



Josh Knight <josh@farmdirection.com>

GOOD MORNING: The Van Trump Report 1-28-20

1 message

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

Tue, Jan 28, 2020 at 5:31 AM

Reply-To: Jordan <reply-feba107671630374-1142_HTML-68584704-100003450-8@vantrumreport-email.com>

To: josh@farmdirection.com



"Life's Tragedy is that we get old too soon and wise too late." - **Benjamin Franklin**

Tuesday, January 28, 2020[Printable Copy](#) or [Audio Version](#)

Morning Summary: Traders will be digesting another heavy dose of headlines surrounding "coronavirus", Numbers circulating this morning show those infected has exploded to nearly 5,000 with over +100 dead. More facts and debates are arising and I will try my best to keep everyone updated. I didn't realize it from the beginning but Coronaviruses are actually a large family of viruses that usually infect animals but sometimes coronaviruses that infect animals can evolve and make people sick and become a new human type of coronavirus. Human coronaviruses were first identified in the mid-1960s. There have actually been seven coronaviruses that have infected people, a couple you have probably heard of are Middle East Respiratory Syndrome, or MERS and Severe Acute Respiratory Syndrome or SARS. Symptoms in humans include fever, coughing and shortness of breath, which can progress to pneumonia. Physicians have compared it to the 2003 outbreak of SARS, which had a short incubation period of two to seven days. China's National Health Commission minister, Ma Xiaowei, however, is now

reporting that the incubation period for the newest coronavirus could range from one to 14 days, and the virus is infectious during incubation, which was not the case with Severe Acute Respiratory Syndrome (SARS). "According to recent clinical information, the virus's ability to spread seems to be getting somewhat stronger," Ma told a media briefing inside China. He also warned that containment efforts would be intensified. Reports show that +50 million people are now under travel restrictions inside China. Shanghai Disney is closing until further notice at a time when the theme park would normally be packed with tourists during the Lunar New Year holiday. Starbucks and McDonald's also closed stores. Here at home, the CDC has screened more than +2,400 people who have flown from Wuhan to five major U.S. airports and is considering expanding its screening. From what I am understanding, U.S. health officials are currently monitoring +100 people across 26 states for the coronavirus. Investors and traders are trying to fully understand the associated global economic risks. When investors try to compare it to SARS there are some things to keep in mind. SARS occurred from 2001 to 2003, had just over +8,000 cases reported across 17 states and ended with 774 deaths. The current coronavirus seems to be advancing much faster, perhaps because travel inside, around and out of China is much more sophisticated and improved. The good news is China and other nations are much better prepared and scientific medical technology is much more advanced. As for the impact on the global economy... back in 2003 China's GDP was essentially around 4.5% of global GDP. Today the Chinese economy is more like 16.5% of global GDP. Not only is the Chinese economy a larger percentage of global GDP but the average age of their population has grown older making them perhaps more susceptible to respiratory viruses. The Chinese economy has also become more dependent on consumer spending as more of the population has moved from mostly isolated rural farming communities to mass populated urban areas. Another positive is the fact China has dramatically increased its number of hospitals and health care workers. Bottom-line, it seems like there are both positives and negatives when comparing this virus to historical pandemics. I think it's going to take time to shake out the details and therefore am in no hurry to buy the first break. I believe the situation is very fluid at the moment and the media could really hype the masses. I am an eternal optimist and believe this too shall pass but I don't want to step in front of it too early. The U.S. State Department raised its travel advisory, urging Americans to reconsider travel to any part of China and may also expand screening at its borders. As the current situation evolves, keep in mind that virus-related headlines could trigger quant and algo selling programs, which in the past have exacerbated market downturn. Not only do I not know how the coronavirus itself is going to play out but I also worry about how the computer models are going to interpret some of the doom and gloom headlines. China's financial markets will now remain closed until Monday after authorities extended the Lunar New Year break.

Apple to Report Earnings Today and More Economic Headlines: *Fourth quarter earnings also remain in the spotlight with this week being one of the*

biggest of the season. Companies collectively representing 35% of the S&P 500's market cap report results this week, according to data from Bank of America Global Research. One of today's most highly anticipated announcements will come from Apple after the market closes. The reporting quarter will be the first full sales period for Apple's current iPhone generation, which includes the iPhone 11. Apple stock has more than doubled since the beginning of 2019. Other key earnings results due out today include 3m, Advanced Micro Devices, Canadian National, Ebay, Lockheed Martin, Pfizer, Starbucks, and United Technology. Economic data includes Durable Goods Orders, the S&P Corelogic Case-Shiller Home Price Index, Richmond Fed Manufacturing, and Consumer Confidence. Today also marks the start of the Federal Reserve's two day policy meeting.

Pay Attention to Disney, Starbucks, McDonald's and These Other Stocks with Big Footprint in China: *Disney, McDonald's, Starbucks and other U.S. companies with significant exposure in China are suspending operations as they respond to the outbreak of the coronavirus. Starbucks said it has closed all shops and suspended delivery services in China's Hubei province, where Wuhan is located. Credit Suisse recently singled out brands Estee Lauder and Nike, which both generate 17% of their revenue from mainland China each year. Other apparel retailers with high China exposure include Coach and Kate Spade parent company Tapestry, Tommy Hilfiger, and Calvin Klein owner PVH and Vans parent VF. Citi has highlighted American hotel companies with "significant" exposure to China including Marriott, Hilton and Hyatt Hotels. Resort operators Wynn Resorts and Las Vegas Sands generate most of their revenue from the Chinese gambling haven of Macao. (Source: CNBC)*

U.S. New Home Sales Up +10% in 2019: *Sales of new U.S. homes cooled for a third month in December, falling -0.4% to a 694,000 annualized pace, the weakest since July. At the same time, the median sales price edged up +0.5% from a year earlier to \$331,400. The report capped a year in which an estimated 681,000 homes were sold, up more than 10% from 2018 and the best since 2007, according to the government's figures. Despite signs of softening, new-home sales remain near post-recession highs amid lower borrowing costs. Other recent reports have indicated fresh strength in housing. Existing home sales, which account for about 90% of U.S. housing, jumped in December to the best pace in nearly two years amid the leanest inventories on record. Pending home sales also have remained resilient. December new home sales fell in the South, the largest region, and the Northeast, while they climbed in the Midwest and West. The report indicates that the inventory squeeze may be getting some relief, with the supply of homes at the current sales pace rising to 5.7 months from a previous 5.5 months. Also, the number of properties sold for which construction hadn't yet started increased to a six-month high of 214,000. (Source: Bloomberg)*

Remembering the Victims of the Challenger Disaster: *The Challenger's launch on January 28, 1986, was supposed to be a celebratory event for NASA. Notable for sending the first civilian into space, high school teacher Christa McAuliffe, the Challenger would take its crew of seven into orbit around the Earth. NASA prepared a special stream for students across the nation to watch the shuttle launch, and children in Florida near Cape Canaveral viewed it live from their schools. But 73 seconds into the launch, disaster struck. The shuttle's hardware malfunctioned due to unexpectedly cold weather conditions, rocket boosters fell from the craft, and the crew compartment was sent flying into the Atlantic. President Reagan was scheduled to deliver the State of the Union (SOTU) address on the*

evening of January 28, 1986. He learned what happened to the Challenger while preparing for a pre-SOTU lunch, and knew he had to change the topic of the speech. Reagan's administration hired Peggy Noonan to write what would become one of the most well-remembered addresses in presidential history. In the speech, Reagan emphasized the importance of the Challenger crew members' work, calling them "pioneers." He then addressed the nation's children, who had all been watching as teacher McAuliffe was set to become the first citizen in space. You can watch Reagan's full speech [HERE](#). (Source: Ranker)



FARM TANK

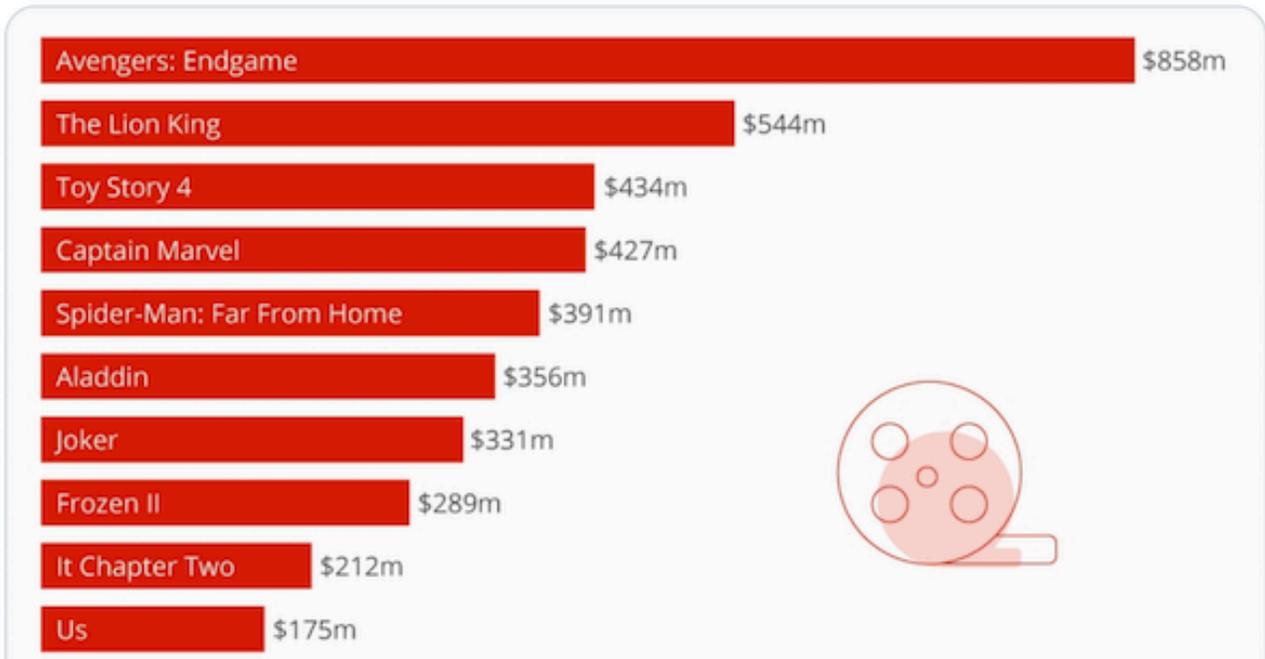
Tweets of the Day



Statista
@StatistaCharts



#Joker was definitely a financial success and could possibly tie the #Oscars 🏆 record of 11 wins after receiving as many nominations for this years event.
#oscars2020 🏆 #JokerMovie





Jon Erlichman ✓
@JonErlichman



Price Disney paid
to acquire Marvel: **\$4 billion**

Box office gross for
4 Avengers films: **\$7.8 billion**

\$2.8 billion	\$2.1 billion
\$1.4 billion	\$1.5 billion



Devin Knopp
@DevinKnopp



When you and the wife step out to do chores at -40 and 85% humidity [#farming](#) [#agriculture](#)





Leslieville, ON



Soules Family Farms
@FarmsSoules



It seems like everyday we get a little more snow. Definitely not complaining!

- .
- .
- .

[#winter](#) [#winterfarming](#) [#johndeere](#) [#johndeere tractor](#)
[#tractorporn](#) [#snowfall](#) [#nomoresnowstorms](#) [#snow](#)
[#farming](#) [#iowafarmer](#) [#iowafarming](#) [#familyfarming](#)
[#johndeeregreen](#) [#johndeerepower](#) [#agriculture](#)



Mary Kennedy Retweeted



Big Beet Dave
@arendsfarms



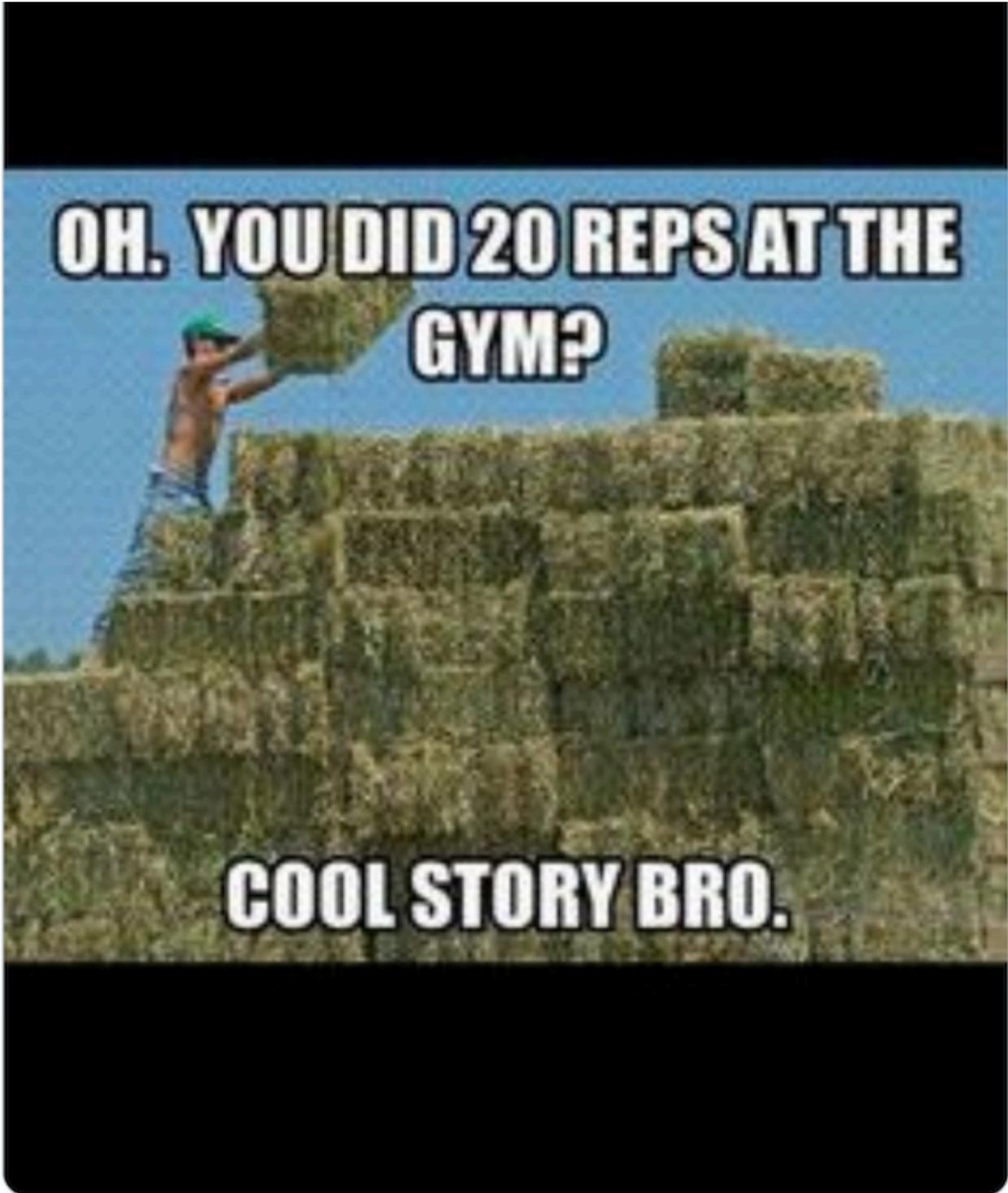
NW MN corn harvest



KMC Brands
@BrandsKmc



#KMCBrands #Farming

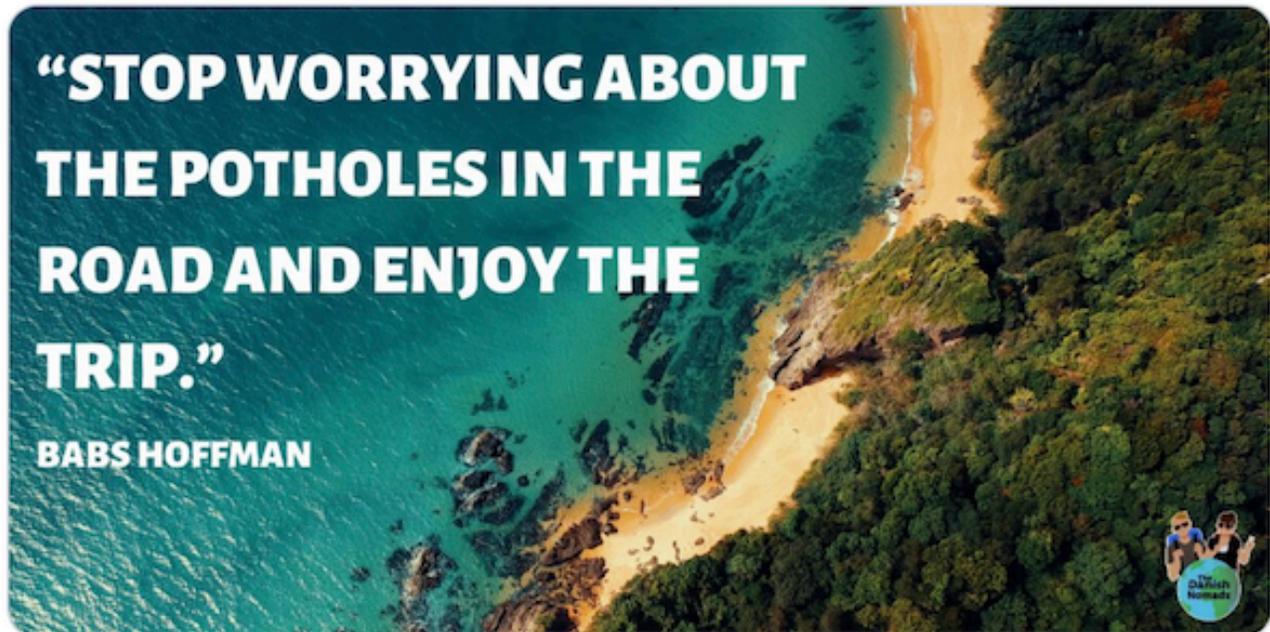




The Danish Nomads
@TheDanishNomads

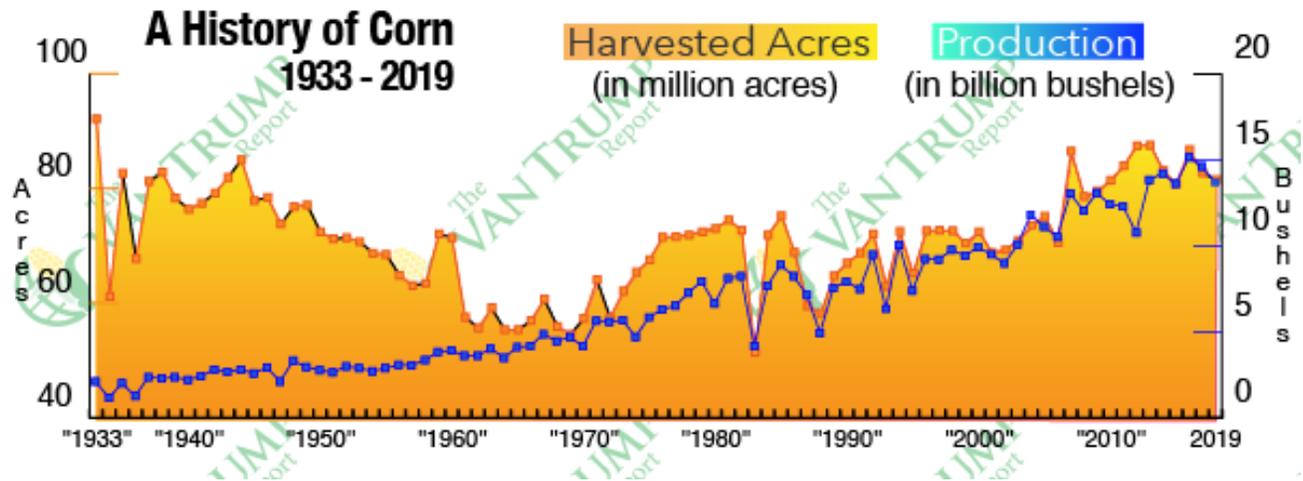


Today's random life lesson that totally makes sense!
[#travelinspiration](#) [#travelquotes](#) [#InspirationalQuotes](#)
[#quoteoftheday](#)

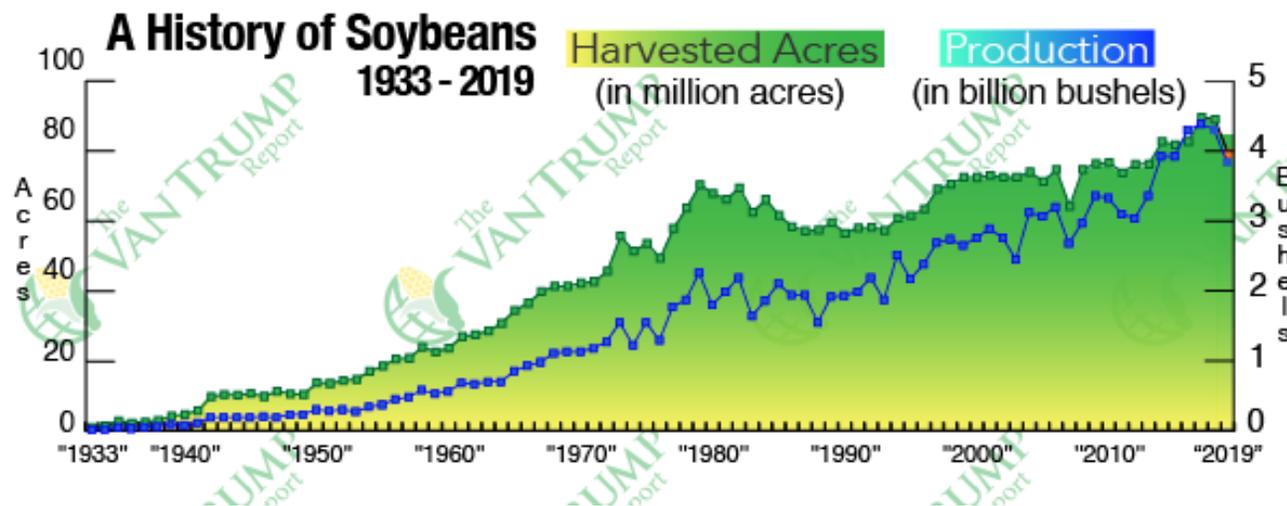


Corn bulls will be trying to gather themselves after yesterday's "risk-off" selling sparked by headline fears associated with the coronavirus spreading across China. Bulls have been waiting for positive headlines from China so this is a bit of a 180-degree spin. The concern is not that it's necessarily a wildly bearish headline but rather the fact it could work to keep new bullish money on the sideline. U.S. corn exports remain very competitive in the global marketplace and the USDA has reported a few good sales. Nothing major to China as of yet but certainly an uptick in U.S. corn exports. Meaning demand might start pushing itself higher in the weeks ahead, especially if the Chinese decided to step in as a U.S. buyer. At the same time, more bulls are talking about this year's U.S. production being trimmed in upcoming USDA reports after states are resurveyed. Bears are doubtful there will be a major U.S. production adjustment and are also becoming more suspect about the Chinese following through with their "Phase One" commitment. Technical traders were paying very close attention as the market traded below most of the major moving averages yesterday. Nearby support in the MAR20 contract is thought to remain at around \$3.75 per bushel. Resistance seems to remain the

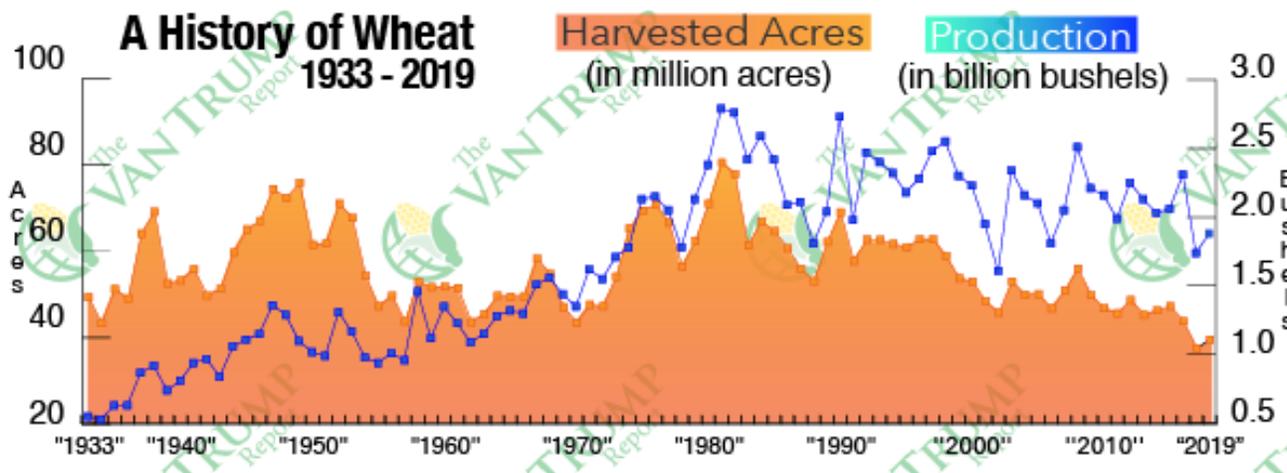
\$3.90 to \$3.95 range. The new-crop DEC20 contract seems to be in a fairly tight range with support in the \$3.75 to \$3.85 range and upside resistance in the \$3.95 to \$4.05 range. As a spec, I'm still stuck on the sideline waiting to be a longer-term bull. As a producer, I want to be patient looking for better opportunities to sell cash bushels later in 2020.



Soybean bulls are desperately trying to stop the bleeding. The MAR20 prices have tumbled more than -60 cents from the beginning of the new year and are hoping to find more long-term support somewhere between \$8.75 and \$8.85 per bushel. As I mentioned on several occasions the MAR20 contract hasn't traded sub-\$8.75 since mid to late-May. The new-crop NOV20 contract has major nearby chart support between \$9.00 and \$9.20 per bushel. Upside new-crop resistance seems to remain in the \$9.50 to \$9.60 range. As a spec, I would like to start dipping a toe in the water as a longer-term bull on the breaks. I don't want to be taking big bites at the moment but starting to nibble on the breaks makes sense to me. It feels like end-users should also be taking advantage of the pullback in price in an effort to curtail longer-term upside risk. There are still a couple of hurdles ahead as the trade will soon be forced to digest the big jump in U.S. acres compared to this past year, perhaps +8 to +9 million more soybean acres. Bears are also pointing to an improved pace of harvest in Brazil and more than likely another record crop. Bulls are hoping the Chinese will come through with their promises and be much larger buyers of U.S. soy. As a producer, I continue to target the April-to-September time period as a better opportunity to price cash bushels. Chinese headlines are clearly at center-stage, pay close attention!

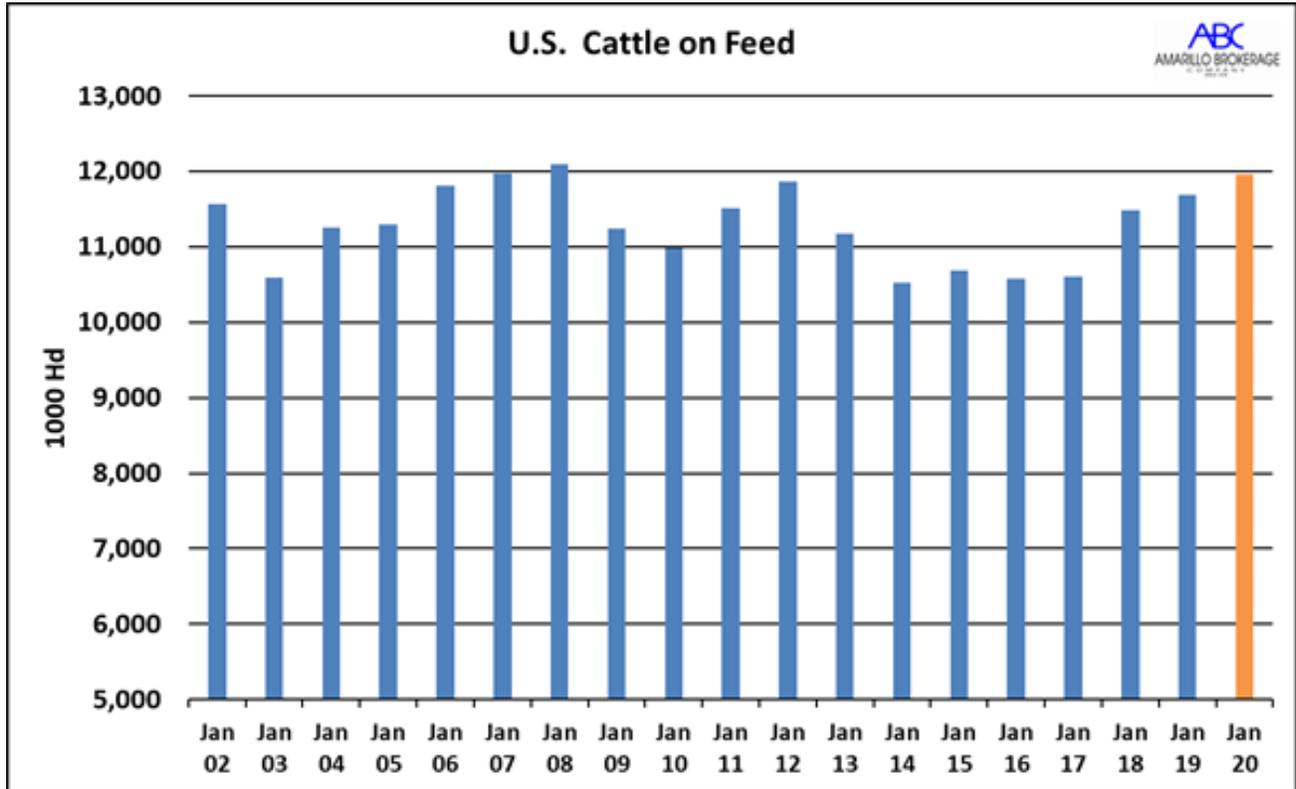


Wheat traders are pointing to larger uncertainty surrounding China. It's not only if the Chinese will be larger buyers of U.S. wheat but how will the coronavirus impact overall bullish macro mentality inside the trade? Bears are also pointing to the fact Chinese buyers recently stepped in as a purchaser of Australian wheat rather than opting for U.S. supply. This fits the bearish argument that the Chinese are only going to be buyers of U.S. supply when it makes the most sense economically. From a global perspective, Russian wheat prices have remained firm the past few days while European prices have eased a bit. Here at home, the fewest planted winter wheat acres in over 100-years has trade closely monitoring the extended weather forecast. As a producer, I'm thinking some weather risk-premium could be added to the market as we move deeper into 2020. Perhaps the March to May time period will bring more weather related risk-premium? As both a spec and a producer, I'm staying extremely patient and waiting for some fog to clear in order to gain a better vision of the future, I am hesitant to make any new moves at the moment, prefer letting the market play itself out a bit...



Cattle markets are very defensive to start the week. There were no material changes in fundamentals over the weekend, at least not directly. Yesterday's

futures break seemed to be largely reactive and rooted in fear/uncertainty regarding both micro and macro factors. Having said all of that we have been in the camp that there was a significant amount of risk in the market due to supply, demand and leverage. Cash trade from last week was reported today at over 100,000 head and steady-to-slightly firm in general. Overall, weekly formula numbers being reported are massive while negotiated numbers are choppy. Northern cash volumes are on longer term lows, Nebraska is starting off Q1 2020 trading fewer numbers that has been noted in more than 5 years. Outlook for this week's cash trade are certainly softer currently. Cash bulls would tout firming packing margins and larger steer and heifer slaughter recently. Bears looking at cattle numbers to come and little to no advantage over the packer as evidenced by softer basis. Combined fed and non-fed slaughter totals ended last week at 647,000 head, topping most early week estimates. Spot beef markets were essentially unchanged for the week and there is no doubt some hand wringing around beef movement and demand. There remains a tremendous amount of noise around protein supplies both internationally and domestically. African Swine Fever, Australian losses and potential impacts from the current virus spreading across Asia are just some of the situations the markets are watching closely. Cattle on feed report was released Friday afternoon and generally checked all the boxes from an analyst expectation standpoint. Cattle on feed was reported as 102% of a year ago, placements at 103% of a year ago and marketing's at 105% of last year. Still dealing with records on feed numbers and placements, and not showing any signs of that changing soon. As mentioned earlier, the futures sold off rapidly over the last several sessions. A lot of factors are associated with this, but yesterday's action certainly seemed to be led by fear, panic and possibly some speculative liquidation. Some relief rally and filling action is expected later in the week. Trey Warnock - [Amarillo Brokerage Company](#)



> **India Talking Bird Flu:** *There are reports out of India that some producers are being forced to cull chickens and destroy eggs after a poultry breeding and research farm in Odisha tested positive for the H5N1*

bird flu. At this point, no human cases of the virus have been reported in India. Bulls are hoping President Trump will soon be able to get India to lower tariffs on U.S. chicken and chicken products. This could be another longer-term win for U.S. agriculture. Keep your eye on the headlines with India...

> Global Feed Output Declines First Time in Decade: *The annual Alltech Global Feed Survey, released on January 27, estimates that international feed tonnage decreased by -1.07% to 1.126 billion metric tons of feed produced in 2019, due largely to African swine fever (ASF) and the decline of pig feed in the Asia-Pacific region. It was the first decline in global production since Alltech began the annual survey nine years ago. The top nine feed-producing countries, according to the survey, are the United States, China, Brazil, Russia, India, Mexico, Spain, Japan and Germany, accounting for 58% of global feed production. China had been the top feed-producing country before being knocked out of the spot due to the ASF outbreak. The United States is the largest feed-producing country globally with an estimated 214 million metric tons, with beef (61.09 million metric tons), broilers (48.525 million metric tons) and pigs (44.86 million metric tons) as the leading species. North America saw steady growth of +1.6% over last year. Canada produced 21.6 million metric tons with pigs (8.23 million metric tons), broilers (3.25 million metric tons) and dairy (4.2 million metric tons) leading species feed production. Species wise, pig feed production was greatly impacted by ASF, with an -11% decrease. More details are available from [World Grain](#).*

> Court Forces U.S. EPA to Reconsider Three Refinery Biofuel Waivers: *A U.S. appeals court has ruled that the Environmental Protection Agency must reconsider three of the biofuel waivers it recently granted to small oil refineries, arguing the agency's justification for approving the exemptions was flawed. The decision from the U.S. Court of Appeals for the 10th Circuit dated Jan. 24 came after a coalition of biofuel industry groups had challenged the 2016 exemptions for Holly Frontier's Woods Cross and Cheyenne refineries, as well as CVR Energy's Wynewood refinery. According to the court's decision, the EPA overstepped its authority to grant the Holly Frontier and CVR waivers because the refineries had not received exemptions in the previous year. The court said the RFS is worded in such a way that any exemption granted to a small refinery after 2010 must take the form of an "extension". Biofuel groups cheered the decision and said it could raise questions about numerous other waivers granted to small refiners in recent years. (Source: Reuters)*

> Record Warmth Leaves EU Grains with Low Disease, Frost Resistance: *Temperatures near to the highest on record in areas of western and central Europe have left crops more prone to pests and disease, as well as vulnerable to damage from any late frosts, the European Union crop monitor MARS said on Monday. The autumn sowing season in Europe late last year was disrupted by heavy rain in western countries and dryness in some eastern regions, meaning crops such as*

wheat have grown more slowly than usual. At the same time, the mild weather has prevented cereals from developing sufficient tolerance for low temperatures. No further frost-kill is expected during the period to Jan. 31, MARS said, the end of its current forecast period, but crops could suffer after that. "The overall balance of positive and negative effects will depend on how the season evolves," the crop monitor said. (Source: Reuters)

> Ukraine Grain Exports Strong: Reports out of Ukraine show they've now exported +35 MMTs of grain, nearly +30% higher than last year at this stage of the game. Both wheat and corn shipments have been a beneficiary both showing double-digit gains.

> How China's Virus Outbreak Could Create Economic Spill Over: The coronavirus in China has come during Chinese New Year, its biggest holiday. Which means it's hitting what's now a critical part of the Chinese economy: the service sector. Chinese factories are struggling from the U.S. trade war, but China's overall economy is still growing at a rate of about 6% because of its service economy: retail, transportation, hotels and entertainment. Services are now at risk because the virus is keeping people at home. Movie screenings have been canceled. Travel is down, and so is eating out. Mohamed El-Erian, chief economic adviser at Allianz, said the service slowdown could spill over to the rest of the world. "If you are even a U.S. company that flies people to the impacted areas, you're going to be impacted," El-Erian said. "The longer this uncertainty lasts, the more the spillovers start to cascade." Read more from [MarketPlace](#).

> Goldman Won't Take Companies Public Without Women on Board: Goldman Sachs CEO David Solomon announced that beginning in July, the investment bank will no longer help companies go public unless they have at least one "diverse" board member, putting a special focus on women. According to research from Crunchbase and the Harvard Business Review, among "200 of the most heavily funded US-based, private, venture-backed companies," 7% of corporate board members were women and 60% of companies had no female board members. In the last 2 years, more than 60 companies in the US went public without a woman or person of color on their board. But Goldman thinks targeting IPOs could increase diversity. Since Goldman is the single largest IPO underwriter in the country, this new policy could have a huge impact. (Source: The Hustle)

> It's a Subscription World Now: If you're one of the people who laments how every digital service seems to be moving toward a subscription-based model, we've got some bad news for you: Consumer willingness to spend money on subscriptions is only increasing. That's according to a new report from market intelligence firm SensorTower. The firm's report found that customers in the U.S. alone spent a whopping \$4.6 billion on in-app subscriptions in the top 100 apps in

2019. That's a 21% increase from the year earlier. And while the \$4.6 billion number covers subscriptions from both the Apple App Store and Google Play store, keep in mind that the figure doesn't include subscriptions (such as Netflix) that people pay for outside the two app stores, nor does it include in-app subscriptions for apps that fall outside the top 100. Read more from [Fast Company](#).

> \$3 Million is the New Retirement Rule of Thumb: For decades, many savers have had a big, round goal in their heads for their retirement future: A million bucks. "It's an easy frame of reference for people," says Dr. Wade Pfau, professor at The American College of Financial Services and co-director of the New York Life Center for Retirement Income. "A million dollars: It sounds like you're rich." However, financial planners now say that one million is unlikely to afford real retirement comfort as standard withdrawal rates would give retirees between \$30,000-\$40,000 a year to live on. To be sure, there is no blanket answer for retirement goals, since everyone's financial circumstances are wildly different. If you reside in a lower-cost location, have a modest cost of living, and live in a paid-off house, for instance, then your needs will be lower, especially with Social Security helping out. On the other hand, for those in higher-cost locations with bigger dreams for retirement, like frequent travel, even \$2 million may not be enough. Which has made \$3 million the new rule of thumb. Read more [HERE](#).

> The Rainfall Map That Can Tell You If Your Home Is Doomed: What would happen if we all had clear information about current and future flood risks to our properties? First Street Foundation wants to answer that question. The climate and tech non-profit is building up-to-date flood maps to estimate what could happen to homes and businesses in an era of rising sea levels and more frequent, stronger storms. The New York-based foundation says the free-to-use maps are based mostly on open source data and will eventually be granular enough to cover every property in the U.S. Through its recently announced Flood Lab project the foundation is now partnering with researchers from eight top universities to analyze the data for broader social and financial impacts. First Street's Executive Director Matthew Eby predicts the move will not only affect home prices but also municipal bonds and mortgage-backed securities linked to real estate in risk-prone areas. Read more from [Bloomberg](#).

> Can You Name The Seven Wonders of the World? What are the seven wonders of the world? An age-old trivia question that likely makes most of us perk up and think we know the answer. It may be more tricky than you think to name all seven though. The ancient "Seven Wonders of the World" were categorized by Philo of Byzantium in 250 B.C., and since then, just saying the "Seven Wonders" is now no longer specific enough for an audience to understand the parameters. There are indeed the ancient wonders, natural wonders of the world, and even engineering wonders of the world. Check out this explainer from Forbes, which also includes a list of the "New" Seven Wonders of the World. Click [HERE](#).

> **Lynchburgh Third Grader's Pit Crew Dreams Come True!** *Every year Kirsten Filiberto, a teacher at Paul Munro Elementary School, has her students dress in her old cap and gown and hold up a sign with their dream career. For 9-year-old Josh Grandeo, the answer was easy: Future pit crew member. A photo of Josh holding the sign reached the team at Chip Ganassi Racing in Charlotte, North Carolina, and with the help of Filiberto, their pit crew members gave Josh some unforgettable on-the-job training. Not only did the crew send Josh a recruiting letter to join the team, but they brought in a race car just for him with his name on it. Josh even got to change the tires and sit in the driver's seat. Check out the full story [HERE](#). (Source: CNN, WSLs)*



Southwest Kansas - *We farm and run a custom spraying operation in our area. Business is growing and I will be adding an employee this year as we gain acres. With weather forecasts degrading going into Friday, we are busting a move on getting the pre-emerge down. Updated forecasts are calling for up to 11" possible. Our irrigated acres did very well this season, seeing yields of 260 mostly with*

some guys hitting 290 bpa in some areas. Water really is an issue down here as there are times we simply cannot put down what we would like. Just 8 counties in southwest KS make up nearly 50% of revenues for the state. It is becoming a concern for long-term planning as no one is quite sure how to deal with the unknown. Add to that the oil and gas sectors in the area and we're not sure how this all plays out. I am not in agreement with those who believe we should just pump the water hard, taking what we can get before it's gone. It does appear the cotton folks are doing their part by using the newer, shorter season variety seeds.

Central Illinois - *We were able to only get 1K of our 3K acres planted by early June but the corn yields would not be denied in some areas, with our home farm producing around 270 bpa. Fortunately, that allows us to pay for the dirt in this high rent district. At last check, we are seeing \$15K outlaid for an acre around here. Beans were not as good this season as we only produced in the 70s this season. Normally, we are seeing 80-85 bpa across our fields. I'm semi-retired now after 50+ years of working with a great team. My wife Sharon and son Bryan are now being joined by my grandson Brett to carry on. Fortunately, Sharon is a first-class marketer, keeping us in the game. Now, I'll have more time to explore the inventive nature that I've had for some time. Just over a decade ago, I invented and patented a seedbox inverter and look forward to seeing what other problems I can tackle.*

Southeast Texas - *Everything is set up great for planting cotton here soon. We have had well-timed rains, got the fertilizer down and worked in, and now we actually need it to dry out just a touch. Guys about 30 miles south are already putting it in the ground, I'm told. We have both dryland and irrigated land down here but with 60-70 inches of yearly rainfall, we don't need a lot. I'm often asked if we have water issues like many folks around the country, but fortunately, we do not. Interestingly, a lot of folks are not aware of how drought and heat-tolerant cotton is, as it uses less water than many other major crops produced in this country. We had a great year at the coop this year, drolling out nearly \$2 million in dividends to our patrons.*



neuro mining

As we age, it gets harder and harder to create new neural pathways in the brain. It's the reason kids find it so easy to learn new things, but as adults it often gets more difficult. Doing brain teasers and solving riddles can be an important part of keeping our brain healthy. The more connections we can form, the better our brain will be. I hope this helps provide a little daily fun and exercise. The answer to each riddle or puzzle will be located at the bottom of the report.

TODAY'S RIDDLE: If you have me, you want to share me. If you share me, you haven't got me. What am I?



FROM MY PERSPECTIVE

Kevin Van Trump

Earth's Temperature Above Average for 420 Consecutive Months... Why It Matters!

I hate being considered the messenger of bad news, but I always think it's important to pass along the data and facts the media are sharing. You can be as right as the day is long about "global warming" but at the end of the day, we have to pay attention to the media and the political pressure being applied.

February 1985 was the last time the earth had a month of normal temperatures according to data collected from over 25,000 weather stations and scrutinized by the U.S. National Oceanic and Atmospheric Administration. Data published recently by NOAA showed it's been since then that the Earth, overall, has experienced temperatures above the 20th-century average. It's worth mentioning that the data also revealed that December 2019 was the second hottest December in 140 years of modern record-keeping and that the last six Decembers were the warmest six Decembers in recorded history.

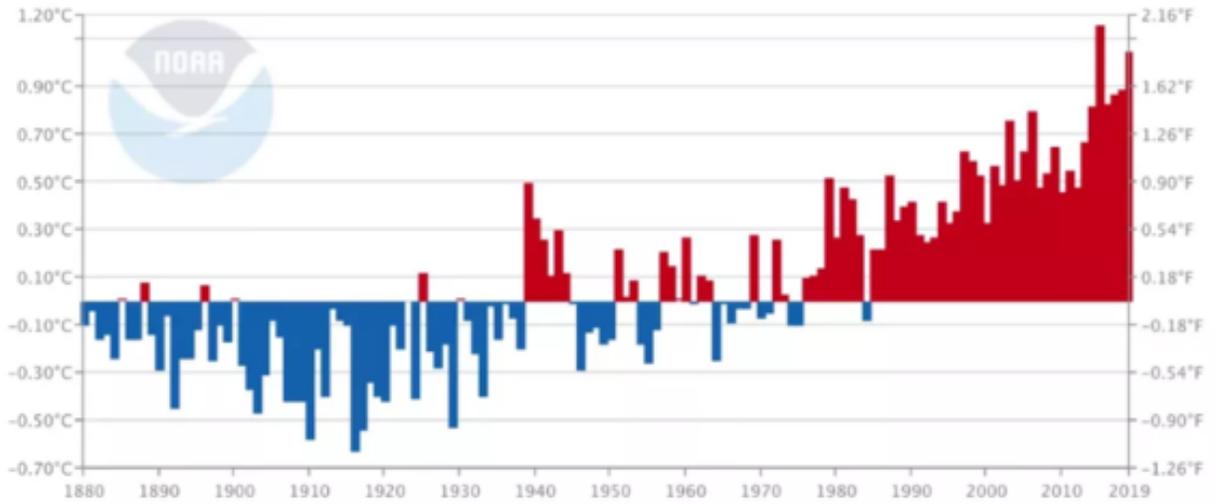
Regardless, of where you fall in the climate change conversation, it's clear that the weather patterns most of us grew up with as kids are shifting. As I've said before, I have weather expert friends who say we are simply in a "cycle" and will eventually cycle back the other way. On the opposite side, there are those espousing it's all about greenhouse gas emissions and pointing the finger at farming's role in the problem. One thing that cannot be denied is the fact warmer temps are occurring and adding complexity and a bit more uncertainty to many of our agricultural operations. Keep in mind, 2019 was the second hottest year on record and 19 of the last 20 years are now the warmest in recorded history.

Across the globe, weather dynamics often affect regional temperatures, so not every area on Earth experienced similar amounts of warming. NOAA found the 2019 annual mean temperature for the contiguous 48 United States was the 34th warmest on record, giving it a "warmer than average" classification. It seems to be the Arctic region that is creating the most alarm and buzz, having warmed more than three times faster than the rest of the world since 1970.

World Economic Forum's global risk assessment for the next decade also published recently, found the top five dangers were all environmental, including extreme weather, failure to prepare for climate change and the destruction of the natural world. With all the weather headlines, consumers on social media clamoring for changes to how food is produced and big food companies seeking gain market share in an evolving economy, producers need to diligently be aware of the direction things are heading. I suspect we will be battling more regulations, as emissions and water become battlegrounds for agriculture. Keep monitoring the headlines as they will drive the media and the industry... (Source:NASA.org, Mashable)

Global Land and Ocean

December Temperature Anomalies

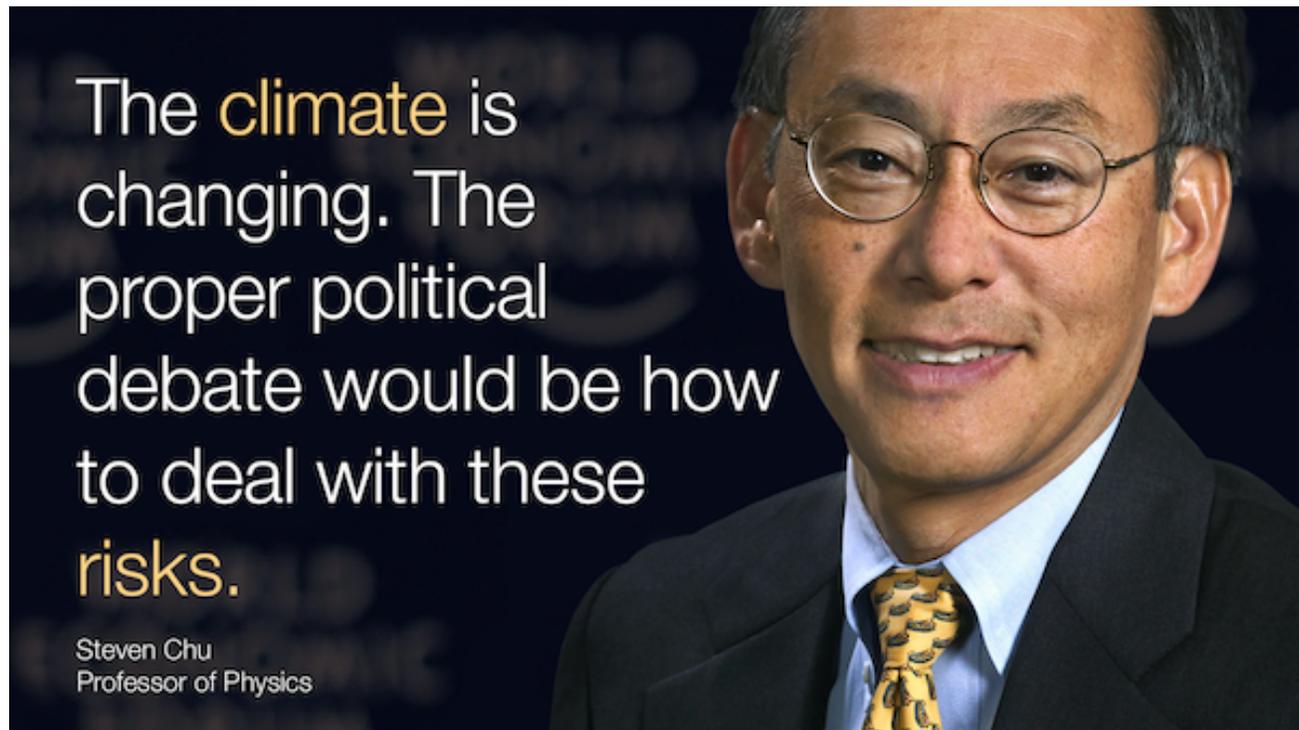


Earths' global temperature anomolies. Notice anything?

The most important thing about global warming is this. Whether humans are responsible for the bulk of climate change is going to be left to the scientists, but it's all of our responsibility to leave this planet in better shape for the future generations than we found it.

QUOTEHD.COM

Mike Huckabee
American Politician



Tourists Will Soon Be Able to Visit the "Doomsday Vault"

The frozen landscape of Svalbard is famous for two things - its isolation and the Global Seed Vault, which guards the world's collection of plants, including the most valuable human crops. The seeds are preserved here, deep underground, to ensure that in the case of a nuclear near-apocalypse or some other catastrophic event, humans will be able to restore food supplies. The Global Seed Vault also has a sister project called the Arctic World Archive which is currently stockpiling the world's digital memory. Amid all this "doomsday prep" there has been a growing fascination among the public, which is why the facility is building a visitor center called The Arc.

Svalbard is a Norwegian archipelago that sits midway between Norway and the North Pole. One of the world's northernmost inhabited areas, it's known for its rugged, remote terrain of glaciers and frozen tundra. Permafrost and thick rock ensure that the seed samples stored in the vault will remain frozen even without power. It is considered the ultimate insurance policy for the world's food supply.

It's also perfect for storing the film on which the world's digital heritage is being preserved. This collection includes everything from a digitized version of Edvard Munch's *The Scream* to digital copies of manuscripts from the Vatican Library. Spain's political history lives there. The European Space Agency (ESA), deposited some sample data acquired by its first Earth Remote Sensing (ERS) satellite launched in 1991. The top 10 items of cultural heritage, as nominated by the public was also stored away for the future. These items include famous religious texts, paintings, architectural designs, science breakthroughs, and popular

contemporary music.

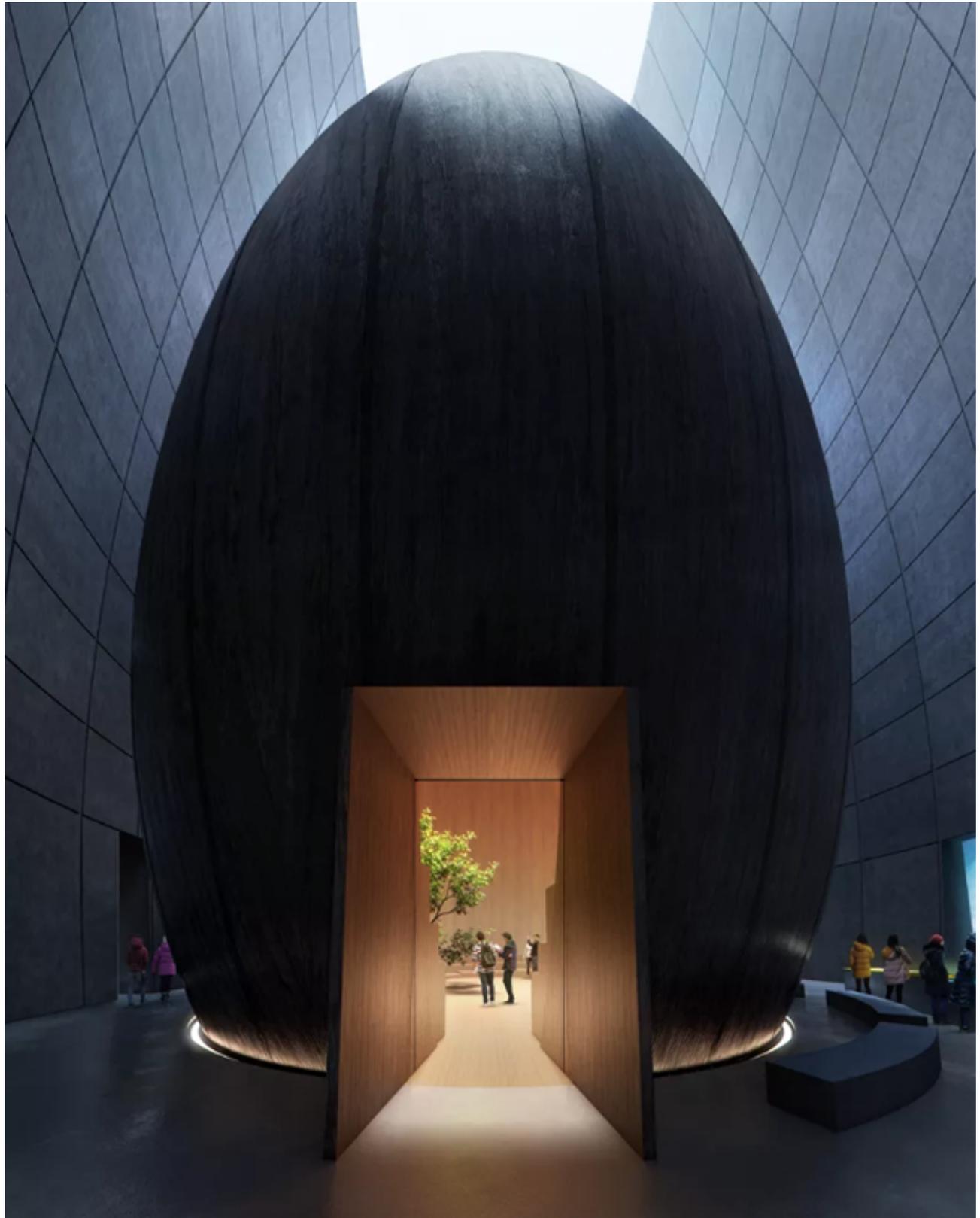
Recently, GitHub deposited much of the world's open-source software code in the Archive. In fact, GitHub will probably become the vault's largest tenant, with plans to store 200 platters of specialized, super-durable film, each carrying 120 gigabytes of open source software code, in the Archive. The first reel included the Linux and Android operating systems, plus 6,000 other important open source applications.

With all this in mind, it's no wonder that this remote Arctic location is piquing a lot of interest. One of the most important considerations for every aspect of these important vaults is to preserve the environment around them, though. That makes accommodating visitors a bit tricky. Tourists can't be allowed into the Seed Vault itself as everything from lights to body heat can endanger the seeds. Instead, tourists will visit The Arc, which is planned to open in 2022.

Building something on the surface of the landscape that won't endanger the delicate permafrost or lead to ice melt requires some special skills, though. They chose the architecture and design firm Snøhetta, which has garnered praise - and numerous awards - for their radical, environmentally conscious buildings. The design of The Arc includes two structures. One is a rectangular, mirrored building that is actually suspended above the ground to ensure the landscape isn't exposed to heat. This will house the main visitor's center as well as production facilities for the Arctic World Archive. The second building is a towering white beehive-shaped building, home to the main programming for the visitor center. The plan is to have snippets from the Arctic Archive's files projecting onto the smooth concrete walls. In the center of The Arc is what's called the Ceremony Room, which houses a single tree. One day they might allow the room to be used for lectures or special events, but as of right now, there is only the tree - a reminder, the architects say, to take a moment for contemplation and reflection. (Sources: Fast Company, Bloomberg, piql)









Who's Ready for Some Super Bowl Commercials?

While the Super Bowl LIV is guaranteed to give fans some great football, Americans have come to expect the broadcast to also give us some great commercials. In the past, the ads were mostly kept under wraps until gameday but nowadays brands start releasing details and teasers commercials before the lineup is even set. Advertisers are also paying more than ever to be part of the big game, which will air on Fox, with 30-second spots going for as much as \$5.6 million, up from \$5.1 to \$5.3 million last year. This year's spots have been sold out since November and Fox says some big advertisers were unable to secure ad time during the game, leaving them to scoop up space during pre- and post-game shows where 30-second ads still run as much as \$3 million.

One thing that threw advertisers off was the fact that Super Bowl LIV will have fewer ad breaks. The NFL in May decided to eliminate one commercial break from each quarter, meaning four rather than five ad breaks. Those breaks will be longer, though, with the same number of ads sold this year as there have been in recent

years. However, fewer breaks means fewer premium slots, which are the first and last ads in each commercial break. Most advertisers believe these are the slots that get the most viewer attention.

No matter what, viewers will be heading in with high expectations for not just their favorite team, but also for the commercials. Fox says there will be a lot of longform ads, with some lasting more than a minute. According to a 2018 survey, around 20% of Super Bowl viewers are simply tuning in to view the commercials. However, advertisers have increasingly made their ads available online prior to the game, something that has been blamed for killing the Super Bowl's appeal for casual fans and for the drop in viewership overall in recent years. Below are a few of the Super Bowl LIV ads that are already generating buzz as well as what to expect from brands that have become Super Bowl favorites:

Anheuser Busch: *The brewer will air four, 60-second ads in Super Bowl 2020 for brands Budweiser, a combo ad for Bud Light and the new Bud Light Seltzer, a spot for Michelob Ultra and another for Michelob's organic brew Pure Gold. Below is their Bud Light Seltzer teaser, which takes place in the real town of Seltzer, PA. Fun fact: The call center number in the ad — 1-833-BL-Seltz - is real, and it requires you to 1.) be 21 or older, and 2.) do some Easter egg hunting in the ad above to participate. Check it out [HERE](#). The company has also released a teaser for Budweiser which shows the stars from the commercial reacting after seeing it for the first time and looks like it's gonna be a real tearjerker. Watch [HERE](#).*



Cheetos: MC Hammer - *Cheetos will return to the Super Bowl for the first*

time in 11 years. Their teaser features rapper MC Hammer and his iconic song "Can't touch this." Watch it [HERE](#).



Doritos: Old Town Road - Doritos' commercial features Sam Elliott reciting the lyrics to "Old Town Road" from Lil Nas X featuring Billy Ray Cyrus. Watch the teaser [HERE](#).



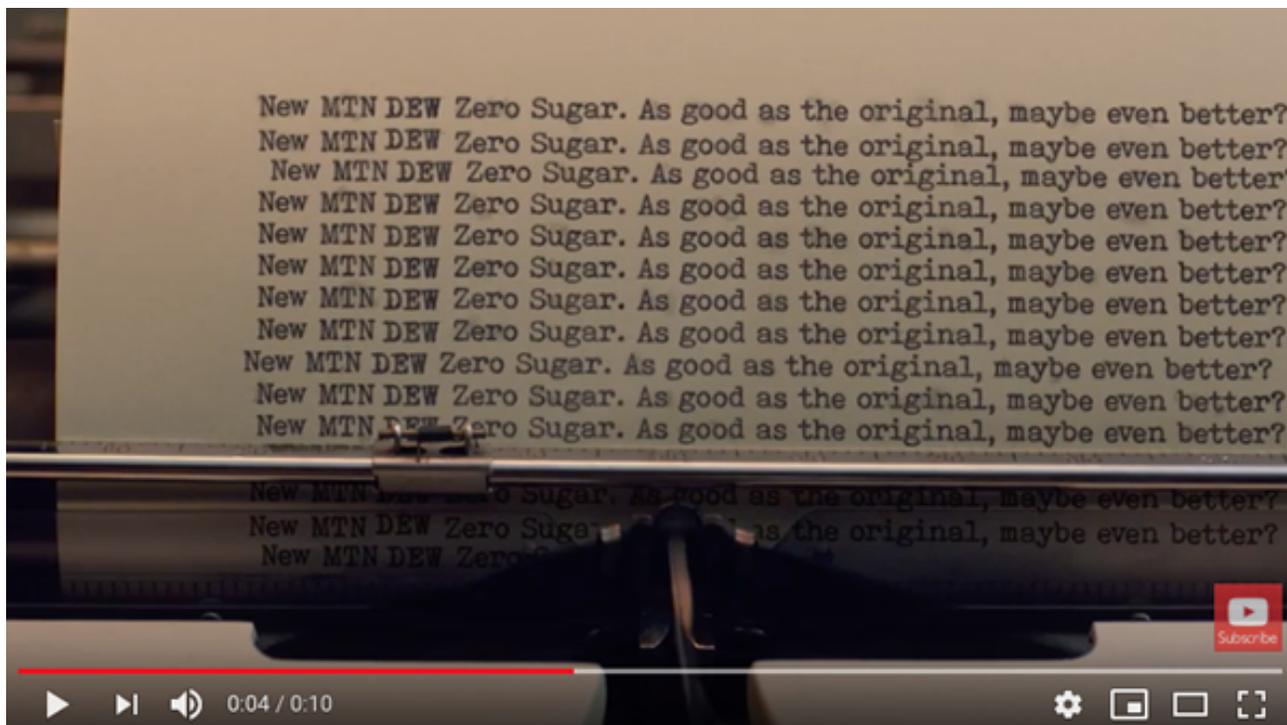
Hyundai: Dialect Coach - The automaker released a teaser on January 13 featuring Boston Red Sox legend David Ortiz, aka Big Papi, getting a Boston accent lesson from Saturday Night Live alum Rachel Dratch. The 60-second Super Bowl spot will also include actors Chris Evans and John Krasinski. Watch the teaser [HERE](#).



Little Caesars: Still the Best - In its first-ever Super Bowl ad, the pizza chain will spotlight its new delivery partnership with DoorDash. The recently released trailer features "The Office" actor Rainn Wilson. Check it out [HERE](#).



Mountain Dew: The Shining - The beverage is back in the game with a 30-second ad after sitting it out last year. A teaser was released on Jan. 16 that riffs on the 1980 horror flick "The Shining." The ad will plug Mountain Dew Zero, a new sugar-free variety. Click [HERE](#).



Olay: Make Space for Women - Olay will return for its second consecutive Super Bowl spot featuring an all-female cast that includes Canadian YouTube

creator Lilly Singh, actress Busy Philipps, retired NASA astronaut Nicole Stott, Taraji P. Henson and Katie Couric. The space-themed ad is inspired by last year's all-female spacewalk. Check it out [HERE](#).



Planters: Mr. Peanut Dies! - Planters nuts looks like they'll be killing off their Mr. Peanut mascot during this year's game. When Mr. Peanut's Big Game road trip with Matt Walsh and Wesley Snipes goes awry, he ends up making the ultimate sacrifice to save his friends. According to an email from Planters, a third-quarter commercial will broadcast Mr. Peanut's funeral. Click [HERE](#).



Pringles: Rick and Morty - In a new, 6-second teaser for Pringles' Super Bowl 2020 ad, a bunch of Morty robots with Julius Pringles heads for eyes sit in a classroom learning about "flavor stacking"—sandwiching several different flavors of Pringles on top of one another to make new combos—from teacher Morty robot. It's as weird as it sounds. Watch [HERE](#).



Snickers: Snickers will return to the Super Bowl to mark the 10-year

anniversary of its "You're Not You When You're Hungry" campaign that Betty White helped kick off in 2010. Two teasers suggest Snickers can fix the world, or at least aim to do so while selling candy bars. Check them out [HERE](#).



Turbo Tax: All People are Tax People - *TurboTax appears to have released its entire Super Bowl ad, not just a clip. The premise? That people can do amazing things, like crawling through a doggie door or creating a toothpaste volcano. So why can't they do their own taxes? Watch the ad [HERE](#).*



Verizon: Smoke - Super Bowl regular Verizon will air a 60-second commercial focusing on first responders but also promoting 5G and how the technology could even help in life or death situations. Click [HERE](#).



Honorable mentions that haven't released teasers yet:

Coca-Cola: Coca-Cola is returning to the Super Bowl with one 60-second

commercial after sitting out of the game in 2019. The company is a regular Super Bowl advertiser, but last season opted to run an ad during pre-game—right before the National Anthem. Multiple brands are under consideration for an in-game ad. Possibilities include new products Coke Energy or Aha sparkling water.

Hard Rock Cafe: *Hospitality brand Hard Rock International is cashing in on the big game happening at the Hard Rock Stadium in Miami. The brand has apparently tapped director Michael Bay to create an "epic" ad for its first-ever Super Bowl commercial.*

Porsche: *Volkswagen is advertising Porsche in the Super Bowl for the first time since 1997 to tout the Taycan, its first all-electric vehicle.*

Squarespace: *Squarespace is making a comeback this year after sitting out last year with a 30-second spot. The company hasn't shared details, but its past Super Bowl ads have featured Keanu Reeves, Jeff Bridges, and John Malkovich.*

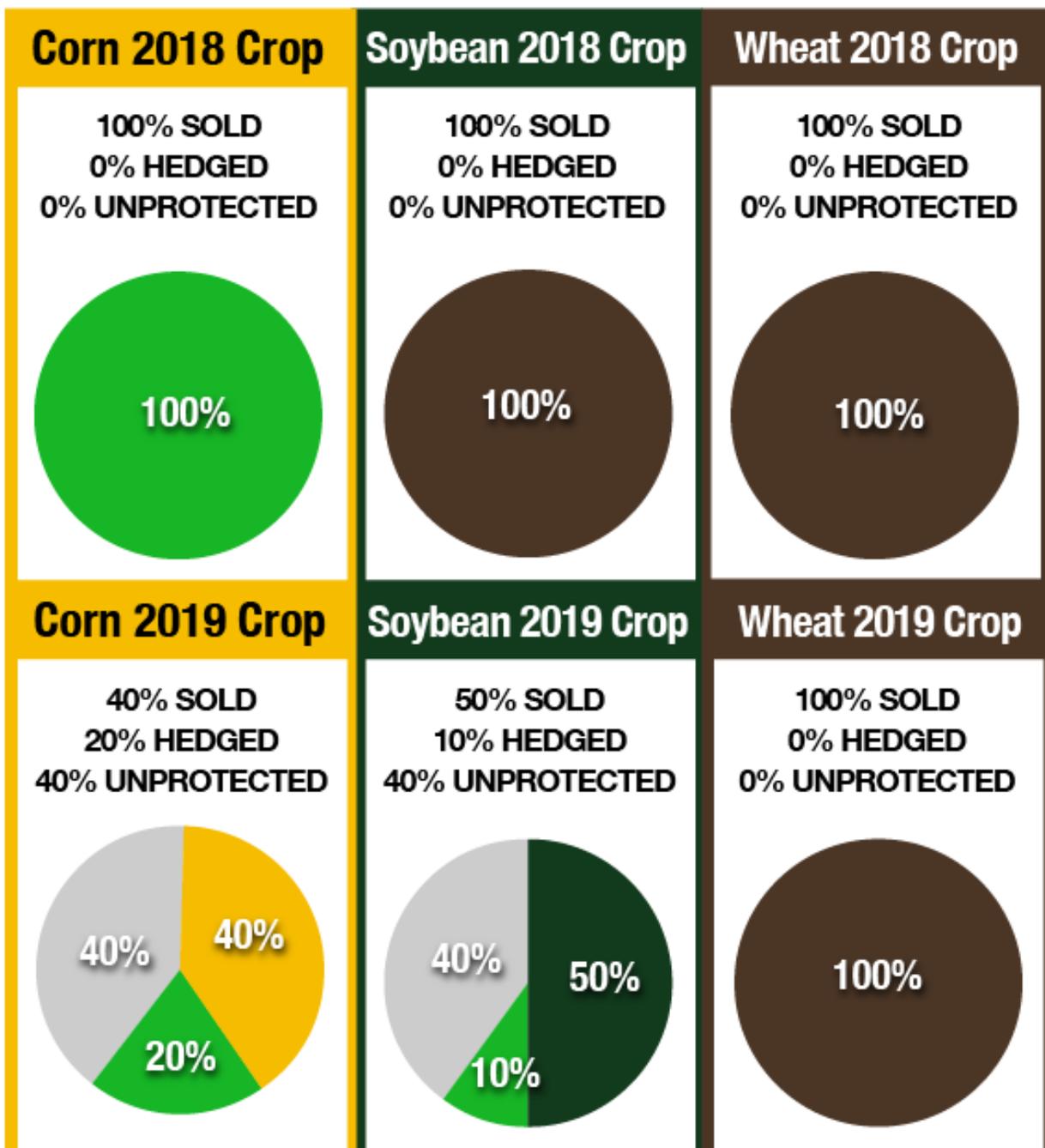
President Trump and Michael Bloomberg: *Super Bowl 2020 is also set to become a political battlefield, with President Donald Trump and Democratic hopeful Michael Bloomberg's presidential campaigns running ads. Both campaigns have secured 60-seconds worth of ad time during the game on February 2, a buy which will cost them each at least \$10 million. The ads also come at a politically potent time - one day before the Iowa caucuses. (Sources: Business Insider, CNet, AdAge)*

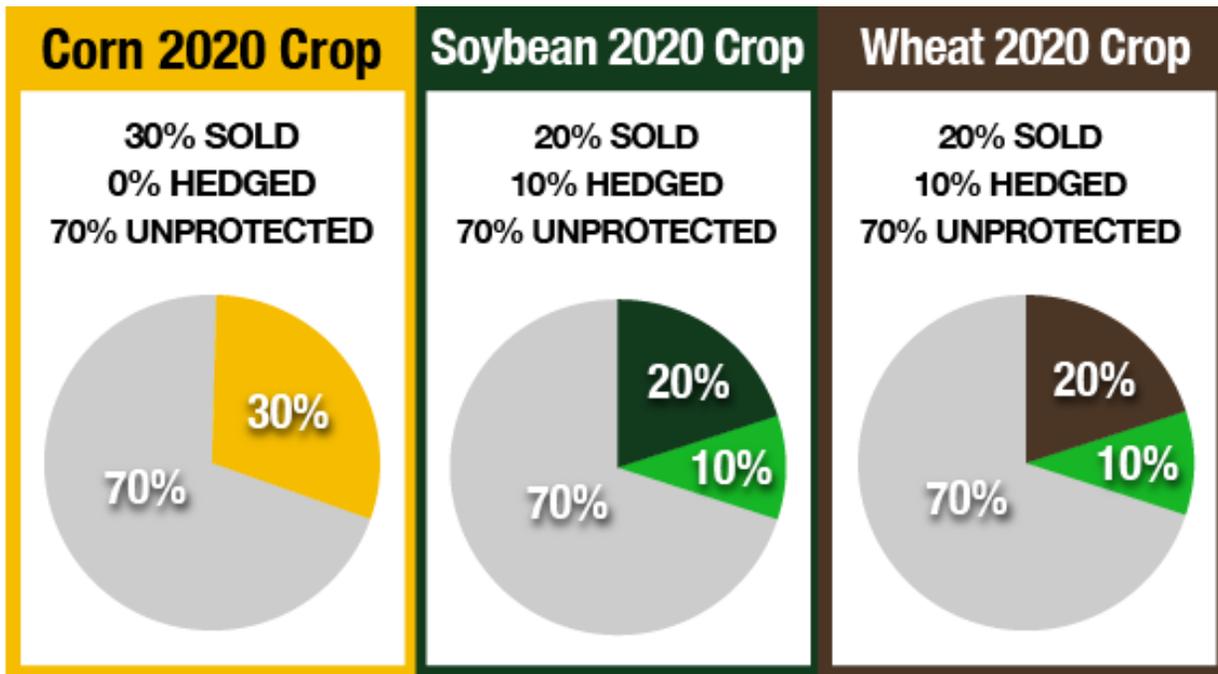
ANSWER to riddle: A secret.



CASH SALES & HEDGING TOTALS

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





AgSwag

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](#)