



Jordan Van Trump &lt;jordan@farmdirection.com&gt;

**GOOD MORNING: The Van Trump Report 5-6-20**

1 message

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

Wed, May 6, 2020 at 5:30 AM

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*"When it comes to your product, innovate where it matters and copy everything else" - Anonymous*

**Wednesday, May 6, 2020**[Printable Copy](#) or [Audio Version](#)

**Morning Summary:** Stock bulls are pointing to the expanding list of communities and businesses that are taking steps to reopen. U.S. car manufacturers are now expected to resume production in the next two weeks following Fiat Chrysler's announcement that it will begin reopening plants on May 18. Other Detroit automakers are likely to follow suit as autoworkers are all represented by the same union, which hasn't raised any objections to Fiat Chrysler's plan. Michigan Gov. Gretchen Whitmer has also signaled that auto plants might be able to reopen soon. Reopening these plants would mean tens of thousands of people returning to the workforce, not just at car companies but other related businesses as well. Analysts will be closely watching how quickly these companies are able to ramp up production as many could be facing difficult supply chain issues. Of course we all

hope these reopenings go smoothly but states and business that are among the earliest to reopen are going to be under a microscope for any potential signs of a setback. Keep in mind, if coronavirus cases do surge again, it could be two weeks before those new infections emerge, based on the estimated incubation period. Bears are pointing to increasing concerns about the U.S. services sector and how quickly it can recover? Remember, we have way more American workers employed in the service sector than we ever had in the past. In fact, we now have +80% of our workforce employed in the service sector with only about 10% in manufacturing. The fear is if the service sector doesn't rebound immediately and workers remain un or under-employed we could lack serious demand. We've all seen what has happened lately to crude oil and corn prices without sufficient demand. On that note, investors are anxious to see ADP's Employment Report today, which is expected to show a loss of -20 million jobs in April. The Labor Department releases the official U.S. Employment report on Friday. Earnings highlights for today include CVS, Etsy, Fox, General Motors, Grubhub, Hyatt Hotels, Lyft, Marathon Oil, Nutrien, Papa Johns, Paypal, Peloton, Royal Caribbean, Shopify, Square, Wendy's, Wynn Resorts, and Zoetis.

**When Will I Fly Again?** *Several of my friends have started flying again for both business and pleasure. They've all told me the airlines they are on were providing facemasks and the flights are mostly empty. Several I know have been on planes with fewer than five passengers. Nobody has seen crowding at all in coach, first-class seems to be holding up a little better as far as bookings, but still, no one really sitting near anyone. I'm on a few boards and have a couple of scheduled meetings in June that will require flights. At the moment, I'm playing it day-to-day, with both Michelle and I following the ongoing stay at-home-orders. Early on, I was targeting August 1st as when I would get back to more regular travel and business activity. I'm going to pay close attention to the reopenings and how the virus spreads with more people in play before I adjust that date. I think it's interesting to note, the virus is not just hitting the old, in New York, 18 to 44 year-olds now make up about 10% of total cases. More than 4,300 of them have been hospitalized. Nearly 300 of them have died. Our rural kids scare the shit out of me just going about their business like they are invincible, I remember being young once... I wish them godspeed.*

**Jordan Remains the Best Ever!** *I lived in Chicago during the Bulls heyday and got to see Michale Jordan play on several occasions. Many of my much more wealthy trading friends all had tickets and I was that fun friend that often got to ride along for free. I thought it was fun to hear former NBA star Charles Barkley say, "I've got some bad news for LeBron James, Kobe Bryant, Wilt Chamberlain, and others who are occasionally thought to be the best of all time: Michael Jordan was better. Few people who watched Jordan's dominance in the 1990s would disagree."*

**Worldly Wisdom on ReEntry** - *As many start to venture back out into public life make sure you are thinking a few steps ahead. Tip of the day... be very cautious at the spicy food restaurants, this is where most folks start to get a runny nose, sweat, wipe their heads, etc... Hot and Spicy out in public will not be on our menu anytime soon. Lots to think about:)*

**MUST WATCH... Rules of "The Wave"** - *Growing up in a small rural town and throwing hay all over the Midwest I had to learn the rules of the wave at a young age. Michelle says none of my city folk*

*friends will understand but this guy does an awesome job! I remember when we were kids, Michelle was more of a city girl and when we first started dating we would always be out traveling around the farms on the gravel roads and I would wave at everyone and she would often say, "who was that", sometimes I didn't even know and she would always ask, "well then why did you wave..." this explains it all! If there's one thing you do today take a moment and watch this video. Give it a minute to get going. He nails it! [Click HERE](#)*

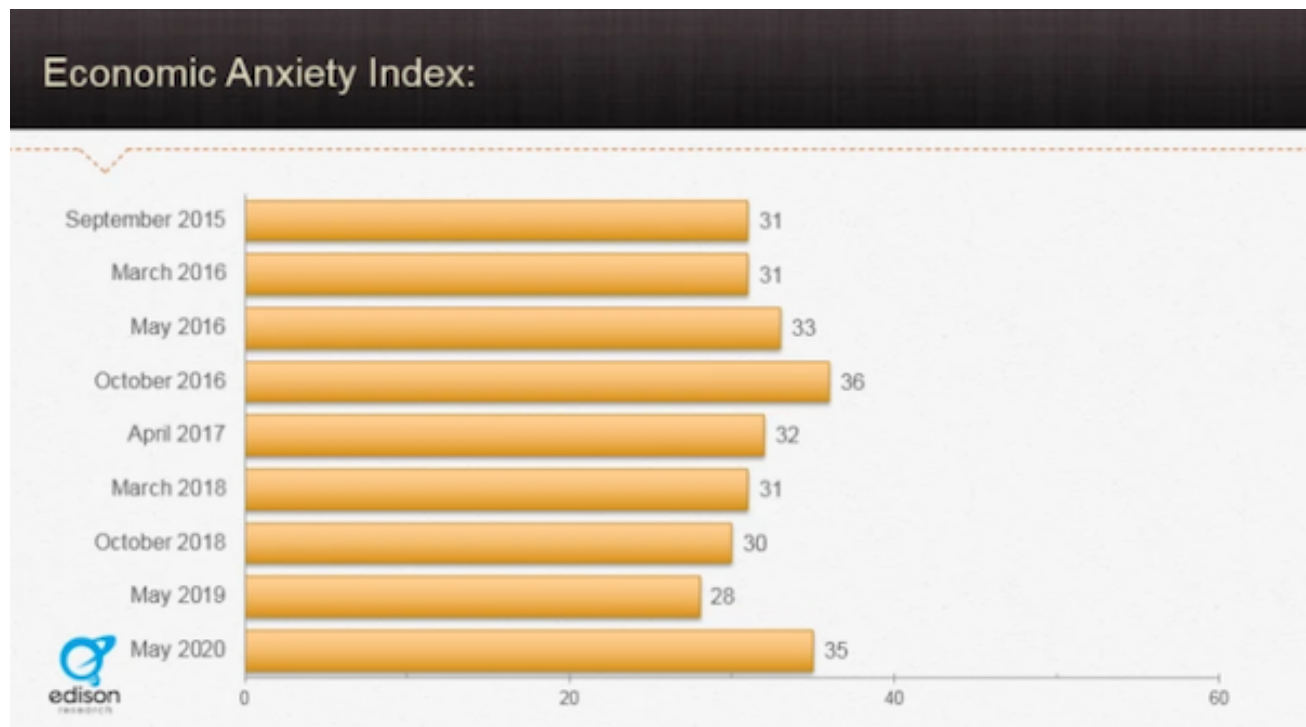


**Money Moving Around Preparing for Further Fallout:** *Word on the Street is that major distressed-debt players including Oaktree Capital and PIMCO are raising billions of dollars to capitalize on what they expect will eventually be major economic shakeout.*

**Pandemic is Accelerating Cable Cord Cutting:** *More than 1.6 million subscribers to five of the largest pay TV companies cut service in the first quarter, a 70% jump from a year earlier. Comcast, the largest cable provider, lost 409,000 customers by itself, more than it lost in all of 2018 and over half its total cord cutting loss last year. Charter Communications, Verizon, and Altice USA, also among the largest cable TV providers, lost another 200,000 subscribers in the quarter. And AT&T, which is predominantly a satellite TV provider, lost over 1 million customers. Dish Network, another major satellite provider, reports its first quarter results on Thursday. Cord cutting isn't new - cable and satellite subscribers shrank -7% last year and -4% in 2018. But the squeeze the pandemic is putting on consumers could see more people than ever dropping off. Read more from [Fortune](#).*

**American Paychecks and Working Hours Impacted:** *More than one-third of households have lost income since the COVID-19 pandemic began,*

*according to the latest results from the ongoing Marketplace-Edison Research Poll. The latest poll, conducted at the end of April, includes an Economic Anxiety Index that gauges how people feel about their personal financial situation. The higher the number, the higher the stress level. The latest results show the highest survey-to-survey spike since the series began. It had steadily dropped since 2017, reaching a record low of 28 in May 2019, and has now jumped to a near high of 35. More than 32% of households say they've lost income since the pandemic began. About 26% of Americans who are currently working say they've experienced a paycut, while 36% are working fewer hours. About 69% of the American workforce is either unemployed or fears losing their jobs in the next 12 months, a massive shift from just a few months ago. Nearly a quarter of Americans are not at all confident that they would find a new job within six months if they were to lose their current job. (That's more than double since last year.) More details are available [HERE](#).*





# FARM TANK

Tweets of the Day







**Steve Burns**  
@SJosephBurns



Psychological test for traders. What word do you see first?

## Eye Test

P	A	V	S	H	A	R	E	P	S
U	R	C	E	A	T	A	K	R	T
M	M	A	B	F	I	L	U	I	R
L	O	S	T	O	C	K	S	S	A
I	N	H	I	R	K	C	D	K	T
K	E	N	W	E	A	L	T	H	E
E	Y	R	O	X	E	O	U	I	G
X	T	R	A	D	E	T	J	P	Y

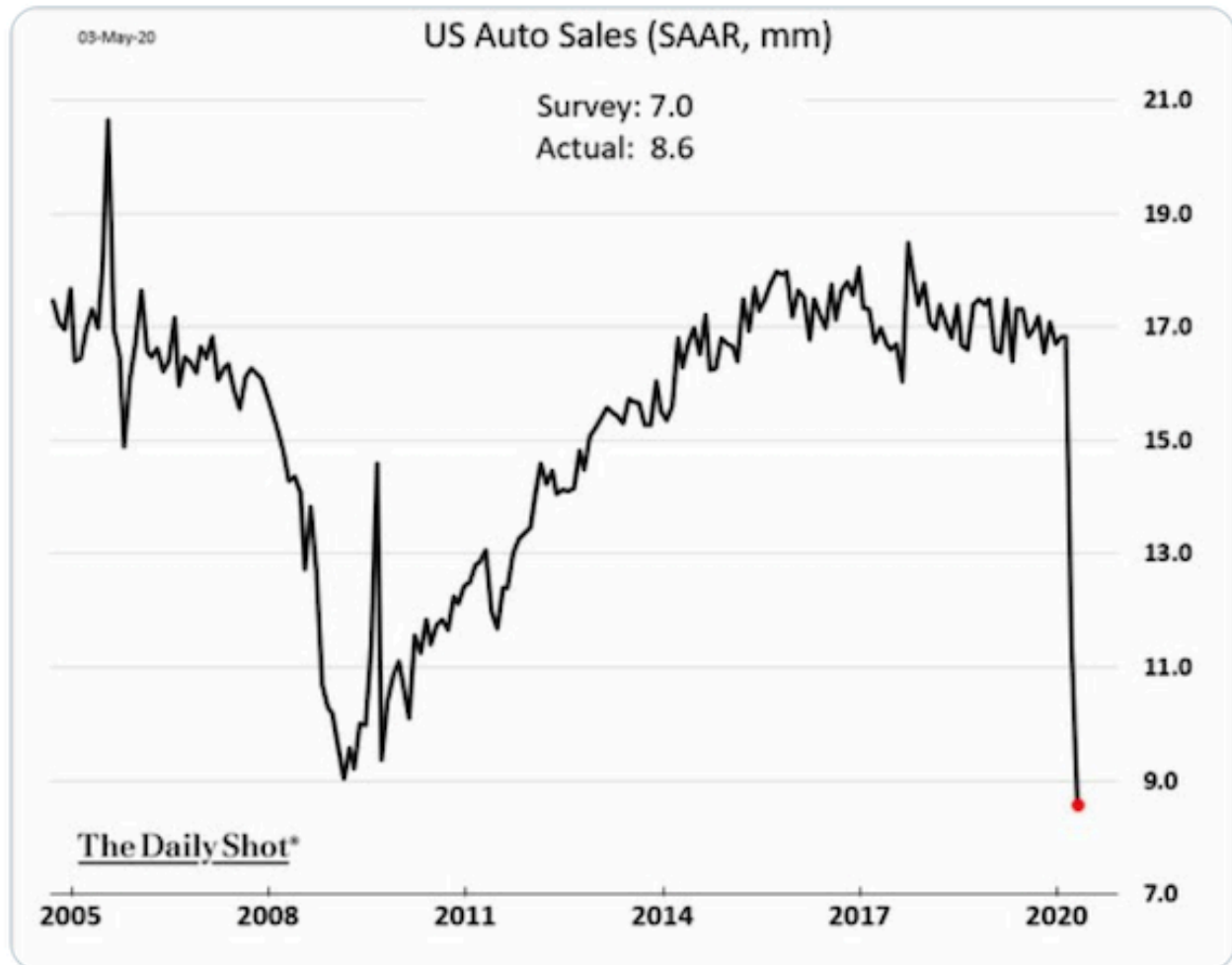
[WWW.TRADINGWALK.COM](http://WWW.TRADINGWALK.COM)



**Liz Ann Sonders** ✓  
@LizAnnSonders



Safe to say that auto sales fell off a cliff in April  
[@SoberLook](#)





**Bodie Kitchel**  
@Bkitch1Bodie



Got my girls out to the field to ride with me!  
[@JohnDeere](#)







**Eric Wappel**  
@wapp56



We wanted a better way to fill the 16 row with pro boxes... We carry a piggy back forklift on the tender trailer, and a basic pro-chute fills the CCS planter easily. A custom chute was fabricated by my shop guy and named "red rocket." It did the trick!





**Busch Beer** ✓  
@BuschBeer



Nectar of the Gods to Nectar of the COBS. Introducing the Busch Light Corn Cans! 🌽

For every case sold in select states we're donating \$1 to Farm Rescue to support American farmers in need.\* Tag a friend who you corn't wait to drink it with.

[#ForTheFarmers](#)



\*DONATION UP TO \$100,000 FROM 5/18/2020 — 7/5/2020 IN IA, KS, MN, MT, ND, NE AND SD. CASE = 24 PACK CORN CASE EQUIVALENT.





**Julie Vrazel Tomascik**  
@julietomascik



Not a bad ending to the day.

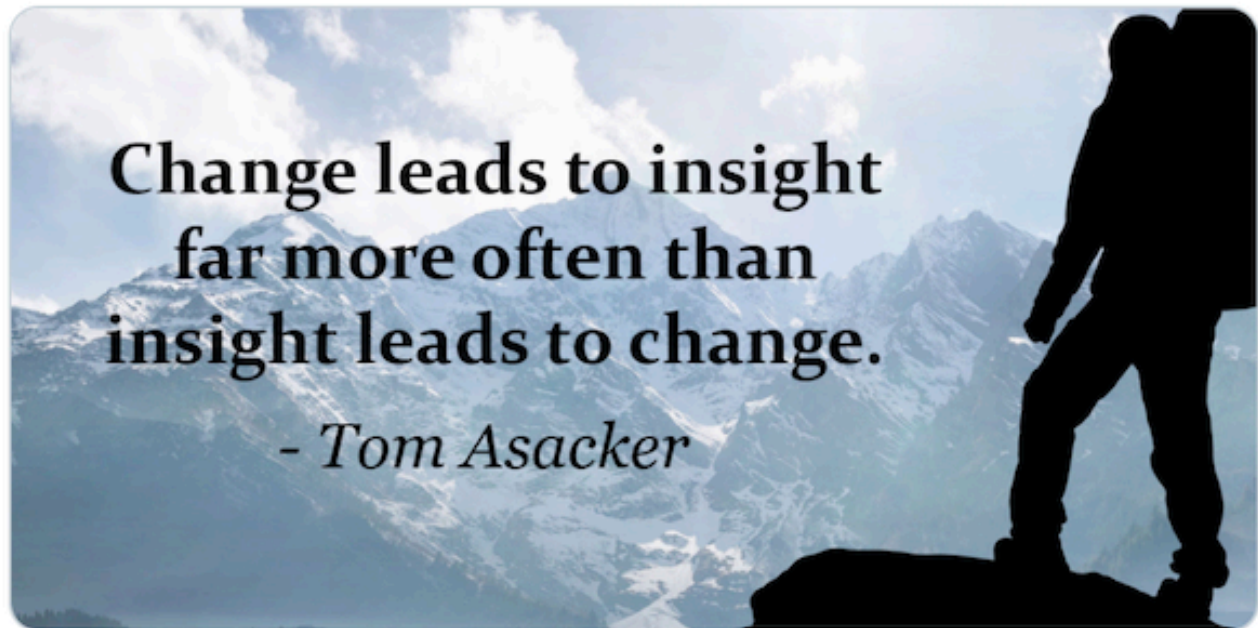




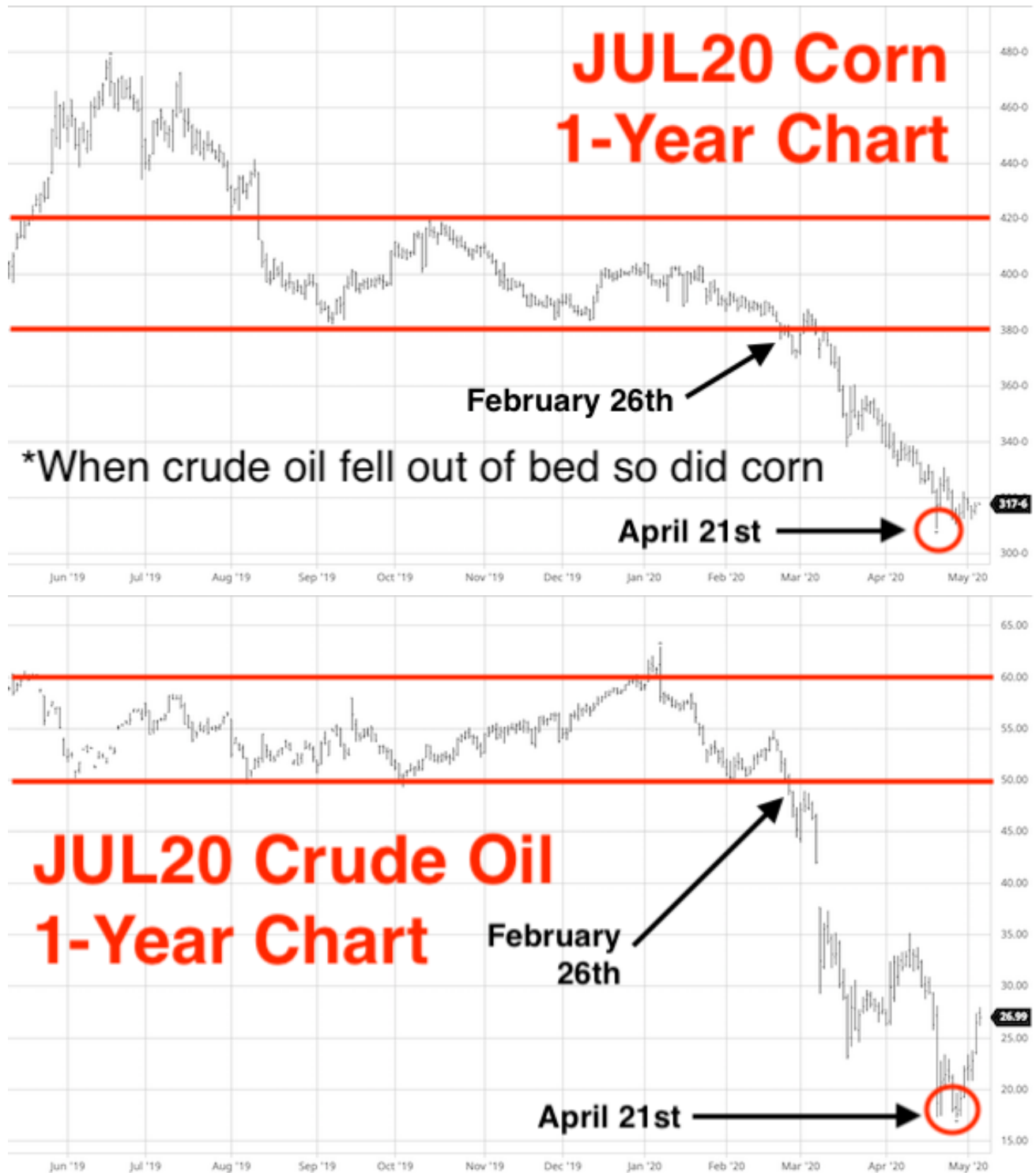
Tim Fargo 🗨️ ✓  
@tim\_fargo



Change leads to insight far more often than insight leads to change. - Tom Asacker



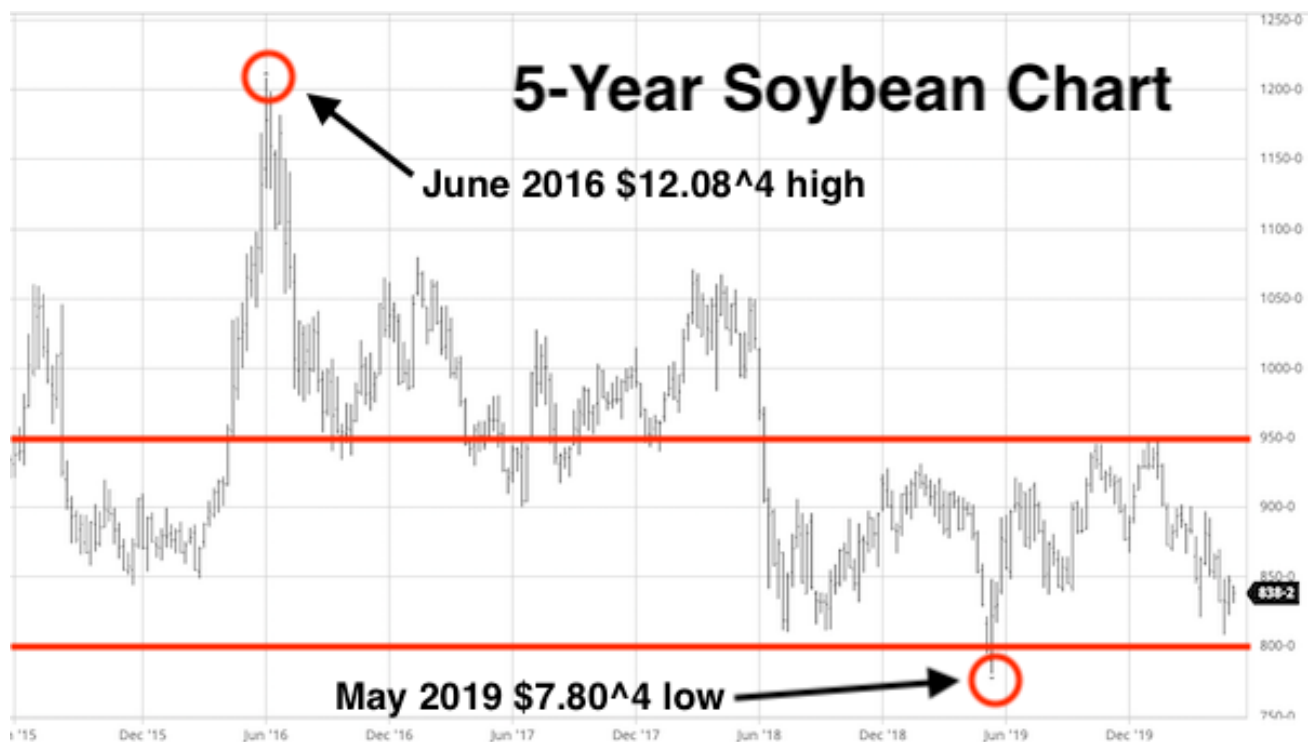
**CORN** bears are pointing to what many producers in big production states are calling the best planting conditions they've seen in several years. Bulls are pointing to extremely cool temps in the forecast (sub-30 degrees perhaps) and some important areas where producers have already been planting into cold soil temps. The fear is root development problems, increased variability of emergence and perhaps a higher risk of insect and disease pathogen pressure down the road. Lets also not forget, as most agronomists agree, a corn seedling's growing point is below ground until V6 — the sixth leaf stage — meaning it can generally withstand short stints of freezing temps until the V6 stage. In a worst-case scenario, I suspect most producers still have plenty of time to re-plant if the weather delivers the extreme. Technically, some argue that we are starting to build a bottoming bowl on the charts. Bears, however, still have their eyes set on prices sub-\$3.00 and testing of the \$2.80 range. The big question is how short do the funds want to get with what might be little meat left on the bone? I put together a very elementary chart below that compares corn and crude oil. As you can see, when crude oil prices fell out of their \$50 to \$60 dollar range, July corn fell out of its \$3.80 to \$4.20 range. Unfortunately, I don't think corn prices will recover as quickly if crude oil bounces back higher, there's just a lot of new dynamics and headwinds to consider. It's going to take some time for demand to rebuild... and without a weather story that's all we have.



**SOYBEAN** bulls are happy to see a little Chinese buying but technically it feels like the bears are still in control and the price trend of lower-highs and lower-lows remains in effect. As a spec, I continue to hold a small bullish position but completely understand we will need a full-reversal of some sort to turn the trend around. Meaning we will need to see a significant enough wave of bullish headlines to change and entirely shift the flow of water. I'm thinking the only headlines that will have that type of power and ability to do that type of heavy lifting will be a

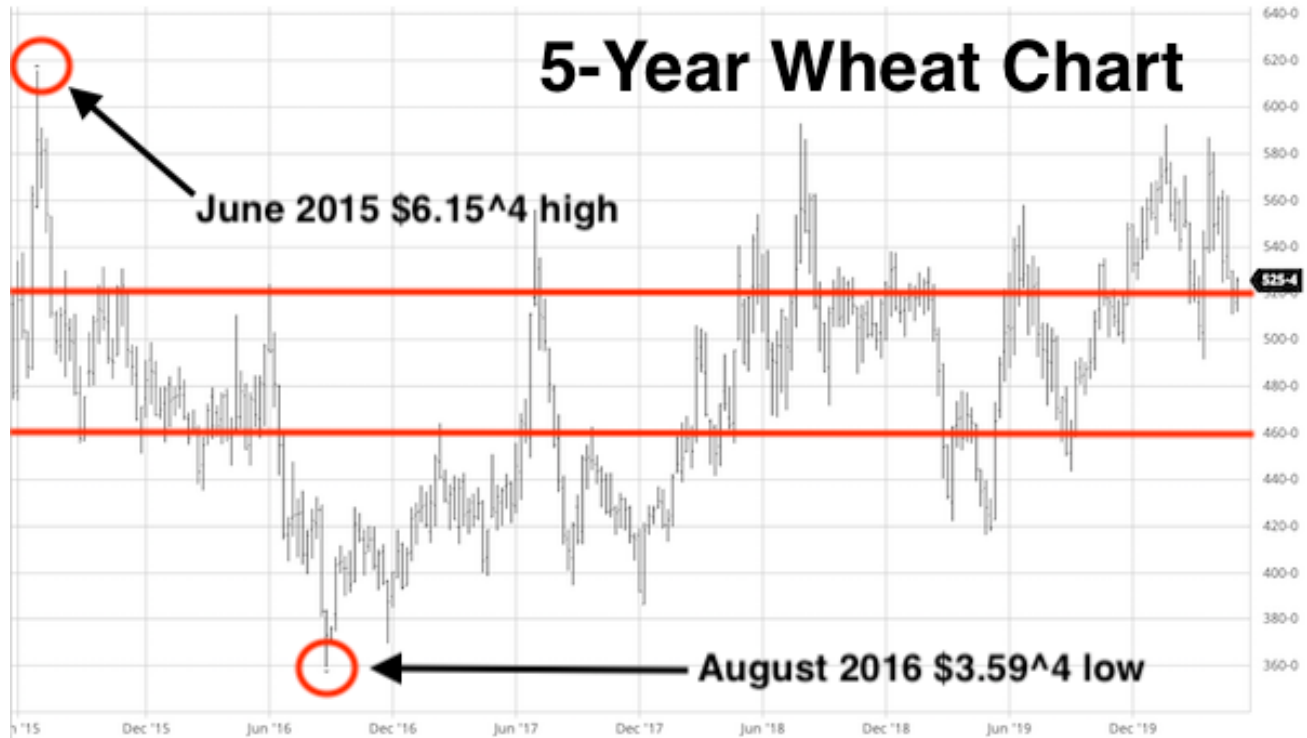


major wide-spread weather worry or some proof of significant Chinese buying. Here at home, the new-crop acres are obviously going to get in the ground in a timely fashion, the question remains just how many and how will weather play out in July and August? As a producer, I only have 30% of our estimated new-crop production priced but still want to wait around and see more cards flipped over before pricing any additional. Very little fresh or new in the headlines. I should note, Brazil, not the U.S., may have the most coronavirus cases in the world, a University of São Paulo study suggests, per The Wall Street Journal. Brazil has just passed China, the origin of the pandemic, both in confirmed cases, 105,222, and in deaths, 7,288, becoming the hardest-hit country in the developing world. Unlike in China, which corralled the virus through stern restrictions, things in Latin America's largest country are expected to get much worse. Infections are rising by more than 5,000 a day and deaths by nearly 500. But at the moment the trade really doesn't seem to care... Funds are much more interested in U.S. and Chinese political relations.



**WHEAT** bears continue to point towards improved rainfall in the forecast for the Black Sea region and the European Union. Many inside the trade are thinking Russian and Ukraine yields could well improve if the rains fall as forecast. We are also seeing continued bearish headlines pointing towards much better conditions in Argentina and Australia. Bottom line, there's actually more talk circulating of perhaps new record global production. I suspect we will learn more next Tuesday when the USDA releases its May domestic and global supply and demand report. As a producer, I worry that without a bullish demand story from China happening real soon or a major unforeseen weather hiccup, rallies could be fairly limited

during the next few months. There's some talk that the USDA could slightly lower its U.S. export estimate without a Chinese story, and at the same time, global production could start to tick higher. This is not the combination needed for higher prices. Instead, we need a more bullish demand story and increasing worries about production. As a spec, I remain on the sideline.





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**WHATEVER FLOATS YOUR GOAT**

**A Section for Creative Minds**

**> New Report Warns of Meat Shortages in Coming Months:** *A new report from CoBank's Knowledge Exchange division says that even if recent closures and*

*slowdowns at meatpacking plants are temporary, the reduction in processing capacity will likely have a lasting impact across the entire industry, from farmers to consumers. "Margins for cattle and hog farmers have fallen to multi-year lows," says Will Sawyer, lead animal protein economist with CoBank. "As meat plants have closed, farmers are left with few options for their livestock, requiring herds to be culled. Shrinkage in the U.S. livestock herd will likely make the food supply shortage more acute later in the year," adding that pork and beef production is down approximately 35% compared to this time last year, which makes retail shortages and price inflation nearly a guarantee. The report says declining meat production in April will likely lead to reduced grocery store supplies in May and June. In fact, the report predicts that by Memorial Day, nearly 30% of meat supplies could disappear in grocery stores, which could lead to increases as high as 20% (relative to last year) in pork and beef prices. Although pork processing is projected to increase in the coming weeks, the report notes that hog producers may still be faced with euthanizing as many as seven million pigs (worth \$700 million at historical average prices) in the second quarter of 2020. The full report is available [HERE](#). (Source: Successful Farming)*

**> Some Wendy's Restaurants Running Out of Fresh Beef:** *Fast food chain Wendy's says some menu items are unavailable, and one analyst estimates nearly one in five of Wendy's restaurants are out of beef. Around 1,000, or 18%, of Wendy's 5,500 U.S. restaurants are not serving any hamburgers or other meat-based items, according to an analysis of online menus at every location conducted by financial firm Stephens. Wendy's is "more exposed" to the shortage sparked by the coronavirus pandemic because of its reliance on fresh beef compared with its competitors. The company said supply has been tight because of beef production challenges during the pandemic. The severity of Wendy's shortages depends on the "geographic nature of processing plant closures," wrote Stephens analyst James Rutherford. In states such as Ohio, Michigan, and New York, around 30% of Wendy's are out of fresh meat. Other states, like Arizona, Nevada and Louisiana, aren't affected. The company is scheduled to report its first-quarter earnings today. (Source: CNN)*

**> Fake Meat Could be Benefactors Amid Shortages:** *A shortage of beef and pork could be a plus for two of the largest makers of plant-based meat, Beyond Meat and privately-held Impossible Foods. Analysts are pointing to Beyond Meat's first-quarter results that showed a +141% jump in first-quarter revenue and profit, in spite of an "increasingly challenging operating environment due to the COVID-19 health crisis." It's roughly the same story at Impossible Foods, where Chief Financial Officer David Lee told MarketWatch it's "full steam ahead." In fact, Impossible Foods is currently expanding, announcing the addition of +777 retail locations the past three months. Retail expansion has coincided with record demand for the company's beef and pork substitutes, which hit a record in March. The company expects April sales will set yet another record. The company has also*



*been quick to point out that it has not seen any interruptions in its supply chain. (Source: MarketWatch)*

**> Brazil's Corn Farmers Face Scarce Rains:** *Brazilian corn farmers hoping for relief from drought were disappointed by weaker than expected rains this week, while frost expected in the state of Parana could bring further losses, weather forecasters said on Tuesday. Much of the center-south of Brazil received below average rains in the past 30 days, a critical period for growing the country's second annual crop of corn that accounts for about three-quarters of the country's output, they said. Weather forecaster Marco Antonio dos Santos at consultancy Rural Clima says the situation would result in a lower yields and drag down the overall national output of second corn, which Rural Clima estimates will be 74 million metric tons this year. Read more from [Reuters](#).*

**> Fitch Lowers Brazil Outlook to Negative:** *Fitch Ratings on Tuesday lowered its outlook on Brazil's credit rating to negative from stable, the latest indication of the severe economic and financial damage being wrought on Latin America's largest economy by the coronavirus pandemic. Maintaining its "junk-status" BB-minus sovereign credit rating, Fitch said Brazil's economy is on course to shrink -4% this year with risks still tilted to the downside, and noted a rapidly deteriorating fiscal position and growing political risks. Fitch said Brazil entered the current period in a relatively weak fiscal position. The pandemic and the related recession will further increase public indebtedness, eroding fiscal flexibility and increasing vulnerability to shocks," Fitch said in a news release. Fitch's -4% GDP forecast is in line with consensus but a growing number of forecasters, including the World Bank and International Monetary Fund, are forecasting a decline of -5% or more. (Source: Reuters)*

**> Temperatures in April Matched Warmest on Record:** *Temperatures in April were on par with the previous warmest April on record four years ago, with extremely high temperatures in some parts of Europe, Greenland and Antarctica. Above-average global temperatures meant April was just 0.01 degrees Celsius cooler than April 2016, a difference considered statistically "insignificant" by the Europe's Copernicus Climate Change Service. Global temperatures were 0.7 degrees Celsius warmer than the average April between 1981 and 2010, the agency said in its monthly report. NASA and NOAA will release their April temperature rankings in the next two weeks. (Source: Bloomberg)*

**> Airbnb Cutting 25% of Workforce:** *Airbnb is laying off 25% of its workforce as it confronts a steep decline in global travel due to the new coronavirus. In a letter to employees, CEO Brian Chesky said the company is letting 1,900 of its 7,500 workers go and cutting businesses that don't directly support home-sharing, like its investments in hotels and movie production. Chesky said travel will eventually return, but will look different. Airbnb expects travelers will want options*



*that are closer to home and more affordable, for example. The company is scaling back its investments in luxury properties as a result. Read more [HERE](#).*

**> Coronavirus Might Spell End for Electric Scooter Startups:** *It only lasted a couple years, but the era of the electric scooter as we know it is over. Once flush startups like Lime, Bird, and Vol have all laid off employees as their scooters lie dormant. Lyft has also scaled back operations, exiting Austin, Oakland, and San Jose for good. Scooters were in trouble before the virus hit with their unprofitable business models along with tactics that often put the companies at odds with local governments. Coronavirus has only exacerbated those problems. There is one company that investors haven't totally soured on, though - Spin, which has made a point of partnering with cities instead of antagonizing them. Read more from [Fast Company](#).*

**> Pharma Startups Idled as Clinical Trials Halt:** *Pharma startups are in the media spotlight, after decades of playing second-fiddle to consumer and enterprise tech, but are facing their own pandemic-related challenges. Many clinical trials have been put on indefinite hold, particularly if they involved hospital sites. The upshot is that such startups are effectively in a holding pattern, with investors scrambling to decide whether or not to foot the elongated bill. The key date was March 23, which is when Eli Lilly announced it would "delay most new study starts and pause enrollment in most ongoing studies." Pharma VCs report many of their companies followed suit. It is unclear what will happen to studies that were paused in-progress. There is hope that the FDA will provide added flexibility, but there are no guarantees. Pfizer's decision last week to restart some trials could have its own tailwinds, but expect to see some costly changes for future pharma startup investing. Read more from [Axios](#).*

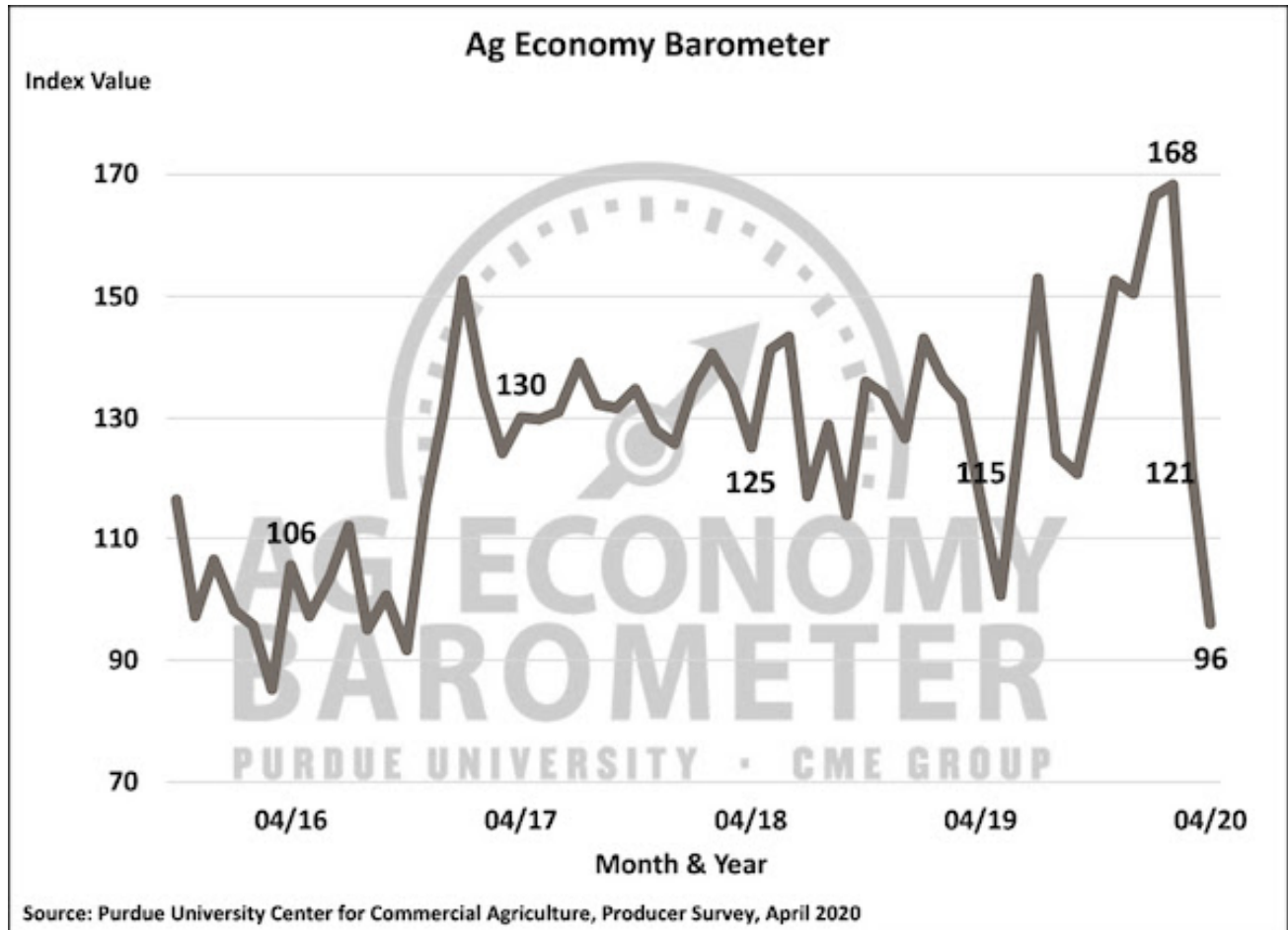
**> In Race for Coronavirus Vaccine, We Might Need to Break Rules:** *To have a vaccine against coronavirus by next summer will require both luck and cutting corners never cut before, putting once seemingly academic questions about vaccine testing suddenly front and center. Current rules are meant to protect volunteers from harm, but with the global death count from the coronavirus over 250,000, scientists are asking: Is it acceptable to deliberately infect healthy people with a disease that could kill them, and for which there is no cure? It's called a challenge trial, and increasingly scientists say the answer is yes. As of Monday, eight candidate vaccines were in clinical evaluation, though they've not yet reached Phase III trials, where a vaccine is tested on large groups of people. Typically, such trials would be years away. Now, they could begin this year. Read more [HERE](#).*

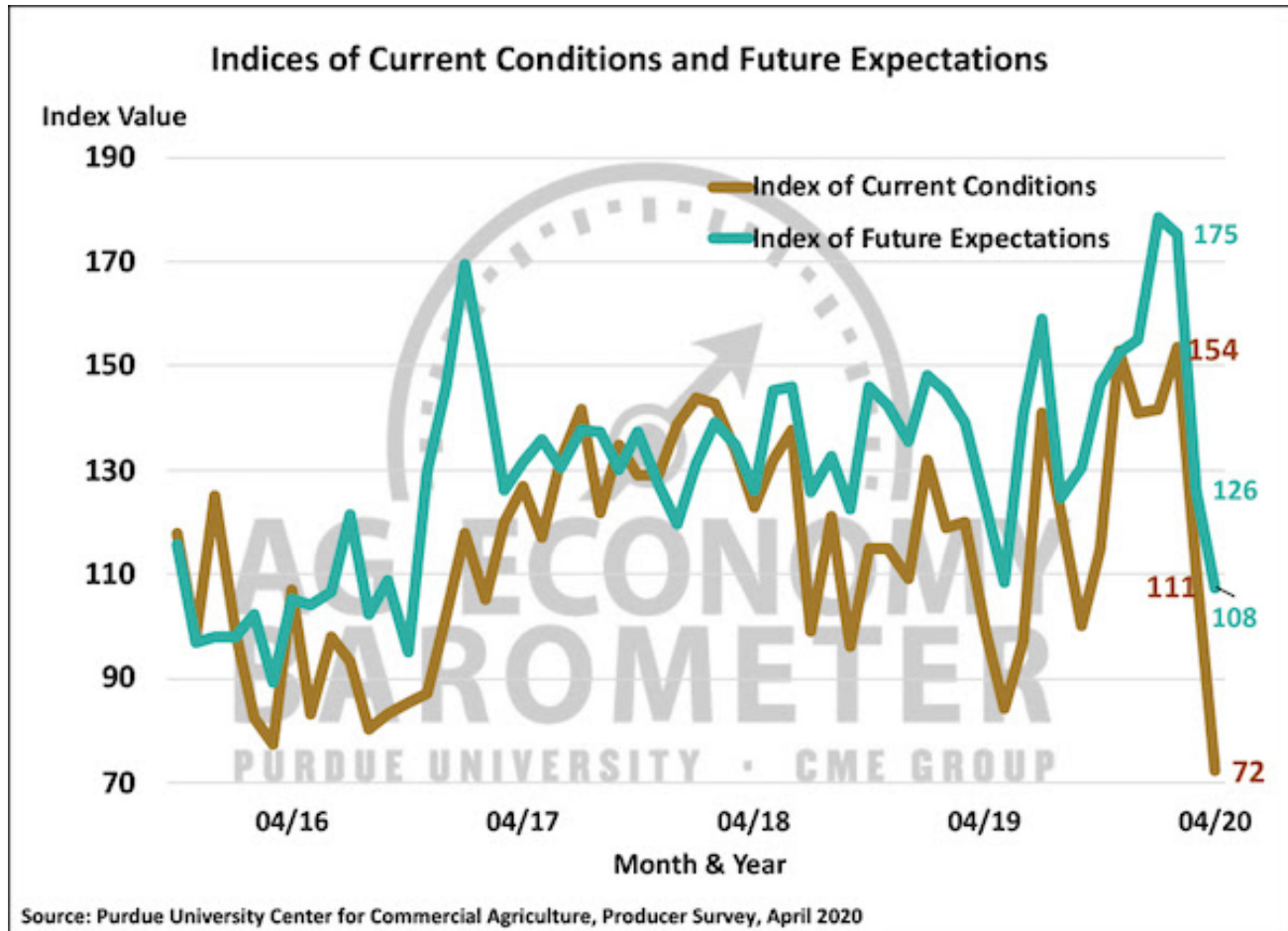
**> Presidential Tweets Driving Interest-Rate Options:** *President Donald Trump's tweets are increasingly driving swings in the \$25 trillion market for using options to bet on U.S. interest rates. Interest-rate options markets are 60% more*

*sensitive to tweets from Mr. Trump than back in September, according to JPMorgan Chase analysts who launched a proprietary index tracking what drives volatility in the options contracts. The multitrillion-dollar market for interest-rate options includes hedge funds, asset managers, and insurance companies. Price swings ultimately influence borrowing costs set by mortgage lenders, who follow interest-rate options markets for indications on volatility. JPMorgan research analysts said that high-frequency trading firms have become more sensitive to President Trump's tweets in recent years as well, pulling back from the market for five to 10 minutes after a presidential tweet. (Source: Wall Street Journal)*

**> Michael Jordan has His Parents to Thank for Nike Billions:** *Michael Jordan has made roughly \$1.3 billion from his deal with Nike since signing with the brand in 1984, according to Forbes. However, the deal might not have happened at all had it not been for the NBA icon's parents, which was detailed recently in ESPN's docuseries about Jordan, "The Last Dance." Jordan explained, "My mother said, 'You're going to go listen. You may not like it, but you're going to go listen. She made me get on that plane and go listen.'" Nike offered Jordan a \$500,000-a-year deal for five years, as well as his own shoe, the Air Jordan, something that Adidas was not prepared to do. Nike sold \$126 million worth of Air Jordans in the first year of the deal, versus their initial projection of \$3 million. Read the full story [HERE](#).*

**> Coronavirus Wipes Out Nearly Four Years of Improved Farmer Sentiment:** *For the second month in a row the Purdue University-CME Group Ag Economy Barometer dropped sharply, falling 25 points in April to a reading of 96. This marks the first time the barometer has fallen below 100 since October 2016, effectively wiping out all of the improvement in farmer sentiment that took place following the 2016 election. April's decline leaves the Ag Economy Barometer 72 points below its record high, which was just established in February of this year. This month's survey was conducted from April 19-24, 2020. Declines in both the Index of Current Conditions and the Index of Future Expectations drove the barometer lower this month with the largest decline occurring in producers' perceptions about their current situation. Farmers' pessimism was motivated, in part, by concerns about the impact coronavirus is having on their farms' profitability and their farming operations. When asked what their number one concern is regarding their farm and COVID-19, 42% said they were concerned about their farm's market access, and 37% said their number one concern was financial. Just 13% of producers said their number one concern regarding their farm was health and safety. The percentage of farmers expecting their farms' profitability to decline in 2020 compared 2019 increased to 55% in April, compared to 40% in March, and 30% in December 2019. Over half of this month's survey respondents said they anticipate applying for a COVID-19 related financial assistance program. The full survey results are available [HERE](#).*



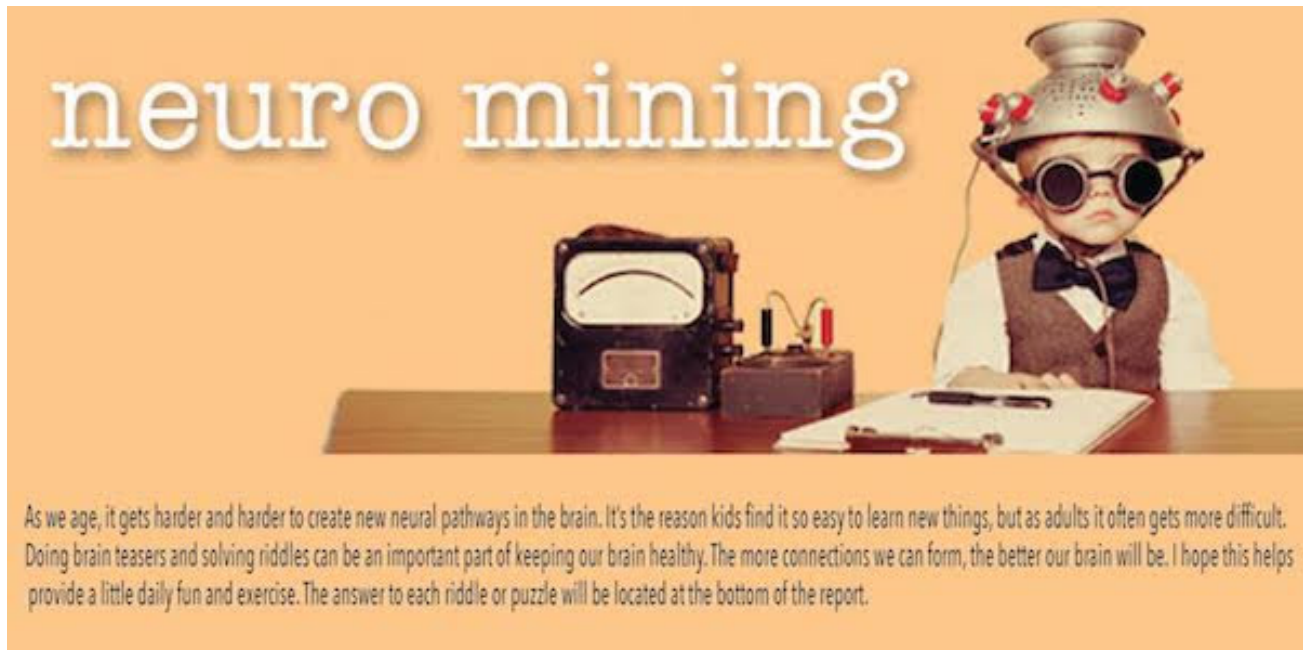


**Southeast Missouri** - We had great early April weather for planting before things changed two weeks ago. Most of us have gotten at least 50% done with corn. We got rocked with two storms on back to back days just this past Sunday and Monday. Winds were over 80 mph on Sunday and knocked trains off the track down on I-55. The funny thing was, Monday's storm wasn't as bad but did significantly more damage. We lost an elevator that stored 800K bushels and a number of bins. One of my buddies lost his headquarters and all his equipment. Some of the hail was up to 6" in diameter and just devastated some operations. I was told the local irrigation company had over 43 calls on Monday night to flip pivots back upright and make repairs. It will be interesting to see if all the repairs can be made in the next few weeks when the corn is going to need it.



**Central Indiana** - *The weather has turned cool and wet for the last 10-days in much of central Indiana and Illinois, soil temperatures are back in the 40's. Some guys have soybeans that have been planted and are starting to emerge. They will be very susceptible to the 28 degrees we are likely to see on Friday. When it's just emerged like this, cold weather is the most harmful. I would bet Indiana sees a lot of acres replanted IF the weather actually does get that cold. I think guys went early this year to avoid the rains that really started to pound us about this time a year ago. I have heard that all of central Illinois has had a 10- day break from the field, many of the areas getting 5-7 inches of rain in 24-36 hours. We are hopeful this is just a blip and not the start of the same trend as a year ago.*

**Southern Kansas** - *I have been reading a lot about wheat hit by the recent week of freezing overnight temperatures. We are about 15 miles off Oklahoma border and we never dropped below 36 degrees. Our wheat came up very nice in the fall and has really started taking off now. I am hoping we see at least 75 bushels based on how it looks. It could be a little better but I would be very happy with 75 bushels of wheat this year. We budget for about 50 bushels because of the lack of rain, hail, or rust we might run into in this part of the state. I don't know if a lot of people are seeing decent cash bids on wheat but we are pretty happy with the 15 under. Another thing I noticed is the elevator is really paying up for Milo if anybody has old crop in the bin.*



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:** Shoot at me a thousand times and I may still survive; one scratch from me and you will find your prospects take a dive. What am I?





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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.

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### **Nexyst 360 is Getting Rid of Bins, Bunkers, Bags and Silos**

Our good friend Dennis Pap is changing the world of farm storage... processes used to store, transport, and market crops have been the same for over 150 years and Nexyst 360, a startup out of St. Cloud, MN is disrupting the space. With

today's consumers wanting to know everything about how their food was produced, by whom, and what specific characteristics and provenance the product has, now may be perfect timing for a disruption to the entire supply chain.

Currently, crops can be touched up to 40 times before reaching their final destinations and all without the transparency to trace them back if needed. Moving forward, full traceability back to the farmer and the field will be critical to lock down premiums that could be associated with proper identity preservation.

Nexyst 360's system is centered around a "NexBox," an 8' wide by 40' long steel smart container that has a globally unique identifier with a GPS tracking device and air-quality monitor that can be monitored 24/7/365 as it travels from location to location. Immediately after each commodity is conditioned and tested, the containers are sealed, and if necessary, an inert gas such as nitrogen is introduced to provide the longest possible shelf life, making the Nexyst 360 Process the only system in today's agriculture supply chain that provides traceability, sustainability, quality, mobility and safety.

Nexyst 360 founder Dennis Pap has been in our KC offices and at a couple of our annual conferences. I love the overall concept and think Dennis has done a great job. Trying to change the way things have always been done is never an easy venture but an essential hallmark of American business and innovation. Learn more how Nexyst 360 is using a blockchain system to both meet consumer needs and provide producers an opportunity to add to their bottom line at "A Next Generation Mobile Solution for Crop Traceability, Storage, Transportation and Data Sharing," a webinar to be held at 3pm CT on Thursday, May 7, featuring Melinda Dittmer, COO of Nexyst 360.





[Click HERE](#) to see the **NEW Nexyst360 Box Video** - If you would like to learn more about Dennis Pap and his Nexyst 360 business i.e. investing in the start-up company or perhaps trialing the storage units on your farm call our "[Van Trump Ag Solutions](#)" team office at (816) 322-5300 and we can make some introductions. We are trying to help bring more NEW innovative technology and lower-cost solutions to the family farm.





### **NCAA Takes Big Step for College Athletes**

College athletes may soon be official paid sponsors, giving them the opportunity to earn money for their names, images, and likenesses without compromising their eligibility. If you haven't heard, the NCAA recently decided to support rule changes that will allow college athletes to sign sponsorship deals while still attending school, which is a major shift that could put millions of dollars in some player's pockets before they turn pro. Overall, this proposal will allow college athletes to sign endorsement contracts and receive payment for other work like accepting money for autographs or become paid social-media influencers as long as the schools they attend are not involved in any of the payments.

The main question is, "What's allowed and what's not allowed" by the NCAA? From what I understand, the current deal they are talking about will allow all college athletes to monetize anything from their social media channels, profits from writing a book or making music, hosting sports camps, starting businesses, selling memorabilia, private signings, event appearances, and a few other potential opportunities. On the other hand, the proposed changes will not allow schools to pay athletes directly or to provide any assistance to athletes in setting up the endorsements. In addition, athletes would not be allowed to use any school-branded marks or logo's in advertisements or wear clothing with school mascots. The NCAA will also most likely provide regulations that prohibit athletes from promoting products that don't line up with the NCAA's values such as alcohol,



tobacco, cannabis, and sports gambling. I've also heard there could be regulations to limit what athletes can do with shoe and apparel companies as well.

I should also mention, one of the more intriguing aspects of the NCAA's move is that athletes will now be allowed to hire agents and other professionals like accountants to help them with business opportunities that may arise throughout their collegiate careers. Those against this move, worry that getting the agents involved will encourage students to bargain with schools and pressure coaches over how much playing time or campus exposure their clients will get. I also suspect the sports agent industry is going to make a massive shift as well, recruiting and looking at kids at a much younger age. In my opinion, that's just what we don't need, i.e. kids having more pressure placed on them to perform earlier and earlier.

Given the nationwide popularity of college sports, this is going to be a huge opportunity for athletes as many inside the industry suspect the most in-demand and high profile players will be able to bring in as much as seven figures a year. For the most part, it sounds like athletes with more than a million Instagram followers will be the ones bringing in an annual income of anywhere between \$750,000 - \$1.25 million. Those athletes with a half-million followers will be looking at income streams more like \$300,000 to \$600,000 per year. In other words, the more social media followers the larger your paycheck.

Overall, I suspect this move could change college sports forever. Those in favor of the new rulings are hoping it will encourage a few more players to go to college before turning pro and perhaps fewer players will want to graduate early simply for a paycheck. There are still a ton of unanswered questions, but from what I'm hearing the NCAA is hoping to have most of the wrinkles ironed out and ready to roll by the start of the 2021-22 school year. (Source: ESPN, Bloomberg, USAToday)



ATHLETE'S SOCIAL-MEDIA  
FOLLOWING

ANNUAL MARKETING  
OPPORTUNITY, PER INFLCR

1,000-20,000 (Defensive starter  
at Power Five school)

\$20,000-\$40,000

25,000-50,000 (UConn women's  
leading scorer)

\$40,000-\$80,000

300,000-500,000 (Clemson's  
Trevor Lawrence)

\$300,000-\$600,000

1 million+ (Zion Williamson at  
Duke)

\$750,000-\$1.25 million



### 68 Bits of Unsolicited Advice

Kevin Kelly, the founding editor of Wired, thinker, and philosopher extraordinaire is preparing for his 68th birthday and decided to share what he called, "68 Bits of Unsolicited Advice". Below are a few of my favorite pearls of wisdom. You can read the entire list [HERE](#)

- *Learn how to learn from those you disagree with, or even offend you. See if you can find the truth in what they believe.*
- *Being enthusiastic is worth 25 IQ points.*
- *Always demand a deadline. A deadline weeds out the extraneous and the ordinary. It prevents you from trying to make it perfect, so you have to make it different. Different is better.*
- *Never use a credit card for credit. The only kind of credit, or debt, that is acceptable is debt to acquire something whose exchange value is extremely likely to increase, like in a home. The exchange value of most things*

*diminishes or vanishes the moment you purchase them. Don't be in debt to losers.*

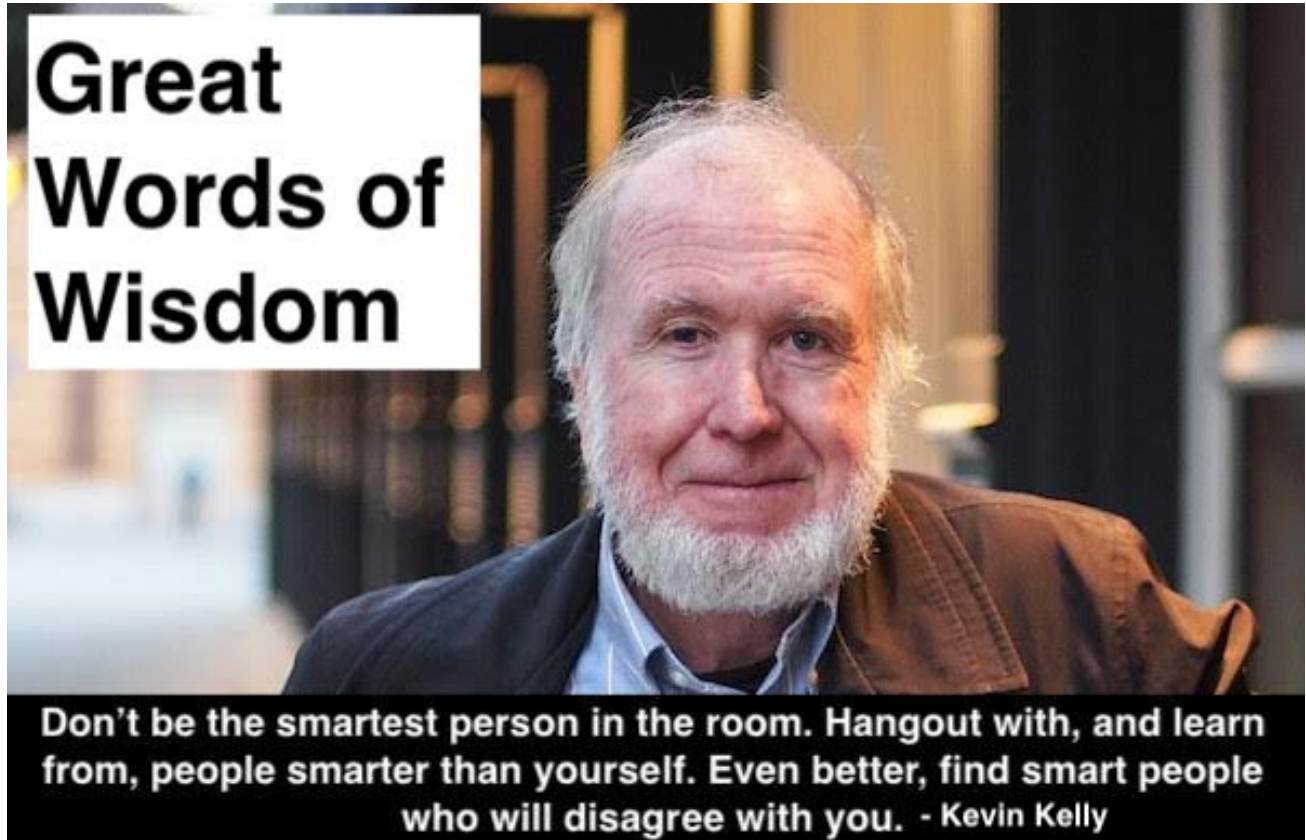
- *Pros are just amateurs who know how to gracefully recover from their mistakes.*
- *Don't be the smartest person in the room. Hangout with, and learn from, people smarter than yourself. Even better, find smart people who will disagree with you.*
- *Don't be the best. Be the only.*
- *Don't take it personally when someone turns you down. Assume they are like you: busy, occupied, distracted. Try again later. It's amazing how often a second try works.*
- *The purpose of a habit is to remove that action from self-negotiation. You no longer expend energy deciding whether to do it. You just do it. Good habits can range from telling the truth, to flossing.*
- *When you are young spend at least 6 months to one year living as poor as you can, owning as little as you possibly can, eating beans and rice in a tiny room or tent, to experience what your "worst" lifestyle might be. That way any time you have to risk something in the future you won't be afraid of the worst case scenario.*
- *Trust me: There is no "them".*
- *The more you are interested in others, the more interesting they find you. To be interesting, be interested.*
- *Optimize your generosity. No one on their deathbed has ever regretted giving too much away.*
- *The Golden Rule will never fail you. It is the foundation of all other virtues.*
- *If you are looking for something in your house, and you finally find it, when you're done with it, don't put it back where you found it. Put it back where you first looked for it.*
- *Separate the processes of creation from improving. You can't write and edit, or sculpt and polish, or make and analyze at the same time. If you do, the editor stops the creator. While you invent, don't select. While you sketch, don't inspect. While you write the first draft, don't reflect. At the start, the*



*creator mind must be unleashed from judgement.*

- *Friends are better than money. Almost anything money can do, friends can do better. In so many ways a friend with a boat is better than owning a boat.*
- *You are what you do. Not what you say, not what you believe, not how you vote, but what you do.*
- *Hatred is a curse that does not affect the hated. It only poisons the hater. Release a grudge as if it was a poison.*
- *There is no limit on better. Talent is distributed unfairly, but there is no limit on how much we can improve what we start with.*
- *When crisis and disaster strike, don't waste them. No problems, no progress.*
- *If you desperately need a job, you are just another problem for a boss; if you can solve many of the problems the boss has right now, you are hired. To be hired, think like your boss.*
- *How to apologize: Quickly, specifically, sincerely.*
- *Experience is overrated. When hiring, hire for aptitude, train for skills. Most really amazing or great things are done by people doing them for the first time.*
- *A vacation + a disaster = an adventure.*
- *Buying tools: Start by buying the absolute cheapest tools you can find. Upgrade the ones you use a lot. If you wind up using some tool a ton, buy the very best you can afford.*
- *I'm positive that in 100 years much of what I take to be true today will be proved to be wrong, maybe even embarrassingly wrong, and I try really hard to identify what it is that I am wrong about today.*
- *Over the long term, the future is decided by optimists. To be an optimist you don't have to ignore all the many problems we create; you just have to imagine improving our capacity to solve problems.*

# Great Words of Wisdom



**Don't be the smartest person in the room. Hangout with, and learn from, people smarter than yourself. Even better, find smart people who will disagree with you. - Kevin Kelly**

**ANSWER to riddle:** An eightball.

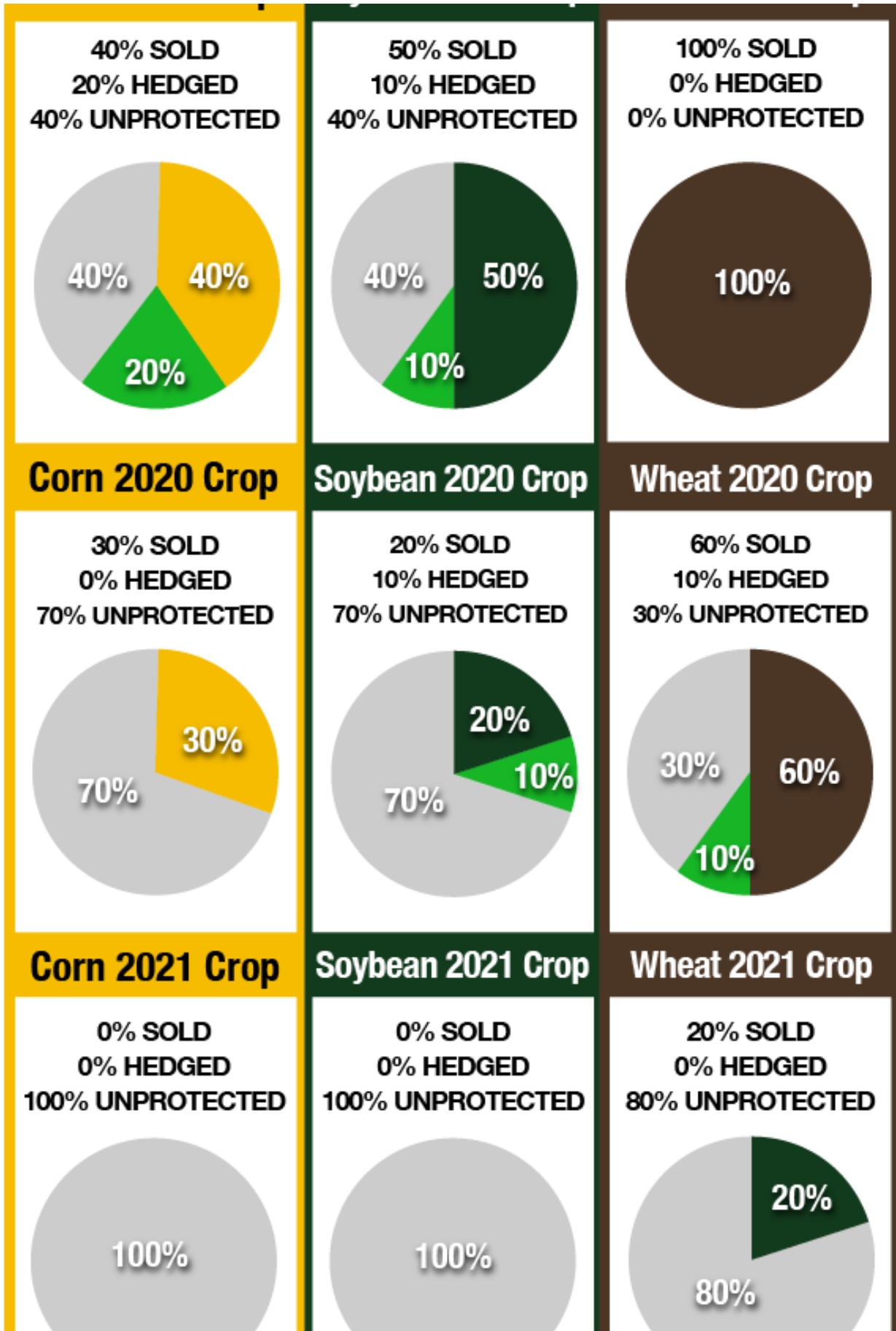
## CASH SALES & HEDGING TOTALS

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**Corn 2019 Crop**

**Soybean 2019 Crop**

**Wheat 2019 Crop**





# 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.

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