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**GOOD MORNING: The Van Trump Report 1-29-20**

1 message

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

Wed, Jan 29, 2020 at 5:31 AM

Reply-To: Jordan &lt;reply-febb1076706c037b-1142\_HTML-68584704-100003450-8@vantrumpreport-email.com&gt;

To: josh@farmdirection.com



"In everyone's life, at some time, our inner fire goes out. It is then burst into flame by an encounter with another human being. We should all be thankful for those people who rekindle the inner spirit." - **Albert Schweitzer**

**Wednesday, January 29, 2020**[Printable Copy](#) or [Audio Version](#)

**Morning Summary:** Stock bulls will be desperately trying to build on Tuesday's turn around. I'm personally a bit apprehensive and see no reason to be in hurry, add additional risk, or chase this market higher. The market is clearly uncertain about headlines surrounding the coronavirus and I suspect will be whipping around for days in search of true direction. Health officials expect the number of infections to continue to climb, especially in China where a shortage of testing kits has supposedly slowed detection. The overall stock gained support from record-setting earnings posted by Apple. CEO Tim Cook said the strong quarter was driven by demand for the new iPhone 11 models as well as all-time records for services and wearables. I've included more details below. Today and tomorrow bring this week's real deluge of earnings reports, with each day seeing more than 11% of the S&P 500's market cap report results. Investors today will be paying close attention to results from ADM, Anthem, AT&T, Boeing, Canadian

Pacific, Corning, Facebook, General Electric, Las Vegas Sands, Marathon Petroleum, Mastercard, Microsoft, Norfolk Southern, Novartis, Paypal, Tesla, Winn Resorts, among others. On the economic front, investors are happy to see Consumer Confidence climb to a five-month high in January amid optimism over the U.S. labor market. Traditionally traders would see this type of reading as consumer spending remaining strong for several more months. But with the spread and fear of coronavirus in the air it's tough to forecast how consumers will respond. As we've learned many times in the investment world, "consumer confidence" can be both fickle, fragile and easy to break, but often very hard to reassemble. Let's just hope this isn't one of those ultimately takes all the Kings horses and all the Kings men to put the economy back together again. I don't think we will hear anything from the Federal Reserve's today about the coronavirus and its impact on their latest policy decision but I promise they have their eye on it. Fed Chair Jerome Powell is scheduled to deliver a press conference following the conclusion of the Fed's FOMC meeting. Investors don't expect any changes but are anxious to hear details at around 1:30 PM CST. Stay nimble...

**Coronavirus Update:** *There are now over +6,000 confirmed with the virus, an increase of +25% in the past couple of days. There are now over +130 reported dead. Tibet, the last place on China's mainland that had not recorded a case of coronavirus, has now reported its first suspected case. A 34-year-old man who travel to Tibet by train from Wuhan has been placed in quarantine. Thailand has reported 14 cases of infection; Hong Kong has eight; Japan has seven; Australia has 6 confirmed cases; the United States, Taiwan, and Macau have five each; Singapore, South Korea, Malaysia, France and Germany each have reported four; Canada has three; Vietnam has two; and Nepal, and Cambodia each have one. Unfortunately, recent cases recorded in Taiwan, German, Vietnam and Japan involved patients who had not been to China. The good news, there have been no reported deaths outside China. The good news is there have been no reported deaths outside China.*

**U.S. Flight Lifting Americans out of Wuhan Diverted to Air Force Base:** *The evacuation flight from Wuhan to the United States has been rerouted to land at a US air force base, rather than an airport. The plane, carrying 240 Americans, left Wuhan this morning. It was scheduled to land at Ontario international airport in southern California, 56km (35 miles) from Los Angeles. But Curt Hagman, the chairman of the San Bernardino County Board of Supervisors, announced on Twitter it would now be diverted to March Air Force Base, roughly 35 miles east of Ontario. Australians being evacuated out of Wuhan are going to be quarantined on Christmas Island.*

**20 U.S. Airports Now Screening for Coronavirus:** *The Centers for Disease Control and the U.S. Department of Health and Human Services have revealed more details about the government's plans to expand coronavirus screening efforts in the United States, with the list of participating airports increasing from five to 20. Vice President Mike Pence said in a speech Monday that these airports collectively handle about 90% of passengers arriving from China, where the coronavirus outbreak originated. Below is the expanded list of airports (screenings at the top five were already taking place):*

# 1. Los Angeles International

- 2. San Francisco International**
- 3. Chicago O'Hare**
- 4. New York JFK**
- 5. Atlanta Hartsfield-Jackson International**
- 6. Houston George Bush Intercontinental**
- 7. Dallas-Fort Worth International**
- 8. San Diego International**
- 9. Seattle-Tacoma International**
- 10. Honolulu International**
- 11. Anchorage Ted Stevens International**
- 12. Minneapolis-St. Paul International**
- 13. Detroit Metropolitan**
- 14. Miami International**
- 15. Washington Dulles International**
- 16. Philadelphia International**
- 17. Newark Liberty International**
- 18. Boston Logan International**
- 19. El Paso International**
- 20. Puerto Rico's San Juan Airport**

**Emergency Hospitals Being Built in Wuhan in Days!** Some pictures here of Chinese construction workers building an emergency hospital that is urgently being set up in Wuhan. The Huoshenshan hospital is scheduled to open on 3 February. Another, the Leishenshan hospital, is being constructed nearby to a similar schedule. The government is livestreaming the construction of the site. (Source: TheGuardian)







**Apple's Earnings and Sales Hit New Records:** *Apple's business made a roaring comeback in the final three months of 2019, as sales of its newest iPhones models and wearable gadgets such as AirPods resulted in a 9% increase in revenue that was billions above Wall Street's expectations. Apple reported profit of more than \$22 billion and revenue of more than \$91 billion, both records that beat average analyst expectations. Apple's robust product sales boosted the company's bottom line, which topped Wall Street targets. Apple's wearables, home and accessories category - previously called other products - grew revenue 37% to \$10 billion from the year-ago period, above estimates of \$9.7 billion. Revenue for Apple's services segment, which includes Apple Music, Apple Pay and iCloud storage, rose +17% to \$12.7 billion. And the company's forecasted revenue range for the current quarter was, at its midrange, above the average analyst expectation. But company executives tempered the good news with cautiousness about the recent outbreak of the coronavirus in China and the "uncertainty" around the situation. "We're still gathering lots of data points and monitoring it very closely," Apple CEO Tim Cook said during a conference call with analysts, noting that the situation has affected some of Apple's suppliers and retail operations in mainland China. More details are available [HERE](#).*

**Could China Coronavirus be Bullish Commodities?** *Dan Fickling, who covers commodities for Bloomberg, takes a look at whether the raging*

*coronavirus outbreak in China will wreck the commodities market. As Fickling explains, in the grip of an epidemic, it can feel like the sky is falling — but most such viruses die down in a matter of months, and people shouldn't underestimate how much industrial stimulus Beijing will inject in the economy to keep growth on-target in the aftermath. A combination of virus seasonality and the extreme measures being taken by China and other countries to stop the spread means the epidemic could start to subside in April, just as China's industrial machine is revving up from its normal winter slumber. Facing a big hit to GDP due to the outbreak, Beijing is unlikely to accept it lying down. Just recall the responses to the 2003 SARS outbreak, the 2008 financial crisis, and the overzealous economic rebalancing toward consumption in 2015. As on those occasions, fixed-asset investment (particularly by state-owned companies) is likely to surge in order to fuel fresh industrial activity. China's yearlong credit diet is also likely to be loosened to inject some fresh life into a virus-hit economy. Such moves would probably further defer China's shift to an economy more dependent on consumption and less on mounting debt and carbon emissions — but it will also be bullish, not bearish, for commodities. Read the full article over at [Bloomberg](#).*

**Mapping The World's Trade Domination "USA vs. China":** *The U.S. and China have long been the world's two largest economic powerhouses, and their impact can be seen in trading activity around the world. By comparing the U.S. and China's biggest trade partners between 1980 and 2018, we can see how international relations have changed over the years and how these two superpowers have shaped the world economy. In 1980, the U.S. more or less dominated world trade. However, as the decades have passed, China has become a major trade partner for many countries around the world. Very few countries actively participated in trade with China before 2000, when China began to take a more active role in the global economy. Since 1980, countries like Japan, which at one point almost exclusively traded with the United States, now rely on China for a majority of their trading activity. As demonstrated by the visualization, the world economy depends largely on these two economic powerhouses. More details and an interactive version of the map below are available over at [HowMuch](#).*

## Trade Timelapse: USA vs. China

### Each Country's Biggest Trading Partner by Year (1980 vs. 2018)



\* Each country's biggest trading partner is determined by comparing its total amount of merchandise imports and exports with China and the U.S. The percentage represents the total trade ratio between China and the U.S. with each country.

**Note:** Countries shown must have U.S. or China trade data at minimum. Those in gray lack either.

**Article & Sources:**

<https://howmuch.net/articles/trade-timelapse-usa-china>  
International Monetary Fund - <https://data.imf.org>


howmuch.net

# FARM TANK

## Tweets of the Day

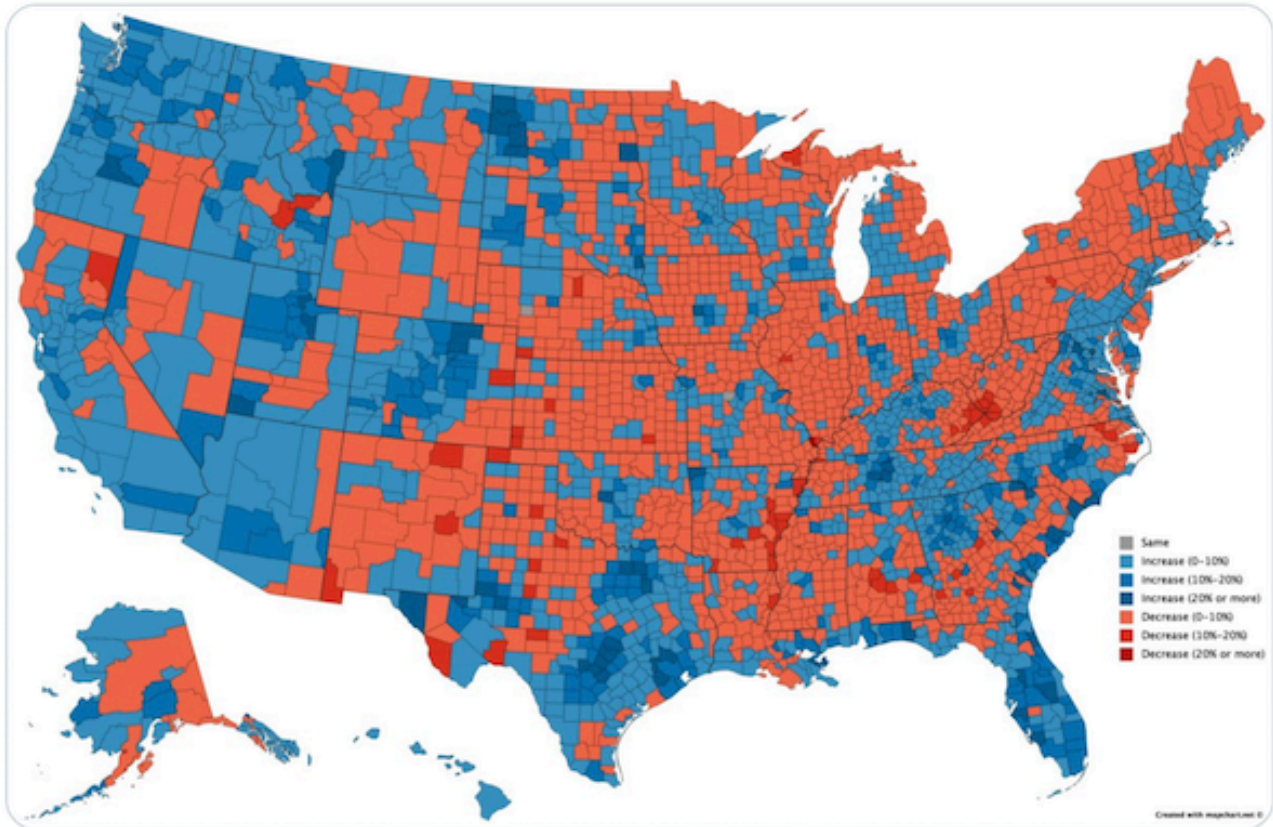




World Economic Forum   
@wef



Rapid urbanization and rural decline – the 2 trends redefining US demographics [wef.ch/38a90tO](https://wef.ch/38a90tO)



Pen Sheets  
@PenSheets



Yo





# FAKE MEAT, REAL CHEMICALS



## Real Sausage:

Pork  
Water  
Salt  
Spices



## Fake Sausage:

Succinic acid  
Disodium inosinate  
Disodium guanylate  
Niacinamide  
44 other ingredients

So-called plant-based meats don't grow on a vine.  
They "grow" in factories.

See what you're *really* eating at:

**CleanFoodFacts.com**



**Thoel Farms - Jess Oelschlagel**  
@jesoelschlagel



Well I guess things just aren't that simple. 🙄😂  
[#agtwitter](#) [#farmtwitter](#)





**Soules Family Farms**  
@FarmsSoules



Winter weather advisory doesn't scare these guys. Got another bag of corn out of the field.

[#iowafarming](#) [#iowafarmer](#) [#winterfarming](#) [#snowstorm](#)  
[#farming](#) [#farmphoto](#) [#tractor](#) [#tractorporn](#) [#johndeere](#)  
[#unbagging](#) [#corn](#) [#cornharvest](#) [#chrissoules](#)  
[#farmerbachelor](#) [#chrissoulesbachelor](#)







**Tom Craven**  
@TomCraven11

## Stickford, England

If only the whole farm looked like this! 🌱 #harvest20



**You Had One Job**  
@WayThingWorks

This is the only way to put salt on roads.









Deena Fayezz دينا  
@deena\_fayz\_tv



A great piece of advice [#InspirationalQuotes](#) [#wait](#)

Before you marry someone, wait.

Wait till you see them when  
they're angry. Are they  
abusive? Are they quiet? How do  
they deal with their anger?

Because your children can't  
choose who gets to be their  
parents, but you can. Do it for  
them.

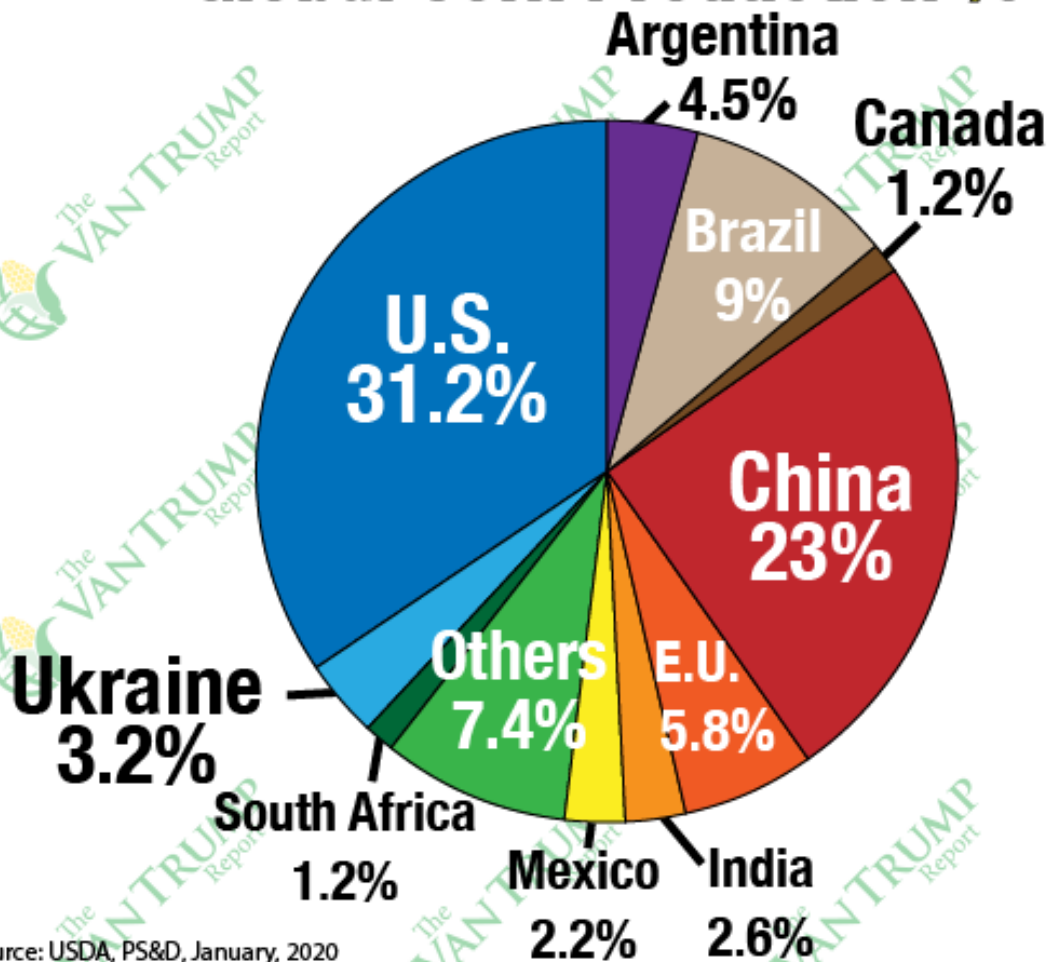
**Corn** traders are trying to navigate the whipsaw type price action. I've included a chart below that shows the MAR20 contract spending a majority of its time between \$3.70 and 4.00 per bushel. bulls are obviously thinking U.S. demand is going to increase and the USDA is going to lower their corn production estimate. Bulls are technically looking for a breakout of the range mentioned above and a retesting of the \$4.30 to \$4.40 range. Bears on the hand doubt there will be a significant reduction by the USDA and point to perhaps +3 to +5 million more U.S.

corn acres being planted in 2020. Meaning if the U.S. weather cooperates and the soils are recharged the U.S. balance sheet could become extremely burdensome at well over +2.0 billion bushels. Bears are technically looking for a breakout to the downside retesting the \$3.60 to \$3.50 level. As a spec, I like the thought of being a longer-term bull as it appears to offer a better risk to reward. With that in mind, I like the thought of being a buyer at the lower end of the range. End users should be holding a similar view toward risk management. As a producer, I obviously want to sell at the higher end of the range. I still believe I will get an opportunity in 2020 to price cash bushels north of \$4.00 so I remain patient. Keep my eye on South America as Brazil's corn harvest is off to a fairly quick start and their second-crop corn planting is now underway. Also closely monitoring Argentine weather as their corn is now almost fully planted with conditions stable. Yes, the coronavirus is also on the top of the radar!





## Global Corn Production %



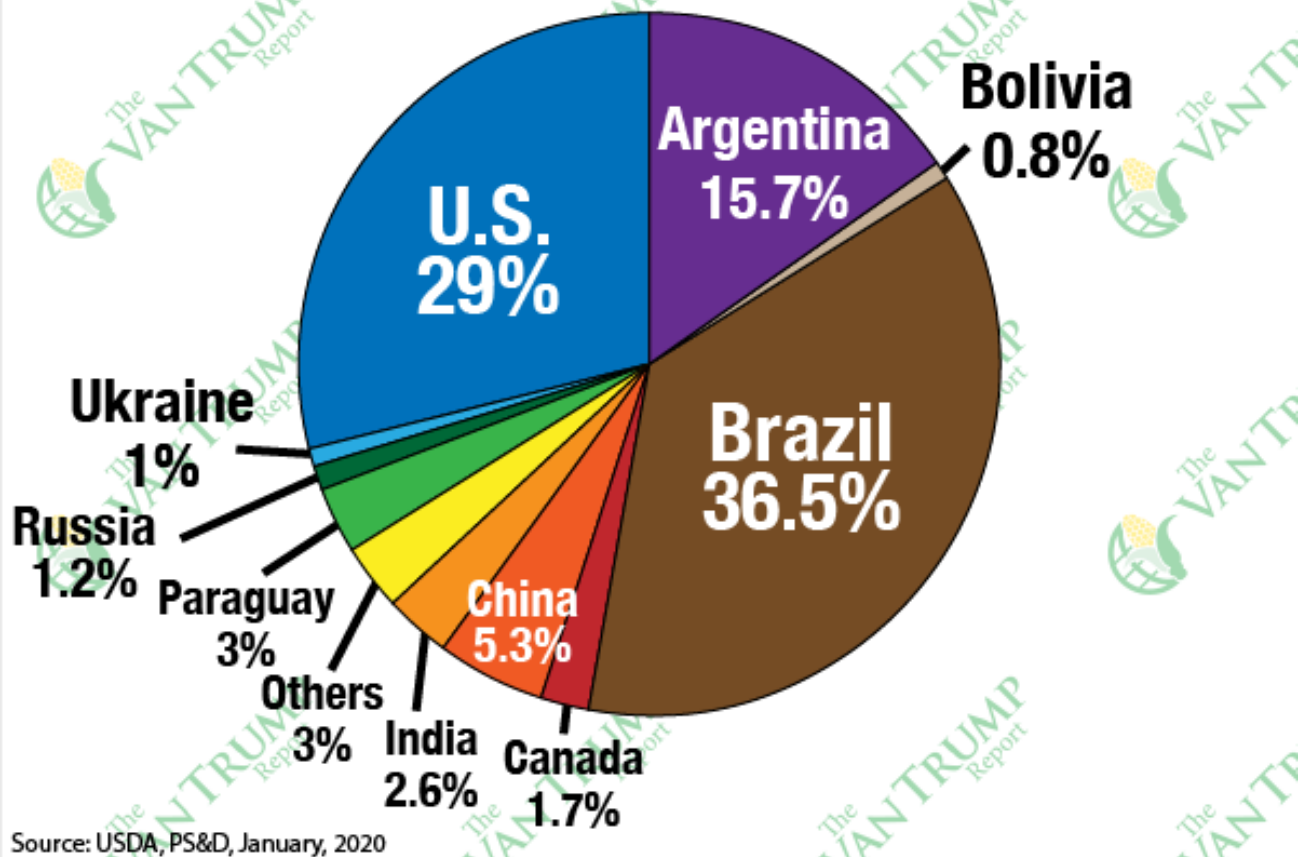
**Soybean** prices have taken a sizeable tumble the past few weeks. I have included below a simply 1-year chart of the MAR20 contract. As you can see the contract seems to be drifting towards the lower end of its recent range. As a spec, I'm starting to take small bites and looking to build a longer-term bullish position. Yes, the headlines surrounding the coronavirus are extremely scary and could create more nearby risk to the downside. I also worry that the trade has also not fully digested the record crop being harvested in Brazil and the +8 to +9 million more soybean acres that could be planted in 2020 by U.S. producers. I've never been good at picking bottoms so I like to take small bites as I think we are nearing the end of the bearish cycle. Understand, we could drift lower for several more weeks, that's why I take very small bites when initiating a longer-term position, especially into these types of headlines and headwinds. Bottom-line this is not the environment to get out over the tips of your skis. I truly believe the Chinese are going to be larger buyers of U.S. supply and eventually weather is going to deal production a big curveball. Just trying to tread water for the moment. Looking for Brazil's soybean harvest to move to 10% complete by the end of this week. The Argentine crop is now mostly all planted. I suspect nearby the coronavirus will lead



the headlines and dictate direction. Have a longer-term plan.

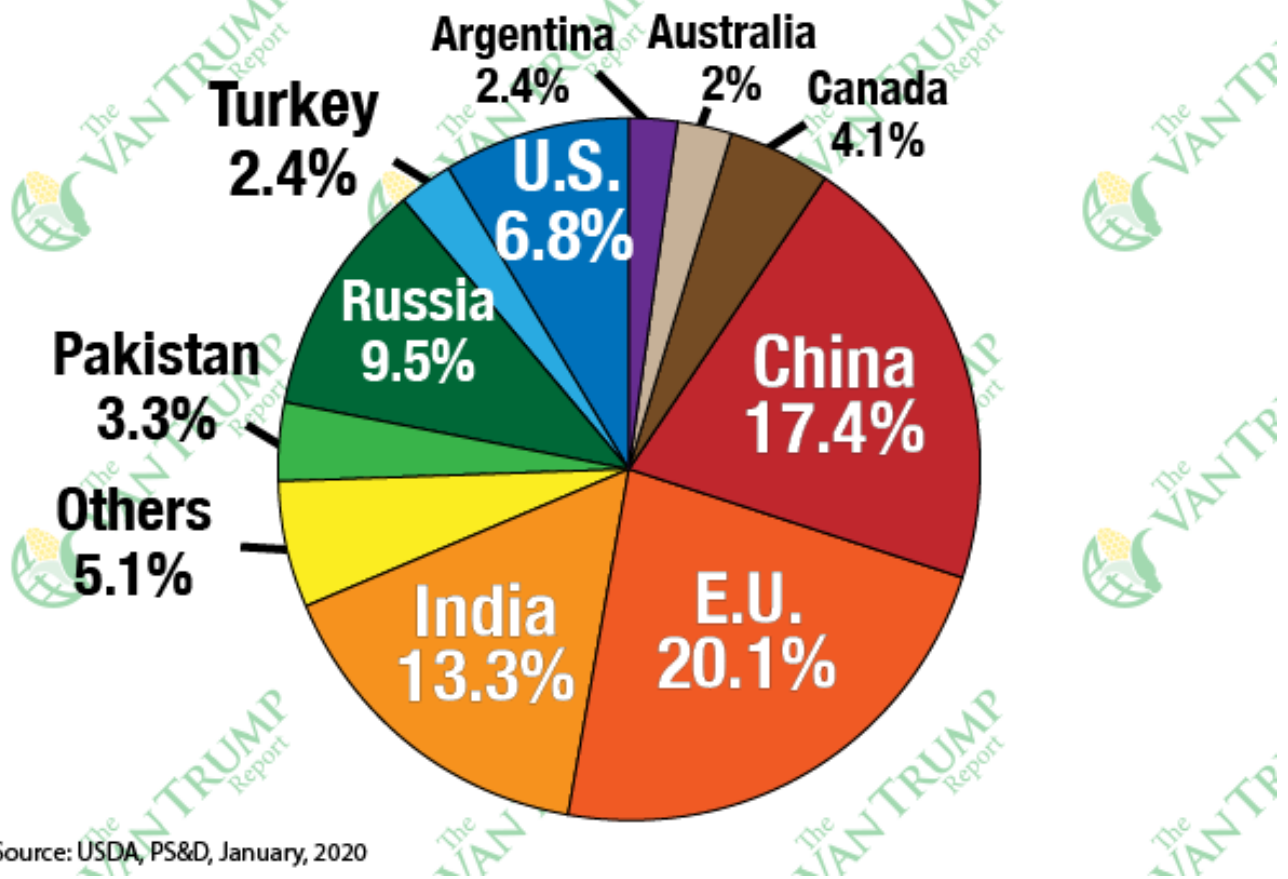


## Global Soybeans Production %



**Wheat** bulls are pointing to tight supply in several locations and global prices holding firm with uncertainties involving exports out of Russia and portions of the European Union. Bears are saying without more wide-spread weather complications in the U.S. or some sign of larger Chinese buying it could be tough to rally prices aggressively higher from here. This period of time between U.S. weather concerns and Chinese buying could cause the bulls to get a bit bored and or limit new buy-side money flow. Bears are also keeping a close eye on the coronavirus and the macro implications that could follow. If the larger fund traders get spooked in regards to global growth and take a more "risk-off" approach the downside could be pressured aggressively. Keeping a close eye on global weather, Chinese buying, and coronavirus headlines.

# Global Wheat Production %





**> African Swine Fever Entering Germany Would Result in a "Massive Cull":**

*Germany's agriculture minister has warned other EU farm officials that the country is facing a "massive cull of pigs" if ASF crosses from Poland into Germany. In Western Poland, the area closest to Germany, at least 124 wild boar infected with the disease have been identified. In order to keep ASF out, German authorities recently erected an electric fence along its borders with both Poland and the Czech Republic. In recent figures presented by the European Union, Poland had the highest outbreaks of ASF amongst wild boar, counting 2,468 outbreaks in wild boar last year. In domestic pigs, Romania had the highest toll, with 1,724 outbreaks on backyard farms. (Sources: Reuters, Pig Progress)*

**> Brazil's JBS Inks China Meat Deal Worth Up to \$717 Million Per Year:**

*Brazil meatpacker JBS SA said on Monday that it had signed a memorandum of understanding with Hong Kong's WH Group to supply up to 3 billion reais (\$717.26 million) of fresh beef, poultry and pork per year to the Chinese market. The first shipments under the agreement are expected to take place in the first quarter of 2020, JBS said in a securities filing. Through the agreement, JBS said it will have direct access to the Chinese consumer via more than 60,000 unique selling channels of the WH Group, which owns meat business Smithfield Foods. (Source: Reuters)*

**> Kellogg's Commits to Reducing Glyphosate, but Farmers Didn't Know:**

*Kellogg's, the multinational food manufacturer based in Battle Creek, Mich., is*



*taking a stand. Kellogg's, the multinational food manufacturer based in Battle Creek, Mich., is taking a stand. At the end of 2019, the company made a commitment to phase out by 2025 wheat and oats on which farmers have used glyphosate as a drying agent. But Kellogg's neglected to tell the industry groups that support wheat and oat growers, said Caitlin Eannello, the director of communications for the National Association of Wheat Growers. Eannello says she found out about the move on Monday and the group is still trying to find out exactly what it may mean for growers. She adds, "Glyphosate is very safe, and there's no real alternative. If it were to be totally eradicated, producers would probably stop growing. [Kellogg's] made an announcement without talking to us." (Source: Washington Post)*

**> Ag Robotics Startup Tortuga and Tesla Co-Founder:** *Marc Tarpenning, cofounder of the renowned electric vehicle manufacturer Tesla has joined the board of strawberry harvesting robotics startup Tortuga through his new role at Spero Ventures as a venture partner. "One thing I learned in the car business is how tough the environment is on the road and it's a very similar problem in farming. A lot of the technology is just too delicate and fiddly; durability is a big one in the farm environment." Ensuring technology is solving real farmer problems has become a major component of Spero's investment thesis. "The tech industry has not had much to offer farmers, frankly," Tarpenning says. Co-founders Eric Adamson and Tim Brackbill actually started out their Tortuga journey with the idea that they would be farmers and produce specialty crops for direct marketing. Eventually, the duo decided that the better route was helping farmers, particularly when it came to addressing labor challenges. Read more from [AgFunder](#).*

**> G.M. Making Detroit Plant a Hub of Electric and A.V. Efforts:** *General Motors says it is investing \$2.2 billion in a Detroit plant where it will produce all-electric trucks and sport utility vehicles, fulfilling a key promise made during last year's union negotiations. Once in full operation, the plant will employ more than 2,200 people, the company said. Production is scheduled to begin in late 2021 on an all-electric pickup truck, followed by the self-driving Cruise. Legacy automakers are in a race with one another and a slew of start-ups and technology companies to capture growing demand for electric vehicles while also preparing for the advent of autonomous vehicles. At the same time, that fight over an electric future has helped to reinvigorate the American automotive industry. In 2018, Ford Motor announced that it had bought Michigan Central Station in Detroit and would convert the abandoned office tower and train station into an urban campus focused on developing businesses that use self-driving cars. Last year, Fiat Chrysler said it planned to spend \$4.5 billion to update several Detroit plants, an investment that it said would create 6,500 jobs and allow the company to start making electric versions of its Jeep models if customer demand increased. G.M. and South Korea's LG Chem have invested \$2.3 billion in a separate plant near Lordstown, Ohio, which will make battery cells and is expected to create more*

than 1,100 jobs. Read more from [The New York Times](#).

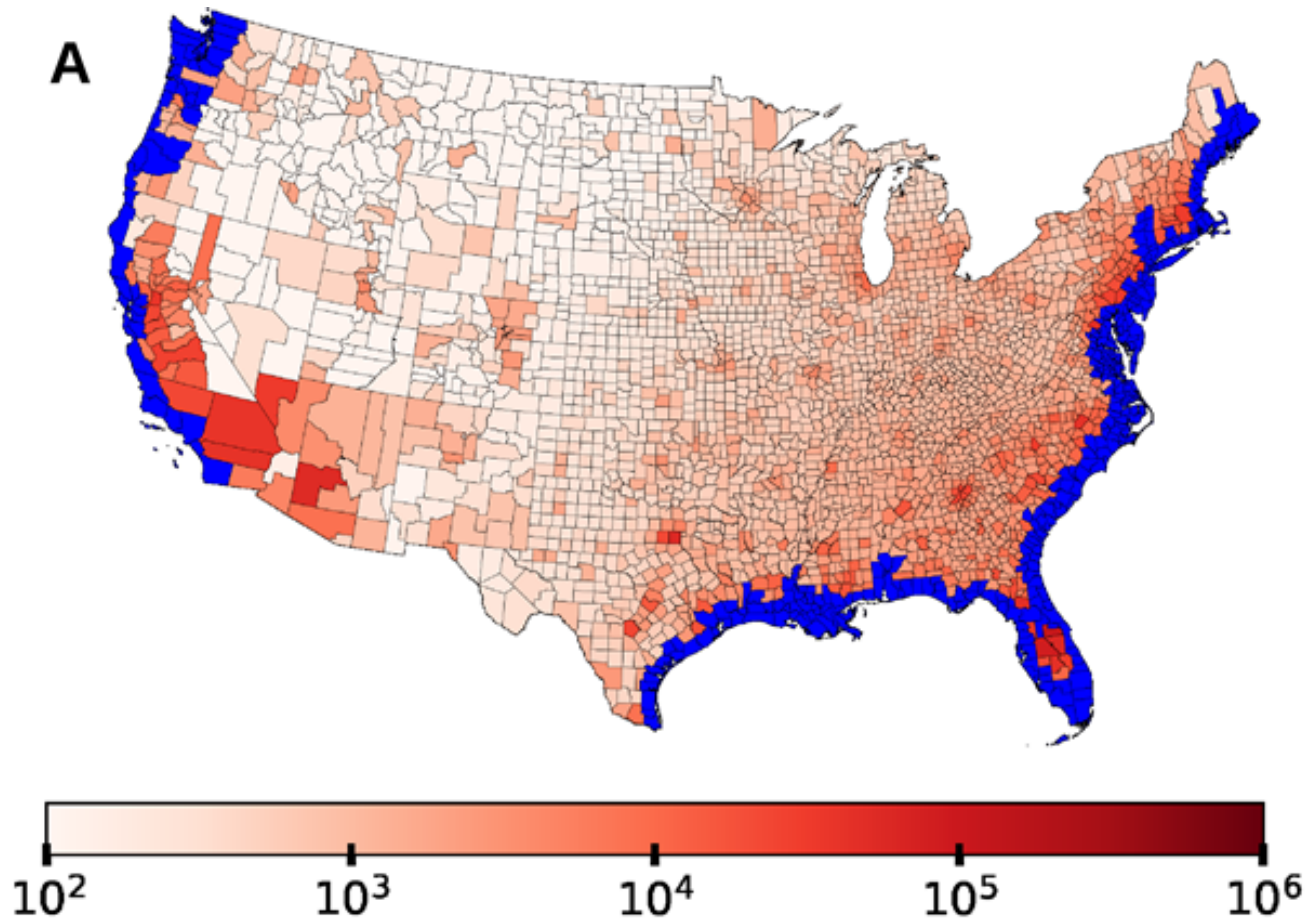
**> Nike Seeks to Stop Profiteering After Kobe Bryant's Death:** *The sports gear giant has reportedly pulled all items tied to Kobe Bryant from its website. One possible reason: to stop flippers from selling merchandise featuring the late N.B.A. star. However, Nike announced that its online store had sold out of Kobe Bryant shoes and apparel in the two days after the NBA icon's tragic death, so the "profiteering prevention" theory may not be the whole story. Nike is still figuring out a new strategy for releasing Mr. Bryant's shoe line, which has been among the company's best-selling basketball sneakers. A new colorway had been scheduled for release on February 7. The brand is discussing whether to go forward with the release as planned or postpone the launch, according to sources. But it's also worried about people buying up Kobe products and then reselling them online at much higher prices. "On some secondary marketplaces, prices for Bryant's sneakers and memorabilia have seen a 200-300 percent spike over the past 24 hours," according to Nick DePaula of ESPN. Other retailers have similar concerns. The online seller Urban Necessities on Sunday moved to limit price increases on consignment sales of Kobe merchandise "out of respect for his family and legacy." Read the ESPN story [HERE](#). (Sources: ESPN, Bloomberg)*

**> The Power of Defining What Your Company Isn't:** *Investors and employees alike want to know what a company stands for and how it's going to make money. Purpose statements such as BMW's "We are number one — we inspire people on the move" give employees a sense of direction, just as an understanding of a company's business model gives investors essential information about the company's prospects and trajectory. That said, there are times when having the opposite — an anti-identity or an anti-strategy — can be equally useful for communicating with customers, employees, and investors. In a study published in Harvard Business Review, the researchers found that anti-identity can provide more wiggle room when devising strategic plans by not restricting the business to a specific identity and strategy. It can also serve as an anchor for executives, managers, and employees in the wake of drastic changes. Read more [HERE](#).*

**> Vermont Could Become the First State with Emoji License Plates:** *A bill introduced in Vermont would allow emoji to be included in vanity license plates. The bill proposes adding six emoji to the list of approved characters, although it doesn't specify which. The bill proposes adding six emoji to the list of approved characters, although it doesn't specify which. The bill specifies that any emoji would be "in addition to the 10 distinctive number assigned by the Commissioner of Motor Vehicles or the numerals and letters selected by the registered owner of a vehicle as a vanity plate." Vermont won't be the first place in the world to allow emojis on license plates, though. Drivers in Queensland, Australia, can add any of five different emoji to their plates. (Source: Business Insider)*

**> Hulu Sets New Record at Sundance for Most Expensive Film Ever Purchased:** *The streaming wars are a producer's best friend. Hulu and indie distributor Neon said they made the priciest film purchase ever in Sundance history by paying \$17.5 million and 69 cents for Palm Springs, a movie about a couple who wreak havoc at a wedding. That edged out the record set in 2016 by The Birth of a Nation by less than \$1. (Source: Bloomberg)*

**> These Are The Cities Most People Will Move to From Sea-Level Rise:** *Sea-level is rising, causing susceptible coastal cities to experience more extreme floods. A recent paper, published in PLOS ONE, used machine learning to forecast where people will increasingly move to when their coastal cities are flooded. An increasingly warmer planet triggers several mechanisms to increase average sea levels across the globe. The most obvious one is through melting of continental glaciers, primarily on Greenland, the Arctic, and Antarctica. Also, increased heat and temperature of ocean water expands its volume, thus contributing (to a much lesser degree) to the rise in sea levels across the globe. The study estimates that just in the United States 13 million people could be pushed to relocate by the end of the century, just 80 years from now. The study modeled which cities are likely to bear the weight of the migration away from flooded coastal cities. The map below indicates counties flooded (in blue) under a 6 feet of sea-level rise scenario by 2100. The red-colored counties are the degree to which that county receives migrants from flooded coastal counties, with darker shades indicating higher migrant inflows. The most popular cities for people to migrate to are landlocked cities near coastal cities, including Atlanta, Houston, Dallas, Denver, Las Vegas, and Austin. Read more from [Forbes](#).*



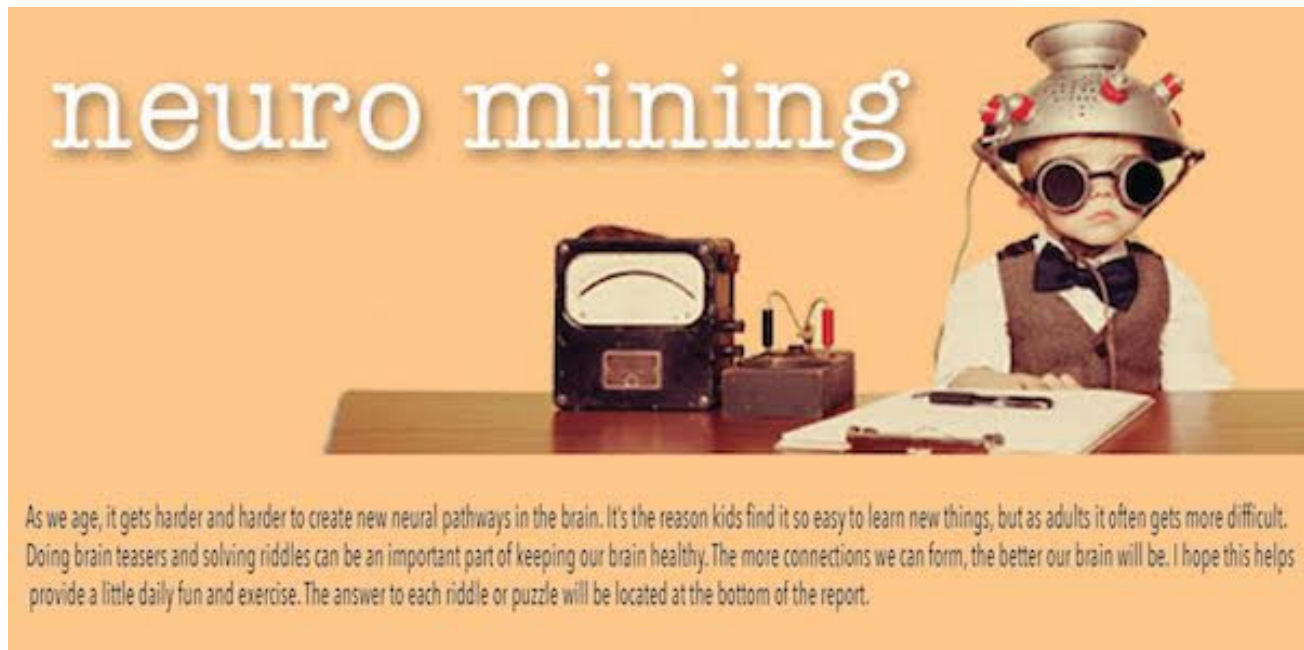
**Northern North Dakota** - *We have nearly all our corn still in the field with the exception of just a few fields that were harvested. We quit farming when the moisture wasn't dropping and the test weight was below 50. I don't know what the deal is with our corn but the little bit I handpicked is not dropping in moisture and the test weight has stayed the same. I have heard a few guys talking about how it has improved but we are just not seeing it in my immediate area.*

**Eastern Indiana** - *Our crop was better than expected. We had 200-bushel corn and 55-bushel soybeans. I would have thought everything was worse based on how much stress it faced but it pulled through. What's interesting in this part of the world is our cash bid has held strong. We are roughly 25-30 cents for guys that have grain in the bin. We have all our corn in the bin right now. The plan is to*



*deliver in the spring. We were told the basis was going to weaken by now but it continues to hold strong. Most of the strongest bids today are at ethanol plants. I thought it was maybe just our area so I check around and most plants are 25+ cents over if not more.*

**Southwest Kansas** - *We run a few businesses down here along with farming. We have a seed dealership, cover crop business, and run some sheep as well. We did have good yields this year. Soil health is something I've been focused on for some time and I believe too many folks are putting down too much fertilizer, as we've seen the cutting of fertilizer rates not affect yields on our farms. Weather forecasts don't always work for our area considering when it rains it pours and when the wind blows it is ridiculously strong, and even though those same conditions make it challenging to get a cover crop established, you have to get it done following a rain. A lot of folks will say you can't grow covers down this way, but that's not the case if you are willing to have a plan and act when the opportunity presents itself.*



**TODAY'S RIDDLE:** There are several different kinds, but the one you pick doesn't do its job. What is it?





BROUGHT  
TO YOU BY:



During 2020, iSelect, The VanTrump Report and The Yield Lab Institute are sponsoring a series of weekly webinars featuring the best in agriculture innovation. Agrifood Conversations is all about driving innovation and each month will highlight a specific theme, from biologicals to vertical farms, featuring emerging topics such as soil health, biologics, plant genetics, vertical farming, precision agriculture, herd health and management, and aquaculture, to name a few. Once a quarter, we'll open up the conversation with a panel of experts on that month's topic. Learn about new trends in ag, connect with industry leaders and discover new solutions.

Join us each Thursday at 3pm CT for [Agrifood Conversations](#).



### Putting Waste to Work

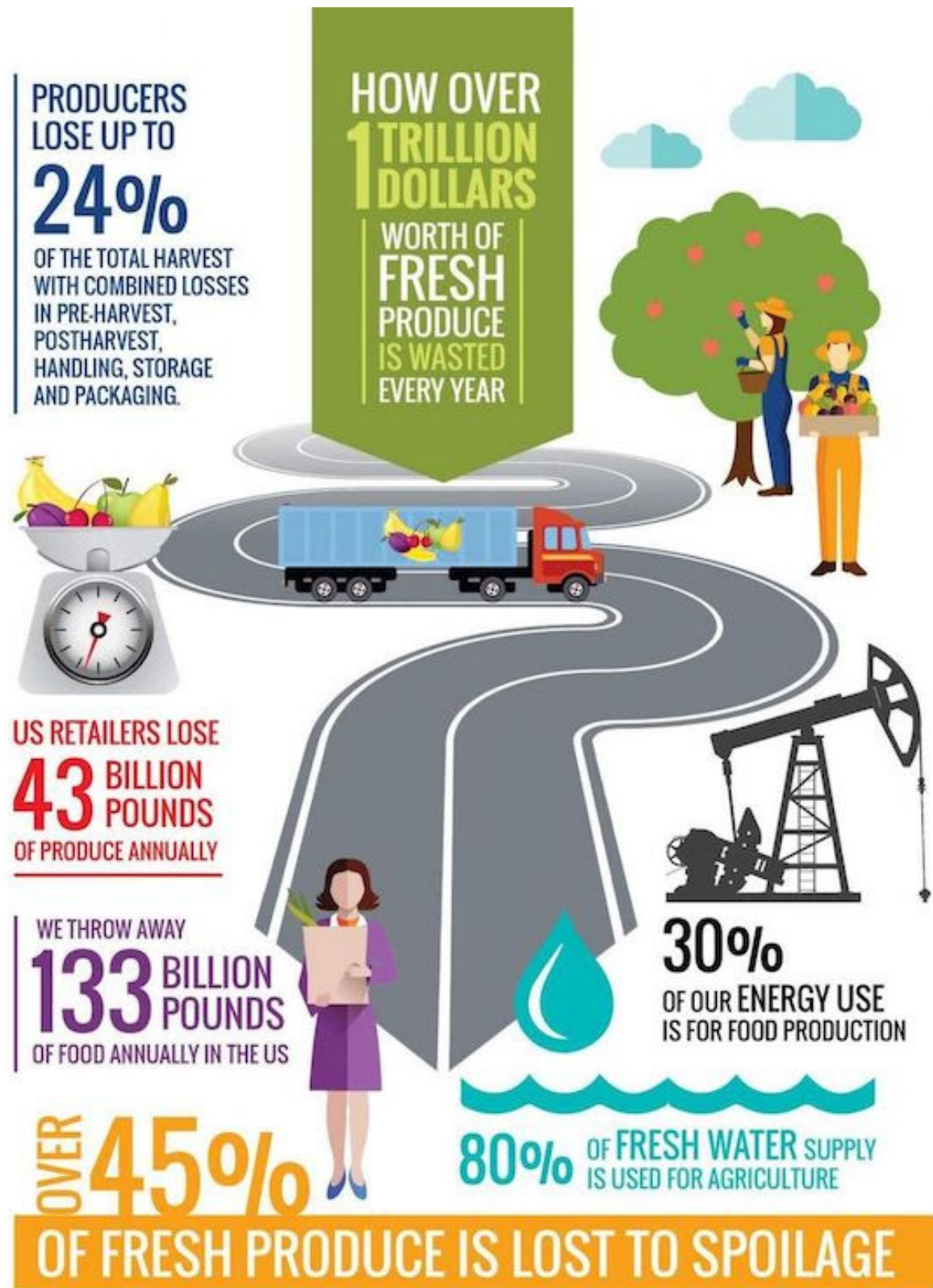
Ambrosia is a new company providing solutions to our massive food waste problem while simultaneously creating more sustainable versions of everyday products and commodities. Keep in mind, inside the 1.3 billion tons of food wasted

globally each year is 45 trillion gallons of water, and Ambrosia has created a proprietary biorefining process, whereby they recover the water and upcycle the residual components into an array of products. In fact, next month Ambrosia is launching their first product, Veles, a direct to consumer cleaning product, which happens to be named for the ancient god of water, earth, the underworld, and magic.

This will be the world's first closed-loop cleaning product that is resource negative, meaning, they are avoiding the use of raw material inputs in their manufacturing and instead are using renewable or waste materials. By doing this, they are protecting resources that would have been processed to make a comparable product. This goes for both petrochemical and plant-based ingredients. They are also simplifying the supply chain and reducing raw materials for manufacturing, which provides additional environmental benefits beyond any other traditionally made product.

Ambrosia believes they can scale up by aligning with corporate partners and creating new products and ingredient development services for private label manufacturing. Learn more about their plans at "Resource Negative — Beyond the Circular Economy" a webinar to be held at 3pm CT on January 30th featuring Amanda Weeks, CEO of Ambrosia.





SOURCES: ndrc.org, nationalgeographic.com, and natlawreview.com • © Ageel Sciences • Illustrations: istock.com

Saving the world made easy.  
We did the math.


If every household in the U.S. traded in their usual cleaner (that includes the 'green' ones!) for ours, we could address some major issues. How many brands can truly tell you they're making a significant and measurable impact on climate change just by making their product?



EQUIVALENT TO

2.5 million


tons of food waste will be diverted from landfills.



REMOVING

7 million

tons of GHG emissions from the atmosphere.



COMPARABLE TO

1.5 million

vehicles taken off the road for a whole year.

<https://mail.google.com/mail/u/0?ik=80e921c654&view=pt&search...ad-f%3A1657061992092580957&simpl=msg-f%3A1657061992092580957>

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# SPEAKER



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AMANDA WEEKS  
Co-Founder & CEO, Ambrosia

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### **Why the New Coronavirus Doesn't Have an "Official" Name**

The newly discovered coronavirus currently spreading in China and other countries across the globe was identified back in late 2019 in the city of Wuhan. The virus has now infected thousands of people in China and spread to at least 16 other countries but health officials have still not given it or the illness it causes a name. Turns out, there are actually a lot of factors to consider when naming a new virus or disease.

Currently, the new coronavirus is known as 2019-nCoV, shorthand for a novel or new (i.e. "n") coronavirus (CoV), in medical circles. Some internet users have dubbed it Wuhan SARS or Wu Flu, and it's frequently referred to as the Wuhan Coronavirus in the media. But none of these is likely to end up being the official



name. In fact, the World Health Organization would prefer that the country or region of origin. They also advise against naming them after animals, food, or people, or using names associated with cultural, population, industry, or occupational references in order to prevent causing negative side effects, as has happened in the past.

Some may recall the "swine flu" pandemic of 2009, which was eventually relabeled "2009 H1N1 Flu" after angry pork producers complained about sharp drops in pork sales due to the negative association. In the end, though, the "swine flu" name stuck, even though the strain didn't actually originate in swine - it was a new strain combining parts of bird, human, and pig influenza viruses.

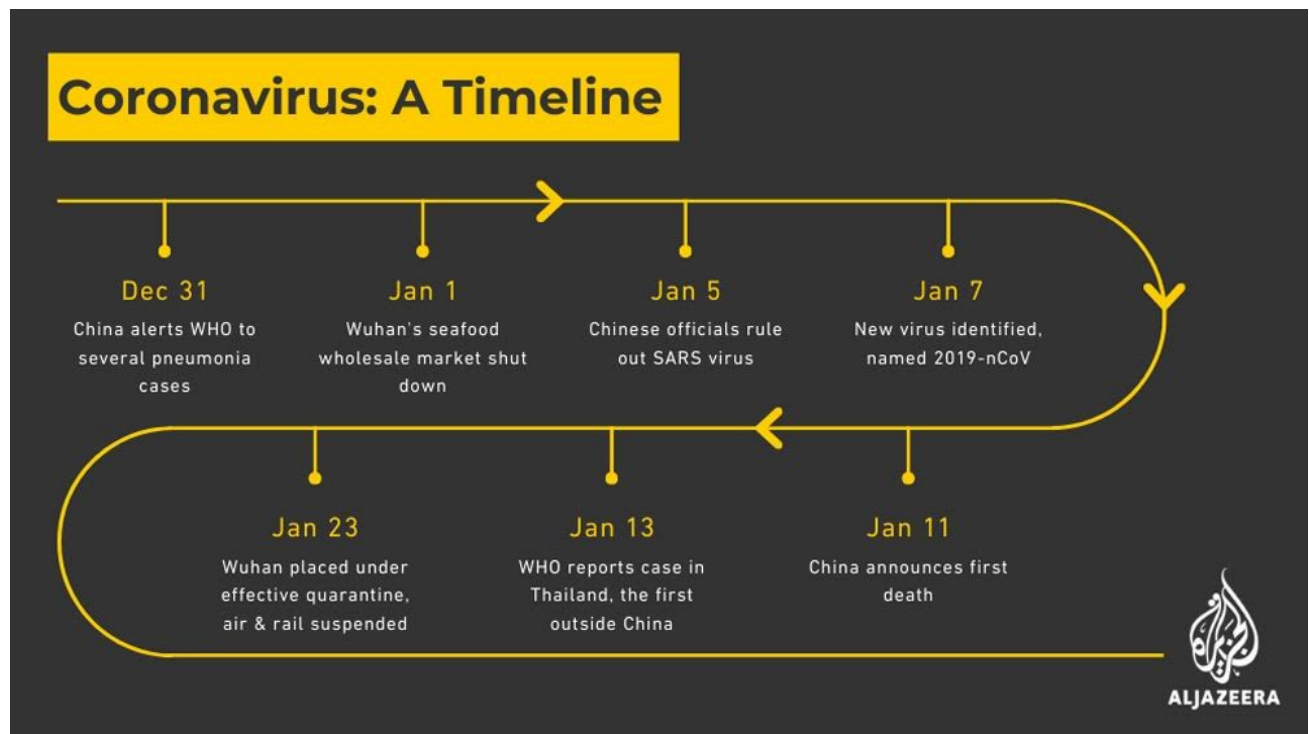
The WHO was involved in the negotiations that settled on the name Middle East Respiratory Syndrome (MERS) and now uses it as an example of what not to do when naming a disease. The naming of the MERS virus actually led to a lot of controversy with Saudi Arabia in 2012. When the virus was first isolated at Erasmus University in Rotterdam, in the Netherlands, it was called HCoV-KSA1, for human coronavirus from the Kingdom of Saudi Arabia. The kingdom — which was already mad that a specimen from a sick Saudi had been shipped to the Netherlands without its knowledge — got madder as it did not appreciate the association. The International Committee on Taxonomy of Viruses, the Saudi Arabian government, and the WHO eventually negotiated the issue and settled on MERS.

It was the WHO that chose the name Severe Acute Respiratory Syndrome, or SARS, which illustrates the agency's idea of the "perfect" disease name...almost. Officials at the WHO did move early to name the new disease. The global health agency alerted the world to the fact a new virus was spreading from China on Wednesday, March 12, 2003. By Saturday, the disease had a name. The fast action was taken to prevent the press or some other group from giving it a stigmatizing name. Unfortunately, it was only later that the similarity to Hong Kong's status as a SAR — special administrative region — within China was recognized. Hong Kong was severely impacted by SARS and felt that the name unfairly hinted at a Hong Kong origin, though the disease actually originated in mainland China.

Naming rights are traditionally given to the scientist that first isolates a virus, who at some point proposes a name to a study group of the International Committee on Taxonomy of Viruses (ICTV), according to Ralph Baric, a coronavirus expert who sits on that panel. That group's next scheduled meeting isn't until May, though, so it's possible the WHO could work in conjunction with the committee to name the new virus before then.

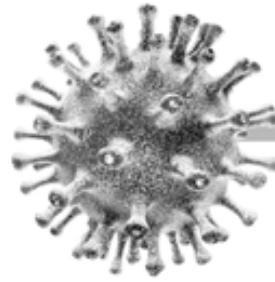
Some researchers are actually urging the WHO and the ICTV to get the process of naming the new virus started sooner rather than later. Ron Fouchier, a Dutch

virologist, warns, "If nobody steps in quick, then I think that the name the press is going to give it is probably what's going to fly." (Sources: CNN, STATNews, Wikipedia)



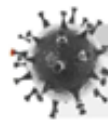
**CHINA****Coronaviruses**

Coronaviruses are a large family of viruses that cause not only the common cold but also more serious respiratory illnesses

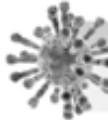

**2019-nCoV  
OUTBREAK**  
December 31, 2019
**Symptoms**

- Unknown incubation period
- Fever
- Difficult breathing
- Impaired liver and kidney function
- Kidney failure
- Severe cough
- Pneumonia

A novel coronavirus (2019-nCoV) was identified as the source of the illnesses on January 7, with the infection traced to a Wuhan seafood market that also sold live animals

**Middle East Respiratory Syndrome (MERS)**

Identified in Saudi Arabia in 2012 - Spread to 27 countries. 2,494 confirmed cases | 858 deaths

**Severe Acute Respiratory Syndrome (SARS)**

Emerged in southern China in 2002 - Spread to 30 countries. 8,437 cases | 813 deaths



Source: Al Jazeera | Last updated: Jan 21, 2020

@AJLabs

**Baseball Hall of Fame... Who Got Selected for 2020!**

It was on this day back in 1936, the U.S. Baseball Hall of Fame elected its first members in Cooperstown, New York: Ty Cobb, Babe Ruth, Honus Wagner, Christy Matthewson, and Walter Johnson. The Hall of Fame actually had its beginnings in 1935, when plans were made to build a museum devoted to baseball and its 100-year history. In preparation for the dedication of the Hall of Fame—thought by many to be the centennial of baseball—the Baseball Writers' Association of America chose the five greatest superstars of the game as the first class to be inducted: Ty Cobb was the most productive hitter in history; Babe Ruth was both an ace pitcher and the greatest home-run hitter to play the game; Honus Wagner was a versatile star shortstop and batting champion; Christy Matthewson had more wins than any



pitcher in National League history; and Walter Johnson was considered one of the most powerful pitchers to ever have taken the mound. Today, with approximately 350,000 visitors per year, the Hall of Fame continues to be the hub of all things baseball. It has elected 329 people, including 232 former Major League Baseball players, 35 Negro league baseball players and executives, 22 managers, 10 umpires, and 30 pioneers, executives, and organizers.

Derek Jeter and Larry Walker will soon be the newest members of the Hall of Fame. The two will officially be welcomed into the Hall on July 26 in Cooperstown, N.Y, when the two Modern Baseball Era Committee selections -- catcher Ted Simmons and the late players' union head Marvin Miller -- will also be honored. Those superstars of the game who are still not in the Hall include Curt Schilling, Roger Clemens, and Barry Bonds, who all only have two years left to gain 75% of the vote. Also continuing to battle and find a place in Cooperstown are Gary Sheffield, Todd Helton, Manny Ramírez, Jeff Kent, Andruw Jones, Sammy Sosa, and Andy Pettitte all who now seem like distant longshots! Keep in mind, several other baseball legends are not in the Hall of Fame including Pete Rose, Shoeless Joe Jackson, Mark McGwire, Rafael Palmeiro, Thurman Munson, Steve Garvey, Don Mattingly, and Dave Parker.

Larry Walker the power-hitting outfielder for the Colorado Rockies barely got the number of votes required to get into this elite club. Also, keep in mind, this was Walker's last attempt to get in. Thankfully just enough of the writers checked Walker's name in his 10th and final year to push him above the 75-percent threshold. Walker is just the second Canadian-born player -- joining pitcher Ferguson Jenkins -- to be elected into the Hall of Fame, and becomes the first player to have ever worn a Rockies jersey to reach the Hall. He's also just the seventh player to get in on his final ballot.

Derek Jeter, on the other hand, received a nod from all but one of the 397 voting members of the Baseball Writers' Association of America in his first year of eligibility. It's hard for me to imagine the one writer who didn't cast a vote for Jeter? Many historians say Jeter became the game's most marketable player during a career that spanned from 1995 through 2014, and the Yankees watched their revenue go from \$200 million to \$7 billion. He is the Yankees' all-time career leader in hits (3,465), doubles (544), games played (2,747), stolen bases (358), times on base (4,716). Keep in mind, Jeter was named the 1996 AL Rookie of the Year, who went on to become a five-time World Series winner, a 14-time All-Star, posting a career batting average of .321, and accumulating 3,465 career hits (sixth all-time). Through it all, he made \$269 million with the Yankees, which is why he had more than enough in the fall of 2017 to invest \$25 million into becoming a partial owner of the Marlins as well as the team's CEO.

Derek Jeter was born in 1974 in Pequannock Township, New Jersey, the son of

accountant Dorothy and a substance abuse counselor Sanderson Charles Jeter. His mother is of English, German, and Irish ancestry, while his father is African-American. They met while serving in the United States Army in Germany. His father played baseball at the small Fisk University in Tennessee as a shortstop and holds a PhD. When Jeter was a child, his parents made him sign a contract every year that defined acceptable and unacceptable forms of behavior, goals, and objectives. His mother Dorothy is said to have instilled a positive attitude in her son, insisting that he not use the word "can't". It was a baseball family, and Jeter's younger sister Sharlee was a softball star in high school. At age five Jeter began playing little league baseball. The children lived with their parents during the school year and spent their summers with their grandparents in downtown New Jersey. Attending New York Yankees games with his grandparents, Jeter became a passionate fan of the team and inspired him to become a baseball player. Talk about chasing your dreams!

Jeter certainly goes down as one of my all-time favorites. I've heard him talk on several occasions and personally know several players he played with through the years. They all say the same thing... "he worked insanely hard, pushed himself beyond the limits, and was a great teammate." I heard him once tell a small group of us at a meeting that his goal was to simply have one "perfect inning". Take the field just right, make the right break on the ball, make the right throw, have just the right at-bat, communicate perfectly with his teammates, etc... In other words, he said it was next to impossible to even have the perfect inning but he would continue to keep striving and pushing himself. I thought it was awesome to hear someone so great break his goal down to something so simple... just one perfect inning. But again, isn't that what greatness is, taking the complex and making it simple! I tip my hat to greatness. We all only really get one pitch to hit, we have to make it count!

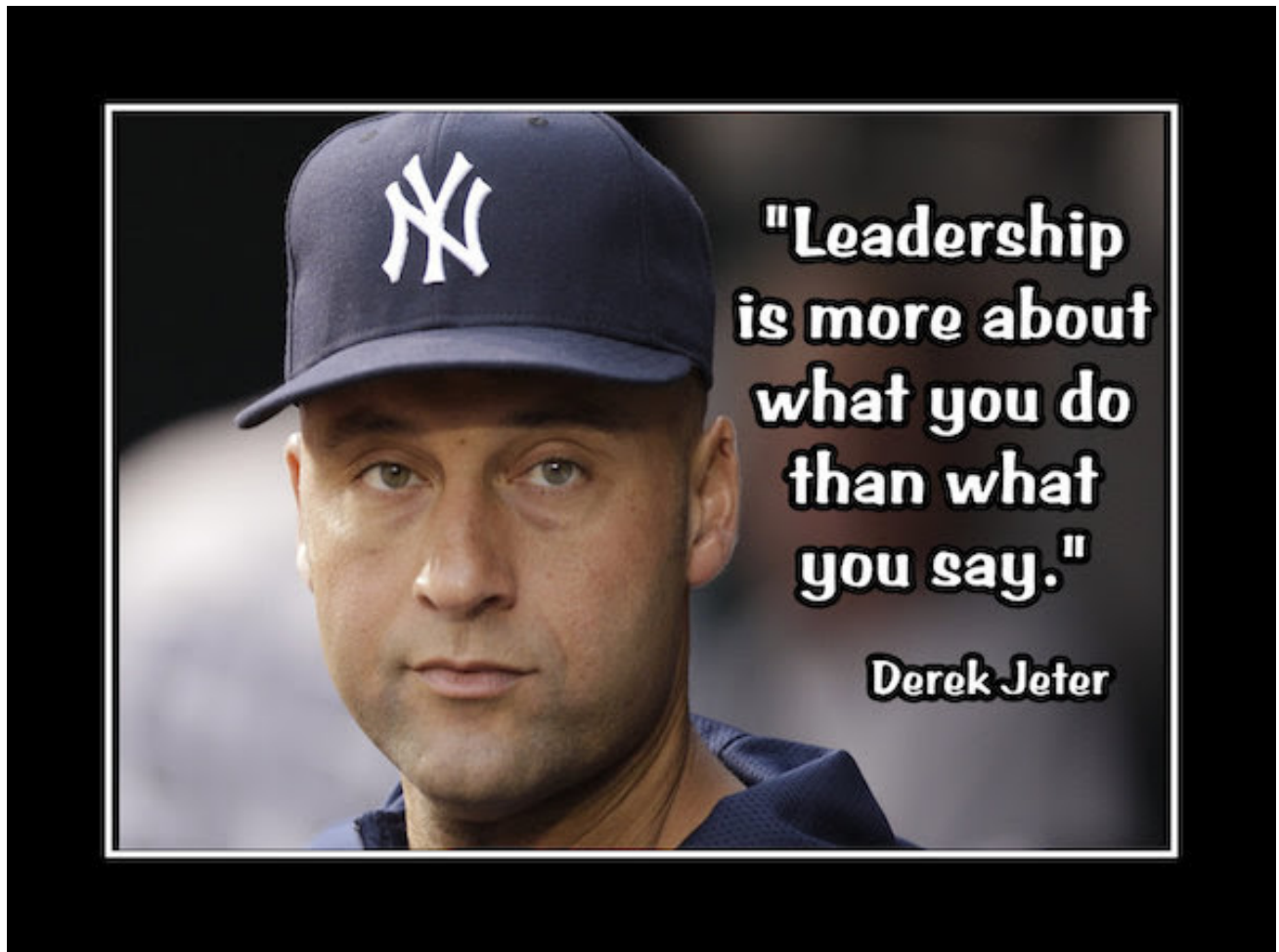
3 Short Inspirational Derek Jeter Videos... Click [HERE](#)



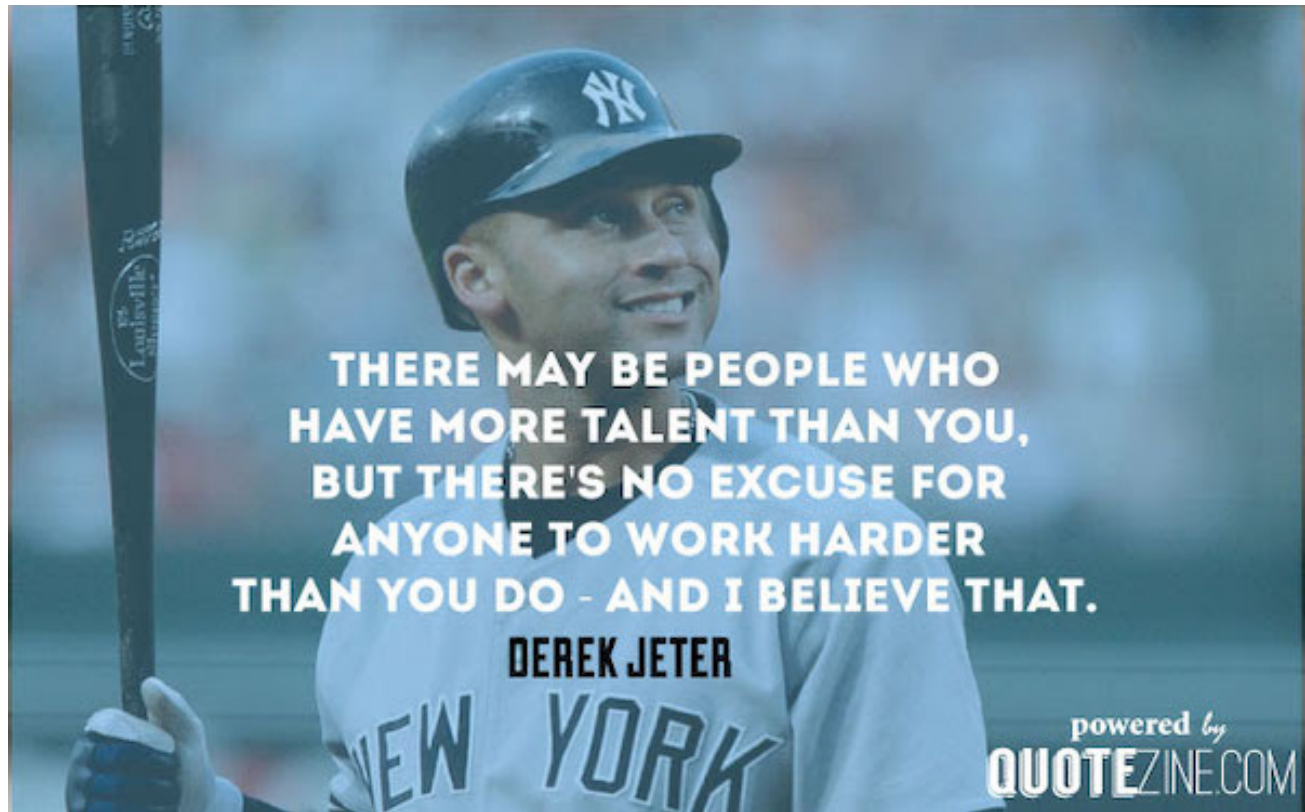
Billy Crystal's Emotional Tribute to Derek Jeter... Click [HERE](#)

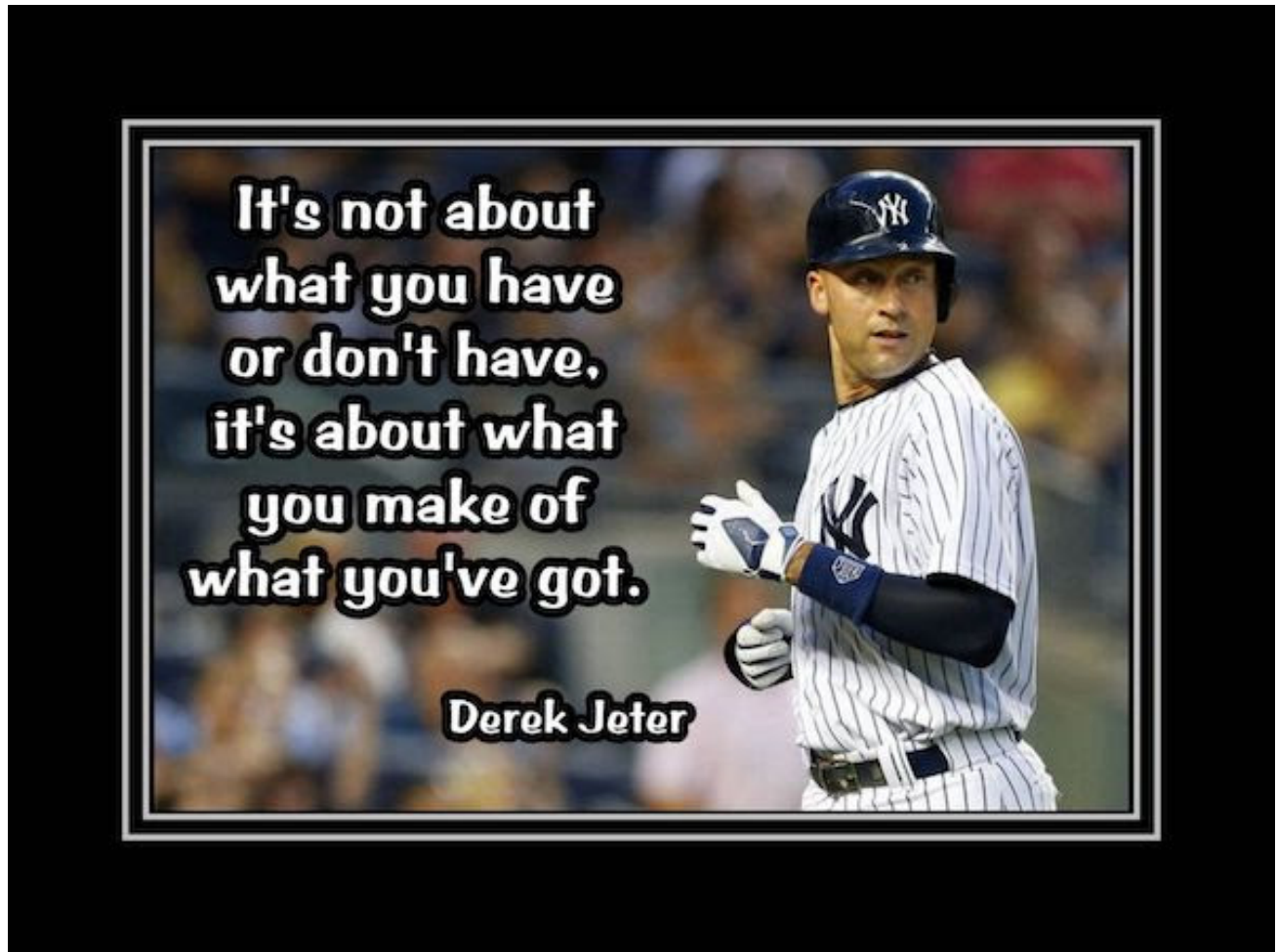


Fans Saying Thank You to A Great Man!... Click [HERE](#)





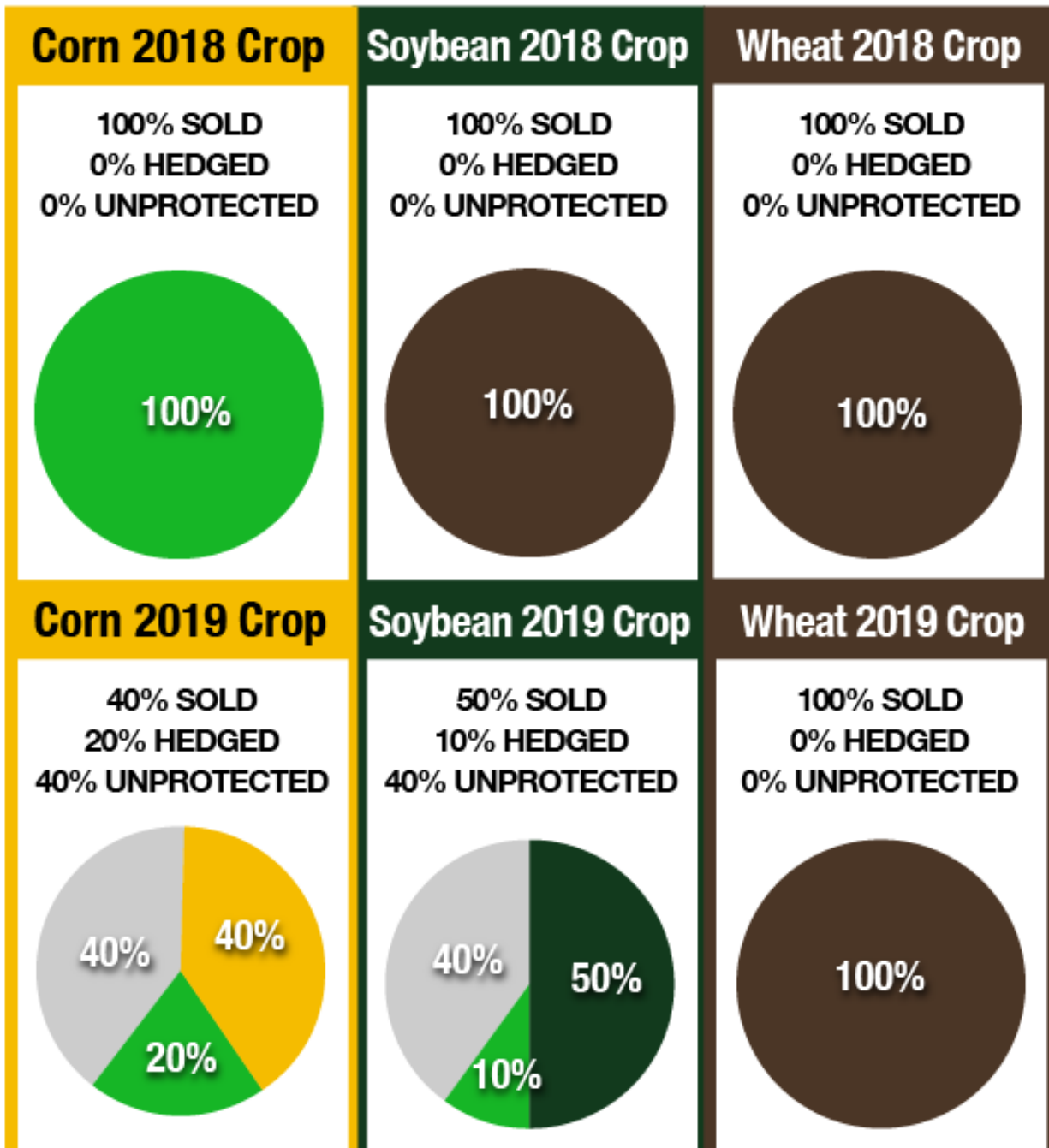


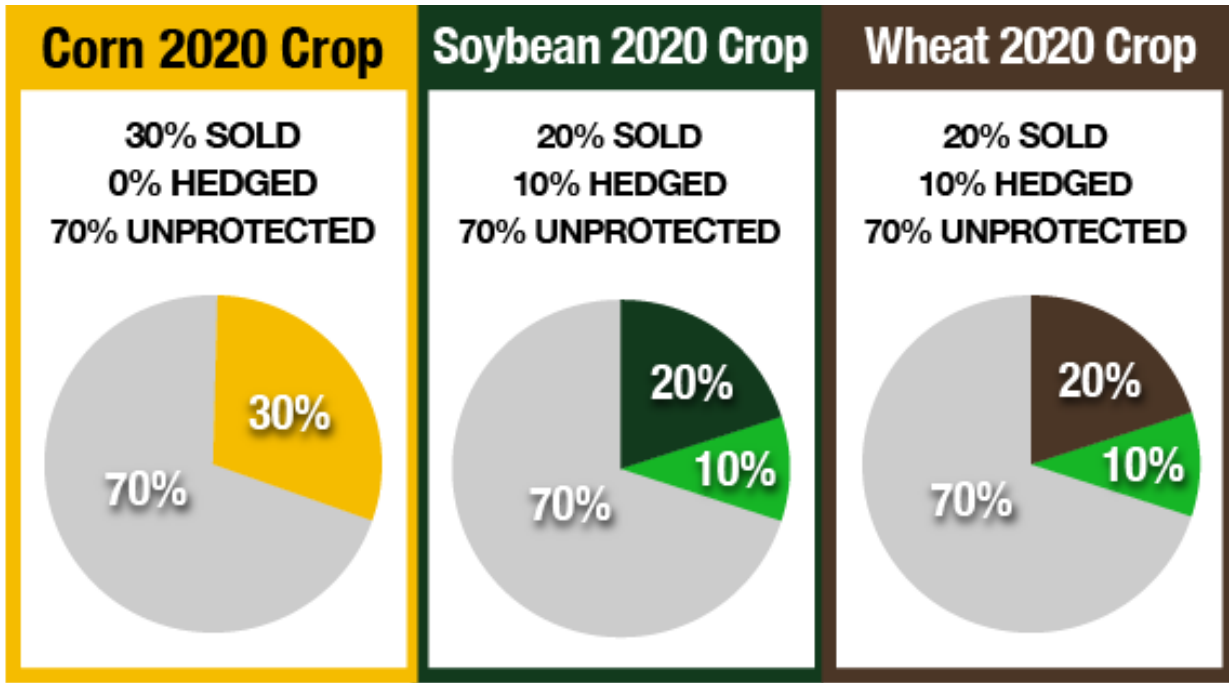


**ANSWER to riddle:** A lock.

**CASH SALES & HEDGING TOTALS**

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