

Too Much Hype - Just The Facts, Please

By Drew Lerner

Kansas City, August 24, 2016 (World Weather Inc.) – Being in the agriculture weather forecasting business for 37 years has certainly opened this meteorologist’s eyes to many naturally occurring phenomena that have done nothing more than blown my mind. Super typhoons, extremely hot temperatures, prolonged drought and amazing floods are certainly among the list of the wild and crazy. But this year takes the cake – or so it seems – and the phenomenon has nothing to do the planet’s dynamic atmosphere. No, this year’s most amazing phenomenon has to do with the nature of earth’s inhabitants.

The information age has not only given us the ability to talk about the weather instantly before, after and even during events as they unfold, but the tools we have today also help use propagate information at lightning speed whether that information is right, wrong or simply “hype”. What an incredible summer of weather commentary. Never before has this meteorologist spent so much time “putting out verbal forecast fires”. The weather hype in the airwaves, on the television and in cyberspace has surely reached new heights in 2016.

World Weather, Inc. issued a forecast for the summer of 2016 back in August of 2015 speaking about the drier biased summer that was to come and that it would be mostly in the southwestern Corn Belt, southern Plains, Delta and southeastern states. We said it then and we said it all through the winter and into spring and summer that the bottom line might be bad in the southwestern Corn Belt and in the southern states, but no widespread serious drought for the nation would occur. We suggested the northern Plains, southern Canada, the northern and eastern Midwest would see timely rainfall and would help to counter any dryness issues that evolved in the southwestern Corn Belt.

The summer forecast for 2016 mentioned in late August/early September 2015 was reiterated in greater detail in February 2016 and updated with minor changes in the spring and early summer. Each of these updates did not deviate from the bottom line.

In the meantime, the world was raked over the coals by some incredible marketing hype suggesting not once, but multiple times throughout the growing season that everything that can go wrong would go wrong and that the agricultural world as we knew it in 2015 would never be the same with higher commodity futures prices and new shortage of key commodities.

Now as we look back one year later, we see our forecast was a little too dry in the southwestern Corn Belt, but we were correct about no widespread drought problems in the U.S. and good crop conditions in parts of the Midwest would counterbalance the bad crops in other areas. But what happened with all the hype?

Some, if not most, of the extreme hype failed to verify and unfortunately for some of World Weather, Inc. clients it hurt their bottom line. Not only did some folks in the commodity futures trade lose money, but some traders have left the business because of the money they lost after falling victim to all of the hype. No one can argue that the marketing hype in the winter, spring and summer 2016 was an impressive phenomenon presented by a small, but elite, group of forecasters with big voices and perhaps not as much sense as they should have had.

What happened to the record setting El Nino that was supposed break all records and cause some of the most serious weather related damage in the recorded history of modern man? It did not happen. In fact, the El Nino of 2015 was no worse than that of 1983 and 1998 and yet they hype in the marketplace had many folks headed for their underground

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bunkers for the end of mankind. The same kind of marketing hype and mentality continued in 2016 with the crazy predictions of a record setting La Nina would follow the record setting El Nino and it would breed drought and disaster across parts of North America, Europe, Asia and eventually in South America. Where is La Nina today? It is still struggling to evolve. The La Nina talk and repercussions of a proposed record event turned out to be more hype that wasted the time and money of many worried traders, producers and food companies.

The question that comes to the mind of this forecaster is, aren't you tired of all this? The hype is what makes commodity futures trades and turns money over in the market place, but the recent years of hype has become very contagious and larger numbers of people are getting caught up in it and losing their money or appetite over the resulting worry. We challenge anyone who is tired of all the hype and just want to follow the weather and make business and trade decisions based on the facts and probabilities of certain weather patterns prevailing or developing to try World Weather, Inc. We are not flashy weather forecasters on TV and radio selling advertisements and none of the staff is allowed to trade commodity futures. We love weather forecasting and the only thing we like better than that is to help others make good business decisions based on accurate weather forecasts both near and long term that save money and cut the hype.

The most recent hype that induced this writing is a blog that was written Tuesday night with a title of "**The Biggest Hurricane Threat to U.S. Is the System With No Name**". This catchy title brought much attention to the marketplace and stirred up a great deal of emotion and interest. I suppose it sold more business. There was nothing wrong with the title it did not state any falsehoods, but it did draw attention to the issue. Marketing genius, indeed!

So, the choice for World Weather, Inc. is to either sit quietly and continue putting out the wildfires started by vociferous weather companies and individuals or to join the marketing club. But, we do not have the right heart and mindset for that kind of publicity. So, we will continue to publish the most honest weather opinions found in the industry with no influence from the potential millions of dollars that could be made by taking market positions and selling the "hype" to validate our monetary positions. And if any of you reading this are tired of playing the game please come and join us for a more consistent, honest and accurate weather opinion that has already helped many subscribers around the world save enormous amounts of money.

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