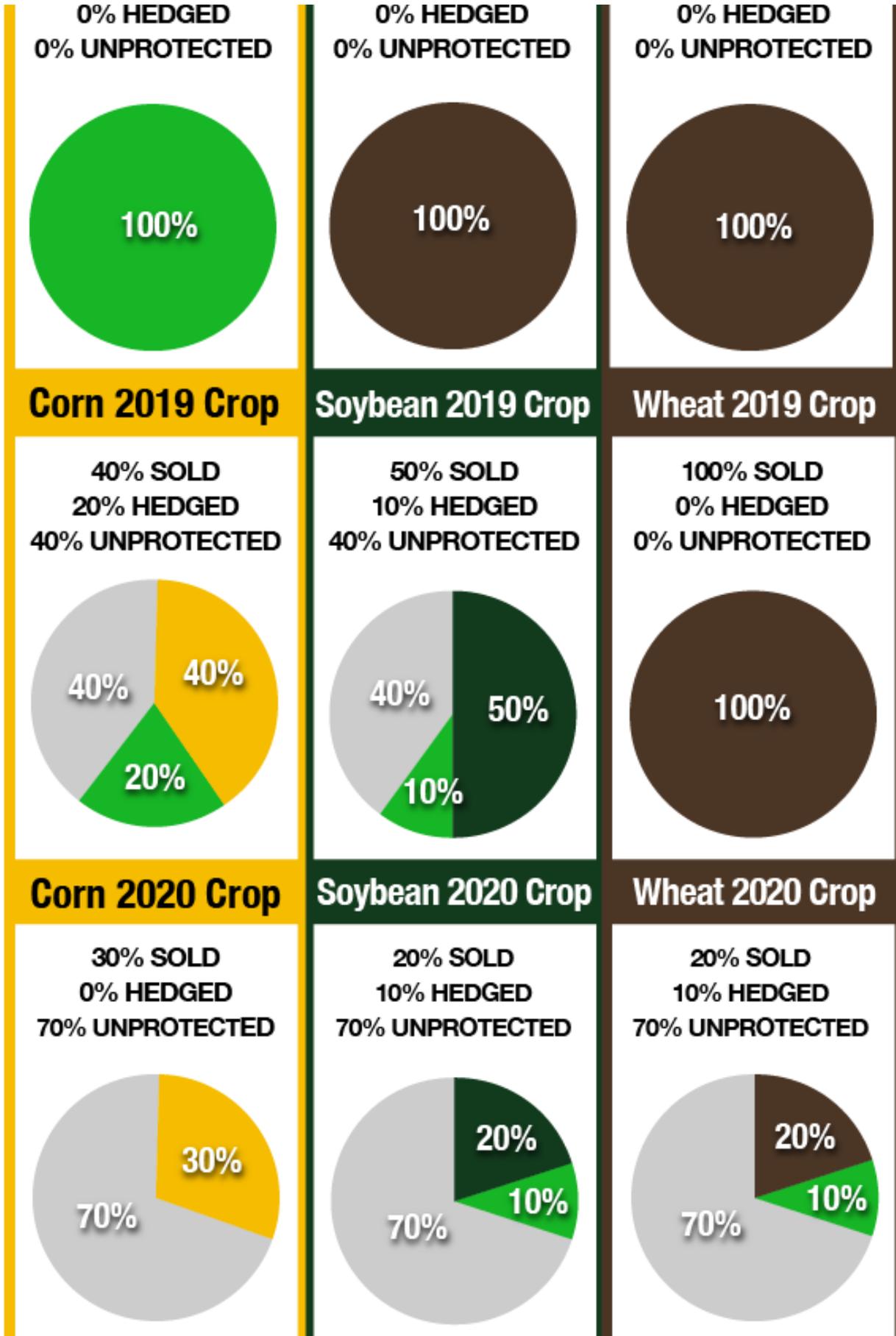


ANSWER to riddle: Carpet.

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	Soybean 2018 Crop	Wheat 2018 Crop
100% SOLD	100% SOLD	100% SOLD



AgSwag



Bold. Fast. Fun

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!



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



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

Privacy Policy

Update Profile

Manage Subscriptions