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**GOOD MORNING: The Van Trump Report 3-13-20**

1 message

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

Fri, Mar 13, 2020 at 5:30 AM

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

**Friday, March 13, 2020**[Printable Copy](#) or [Audio Version](#)

**Morning Summary:** America is turned upside down as the MLB baseball season is suspended, Disneyland closes, and college kids around the country are being sent home! Those close to top suspect "containment" is now out the window and it becomes all about "care". The powers that be will be trying their best to "flatten the curve" of those being infected so as not to collapse our healthcare system. If the number of cases explode early it could easily overwhelm our doctors and hospitals and leave thousands without care for normal and urgent health concerns. By canceling large social events, restricting travel, etc... makes sense in trying to slow the outbreak and to keep our hospitals operating. Ultimately however it extends what seems to be the inevitable, a large portion of the U.S. population being infected with coronavirus and probably a 1% mortality rate. In my mind, if I assume a 50% infection rate, which many sources are saying is very realistic, then I have to envision sitting at a meeting room with 200 people, 100 will end up with the virus, 99 battle through it and make it out alive, but unfortunately one ends up

dead. The human and political reaction to this equation is nothing like any of us have ever seen or experienced. All of my trading and investing friends are mostly lost and searching for the direction of "real value". I still don't think we are close to a bottom as retail investors still need to feel more pain. I looked at data yesterday that showed retail investors were still in the market placing more buy orders than sell orders for many big-name stocks. I told my son Jordan and a few close friends who are professional traders that it's now all about human psychology. And I've learned in life most of the time it doesn't really hurt all that bad when you are giving back the casino's money, but it quickly becomes much more real and painful when the losses start coming out of your own pocket. I'm keeping a close eye on big names like Apple and Microsoft, once those stocks really take a big tumble and people start giving back "real money" not paper profits from the recent bull run, then we might start to see a bottoming type process. I'm not saying we won't have some big up days in the process of bottoming, because I suspect at some point we will see two or perhaps three days of massive double-digit gains, but again followed by more losses. Bottom line, I still see no reason to be racing into this burning building trying to be a hero. There's a time and place and this is still not it... Short-term traders might consider trying to time the bounces but that could be an extremely dangerous game. Like I said earlier in the week, it's when the market clusters five or six big down days together in a row that novice investors get seriously beaten up...t and hat still hasn't happened. These next two days are going to be very important! The market is due for a big double-digit bounce to the upside but since we are going into the weekend with so many unknowns and everyone in panic mode I worry. If people gather and talk this weekend and become even more freaked out we have even further panic selling on Monday. That would be the clustering I've been talking about and perhaps a buying opportunity will exist mid to late next week. On the flip side, if the market rallies today and or Monday and again bails the recent buyer out of a jam then we will have several more days or perhaps weeks in a bottoming process. Again, I'm looking for a major setback in big-name stocks like the FANG's and Microsoft along with a clustering of down days as the sign of a bottoming process. I still think the fallout from the virus is going to get worse before getting better. Be safe, stay healthy and do your best to preserve capital!

Markets across the globe have been hammered this week as pretty much every thing that could go wrong did. With coronavirus impacting the U.S. and other countries in the West, what most saw as mostly an Asian supply chain hiccup has turned into a plummeting consumer demand story as well. New travel bans, mass cancelations of sports, music, and other events, and a clampdown on large gatherings in many cities is seeing a plunge in demand for travel, tourism, and hospitality. Some analysts think the disruptions could cause a bigger shock to the airline and hotel industries than the impact of the September 11 attacks. This shock is likely to spill over into other service industries as consumers tighten their belts and hunker down at home to wait out the virus outbreak. Investors are

growing increasingly nervous about global containment measures after Italy this week decided to close all stores in the country with the exception of pharmacies and grocery stores. Wall Street worries that more widespread measures of the same sort could slam the global economy into recession, especially if Washington decides the disease is rampant enough in the U.S. to warrant similar measures. Washington is expected to roll out a "virus relief" package but it's unclear when lawmakers can get it done or even what will be in the final legislation. Senate Majority Leader Mitch McConnell said the Senate will stay in session next week, rather than leaving as previously planned, in order to take up any legislation that emerges from negotiations between the House and the Trump Administration. Investors are also expecting the Federal Reserve to again cut its benchmark rate at its policy meeting next Tuesday and Wednesday. If you recall, the central bank announced an emergency half percentage point cut rate last week but many economists expect them to trim again next week but at least another 50 basis points. Some are even calling for a full percentage point cut but that might make investors overly nervous. The Fed's benchmark rate is now in a range of 1%-1.25% and a -1.0% cut doesn't leave much for the central bank to work with if they need more firepower down the road. It's worth remembering that the market turmoil stemming from coronavirus fears is not only because of how the disease has already affected the global economy but because of uncertainty over how it will affect areas that are just starting to see cases, including the U.S. It may take a couple of months before the full impact is reflected in U.S. data but there are a few things analysts are looking at now to try to gauge what might be up ahead. The big one is weekly jobless claims, as the U.S. labor market is hands down the most significant aspect of the economy. New weekly claims data, released every Thursday, can be noisy and unpredictable but the numbers have continuously hovered near historic lows all year. A big jump in new claims obviously indicates trouble in the labor market. In fact, the number of job losses is probably going to be a lot more important than the monthly job gains during the height of this crisis. Another biggie is Consumer Sentiment, the latest of which actually comes out today and will reflect the situation during early March, when the coronavirus was really starting to gain mainstream attention in the U.S. The University of Michigan's closely watched survey is published twice a month so it's one of the most up-to-date measures of the American consumer available. The Institute for Supply Management's purchasing manager survey's for both the manufacturing and services sectors also reflect pretty current conditions and will be watch closely for signs of declining activity. Regional Fed data, like the Empire State Manufacturing Survey due out next Monday and the Philadelphia Fed Index next Thursday are also going to provide timely insights. Next week is actually pretty busy on the data front but it's likely investors are going to brush most of it off as an irrelevant rearview. Those include Retails Sales, Industrial Production, Business Inventories and the NAHB Housing Market Index on Tuesday; Housing Starts and Building Permits on Wednesday; and Existing Home Sales on Friday.

## Corona Updates:

- *There is heightened concern at the White House after a picture emerged of a top Brazilian government aide, who has tested positive for coronavirus, standing right next to Donald Trump at Mar-a-Lago last weekend.*
- *UK prime minister Boris Johnson said that many families “are going to lose loved ones before their time”, as he indicated a shift in the government’s approach to coronavirus from “contain” to “delay”.*
- *Canadian Prime Minister Justin Trudeau’s wife Sophie has tested positive for coronavirus. Trudeau revealed he is self-isolating after his wife returned from a visit to the UK with flu-like symptoms, including a fever.*
- *Argentina is going into virtual shutdown with the announced suspension of the arrival of all flights from the US, EU, UK, China, South Korea, Japan and Iran for the next 30 days.*
- *Every member of the Spanish cabinet is being tested for coronavirus after the country’s equality minister, Irene Montero, became the latest politician to test positive for the virus.*
- *Walt Disney World Resort in Florida and Disneyland Paris Resort will be closing through the end of the month, starting at the close of business Sunday, the Walt Disney Company announced. The decision came hours after the announcement of the planned closure of Disneyland in California. Additionally, Disney Cruise Line will suspend all new departures beginning Saturday.*
- *Princess Cruises said it would suspend voyages of all its ships for two months.*
- *New York state Governor Andrew Cuomo announced on Thursday that New York would ban all gatherings with 500 or more people.*
- *Disturbing satellite images of mass graves in Iran suggest the scale of the outbreak there is worse than authorities are admitting.*

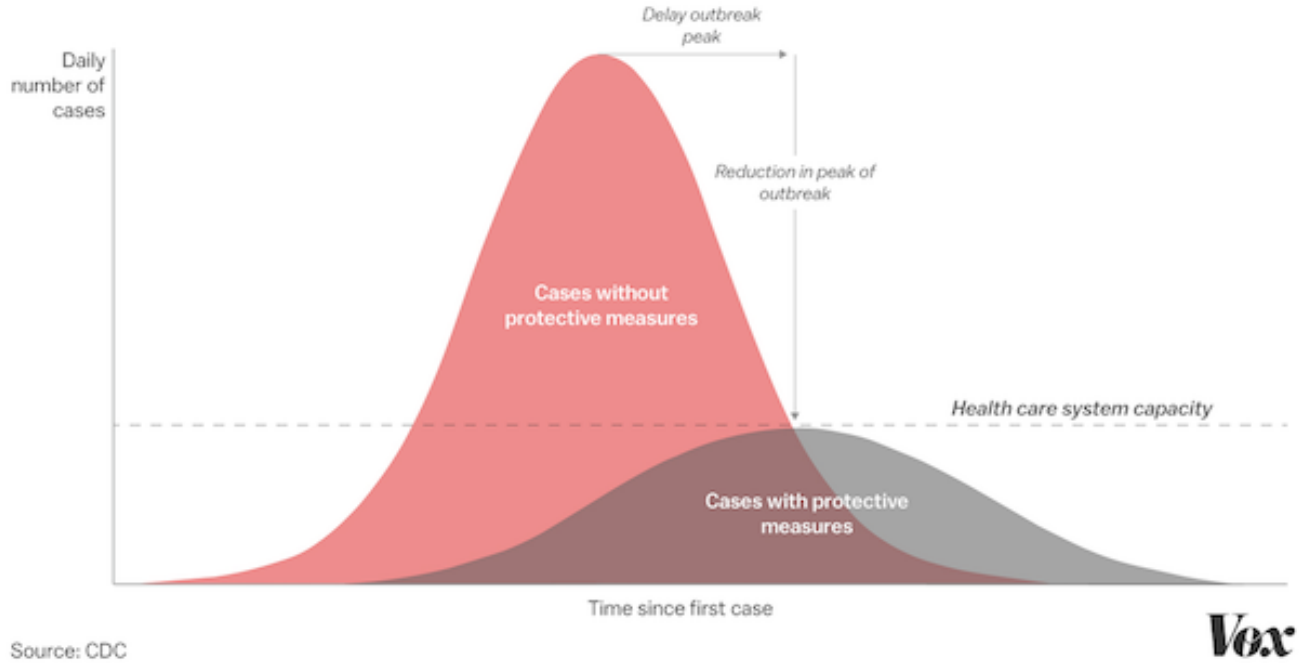
**U.S. Launches Retaliatory Airstrikes Against Iraq:** *The US carried out airstrikes on Thursday against multiple Iranian-backed militia sites in Iraq, according to the US Defense Department. The strikes come one day after the US assessed an Iranian-backed group was responsible for a rocket attack on a base where coalition forces are located, killing two American service members and one British service member. The strikes come months after the US and Iran were brought to the brink of war in early January. While the situation appeared to deescalate in the weeks following Iran's retaliatory strike on a base housing US troops in Iraq, tensions have flared up once again between Tehran and Washington. There have been multiple rocket attacks in Iraq in recent weeks, but Wednesday's was the first to cause a US death since December, when a US contractor was killed. That death prompted retaliatory US airstrikes against Iranian-backed militia targets in Iraq and Syria. Read more [HERE](#).*

**These Industries are More Likely to Shed Jobs if the Coronavirus Pandemic Worsens:** *Coronavirus is officially a pandemic, the World Health Organization said Wednesday — and job experts say that news may spell trouble for some U.S. workers more than others. Consumer-facing companies*

*will be the first hit if the novel coronavirus spreads across the U.S., but as the government continues to raise awareness about the virus and promote the best ways to guard against it, some employers may be reluctant to let their staff go just yet. One reason: It's expensive to retrain and rehire. The manufacturing and construction industries will be more likely to hold off on making any big decisions on layoffs but the same may not carry over for people working in the food, hospitality and transportation sector. Supply-chain disruptions due to the coronavirus are likely to increase the cost of business for manufacturing and construction companies. In the manufacturing industry, many employers are actually struggling to fill openings. But if the situation worsens, smaller manufacturing and construction companies may have to lay off workers, especially if they are unable to ship goods out. Health-care workers will likely experience an increase in demand for workers. Before COVID-19, there was already a shortage of over 1 million health-care jobs. Read more [HERE](#).*

**Bearish Investor Sentiment Syrockets:** *The American Association of Individual Investors holds weekly polls of its members, asking if they are bullish or bearish. Traditionally when bulls are most heavily outnumbered by bears (indicated by numbers below zero on the chart), it indicates a bear market. Yesterday's release showed the percentage of individual investors expecting stocks to fall over the short term is at its highest level in seven years. Bearish sentiment soared +11.7 percentage points to +51.3%. The last time pessimism was this high was on April 11, 2013 when it hit 54.5%. Markets suffered their worst week of the year up to that point a week later, though 2013 as a whole ended up being the best year for the S&P 500 in 16 years. The historical bearish sentiment average is 30.5%. The greatest bearishness in the survey's history came immediately before the low point of 2009. Excessive bearishness relative to bullishness can be a signal that the market could be oversold and is poised to move higher. Bullish sentiment in the week plunged -9.0 percentage points to just +29.7%. The drop more than reversed last week's gain and put optimism at its lowest level since October 9, 2019 (20.3%). The level of neutral sentiment is unusually low, according to AAI (more than one standard deviation below the historical average). Historically, such readings have been followed by below-average and below-median returns for the S&P 500 over the following six- and 12-month periods. (Source: [AII](#))*

## Flattening the curve





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# FARM TANK

Tweets of the Day



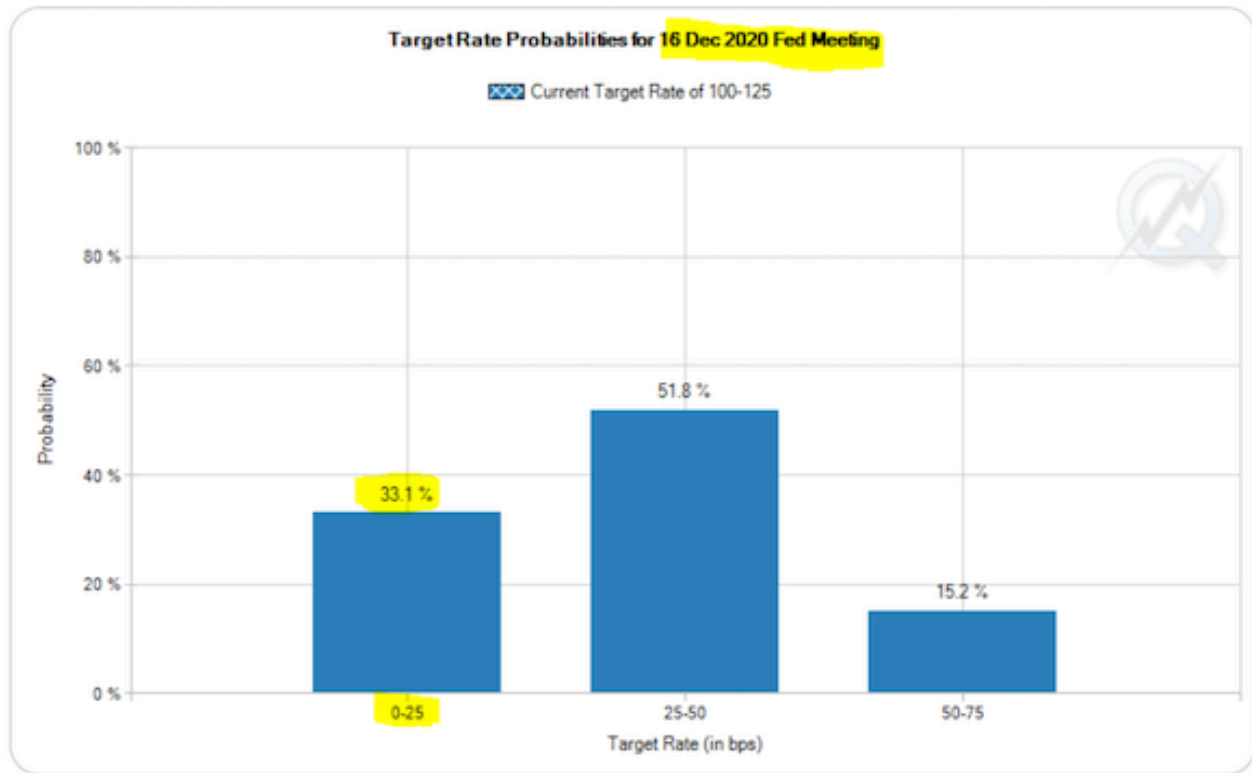




**Charlie Bilello** ✓  
@charliebilello



The market is now pricing a 100% probability of another 50 bps cut at the March 18 FOMC meeting and a 1 in 3 chance that the Fed goes back to 0 by year-end.





**alifarhat**  
@alifarhat79



Oil at \$60: price at the pump \$2.60

Oil at \$50: price at the pump \$2.60

Oil at \$40: price at the pump \$2.60

Oil at \$30: price at the pump \$2.60

Oil at \$0: price at the pump \$2.60



**Kyle Meece**  
@MeeceUPAgronomy



Beans in the ground yesterday and getting some fertilizer and Nitrogen on Innovation Farm this morning before the rain!! Next step will be planting!! [#plant20](#)





**Amanda Taylor**  
@AmandaT1986



The oats are in the ground! #farmfield #mychoretime  
#farm #farmer #oats #plant2020





**John** 🚜  
@KowalchukFarms



Everyone lately "Remember, don't touch face and wash hands lots"

Me: Pretend it's Spray season

[#RegularFarmer](#) 🚜







**You Had One Job**  
@\_youhadonejob1



Timing is everything.





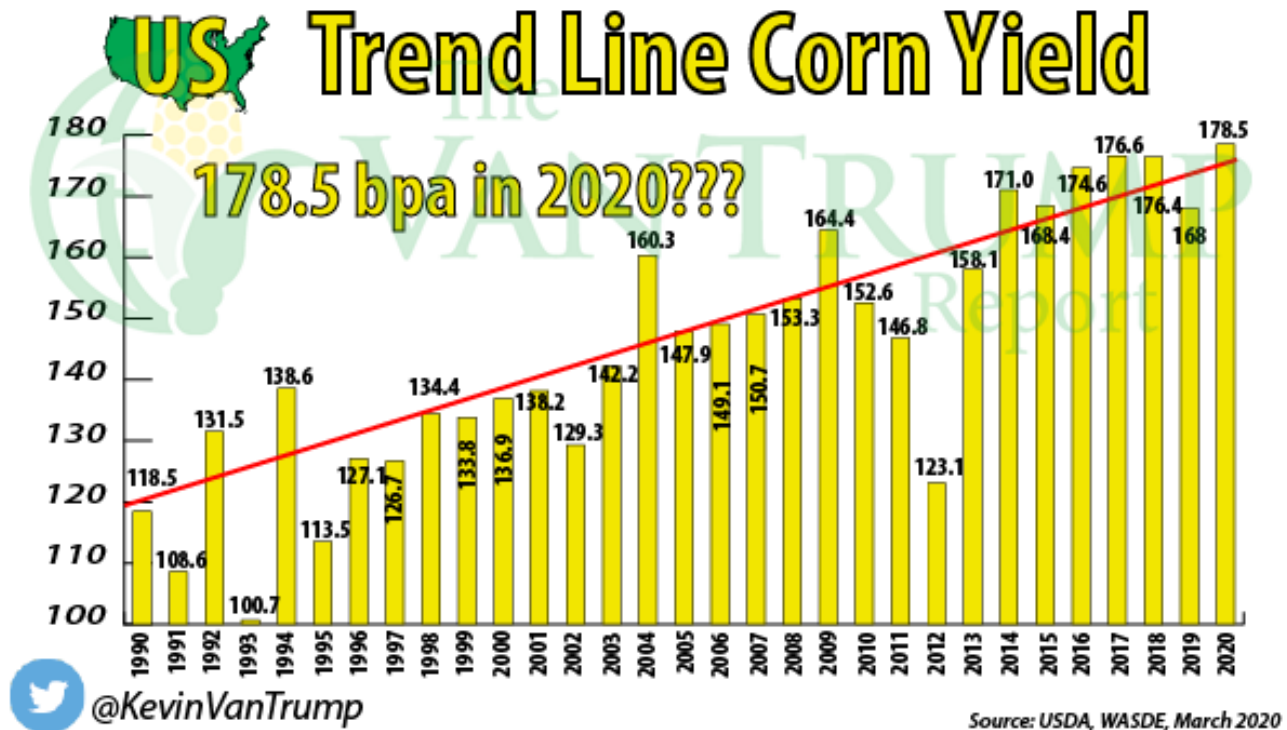


Karen Corrigan  
@weedgirl24



**Corn** bulls are pointing to strong export sales but major uncertainty in crude oil and negative headlines swirling around coronavirus continue to keep a lid on most rallies. As a spec, I'm still hesitant to be a buyer of corn. I'm currently long a small amount of spring wheat, long a small amount of rice, and thinking about starting a small bullish position in soybeans if we break another -10 to -20 cents, but I'm still not real eager to be a buyer of corn. I worry there could be another break in price especially if U.S. planting weather eventually cooperates. I also worry about the fallout in crude oil and how the spillover could negatively impact

corn. Bulls are rumoring that China will soon be in the market buying U.S. DDGs. Bottom line, I will be closely monitoring weather and Washington the next several weeks. U.S. spring weather will be important but perhaps more important will be the response of Washington towards corona and crude oil. Stay tuned...



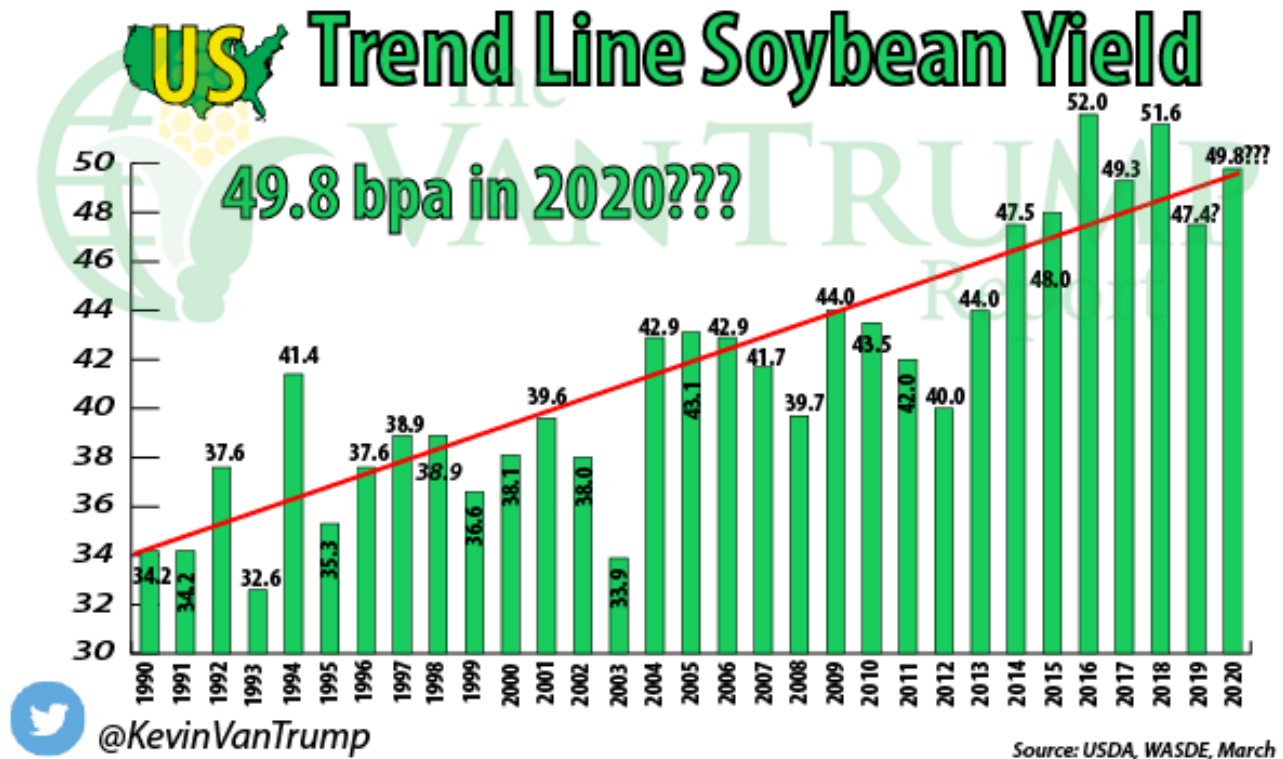


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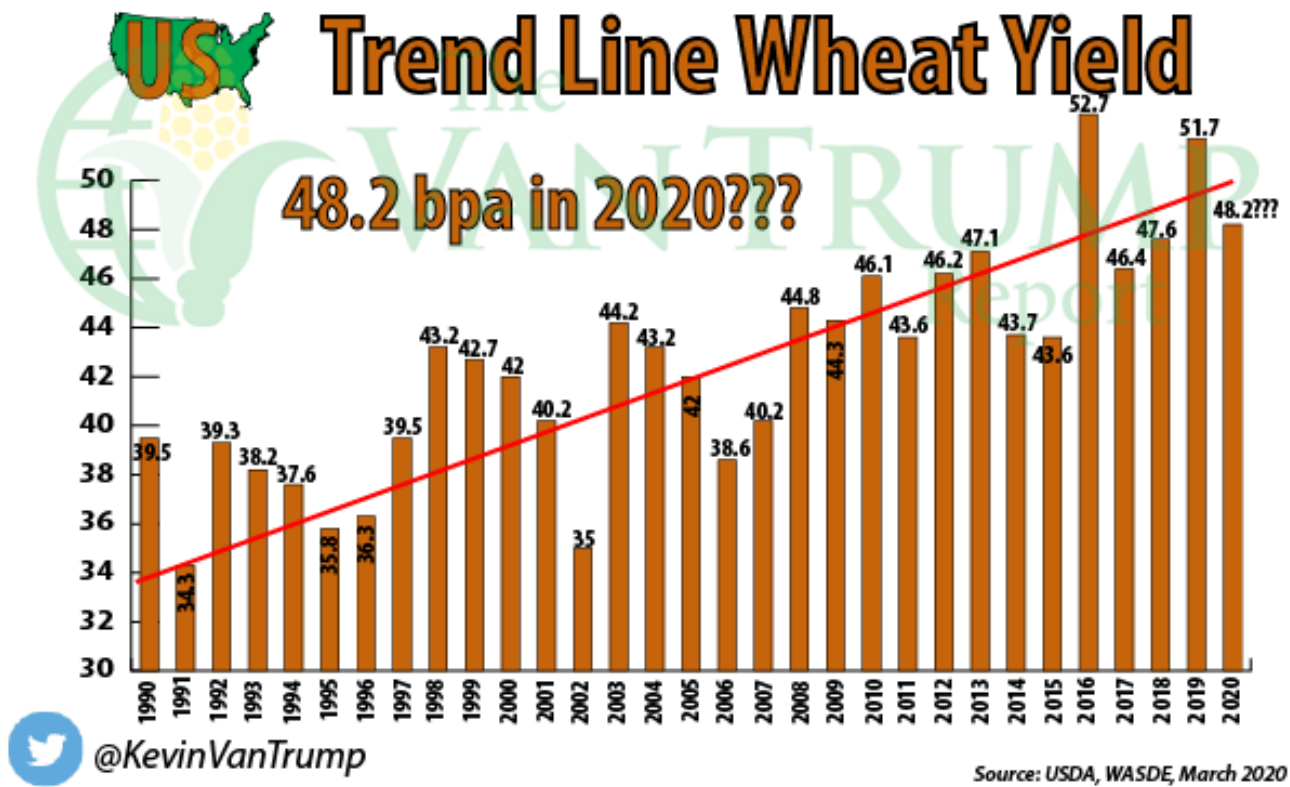
**Soybean** bulls scratch their head after watching MAY20 futures post fresh contract lows. Weekly soybean export sales were a disappointment and the coronavirus headlines continue to create major headwinds. As a spec, I continue to stand on the sideline but ultimately want to be a longer-term bull. I have moved my initial entry price target down to sub-\$8.50 levels. Sources out of Argentina have recently started lowering their production estimates, not a lot, but at least we are not still trending higher. On the flip side, Brazil's weather has started to improve. There's were also some rumors floating around that Brazil's president Bolsonaro might now be battling coronavirus. Some argue if true probably means a weaker and even more competitive Brazilian currency. This is something we will need to keep a close eye on moving forward. We know very little about how the market



will respond when top officials at large exporting nations become ill. Again lots of crazy unknowns in play. As a producer, I remain patient in regard to additional cash sales and continue to keep existing hedges in place. If we make another leg lower I might entertain starting to lift some hedges and re-own. As a spec, I want to start taking small bullish bites if we get down closer to \$8.40. It's just hard for me to imagine we don't start to find "value" sooner rather than later.



**Wheat** prices have held together fairly well this week considering. I still remain long a small unit of spring wheat but worry as the contract posts new lows. I'm hesitant to cost-average in until the outside macro markets start to show more signs of stabilization. From a bullish perspective, There are certainly some U.S. weather obstacles that I could debate. But with the outside coronavirus headlines so strong and the fallout in crude oil so impactful it's difficult for bulls to find much sustained upside traction. U.S. wheat exporters also continue to face stiff headwinds associated with a strong U.S. dollar in comparison to other large global exporters. There was a bit of bullish news circulating yesterday as Strategie Grains reduced its EU production forecast by -1.9 MMTs from last month. Bottom-line, I remain a very conservative and worried bull. As a spec, I don't want to get overly leveraged and as a producer, I want to stay extremely patient.



**> Monday Is the Last Day to Schedule Appointments for ARC and PLC Enrollment:** Agricultural producers who have not yet completed their 2019 crop year elections for and enrollment in the Agriculture Risk Coverage (ARC) and Price

*Loss Coverage (PLC) programs must schedule an appointment to do so with their local USDA Farm Service Agency (FSA) by Monday, March 16. Producers who do not contact FSA for an appointment by close of business local time on Monday, March 16 will not be enrolled in ARC or PLC for the 2019 crop year and will be ineligible to receive a payment should one trigger for an eligible crop. More information is available [HERE](#).*

**> Ethanol Industry "Bleeding" on Oil Collapse, Coronavirus:** *U.S. ethanol producers are feeling the pain as margins on the corn-based fuel slumped this week to an eight-year low for this time of year, weighed by concerns over lower fuel demand from the coronavirus and the recent collapse in oil prices. As coronavirus saps demand for gasoline, so too has ethanol demand fallen. With demand and prices expected to fall further, some market participants said it's only a matter of time before ethanol plants decide to cut rates or shut. "At least half of the industry is bleeding red ink right now," said Mitch Miller, chief executive of Carbon Green BioEnergy in Lake Odessa, Michigan. Some 200 U.S. ethanol plants produced 1.04 million barrels per day of the fuel last week, U.S. Energy Information Administration data showed. Stockpiles totaled 24.3 million barrels. Read more [HERE](#).*

**> U.S. Pork Exports to China Fall to Lowest Level Ever:** *U.S. export sales of pork to China hit their lowest on record in the week ended March 5 even as access to ports improved in the world's top consumer of pork, the U.S. Agriculture Department said on Thursday. The USDA's weekly report showed that Chinese buyer cancellations pushed down total export sales to China to negative 45,222 metric tons of pork, the lowest since record keeping began in 2013 and eclipsing the previous record of negative 17,614 metric tons of export sales in the week ended Jan. 2. (Source: Reuters)*

**> Slower Organic Poultry Growth Could Hurt Organic Grains Market:** *Growth in organic poultry production is expected to slow this year, per organic market research firm Mercaris. That could pose problems for organic grain demand, since the bulk of those products are used for organic livestock feed, says Ryan Koory, the firm's economics director. Mercaris's Monthly Update for March shows broiler slaughter down -2% from September 2019 through January 2020 over the same period the previous year, partly because of processing shutdowns during the Thanksgiving and Christmas holidays. Despite rebounding numbers in January, the current rate of production would place meat production growth at less than 1% for the 2019-20 market year. (Source: Progressive Grocer)*

**> Future Sugar Imports Depend on Mexican Harvest:** *The Trump administration has so far resisted raising the overall tariff-rate quota for imports of raw sugar, but it might need to reconsider if the Mexican sugar situation continues to worsen. Mexico accounted for about one-third of U.S. sugar imports last year*



*but its production this year is expected to fall by about -20% to 5.2 million short tons. That could affect how much sugar Mexico can supply to the U.S., which has faced its own production challenges from poor weather in key sugarcane and sugar beet growing areas. NAFTA originally gave Mexico unrestricted access to the sugar market but that changed after a recent agreement to resolve an anti-dumping case brought by U.S. producers. Now the amount Mexico can ship varies each year, based on U.S. needs. Mexico has to notify the U.S. by the end of March how much sugar it thinks it can supply during the 2019-20 marketing year. Typically, about 70% of what Mexico ships to the U.S. is raw sugar and 30% refined. But USDA has reallocated 300,000 short tons of Mexico's quota this year from raw to refined, as reduced U.S. sugar beet production last year strained cane sugar refining capacity. (Source: Politico)*

**> Russia Says No Need for Grain Export Duty Despite Weak Rouble:** *Russia, the world's largest wheat exporter, sees no need to trigger a grain export duty, which is currently at zero, after sharp falls in the rouble, the agriculture ministry said. The Russian currency's rapid decline sparked concerns among some analysts that rouble-denominated grain prices would rise and prompt officials to consider launching official or non-official measures to slow down exports and put a break on rising costs for flour millers or meat producers. "At the moment there are no restrictions prescribed on supply to foreign markets," the ministry said in a statement, adding that since the start of the 2019/20 marketing year on July 1 and by early March, Russia exported 30 million metric tons of grain, less than in the same period a year ago. Taking into account the ministry's official forecast for Russia's exports this season of 45 million metric tons, the country can export additional 15 million metric tons of grain in March-June. Read more [HERE](#).*

**> Labor Shortages, Snap Cuts, Trade Deals: How Could Coronavirus Affect Our Food Supply Chain?** *Although U.S. shoppers concerned about the coronavirus pandemic have largely emptied stores of paper products and household cleaning supplies, so far most other grocery aisles remain stocked. Still, as the virus spreads across the U.S., it could expose other weaknesses in our food supply chain, experts say. Existing concerns, including labor shortages, cuts to public food assistance, and the farm economy's reliance on exports, could be compounded by increased consumer demand and the specter of mass exposure to the virus. The outbreak of COVID-19, the disease caused by the virus, has already disrupted some routine food-related activities, such as the FDA suspending most inspections of foreign food manufacturers. In addition, the economic uncertainty in China has cast doubt on whether the country will be able to follow through on the "phase one" trade agreement. The threat posed by the virus also spotlights a more systemic concern about the global nature of the U.S. farm economy, says Ben Lilliston, interim co-executive director of the Institute for Agriculture and Trade Policy. "These global chains are actually more vulnerable than locally based systems," Lilliston said. As for the impact of the pandemic on food availability,*

there may not yet be cause for alarm. Read more [HERE](#).

**> Coronavirus College Closures Leave Students Unsure About Housing:**

*Campus life across the country is quickly changing due to the coronavirus. As the list of institutions that have canceled in-person classes and moved to online instruction grows—including Harvard, University of Maryland, and Rice University in Houston—administrators are also closing dorms due to fears of the spreading coronavirus. Housing has suddenly become an immediate concern. What happens to students who depend on the dorms for a place to live? Where will they go if they do not have alternative options at hand, or family support nearby? Out-of-state students as well as international students present a particular challenge, because many can't afford to quickly return to their home country. Students returning from spring break are going to be a big concern as well. Some schools have already announced all-online classes for the remainder of the spring term so that students do not return to campus after spring travels. Read more [HERE](#).*

**> Why People with Diabetes are at Increased Risk From Coronavirus:**

*As the new coronavirus spreads and sickens more people in the USA, people with preexisting health conditions are at particular risk, public health officials say. That includes people with both Type 1 and Type 2 diabetes. That's because fluctuations in blood glucose levels and possible diabetes complications can make it harder to treat a viral infection. According to early data from more than 44,000 confirmed cases in China as of Feb 11, deaths among patients who had diabetes were at 7%, compared with 0.9% for those without an underlying condition, the CDC says. Learn more [HERE](#).*

**> Data from Spotify Suggests Listeners are Gloomiest in February:**

*Residents of the northern hemisphere might think that their moods are worst in January. Christmas is over, the nights are long, and summer is a distant prospect. Newspapers often claim that "Blue Monday", in the third week of January, is the most depressing day. To create a quantitative measure of seasonal misery, The Economist has analyzed music consumption via Spotify data, which has an algorithm that classifies a song's "valence", or how happy it sounds, on a scale from 0 to 100. The results show the global top 200 songs are gloomiest in February, when their valence is -4% lower than the annual average. In July, the perkier month, the mood is 3% higher. The most joyful spike comes at Christmas. Strikingly, this February slump occurs in some countries near the equator, such as Singapore, and far south of it, such as Australia—even though their musical tastes differ. A few Latin American countries lack such a dip, perhaps because the Spotify algorithm sees Latin music as mostly happy. The icy north shows the biggest seasonal swings. Finland's mood in July is +11% happier than usual. More details can be found over at [The Economist](#).*

## → But most see a dip in happiness early in the year

Mood of music streamed\*  
Monthly average



Mood of music streamed\* globally  
Ten-day moving average



← The dip in February also happens in some southern-hemisphere countries with sunny weather

→ In Hispanic countries, lively Latin music is popular all year round

\*200 most-streamed songs on each day, January 1st 2017-January 29th 2020



**Northern Iowa** - *We manage some farms up here and things are pretty slow right now. Still winter around here and guys are making final planting preparations. We have a farm that is cash rented and overall had a decent season.*

*From a broader perspective, we are hearing of a lot of folks that are having to shave off some acres to keep operations afloat. None of the deals ever make it to public sale, so it's hard to say just how much it is costing to pick up the land. If you get talking to the CPA, lenders and ag attorney's up here, there isn't a ton of positive talk. We are looking for some warm weather to get folks out of the house and doing something. I suspect we have a few more weeks left for sure before we can think about moving forward. Everyone up here is corn and beans but we are hearing more talk of hemp but not seeing anyone doing anything with it.*


**Eastern Missouri** - *I had an agronomy guy from the co-op tell me today that now "experts" are saying splitting a planter with two hybrids is bad. I would like to know since when? And then, of course, the proverbial "why"? He really didn't have much other than differences in emergence. I can kinda see that...we like it to compare hybrids over 100 or more acres to see which one stacks up better. Is this now a corn planting faux pas? News to me.*

**Western Oklahoma** - *I know it's a little early for the north country. There are plenty of guys rolling or even done in Texas but we live and farm in western Oklahoma. The moisture was good. The sun and temperatures were nice, nearly perfect for planting a little corn. The planting went great! I enjoyed driving the tractor again. It's been a mild but long winter.*





# 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:** What rock group consists of four famous men, but none of them sing?





### **Is Major U.S. Flooding from Atmospheric River Storms?**

Concerns over climate change have led to new interest in a little-studied weather system that some researchers believe is responsible for massive flood events in some parts of the U.S. Known as atmospheric rivers, researchers believe that more than 80% of floods in 11 states are caused by the systems.

Atmospheric rivers are relatively long, narrow ribbons of concentrated moisture in the atmosphere – like rivers in the sky – that transport most of the water vapor outside of the tropics. Originating over the Pacific, these columns of vapor move with the weather, carrying an amount of water vapor roughly equivalent to the average flow of water at the mouth of the Mississippi River. When the atmospheric rivers make landfall, they often release this water vapor in the form of rain or snow. On any given day, atmospheric rivers account for over 90% of the global meridional (north-south) water vapor transport, yet they cover less than 10% of the Earth's circumference.

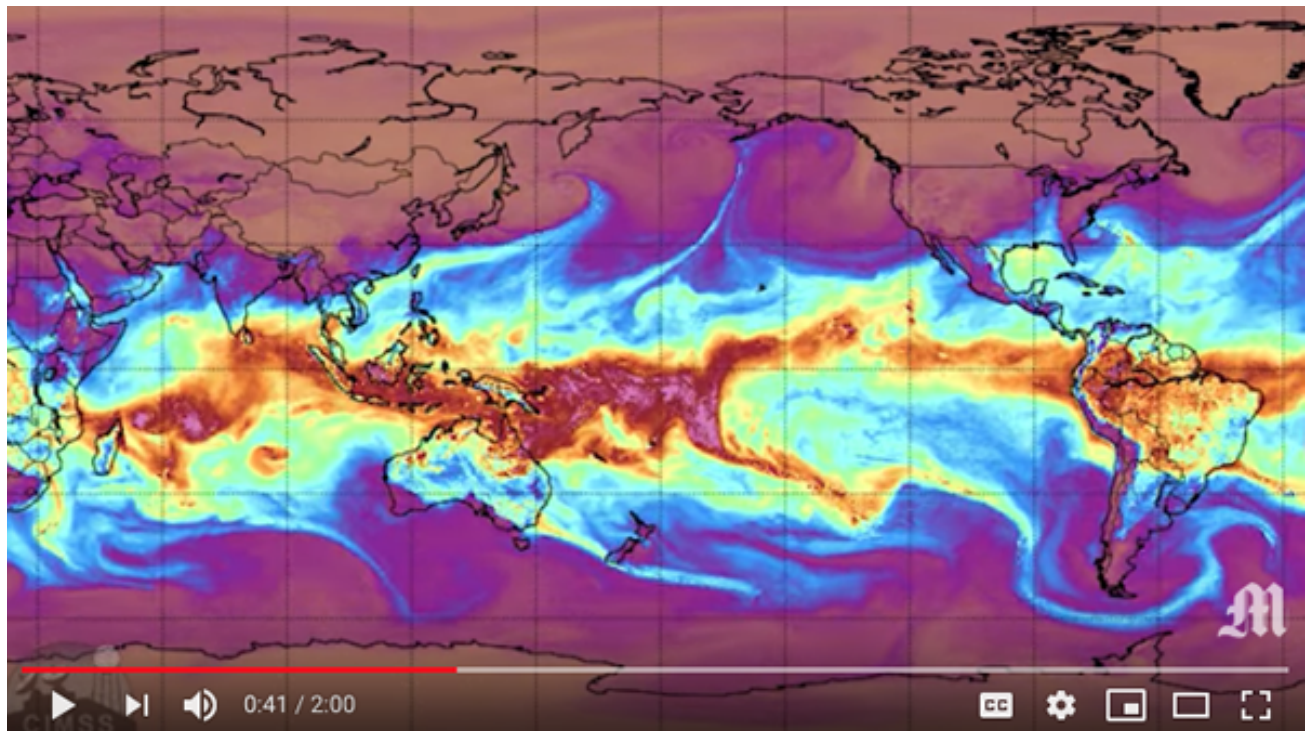
Although atmospheric rivers come in many shapes and sizes, but those that contain the largest amounts of water vapor and the strongest winds can create extreme rainfall and floods, often by stalling over watersheds vulnerable to flooding. A well-known example is the "Pineapple Express," a strong atmospheric river that is capable of bringing moisture from the tropics near Hawaii over to the U.S. West Coast.

Scientists are ramping up their study of the systems over fears that warmer temperatures tied to climate change could boost the moisture they carry. Scientists are flying "hurricane hunter" planes directly into them this winter to gather meteorological data. The number of flights this year will be at least 12, double what was carried out last year. They've also launched 100 new ocean buoys to monitor how the systems form. It's hoped that all the new data can help meteorologist better warn of extreme flood events. A better warning system could also help water managers better prepare to take advantage of an incoming deluge.

Rich Henning, a flight director for the National Oceanic and Atmospheric Administration who conducts onboard weather observations, explained to

Bloomberg in a recent article that these systems are 100% saturated air. "If you're ever wondering how six feet of snow can fall in the Cascades in one day, this is exactly how all that moisture is transported."

A recently published study found that in an average year, about 40 atmospheric rivers made landfall along the Pacific coast. Most of these events were benign: About half caused no insured losses, and these storms replenished the region's water supply. However, these systems were also responsible for approximately 84% of the flood damage suffered in 11 western states over 40 through 2017, resulting in an annual average cost of \$1.1 billion. The researchers expect those damages to increase exponentially as the atmospheric rivers become wetter, longer, and wider due to a warming planet. The Mercury News put together a very informative video explaining in more detail how atmospheric rivers work [HERE](#). (Sources: NOAA, Bloomberg, Mic)



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# The science behind atmospheric rivers

An atmospheric river (AR) is a flowing column of condensed water vapor in the atmosphere responsible for producing significant levels of rain and snow, especially in the Western United States. When ARs move inland and sweep over the mountains, the water vapor rises and cools to create heavy precipitation. Though many ARs are weak systems that simply provide beneficial rain or snow, some of the larger, more powerful ARs can create extreme rainfall and floods capable of disrupting travel, inducing mudslides and causing catastrophic damage to life and property. Visit [www.research.noaa.gov](http://www.research.noaa.gov) to learn more.

A strong AR transports an amount of water vapor roughly equivalent to 7.5–15 times the average flow of water at the mouth of the Mississippi River.

ARs are a primary feature in the entire global water cycle and are tied closely to both water supply and flood risks, particularly in the Western U.S.

On average, about 30–50% of annual precipitation on the West Coast occurs in just a few AR events and contributes to the water supply — and flooding risk.

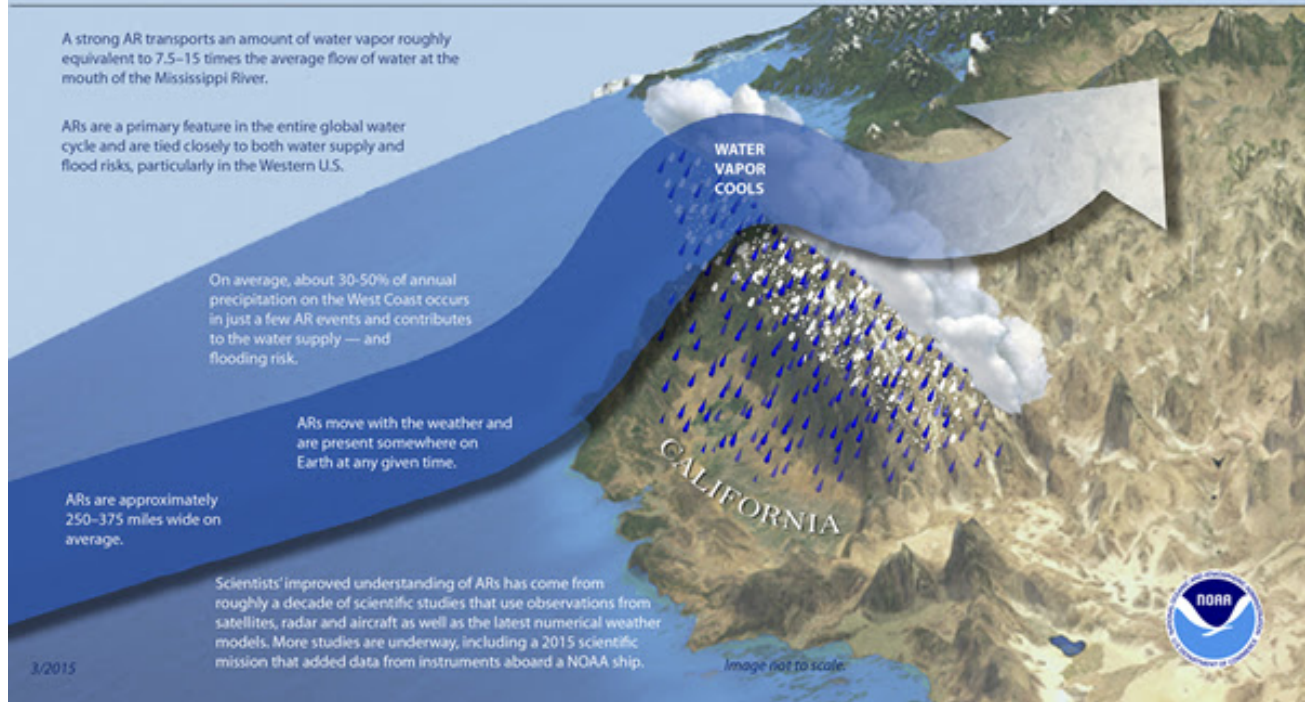
ARs move with the weather and are present somewhere on Earth at any given time.

ARs are approximately 250–375 miles wide on average.

Scientists' improved understanding of ARs has come from roughly a decade of scientific studies that use observations from satellites, radar and aircraft as well as the latest numerical weather models. More studies are underway, including a 2015 scientific mission that added data from instruments aboard a NOAA ship.

*Image not to scale.*

3/2015













### **Think of a Good "Dot.Com Name" and Make Millions!**

Symbolics Inc. was a computer manufacturer active in the 1980s. Their early computers and software innovations were major contributors to modern-day computer science, but what they are best known for is being the first - and oldest - registered dot-com. This Sunday, March 15 marks the 35th anniversary of that original dot-com. The "grandpa of the internet" was a spinoff of the MIT Artificial Intelligence lab and mostly did work for the government. Their original domain, [symbolics.com](https://symbolics.com), was gobbled up a few years ago by a company called XF Investments.

Back in 1985, you have to remember the internet was mostly a tool used by academic and military eggheads. There were no search engines, no worldwide web. When registration opened in 1985, no one was rushing to snatch up internet real estate. In total, just six domains were registered that year. Not surprisingly, most of the early registered domains were computer companies, but even the big players of that time were slow to jump on board. IBM, Intel, and Sun registered in 1986. Microsoft however, didn't acquire their domain until 1991!

Many market historians argue, on August 9, 1995, everything changed, and the Internet craze began. That was when the small internet startup Netscape went public. By the end of the first day of trading, the company was valued at nearly \$3



billion. The ensuing gold rush is now known as the dot-com bubble.

Today, there are more than +500 million registered domains worldwide and it is almost unheard of that a company doesn't have a website. So happy 35th anniversary to the dot-com that started it all! I also want to include some the most expensive domain names of all-time. Keep in mind more than 500 [dot.com](#) URLs have sold for more than \$1 million dollars, some had been held for over 20 years before being sold. Below are the Top-6 domains recently sold.

If you can think of a good domain name I suggest you snag it. FWIW I had to choke up five figures each for my recent acquisitions of the names AgSwag.com and Farmcon.com. I purchased them through negotiations via a "name broker". One of the names was held by a small family-owned business that has hundreds and hundreds of names they have thought of and snagged, now they simply broker the names they own out for sale on various sites. I've found these people can be highly negotiable, most often starting out with very extreme six-figure asks... don't be afraid to low-ball:) Click [HERE](#) to see the Big Internet Museum. (Sources: Fortunly; Business Insider)

1. **Business.com – \$345 Million** - *The \$7.5 million spent on purchasing [business.com](#) in 1999 lands it on the list of the largest domain name sales in history. But at the time, no one could have imagined that this domain would be worth 47 times more in a period of just 8 years. The value of [business.com](#) spiked after Dow Jones and The New York Times tried to buy the domain in the years following 1999. Finally, in 2007, the domain was sold to RH Donnelly for a whopping \$345 million. However, this particular domain name sale did not bring much luck to the buyer. The third-largest print and online Yellow Pages publisher in the US declared bankruptcy just two years after buying the domain.*
2. **LasVegas.com – \$90 Million** - *This domain was purchased in 2005 by VEGAS.com, LLC which wanted to pair up the two domains to ensure that both search terms directed online traffic to the travel agency from Las Vegas. The massive \$90 million sale ensures that this will always be remembered as one of the most expensive website purchases. The previous holder of the domain, Stephens Media, agreed to a contract that started out with an initial \$12 million payment. The remaining sum for this domain sale is payable until 2040.*
3. **CarInsurance.com – \$49.7 Million** - *QuinStreet, a vertical marketing and online media company from California, made headlines at the end of the last decade with some of the most expensive domain name purchases ever. In the period of just 13 months the company had acquired three huge domain names in the world of insurance, culminating in the purchase of CarInsurance.com on November 8, 2010. This domain was already a highly profitable consumer site for researching and shopping for auto insurance policies, making it QuinStreet's crown jewel. With that single purchase, the company solidified its place as a market leader in online insurance at the time when internet shopping was taking off.*

4. **Insurance.com – \$35.6 Million** - *QuinStreet's other purchases hold third and fourth spot on the list of top domain name sales. The second in the trinity of insurance domain names that QuinStreet bought was acquired for \$35.6 million in August 2010, along with all the media and the technology assets that Insurance.com already possessed. Similar to CarInsurance.com, this online platform was regarded as valuable because it was a popular destination for comparing insurance rates on cars, health, home and life insurance.*
5. **VacationRentals.com – \$35 Million** - *Tourism has never been as popular as it is in the modern age of the internet, with countless ways to promote, explore and find the best possible deals to satisfy your traveling needs. Perhaps not surprisingly, one of the all-time top five most expensive domain names for sale had to do with vacation rentals. Unlike some other top names on this list of domains, VacationRentals.com was purchased solely to prevent a different competitor from snatching it up first. It was 2009, and Brian Sharpies, the CEO of HomeAway, managed to sneak in and purchase the domain after he found out that his rival company Expedia was planning to do so. Before the purchase, VacationRentals.com was already an active site and now represents a marketplace for vacation deals around the globe.*
6. **Voice.com – \$30 Million** - *Voice.com is the most recent domain name sale on the list following what seemed like almost half a decade without earth-shattering acquisitions. It was sold to Block.one, easily topping the list of the most expensive domain names in 2019. What makes it even more of a special entry is the fact that the creator of EOS cryptocurrency bought the domain through a cash transaction facilitated by GoDaddy. This likely makes Voice.com the single most expensive publicly announced pure domain name purchase of all time. While the previously mentioned heavyweight domain sellers on our list were all worth more money, the fact is that all of these domains were already web businesses before being sold. But Voice.com was not an operational website before being bought and the ultra-premium domain name is sure to help Block.one with its ambition to become Facebook's biggest competitor yet.*



### **Three of My Top LifeHacks to Help Stay Positive**

I certainly don't want to sound Pollyannaish and/or unrealistic. In fact, I've always hated the "rah-rah folks who seem to have blinders on and simply opt to ignore the negatives. I also know how hard it is to find the motivation to focus on the positive when positivity seems like nothing more than wishful thinking. Not only has our whole damn ag world been upside down for months but now we have to battle the craziness associated with coronavirus.

Perhaps even more difficult is the way many of our brains are wired, especially those of us who own businesses, own farms, invest, trade, lead people, etc.. Many of us have actually hard-wired our brains to focus on and look for threats. This survival mechanism has probably served many of us well, especially on the farms or in the investment and business building worlds.

Now all of a sudden our brains are being overwhelmed by a million "what if's" that could completely derail our lives and everything we've worked so hard to build for our families. Maintaining positivity and sanity in this environment is going to be a daily challenge that requires focus and attention. In other words, you are going to have to be intentional about staying positive if you're going to overcome your brain's tendency to focus on threats and problems.

Remember, your overall "health" is going to be critically important in getting past this virus and all the challenges it brings our way. Unfortunately, science has proven that pessimism, negativity, worry, and depression takes a massive toll on

the body's immune system and overall health. I am challenging all of my friends and readers to take time daily to be intentional about your thoughts and perspective. Your family is deeply depending on it!

As my grandfather always told me, life's never about how you play the winning hands, rather always about how you play the losing hands. Below are a few hacks I've been given throughout my life to help deal with stress and to help overcome negative thoughts running wild in my mind.

**It's the "Thoughts About Thoughts" that Get Us in Trouble:**

*Remember, humans are really the only species that are believed to have thoughts about their thoughts. A dog sees a cat and goes after it. The dog doesn't see the cat then think about the possibility that a car could be coming down the road or that the cat might run into another yard with a real badass dog. So the dog simply reacts and chases the cat. Wouldn't life be simple if we didn't have thoughts about thoughts:) Try and pause each day and think about how your dog would react? It's all these damn thoughts about thoughts we are stringing together about corona that is keeping us up at night and stressing us out during the day. Pausing and simply identifying and labeling your thoughts as thoughts about thoughts does help.*

**Trick the Brain and Switch Gears:** *Once you snap yourself out of self-defeating, negative thoughts about thoughts pattern, it's time to help your brain refocus on the good stuff. This is where "gratitude" becomes extremely important. Take a few moments and breaks throughout the day to write down the things you are grateful for. The key is you have to take the time and pause to give the mind a break and reverse its flow. Your simple gratitude list can include the big-ticket items each time or you can include the simple stuff from time to time. It really doesn't matter and might actually sound foolish to think you are writing down that you are thankful for having one more trip around the farm, or one more sunset, etc... but I'm telling you it makes the brain stop racing and changes the flow of negativity. For me, it's like getting the old pickup truck unstuck. The more negative thoughts I have during the day the more I have to stop and shift gears back and forth between gratitude and worry, it's the only way to get unstuck.*

**Focus on Helping Other People:** *I've found deflecting my time and attention towards helping others brings serious peace and calmness to my mind. This is difficult when you are thinking everything around you is crumbling but you have to again stop and make yourself commit. Go volunteer, go help the church, help the children, help the elderly, help the neighbors. Whatever it might be, you need to stop and go do things that help others who are in need. This requires commitment and getting out and doing, this is not simply writing a check to your favorite charity. It's the act of doing*



*that works to soothe and bring peace to the mind.*







**Gratitude is the  
best medicine.  
It heals your mind,  
your body  
and your spirit.  
And attracts  
more things to be  
grateful for.**





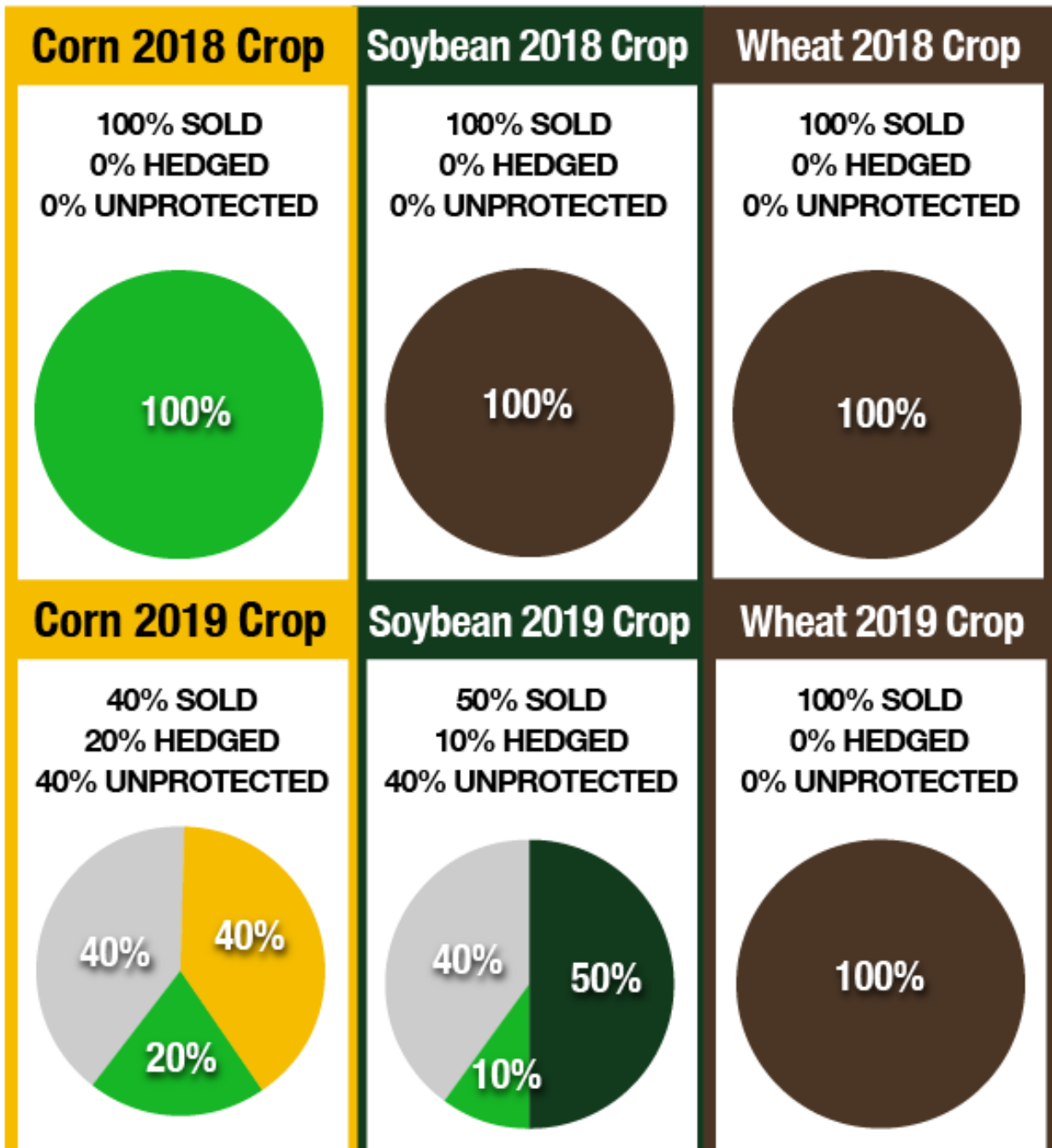


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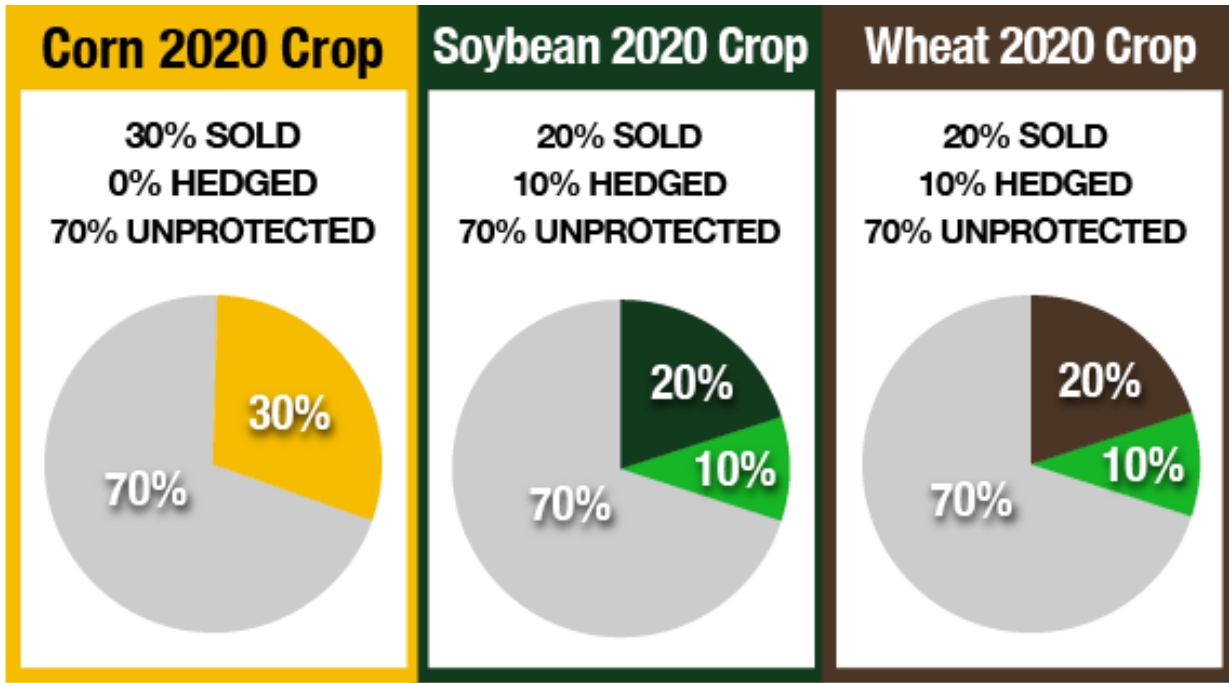
**ANSWER to riddle:** The faces on Mount Rushmore!

**CASH SALES & HEDGING TOTALS**

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# 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!

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