



Jordan Van Trump <jordan@farmdirection.com>

GOOD MORNING: Van Trump Report 7-22-2020

1 message

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

Wed, Jul 22, 2020 at 6:15 AM

Reply-To: Jordan <reply-fec31272766c067a-314_HTML-40325470-100003450-0@vantrumpreport-email.com>

To: jordan@farmdirection.com

*"An idea is a commodity, while execution is an art." - Peter Drucker***Wednesday, July 22, 2020**[Printable Copy](#) or [Audio Version](#)

Morning Summary: Stock market bears are speculating whether recent weakness in the tech-heavy Nasdaq indicates that the "bubble" they've been predicting is about to burst. The so-called FAANG stocks have stumbled a bit this week, though bulls argue it is more due to renewed caution ahead of very uncertain earnings announcements rather than a looming sell-off. Tesla and Microsoft's earnings today are being heavily monitored. Both report after the stock market closes so pay close attention to the action late in the day. Keep in mind, Tesla's stock has quadrupled this year on high expectations that have made it the most valuable automaker in the world. Analysts said short-bets against the company's stock were valued at around \$20 billion last week. Other earnings of major interest today include Biogen, Canadian Pacific, Chipotle, CSX, Discover Financial, GlaxoSmithKline, Las Vegas Sands, Suncor Energy, Teledyne Technologies, Thermo Fisher Scientific, Whirlpool, and Wix. Investors are also anxious to see fresh housing data with Existing Home Sales for June and the FHFA

Housing Price Index for July both due out today. A survey from John Burns Real Estate Consulting this week showed that new home sales in June jumped +55%. Analysts expect sales of about 4.12 million versus 3.91 million in May. Investors today are also hoping for more information out of Washington about the next coronavirus relief package. Senate Majority Leader Mitch McConnell said he doesn't expect the renewed stimulus bill to pass by the end of the month, which could leave many Americans searching for solutions as rents come due. On the vaccine front, bears are downplaying recent positive news, pointing out that the leading vaccine contenders are now indicating they will all more than likely require double doses which will greatly complicate the manufacturing and delivery of the vaccines to billions of people.

NY Jets and Giants NFL's First to Say They'll Play Without Fans: *It's official the New York Giants and Jets will play their 2020 home games at MetLife Stadium without fans in 2020. Keep in mind, this announcement came shortly after Governor Murphy told the teams that his statewide limit of 500 people at outdoor gatherings would apply to the local NFL teams as well. I should also note, the teams announced their training camps and practices will not be open to the public in 2020, urging fans to "continue to take the necessary precautions recommended by health officials to stay safe." I should also mention, from what it sounds like, the University of Rutgers will cap spectators at 500 during home football games this season. In recent weeks, both the Miami Dolphins and Green Bay Packers also announced that they would hold training camps and preseason games without fans, but haven't heard from any other teams about fan restrictions during the season.*

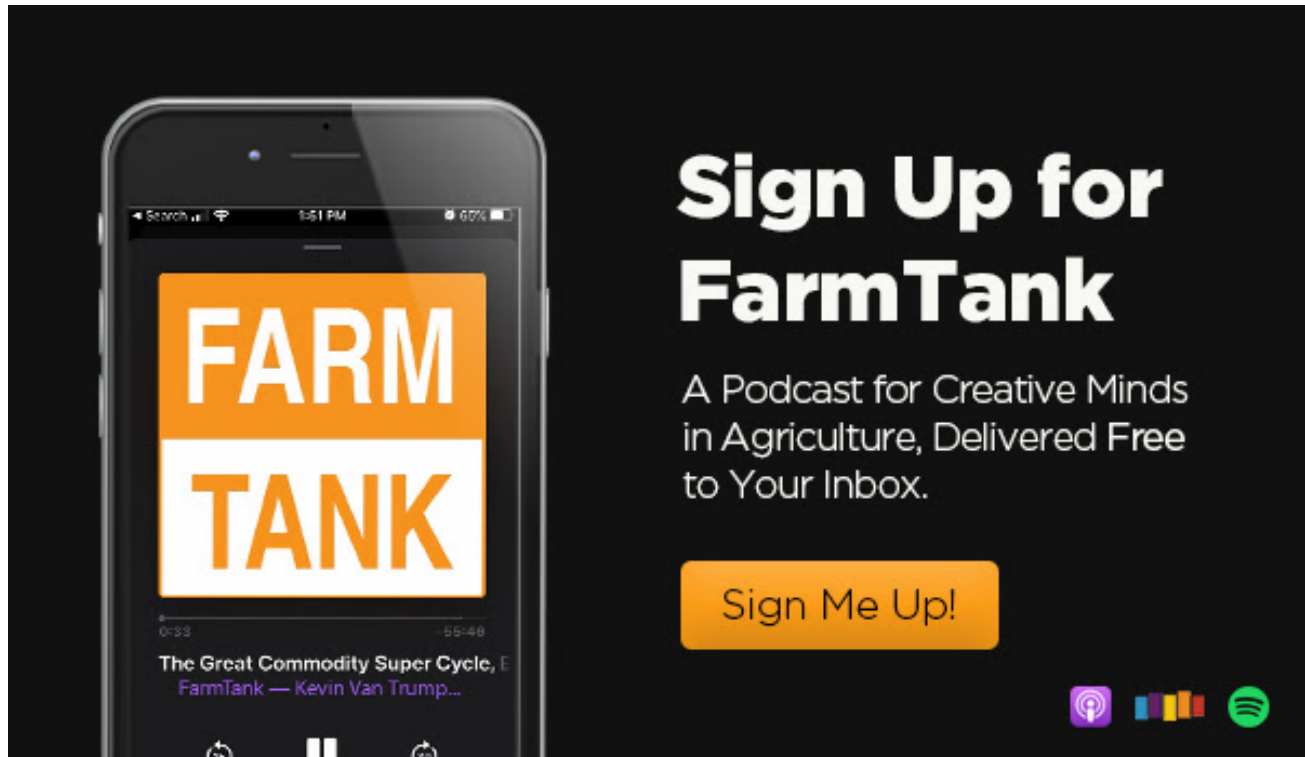
If You Really Want To Understand the NEW World of Trading... *You should read this article about how Robinhood is able to charge "zero commissions" and still bank big bucks off the order flow. Here is a short excerpt... "I enjoy bantering with my co-host Can about the similarities and differences between Silicon Valley and Wall Street. Robinhood is just another market-making operation, but instead of a salesperson in Gucci-bit loafers getting you a tee time at Winged Foot to encourage you to deal, it's UX designers building in algorithmic nudges. But the goal is the same. Trade more. And this gets back to what I view as one of the biggest dangers about the way Robinhood is built. I don't imagine during their early conversations about building the product, the Robinhood founders said things like "let's build an addictive platform to encourage novices to overtrade at bad prices so we can profitably route their order flow to large financial firms like Citadel Securities whose founder bought the most expensive home in the US". [Click HERE to read more](#)*

SNAP CHAT *mentioned in its quarterly earnings reports that their data shows the average user is looking at the SanpChat app 32X per day! In other words, the average user is checking or looking at their Snap app a couple of times each of the hours they are awake, assuming they sleep 8-hours. I can see this being about right. The kids I notice when I'm out and about seem to always be on their mobile device.*

The Cash Burn Continues: *United Airlines said things are looking up and instead of losing \$40 million each day they think they might only lose \$25 million each day during the third quarter of 2020. Now that's some optimism! United Airlines reported that they lost \$1.63 billion in Q2 with revenues falling over -87% YoY.*

First the Bronco, Now Ford Unveils 1,400 HP Electric Mustang Mach-E: *Ford has developed a racing version of its electric Mustang Mach-E crossover with a peak horsepower of 1,400 at 160 miles per hour. The automaker plans to use the prototype vehicle as a proof of concept for the performance of all-electric vehicles. Ford is investing more than \$11.5 billion in electric vehicles worldwide including the Mustang Mach-E, through 2022. Learn more with this short two-minute video [Click HERE](#) (Source: CNBC)*





U.S. Alleges Two Chinese Nationals Stole Vaccine Secrets: *The Department of Justice accused two Chinese nationals, who it said were working on behalf of the Chinese government, of stealing trade secrets and hacking into computer systems of firms working on the Covid-19 vaccine. According to the 11-count indictment, Li Xiaoyu, 34, and Dong Jiazhi, 33, conducted a global hacking campaign for more than a decade. More recently, the defendants probed for vulnerabilities in computer networks of companies developing Covid-19 vaccines, testing technology, and treatments," a DOJ statement said. The latest revelation comes on the heels of a string of speeches made by Trump administration officials blasting China's use of espionage and cyberattacks to steal intellectual property from American businesses. In blistering remarks earlier this month, FBI Director Chris Wray said Chinese tactics have created "one of the largest transfers of wealth in human history." Read more from [CNBC](#).*

Retailers Brace for Rough Back-to-School Season: *As retailers began to reopen in May, many geared up for parents and children to stock up on back-to-school gear in the hopes that life would be closer to normal by the fall. Instead, retailers are facing the prospect of another disappointing season as more schools dial back reopening plans. Back-to-school is the second-biggest shopping period for retailers after the holidays, and it usually sets the tone for the all-important year-end season. While some shoppers say they are pulling back this year, the industry association is still hopeful that the need for electronics will drive spending. The National Retail Federation projects*

parents with children in elementary school through college will spend a combined \$101.6 billion this year, up from \$80.7 billion last year, as they snap up laptops and other technology to enable their kids to learn from home. Other forecasts are more dire. Neil Saunders, managing director of research firm GlobalData PLC's retail division, expects \$26.4 billion in spending for elementary and high school, down -6.4% from 2019 and the lowest level since 2015. Mr. Saunders projects back-to-college spending to be hit even harder, down -37.8% from last year. Read more from [The Wall Street Journal](#).

Top Trending Google Searches in Every State: V1 Analytics recently came out with data and a visual graphic that shows the highest trending Google searches for every state from 2010 to 2020. Keep in mind, the trending searches were taken from Google's annual year in search summary. I found it extremely interesting what topics took over the whole country for an extended period of time and what popped up in smaller regions for only a few days. In addition, I found it interesting when trends like Donald Trump in 2015, Harambe in 2016, Bitcoin in 2017, and Fortnite as well as Baby Shark's dominance in 2018 and 2019 popped up across the whole country. Click [HERE](#) to view the [infographic](#)!



FARM TANK

Tweets of the Day

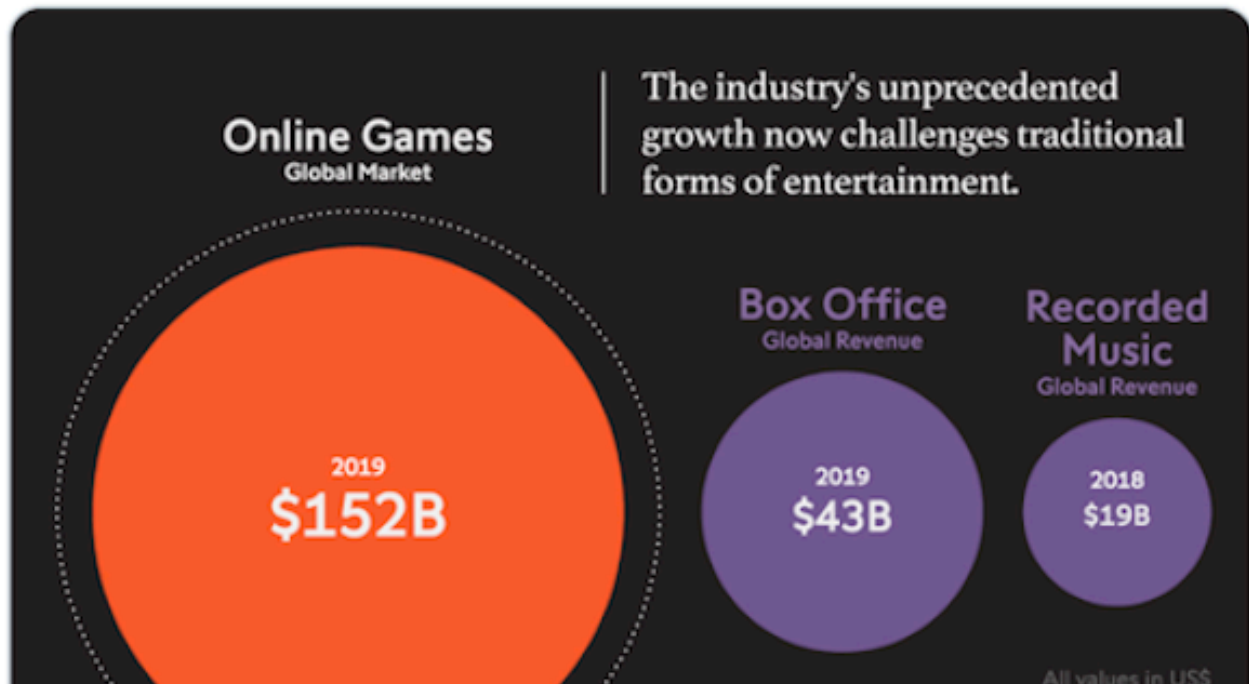


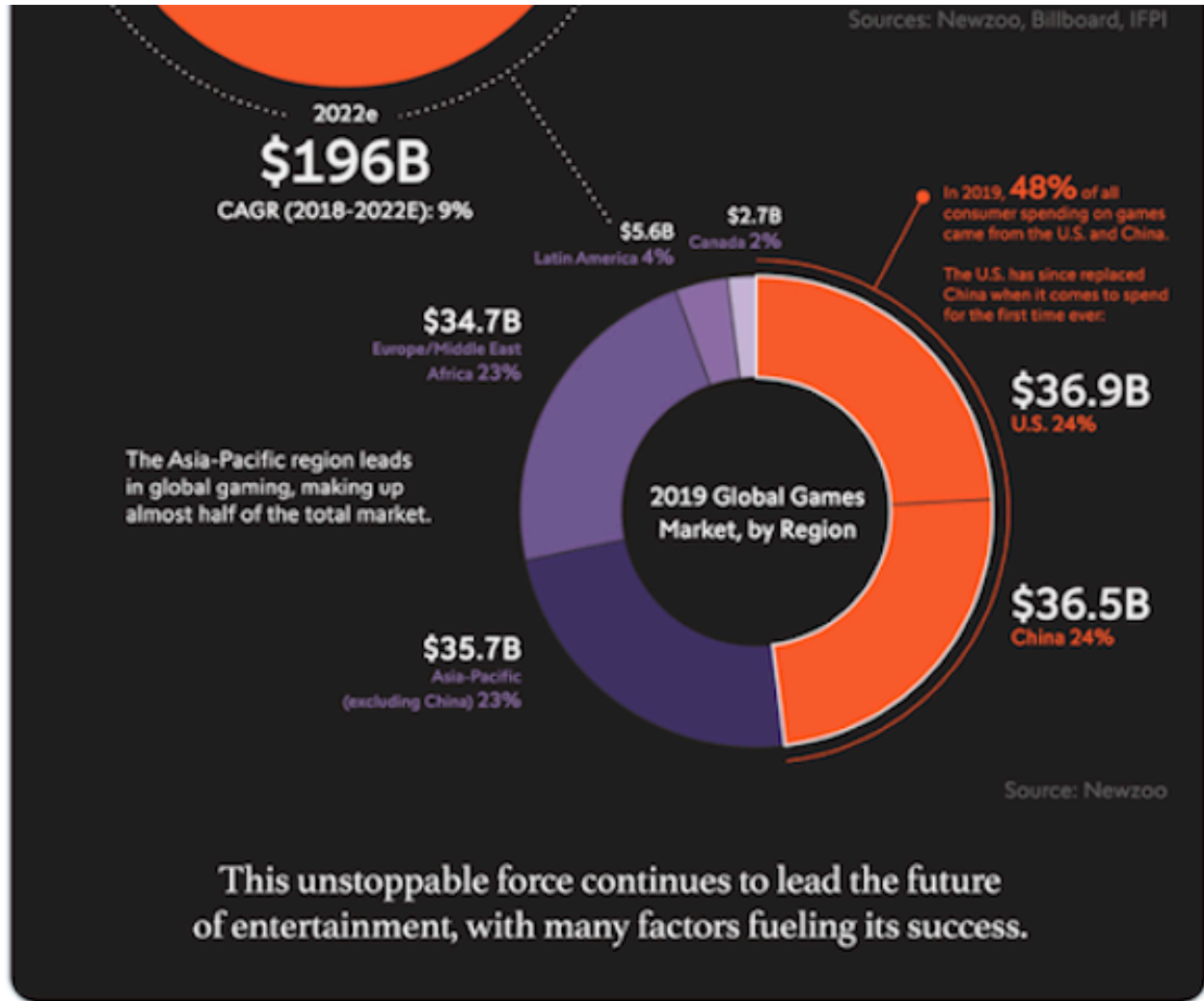
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Online Gaming: The Rise of a Multi-Billion Dollar Industry ➡ 📱💰

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Chicago Tribune ✓
@chicagotribune



Cannabis, illegal just last year in Illinois, will now have its own competition to see what's best in the state. It will be judged by the public.



High Times Cannabis Cup coming to Illinois for the first time with public judging ... Cannabis, illegal as recently as last year in Illinois, will now have its own competition to see what's best in the state.

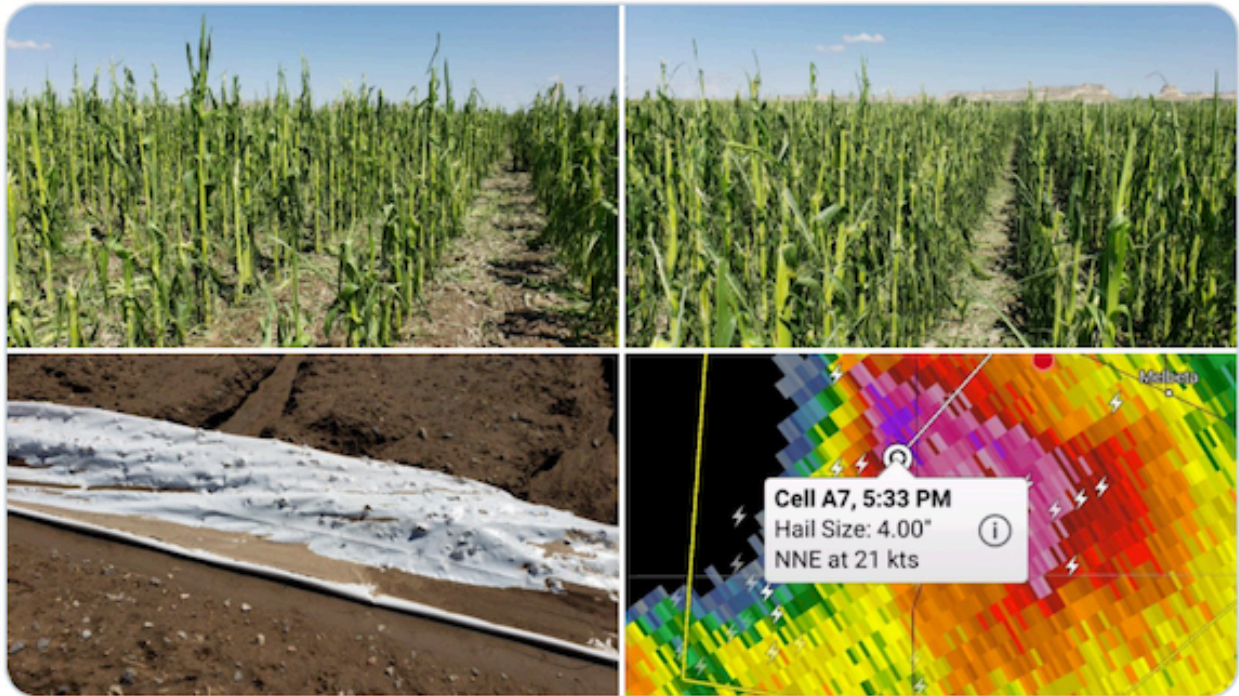
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Dan Fitts
@Dan_Fitts



Many fields are a total loss 2 miles S of Gering, Ne from yesterday's hail. @NWSCheyenne @RRNStormCenter
[#newx](#) **Western Nebraska**



Devon Walker
@Walkerfarm306



Dont make me throw my boot out there 🌩️ Every year i do this basic test. To keep me modest and to make sure the neighbours don't start to think i'm better than them. 🌩️ [#pluggedruns](#) [#agtwitter](#)





Aaron Horinek
@ahorinek

Think I could have gone a Little bit longer season on my irrigated [#supersorghum](#) but at 3,700+ ft elevation I wasn't going to take any chances of cutting it in December. Should be fully headed really soon!







Katie Tangen
@ktangen19



Every. Single. Year.



John McGrath ✓
@JohnMcGrathMB



To hold it together when everyone would understand if you fell

apart. That's real Syrength.

#FridayMotivation #Wellness
#fridaymorning #Believe

Hard times are often
blessings in disguise.

Let go and let life strengthen you. No matter how much it hurts, hold your head up and keep going. This is an important lesson to remember when you're having a rough day, a bad month, or a crappy year.

Truth be told, sometimes the hardest lessons to learn are the ones your spirit needs most. Your past was never a mistake if you learned from it. So take all the crazy experiences and lessons and place them in a box labeled "Thank You."

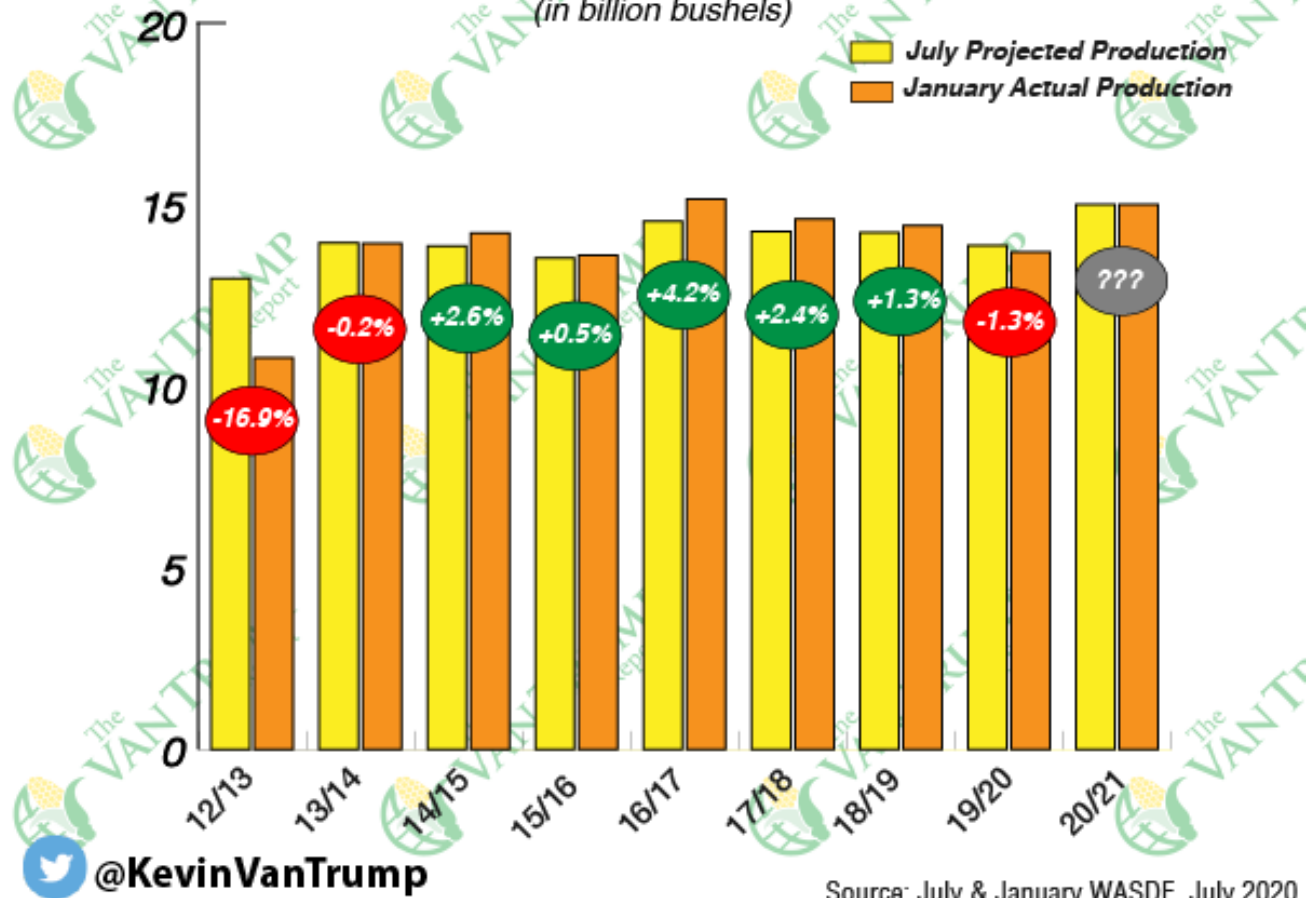
CORN bears are pointing to prices pulling back -30 cents in just the past couple of weeks despite bullish buying from the Chinese. There seems to be more and more talk inside the trade of the U.S. average yield working itself higher and perhaps pushing to a new record north of +180 bushels per acre. I've been on the

opposite side of that argument, thinking conditions in parts of Illinois, Indiana, and Ohio along with some other areas to the South and West that have struggled a bit will keep a +180 record from being posted. Regardless of my opinion, as a spec, I'm long and wrong right now. Thankfully, I've remained hesitant in adding any additional length to my small position, but still, it's frustrating to watch the market give back all the recent gains. At the same time, I still see the Chinese buying more U.S. corn as they have a problem with their domestic supply being out of position, limited supply to the south because of complications with flooding and corona. The trade isn't too focused on demand at the moment. The sexier story seems to be the possibility of a new U.S. yield record. I'm going to stay patient as both a spec and a producer. I have some new-crop hedges in place and have moved most of the old crop bushels. Bears continue to believe we will retest the DEC20 contract lows and perhaps move sub-\$3.00 deeper into the U.S. harvest. Make certain you have a plan for this scenario. Regardless of what you or I might think or our opinion, if the USDA shows a higher yield and at the same time lowers demand prices will be considered overvalued and premium will be removed. Me personally, I'm looking a lot longer-term and like the thought of having the corn in the bin better than selling at these levels. But each to their own...

USDA Projected Production vs Actual Production

Corn production comparison showing percent change from the July WASDE numbers vs. the final January Numbers

(in billion bushels)



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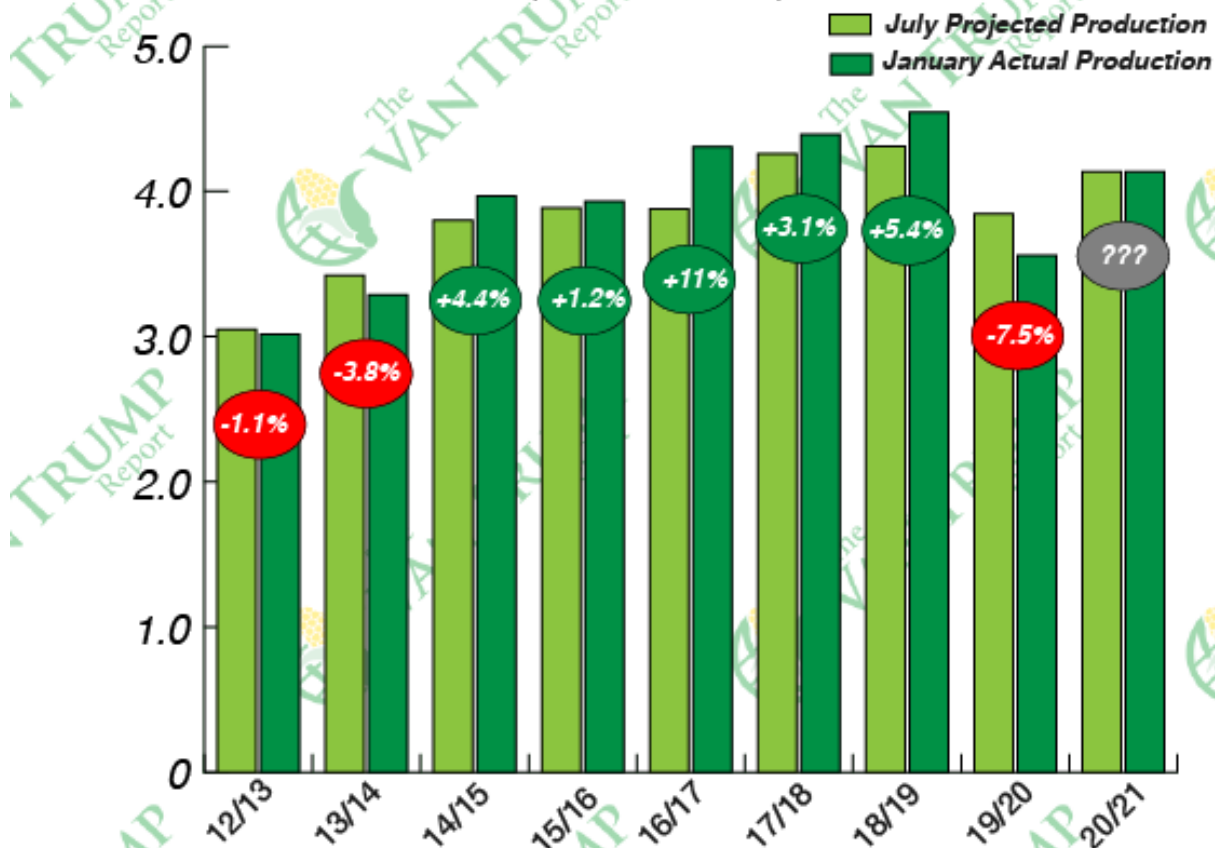


SOYBEAN bulls continue to see good demand. The problem is U.S. weather forecasters show very little sign of major complication so there's more talk of a higher average yield +50 bushels per acre. There's really nothing fresh or new in the headlines. Bears believe Chinese demand will be somewhat limited between now and the U.S. election and that U.S. production estimates are going to creep higher. That makes the \$9.00 level seem like the high end of the range and if relations turn more negative with the Chinese then perhaps the market retest the \$8.50 level. Bulls think the Chinese buying could eventually be significant enough to pull prices higher, perhaps up to the \$9.40 to \$9.60 level. Bulls also like the weakening U.S. dollar and the fact it could attract more fund buying in the weeks ahead. Obviously, a record yield or even something north of +50 bushels per acre will work as a headwind and keep rallies limited during the next 30 to 45 days. As a producer, I still like kicking the old-crop beans into the stronger basis and waiting to price more new-crop supply.

USDA Projected Production vs Actual Production

Soybean Production comparison showing percent change from the July WASDE numbers vs. the Final January numbers

(in billion bushels)



 @KevinVanTrump

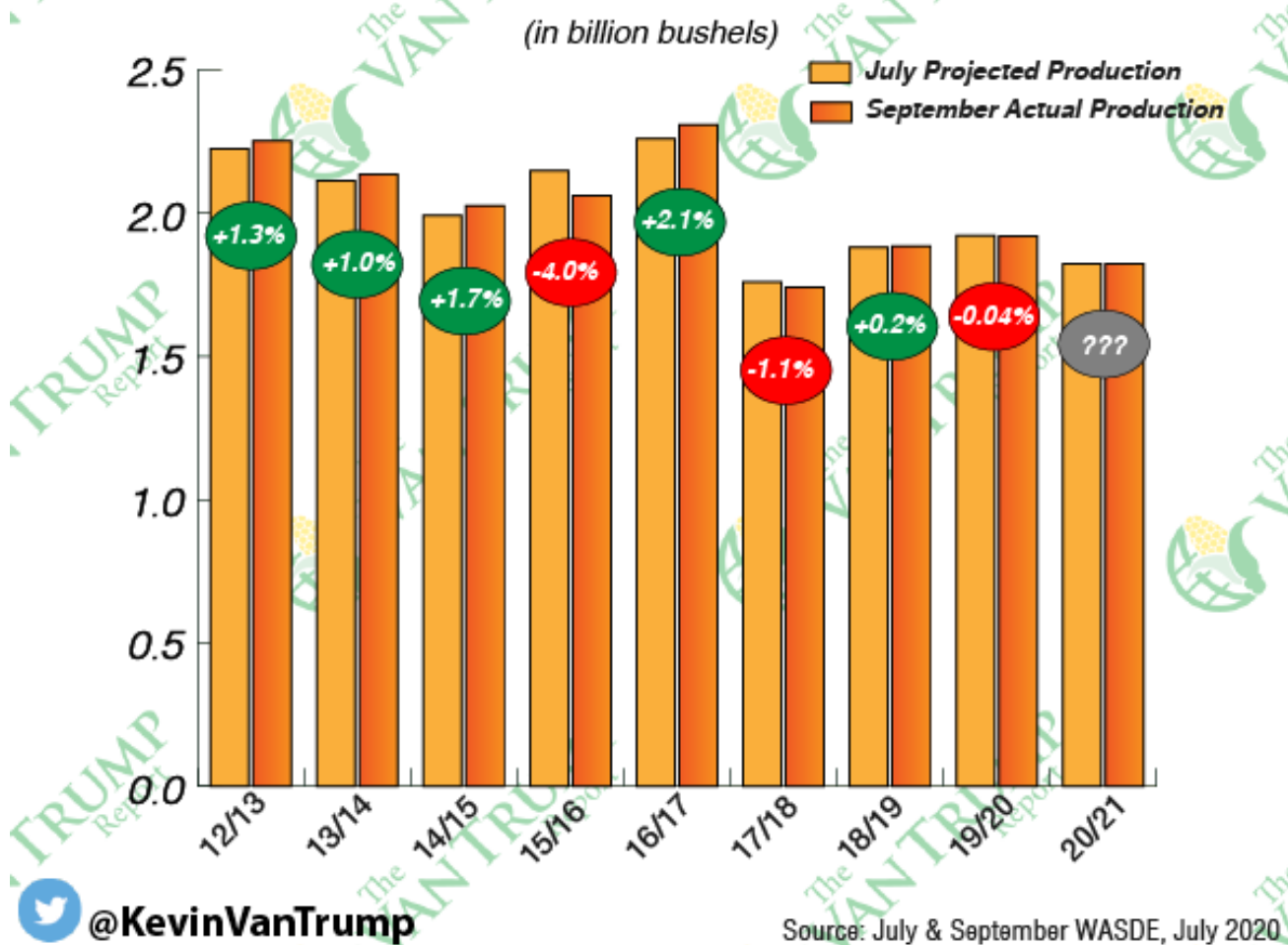
Source: July & January WASDE, July 2020

WHEAT bulls are pointing to continued complications with about a quarter of Russia's hard red spring wheat crop where there are still extremely dry areas. There's also the continued talk of perhaps 25% of the Argentine crop at risk, but there are some rains in the forecast. I should also mention there are some new headlines about another major wave of locust starting to once again complicate production in Argentina and perhaps making their way into Brazil. Bulls are also pointing to what might soon be a multi-year low in the U.S. dollar, which could ultimately bring more demand for U.S. exports. Bears point to the world's top buyer of wheat, Egypt, once again only buying supply from Russia and Ukraine. There was also talk inside the trade that Brazil recently purchased a shipment of Russian wheat. As a producer, I like reducing some risk into the rallies. As a spec, I like the bull story and learned long ago to respect the fact wheat can run longer and higher than most think possible. But at the same time, in this new trading world, I've learned you have to have fresh headlines to keep the computer bulls well-fed. With this in mind, I worry that if the headlines become a bit stale at

these elevations we could lose altitude fairly quickly. Bottom line, as a spec, I only want to play from the bullish side of the table but I have to constantly remind myself to keep my positions small because of the high frequency and computer-based trading models.

USDA Projected Production vs. Actual Production

Wheat Production comparison showing percent change from the July WASDE numbers vs. the Final September numbers





> **USDA Won't Require COVID-19 Labels:** *In response to Physicians Committee for Responsible Medicine, USDA's Food Safety & Inspection Service (FSIS) states that it does not have the authority to require facilities to report on*

the health information of their workers. The Physicians Committee for Responsible Medicine's filed a petition with USDA urging the agency to require meat and poultry processing plants to publish information about COVID-19 testing and infection rates at their facilities and to include a warning on their product labels that workers in the processing facilities "have been sickened or killed by the SARS-CoV-2 virus, and this product has not been certified virus-free." The agency's response notes that the proposed warning statement "is misleading because it inaccurately implies that meat and poultry products that have not been 'certified as virus-free' may transmit COVID-19 or are somehow unsafe." Read more from [Feedstuffs](#).

> Companies Ask Court to Re-Hear Dicamba Case: *Bayer, BASF and Corteva Agriscience continue the fight to preserve postemergent dicamba use. The companies are contesting the results of a June 3 decision by three judges on the U.S. Circuit Court of Appeals for the Ninth Circuit, which vacated the registrations of their dicamba herbicides, XtendiMax, Engenia and FeXapan. On Monday evening, the three companies filed separate petitions asking for an "en banc" review of the case, which requests that all the judges of the Ninth Circuit re-hear the original case. This petition for an en banc re-hearing is BASF's second attempt to reverse the judges' ruling. A petition filed by the company on June 16 asking the Ninth Circuit to stay and recall the its mandate was denied by the judges on June 25. George Kimbrell, legal director for one of the plaintiffs, the Center for Food Safety, said the group is confident these petitions will meet a similar fate. Read more from [Progressive Farmer](#).*

> Officials Urge Farmers to Apply for PPP: *A Small Business Administration official urges farmers to apply for the Paycheck Protection Program through their local lenders. Tom Salisbury is SBA regional administrator for Region 7 which includes Iowa, Nebraska, Kansas and Missouri. He says, "You can walk into your local bank that you deal with, that you bank at for the last however many years, and you know the people there. And that's the people you're going to be dealing with so you're not dealing with a stranger in California or something like that." Salisbury says a lot of Missouri farmers have been caught in an especially tight spot, "Here in Missouri, you had some flooding up north that affected some of them last year and then they turn around and you're in a pandemic. So, we've been real aggressive about helping them." Salisbury was on a call with Kansas City area Congressman Emanuel Cleaver who is also urging people to apply for the PPP funds by the deadline of August 8th. He says there's \$100 Billion dollars left and he's trying to get an extension of the program in a new stimulus bill. (Source: Brownfield Ag)*

> Bayer Launches Carbon Capture Program: *Bayer AG launched a pilot program in the United States and Brazil on Tuesday that will pay farmers for capturing carbon in cropland soils, making it the latest agriculture company to*

capitalize on environmental initiatives. The company seeks to enroll about 1,200 row crop farmers in its Bayer Carbon Initiative in the first season, scale up in upcoming seasons, and ultimately expand to other countries, company executives said. Bayer's program requires that farmers enroll in its Climate FieldView digital farming platform, where growers would log data about their eco-friendly farming practices such as no-till farming or planting cover crops. Those claims could then be verified by satellite imagery. Bayer would compensate growers for sequestering carbon and pay them in cash or credits to buy products on its Bayer PLUS rewards platform. Read more [HERE](#).

> Food Stamp Rolls Surge by +6 Million: *Some 43 million people — or more than one in eight Americans — received food stamps in May, an increase of 6.2 million in three months since the coronavirus pandemic swept the country and economic recession threw millions of people out of work. SNAP enrollment is the highest since October 2017. "These increases are unprecedented," said Dottie Rosenbaum of the think tank Center on Budget and Policy Priorities. "SNAP caseloads could continue to climb for some time, depending on what happens with respect to the pandemic, the economy and future legislation." Professor Diane Schanzenbach of Northwestern University says double-digit unemployment has driven the SNAP enrollment increase and says the real question is how high will that stay. "SNAP rolls are driven by the macroeconomy, and right now the increase in SNAP is the safety net working the way it should." Read more from [Ag Insider](#).*

> Widespread Wage Cuts Threaten Recovery: *Millions of Americans who managed to hold onto their jobs amid the coronavirus pandemic have seen their incomes drop as employers slashed wages and hours to weather what they expected to be a short-term shutdown. Now, with the virus raging and the recession deepening, those cuts that were meant to be temporary could turn permanent — or even pave the way for further layoffs. That could portend deep damage to the labor market and the economy because so many workers who have kept their jobs have less money to spend than a few months ago. The numbers haven't received the same attention as job losses but at least 4 million U.S. workers have received pay cuts since February even as they continued working the same job. Other estimates put the number closer to 20 million, or 1 in 8 workers. Notably, the cuts are mostly hitting higher-wage workers, who tend to be more shielded from the effects of a downturn. But smaller paychecks, even in the short-term, could lead to less spending, extending any recession. Read more [HERE](#).*

> Banks Eye Ditching Real Estate: *Roughly 61% of bank executives surveyed by Accenture Plc said they don't expect all of their employees to be called back to the office, and more than 40% said they plan to reduce their real estate footprint as a result of the coronavirus pandemic and their new workforce strategies. Many financial-services firms are considering a hybrid model in which employees come*

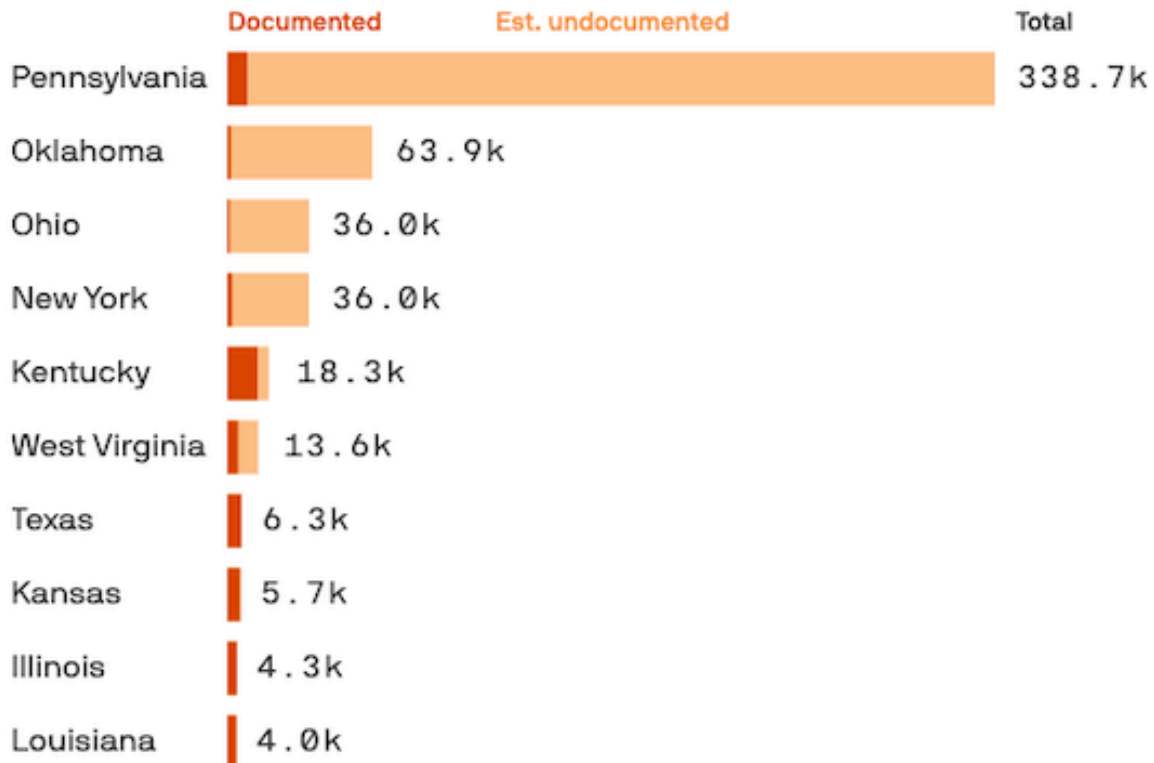
to the office three days a week and work from home the other two, according to Laurie McGraw, head of Accenture's capital-markets practice in North America. Citigroup Inc. has said it probably won't bring even half its employees back until a vaccine is available. Many of McGraw's clients aren't able to ditch real estate right away because they need space to ensure social-distancing guidelines are followed as staff start to return. Read more [HERE](#).

> Peacock Hits 1.5 Million App Downloads in 6 Days: NBCU's Peacock app has now been downloaded around 1.5 million times across the U.S. App Store and Google Play within its first 6 days on the market, based on data from app store intelligence firm Sensor Tower. For comparison, that's 25% more than the 1.2 million installs Quibi saw during the same period post-launch in the U.S., but only 12% of the 13 million downloads Disney+ generated within its first six days. The mobile app instead officially launched on July 15, and quickly shot up to No. 1 on the iPhone App Store, where it remained through the following day. On iPad, it ranked No. 1 between July 16 and July 18. It's since dropped to No. 26 on iPhone. However, it's worth pointing out that Peacock hasn't yet rolled out to the two most widely adopted living room platforms in the U.S.: Amazon Fire TV and Roku. Read more from [TechCrunch](#).

> 95 NFL Players Test Positive for COVID-19: Ninety-five players have tested positive for coronavirus as of today and before league-wide testing results are known. That's according to the NFLPA website. Cowboys running back Ezekiel Elliott, Rams center Brian Allen, Broncos pass rusher Von Miller and Rams left tackle Andrew Whitworth are among the players who are known to have had COVID-19. The NFLPA also had an update on the infectious disease emergency response plans submitted by each team. Eight teams have IDER plans approved by the NFLPA, and 24 are under review. The NFLPA must approve a team's IDER plan before more than 20 players are allowed in the team facility. NFL chief medical officer Dr. Allen Sills and joint infectious disease experts already have OK'd the 32 plans. (Source: NBC Sports)

> Plugging Oil and Gas Wells Could be Jobs Boon: There's a lot of jobs potential if the federal government gets serious about plugging what could be as many as 3 million abandoned oil-and-gas wells nationwide, a new report from Resources for the Future and a Columbia University energy think tank concludes. If it tackles 500,000 of those, this could mean up to 120,000 jobs. The idea comes as oil-and-gas industry workers are reeling from layoffs due to the price and demand collapse. Estimates for the number of abandoned wells nationwide range from hundreds of thousands to 3 million, "depending on the definition of such wells needing attention," the report notes. Abandoned wells can leak methane — a very potent planet-warming gas — and other pollutants. Read more from [Axios](#).

Top 10 states with the highest number of abandoned oil and gas wells



Reproduced from Resources for the Future via IOGCC; Note: For estimated undocumented wells, average of low and high estimate was used for states that report a range; Chart: Axios Visuals

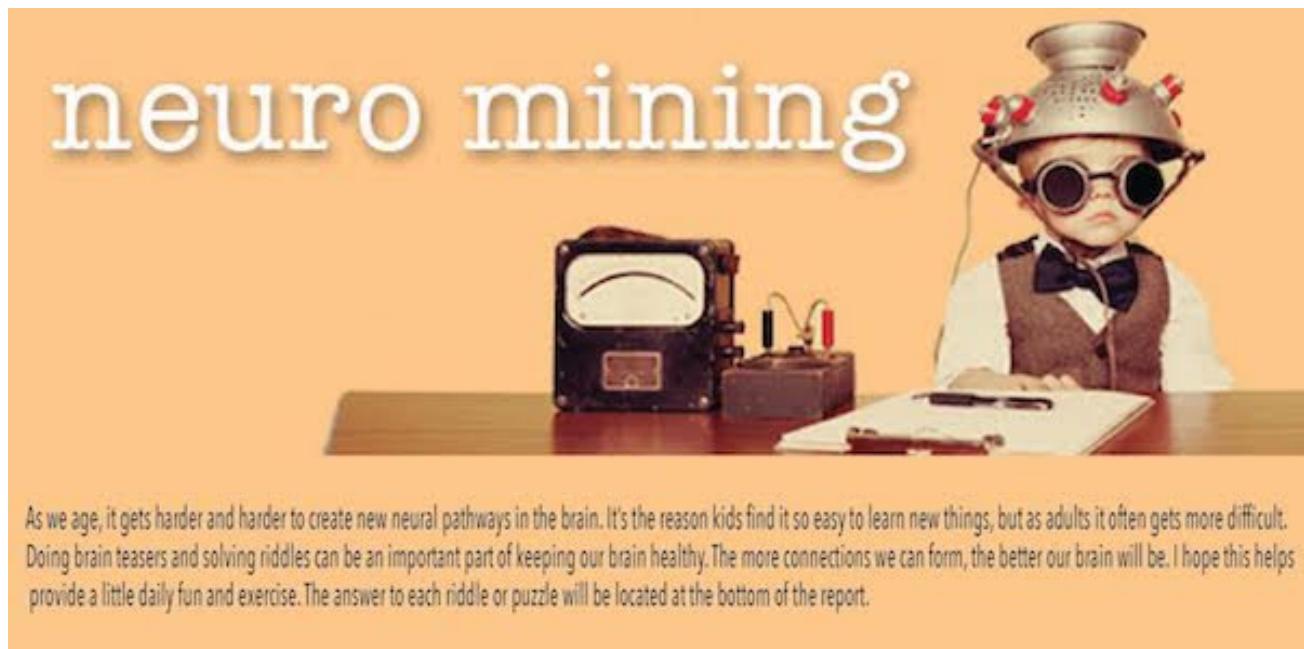


Central Michigan - Corn in our area is looking very impressive. We also grow some wheat, soybeans and canola. This is our first year for canola as we seek to navigate the tight markets in all commodities. We finished wheat harvest and all went well this year. Our soils have significantly improved over the last five years as we have never left them uncovered in that time. We also have been no till for the last 25 years and do lots of conventional corn which last year hit 240 bpa. Rain infiltration has been one of the most noticeable changes as we can now take an

inch of moisture in 30 minutes and it will sink it right where it hit. We also saw incredible resilience in our crops after no tilling, as they were able to withstand droughts much better. We are planning on expanding the covers into our pasture land. Whenever anyone asks about the switches we made and the results, I always have to tell them you have to be patient, as it's a long term health play.

Northern Ohio - *I planted corn this spring with between 70-150 pounds of nitrogen put on at planting with the plan of having the local custom applicator put on another 30-40 gallons at sidedress. We now have about a third of the corn in tassel and the remainder close to it, and the local applicator has still not made it out. Some looks good still where I put a little more nitrogen down early, some is pretty yellow. One thing is for sure, I will have my own way to sidedress it next season.*

Northwest Kansas - *The forecast looked pretty promising for closing out a halfway decent corn crop. We were looking at warm, wet weather but now everything has crossed over to warm and dry weather. The corn isn't going to be our best crop in the last three years but it won't be at the bottom either. We had rain this year but the timing of the rain has been off. We have gone a few times in longer drought stretches than we like. The wheat is harvested here and it was better than we expected for sure. I'm hoping we see better than expected corn too.*



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 kind of coat can only be put on when wet?



BROUGHT
TO YOU BY:



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

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

REGISTER NOW



Bringing Greener Chemicals to Market

Conventional synthetic pesticides offer reliable performance but as of late the courts are ruling they can also have undesirable impacts on workers, consumers,

and the environment. It is also becoming increasingly difficult to discover and commercialize new synthetic active ingredients due to rising development costs, late-stage failures and challenging regulatory hurdles. And now more than ever, existing solutions are facing pesticide-resistance issues.

Vestaron, a Kalamazoo, Michigan-based developer of biologic crop protection products is leading a peptide-based revolution in crop protection, providing growers with effective chemistries that address proven targets while also being harmless to humans, birds, fish, pollinators and the environment. The company is dedicated to improving the safety, efficacy and sustainability of crop protection by displacing our reliance on conventional synthetic pesticides with biological peptides. I should mention, Vestaron's first peptide, SPEAR®, was the winner of both the inaugural 2015 Bernard Blum Award and the 2020 EPA Green Chemistry Award for novel biocontrol solutions.

Initially focused on one class of insecticidal peptide that combines high-level performance with an excellent safety profile, the company has advanced a proprietary fermentation-based peptide production platform that will allow it to develop a wide range of biological crop protection and trait products. To date, Vestaron has registered and released two formulations of Spear bioinsecticide in the U.S., with the first being approved by the EPA in 2018. The second, Spear-Lep, was approved in 2019, and I'm told this product largely targets caterpillar pests in outdoor and indoor crops where a reduced rate of Spear is applied with a synergist (Bt) to achieve efficacy through ingestion. From what I understand, Hemp growers, who only have a handful of products to use will also be able to use Spear-Lep to control most forms of lepidopteran larvae.

Vestaron is at the forefront of a revolutionary transition in crop protection, from an industry-based predominantly on small molecule synthetics to one where biologic molecules with proven modes of action as well as great safety and environmental attributes will play a major role. Growers will be particularly interested in the potential for a biopesticide without Maximum Residual Levels that is also able to be used close to harvest or in the peak of the season. Learn how Vestaron is leveraging peptides at "Safe, Effective and Sustainable Crop Protection with Biological Peptides," a webinar to be held July 23 at 3pm CT featuring Anna Rath, CEO of [Vestaron](#).





 **Vestaron Corporation**
@VestaronCorp

Fun For A Great Cause! Proud to support the Yakima Pom Club Annual Golf Tournament at Apple Tree Resort in Yakima, WA - a non profit organization dedicated to the promotion of the welfare of the tree fruit industry of Washington State.



Yippee-ki-yay! Die Hard Brings Christmas in July

Those among us that saw Die Hard in theaters when it first came out might find it hard to believe that it has now been 32 years since it was released! It was mid-July 1988, when the world was introduced to New York police officer John McClane, played by Bruce Willis, who almost single-handedly - while barefoot - saves his estranged wife, her co-workers, and Christmas from a wicked group of German bad guys.

Die Hard is the pinnacle of 80s-era "superaction" action movies and today is considered one of the best in the genre. It's also considered by many to be one of the best Christmas movies Hollywood has ever produced, despite the fact it was purposefully designed to be a summertime blockbuster. Die Hard was an enormous success, earning approximately \$140 million on a \$25 million–\$30 million budget and far defying expectations. It was beyond all imagination at the time that it would go on to even greater heights, spawning the multi-billion dollar Die Hard franchise that includes four film sequels, video games, comic books, toys, board games, clothing, and collectibles. Below are a few more interesting facts about the film and its very memorable characters.

Frank Sinatra was nearly John McClane: *Die Hard was based on a novel, Nothing Lasts Forever, that is the sequel to The Detective, which was made into the 1968 film of the same name starring Frank Sinatra as NYPD detective Joe Leland. Even though the names were different in the Die Hard adaptation, the studio was contractually obligated to offer Sinatra the role of John McClane. Sinatra, who was 70-years-old at the time, declined. The role was also offered to, and declined by Arnold Schwarzenegger, Sylvester Stallone, Richard Gere, Clint Eastwood, Harrison Ford, Burt Reynolds, Nick Nolte, Mel Gibson, Don Johnson, Richard Dean Anderson, and Paul Newman.*

Willis Controversy: *Bruce Willis, known at the time for his comedic role on the TV series Moonlighting, wasn't the first choice but he wasn't the last, either. He initially turned down the role due to scheduling conflicts but was later able to make it work when costar Cybill Shepherd became pregnant and production of Moonlighting was shuttered for eleven weeks. The choice was controversial as Willis had only starred in one other film and that too was a comedic role. Willis then received \$5 million to play John McClane, a figure virtually unheard of even for major stars of the time. 20th Century Fox justified the salary by saying that Die Hard needed an actor of Willis' potential. Insiders said the studio was desperate for a star after being turned down by so many popular actors.*

Alan Rickman's First Film: *The big baddie of the movie is Hans Gruber, played by Alan Rickman. Prior to Die Hard, Rickman had never appeared in a feature film and was mostly known for his stage and TV work in the UK. In his debut, the then 41-year-old managed to create one of the most iconic villains of all time as well as one of Rickman's most iconic roles. In fact, Gruber was so popular that the producers introduced his brother, Simon (played by Jeremy Irons), as the primary antagonist of the third film in the franchise – Die Hard with a Vengeance. Rickman himself wasn't keen on the gunfire. Director John McTiernan had to cut away from his face every time his character fired a gun. The role was initially offered to Sam Neil, best known for his role as paleontologist Alan Grant in Jurassic Park.*

A New Audience: *Die Hard* was seen as an anomaly among the action films released that year, like *Rambo III* and *Red Heat*, that failed to perform to expectations. In late 1988, film critic Sheila Benson wrote that the failure of films like *Rambo III* and the success of ones like *Die Hard* demonstrated a generational shift in the types of people making up audiences and their tastes. In particular 25 to 37-year-old males whose attitudes towards film content had turned against alcohol abuse, sexism, and mindless machismo. It is largely credited with redefining what an action hero could be - human and fallible instead of muscle-bound and invincible.

"Yippee-ki-yay": McClane's catchphrase is "Yippee-ki-yay, mother*****er", inspired by old cowboy lingo to emphasize his all-American character. It was based on Western actor Roy Rogers' own "Yippee-ki-yah, kids." There was a debate on set as to whether to use "yippee-ki-yay" or "yippee-ti-yay."

Inspired by Inferno: Roderick Thorp claims his 1979 novel *Nothing Lasts Forever*, which *Die Hard* was adapted from, came to him in a dream after he fell asleep watching the Steve McQueen disaster film *The Towering Inferno*. The dream was of a man being chased through a skyscraper by men with guns. One of the most popular internet urban legends state that the film was originally meant to be a sequel to the 1985 Arnold Schwarzenegger action extravaganza *Commando*.

Influenced by Shakespeare: The book originally had events taking place over the course of three days, but director John McTiernan condensed this to a single evening after reading *A Midsummer Night's Dream*.

Fox Charged Itself to Rent Nakatomi Plaza: *Die Hard* is centered around the fictional Nakatomi Plaza, a Los Angeles building owned by a fictional Japanese conglomerate. In reality, the building was actually the 20th Century Fox Headquarters and as a true stickler for the rules, the company charged itself rent to use the unfinished building.

Fake LA: The panoramic view of the city seen in the film was fake. As this was long before CGI, *Die Hard* instead used a 380-foot long background painting, complete with lights, moving traffic, and night and day modes.

Fake Feet: *Die Hard* is a movie with a bizarre number of feet shots, but for the scene where McClane runs barefoot on glass in the computer room, Willis was given feet-like rubber shoes to wear. You can see the unnaturally large appendages if you look closely during the scene.

Ventilator Shaft Fall was an Accident: In one iconic scene, McClane falls

down a ventilation shaft. The stuntman was supposed to grab the first vent, but missed and continued to fall. The shot was used anyway, and edited with footage where McClane grabs the second vent (and the stuntman didn't slip).

Rickman's Surprise was Real: *A well-known internet fact, Alan Rickman looked like he was legit scared during that fall from Nakatomi Plaza at the climax of Die Hard because he was tricked by the stunt coordinator. Although Rickman did not actually fall down the Nakatomi Plaza, he did have to fall 20 feet onto an airbag. But the stunt man dropped him at the count of two, not three – leading to his genuinely terrified reaction.*

German Terrorist Don't Speak German: *Hired for their menacing looks rather than language skills, most of the German terrorists are speaking broken German gibberish. This was later dubbed over in home video releases. Ironically Bruce Willis, the all-American protagonist, was more German than most of the terrorists – he was born in West Germany to a German mother.*

It IS a Christmas Movie: *The debate over whether "Die Hard" is a Christmas story has raged for years. The film now plays in theaters around the country over the holidays but Bruce Willis has always insisted it is NOT a Christmas movie. To commemorate Die Hard's 30-year anniversary, 20th Century Fox released this trailer in 2018 for "The Greatest Christmas Story Ever Told"...Click [HERE](#). (Sources: Wikipedia, IMDB, Radio Times)*









Collectibles and Auction Markets Remain Strong

The coronavirus fallout has not negatively impacted the red hot collectors market. In fact, perhaps just the opposite is happening. With more time on their hands and bigger business owners downsizing, there seems to be a strong surge in demand for collector type items.

Interestingly, I can remember back to previously large economic downturns and the collector markets got hit extremely hard. In fact, I was sitting here this time around with some dry powder and waiting to be a buyer on some large liquidations. That hasn't happened. As I mentioned in the opening paragraph, just the opposite seems to have happened. There seem to be fewer sales taking place, meaning less available supply. But at the same time there seem to be more novice buyers entering the space who don't really care about buying bargains and have little to any discipline in waiting for a "good deal."

It's basically the same thing we have been talking about and witnessing in the stock market. A wave of new money that is excited to be buying.

I thought the collector markets would get soft and I might be able to pick up a couple of cool cars I had been eyeballing the past few years, like a 1977 Smokey and the Bandit Trans Am, or perhaps a 1972 K-5 Blazer, or a 1974 Ford Bronco... Not a chance, still selling for silly money! Perhaps I could pick up a few concert-used Fender Strat's or Gibson Les Paul guitars... Not a chance, still selling for silly money!

I love collecting, but I feel these prices have gotten somewhat nuts! I keep asking

myself if I've just gotten old enough that I've become the Big Bear and constantly reference prices of the past. Like buying a piece of farm ground that you could have bought five different times for much, much cheaper. It psychologically gets in your head and keeps you from ever pulling the trigger. I keep saying to myself, I absolutely don't want to be the dummy that buys the high, as prices keeping going higher. Very frustrating right now... As the best of the best constantly reminded me, the absolute hardest thing to do is "sit" and do nothing.

Below are a few tweets from a couple of movie and sports memorabilia auctions last week. Can you believe a LeBron James rookie basketball card went for \$1.8 million and the famous Knight Rider firebird car only went for \$192,000? What is this world coming to...



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SOLD for \$370,000! An iconic costume from Stanley Kubrick's 2001: A Space Odyssey!

Sold in our "Hollywood: Legends & Explorers" auction taking place live online at [JuliensLive.com](https://www.julienslive.com)!

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SOLD for \$ 12,500! The Sheriff's rifle from Night of the Living Dead!

Sold in our "Hollywood: Legends & Explorers" auction taking place live online at [JuliensLive.com](https://www.julienlive.com)!

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**SOLD for \$192,000! KITT Knight Rider
1982 Pontiac Firebird Trans Am!**

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Explorers" auction taking place live online
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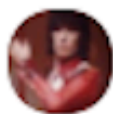


Juliens Auctions @Julien... · Jul 18 ✓

SOLD for \$28,200! Sir Ian Holmes' "Bilbo Baggins" pipe from Lord of the Rings!

Sold in our "Hollywood: Legends & Explorers" auction taking place live online at [JuliensLive.com](https://www.julienslive.com)!

[#JuliensAuctions](#) [#Hollywood](#)
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[#BilboBaggins](#) [#SirIanHolm](#)



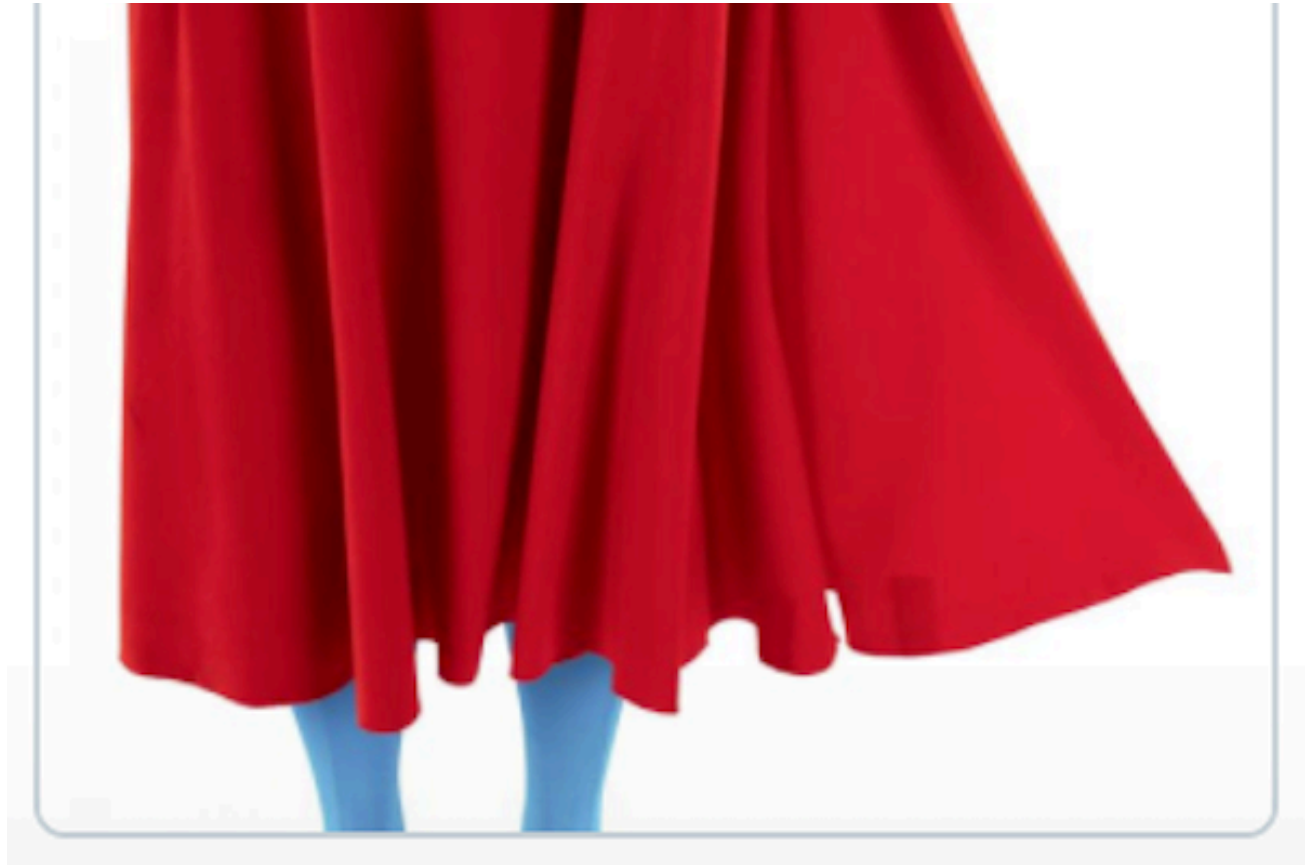
Juliens Auctions
@JuliensAuctions ✓

SOLD for \$110,000! Christopher Reeve's
Wire & Zoptic "Flying & Mechanical" cape
worn in Superman & Superman II!

Sold in our "Hollywood: Legends &
Explorers" auction taking place live online
at [JuliensLive.com](https://www.julienslive.com)!

[#JuliensAuctions](#) [#Auction](#) [#Superman](#)
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NBA Central
@TheNBACentral



A signed LeBron James rookie card sold for \$1.8 million via Goldin Auctions, per [@darrenrovell](#)

That's the record for a modern day card 🤖 Leore Avidar won the auction.





Darren Rovell ✓
@darrenrovell



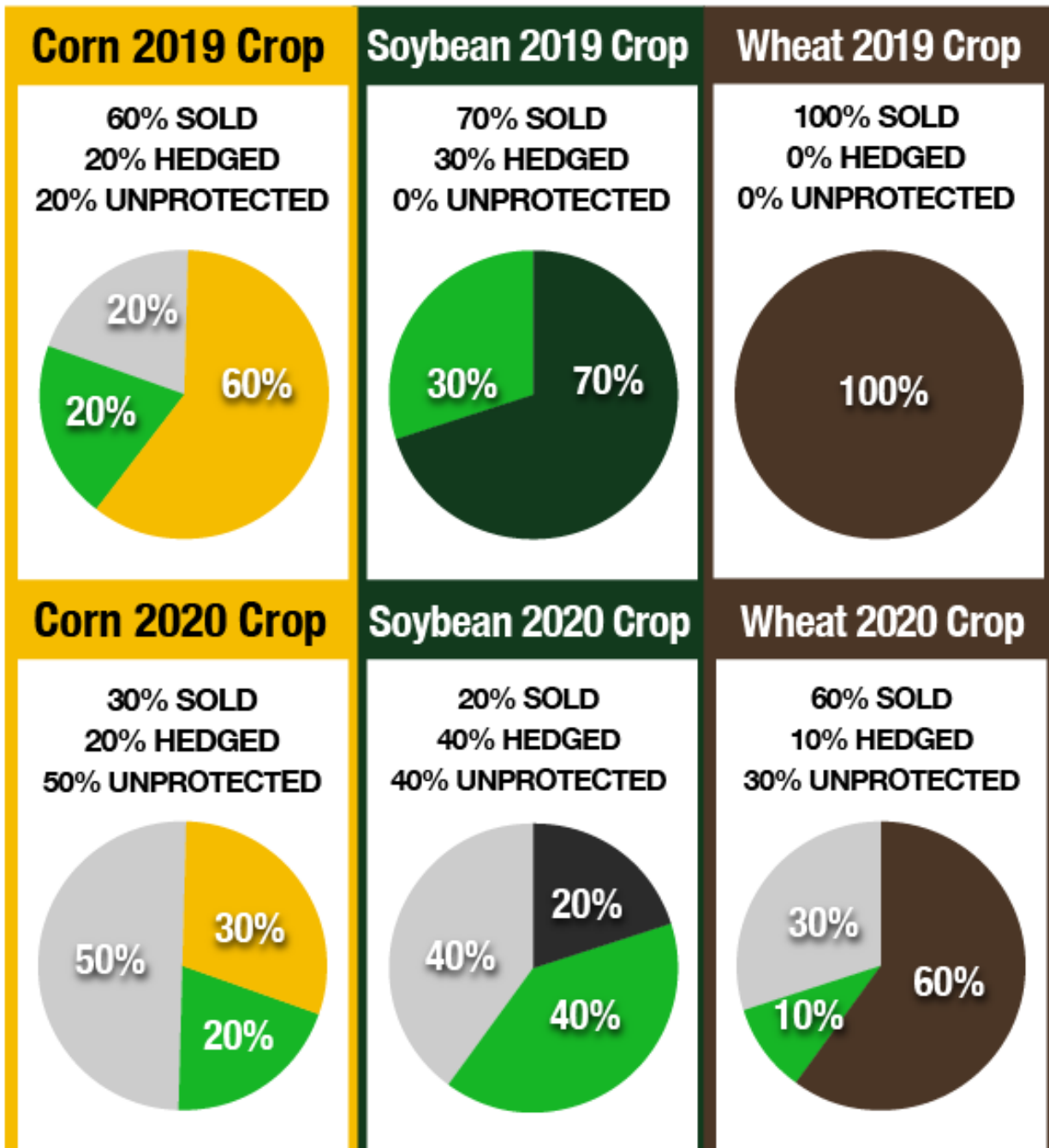
This sold for \$59,100 tonight on eBay — pending payment. It's not even a 10. 😂

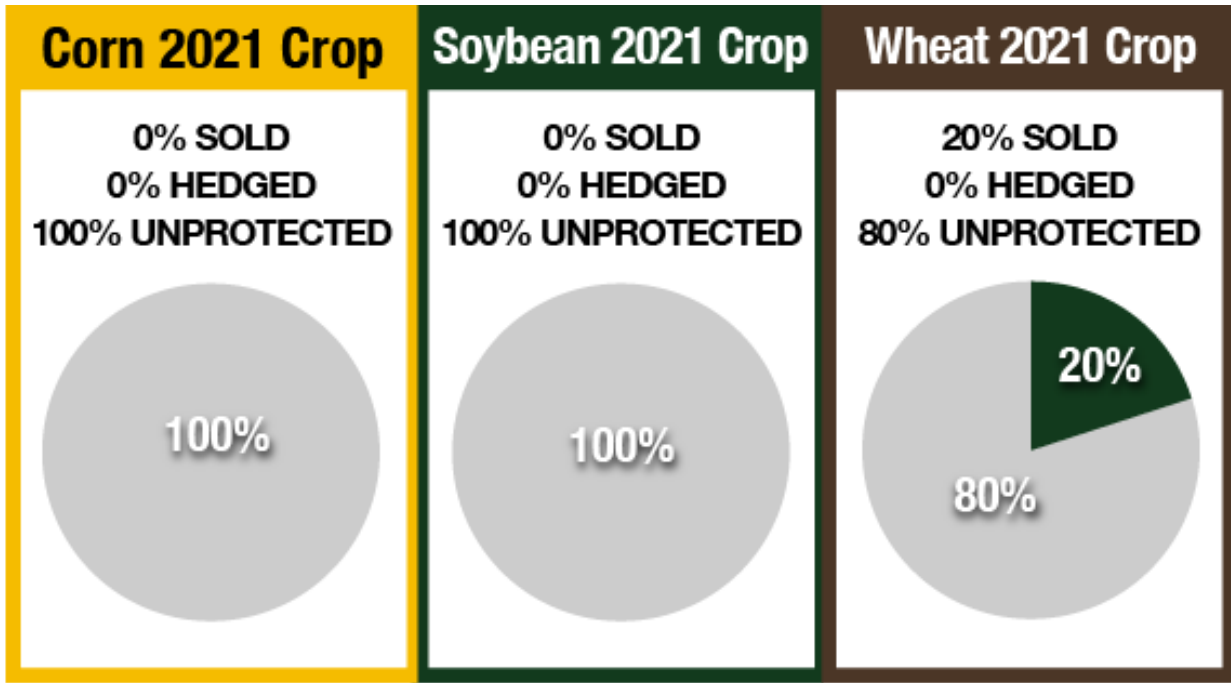


ANSWER to riddle: A coat of paint.

CASH SALES & HEDGING TOTALS

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