

2019 - 2020

Marketing Order Year

Meeting Date

May 13, 2020

REPORT

to the

Peanut Advisory Council



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The leadership of the Florida Peanut Federation allocated the Marketing Order budget to bring maximum return on the FDACS investment. To be a good steward of the dollars entrusted to the Florida Peanut Federation is of utmost importance to our members.

The campaigns and promotions, along with research and education that FPF funds is directly in cooperation with the Marketing Order dollars, via Florida Department of Agriculture and Consumer Services.

Program budget allocations are determined by the Board of Directors. The budget assignments are ratified at the annual membership meeting. Strategic goals and target areas provide oversight and expected designation for marketing order dollars. FPF leadership closely monitors each and every disbursement.

The responsibility of administration of funds is not taken lightly.

Thank you for the amount budgeted over the past year.



A farmer-driven board of directors oversees and manages Florida Peanut Federation's (FPF) share of checkoff investments, which focuses on public relations and advertising campaigns to result in the further development, promotion, sale and use of Florida grown peanuts. FPF uses its personnel, facilities, and research in the complete handling of a Florida peanut promotional and educational program for the Florida peanut industry. Specifically through deliverables of (1) consumer-focused activities and events, (2) industry-focused activities and events, and (3) reaching at least 100,000 consumers through the public relations activities and advertising campaigns.

May 2020

The Florida Peanut Federation is dedicated to the mission, "through education, promotion, and marketing of Florida peanuts, the Florida Peanut Federation strives to improve and develop a thriving and sustainable peanut industry ensuring all of Florida's peanut producers and allied partners the greatest opportunity to be successful."

Through working partnerships and creative innovation, FPF ensures that marketing order dollars are spent in a strategic method, with concise consideration, and careful thought. Each dollar goes toward furthering Florida's peanut industry, for the success of all involved. Through consumer education and awareness, via industry relations and educational opportunities, and from our work alongside researchers and extension staff, FPF is making a mark on peanut production in Florida, impacting the industry today and well into the future.

We recognize the investment and appreciate the toil that make the Marketing Order a success. The responsibility placed with us is not taken lightly. FPF leadership is tenacious and eager, reaching toward the goal of a thriving and sustaining peanut industry in our great state. Throughout this report you will see the programs that are strengthening FPF to consistently and effectively reach consumers and industry peers. The numbers speak for themselves, find the snapshot of this year on page 5. We are inspired by the work completed this year and strive to build on it in future years.



Dwight Stansel
President of the Board



Laura Fowler Goss
Executive Director



Peanut Butter

14,204 pounds donated



consumer reach

1,546,955

through Marketing Order activities

Research Donations

\$23,712
from Marketing Order

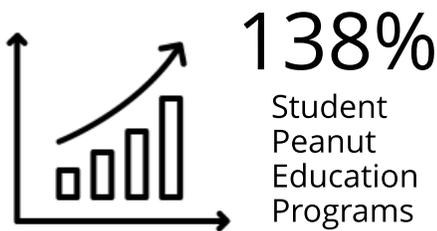
\$73,811
Total this year



funding for
7
programs

Program Growth

271% Power Up Patrol



- Annual Leadership Conferences
- Club Meeting Presentations
- Peanut Education Cooperation
- Community Project Collaboration

Support for
4-H FFA
& Ag Education

184 HOURS



LIVE Peanut Cooking Demos
27 Recipes at 11 Venues
> 20,000 Audience

NEW

- FSF Little Farm Hands Exhibit
- UF Agronomy Student Scholarship
- Rural Health Day Celebration
- North Florida Peanut Harvest Tour
- National Peanut Day Displays

32 events 87 days
Consumer Education

2020-2021 GOALS
CHALLENGES
OPPORTUNITIES
MILESTONES



INDUSTRY FOCUSED

industry focused reach

through activities within the peanut industry, and as an advocate for Florida Peanuts, this year our

industry-focused activity reach was 322,062

3,159 industry reach face-to-face



Research Funding

FPF is committed to strengthening current research on peanuts in Florida, and is dedicated to pressing forward with effective and relevant research projects. The stance of the Florida Peanut Federation is that growers and researchers should work hand-in-hand to set goals and format research programs for the future benefit of the industry.

Grower Education

The work that Extension Agents put into periodic grower education programs is incredible. FPF is always thankful to have the opportunity to sponsor grower education seminars and expand options for producers to gather and discuss industry issues. The Suwannee Valley Peanut Field Day is a great example of an afternoon of knowledge expansion, question and answer sessions, and equipment demonstrations - along with information about the newest in research and results. Spring crop updates are always very informative as well.

Partnerships

Florida Peanut Federation understands the value of industry partnerships and continually works to develop relationships with commodity groups, governmental agencies, and educational institutions. Examples are: FDACS, Florida Farm Bureau, Water Management Districts, UF/IFAS, NFREC, Extension Agents, along with others.



Florida Farm Bureau Young Farmer and Rancher Conference July 12-14, 2020



Suwannee Valley Peanut Harvest Field Day at UF/IFAS NFREC-SV August 22, 2019



FPF Presents : North Florida Peanut Harvest Tour September 13, 2019



Florida Farm Bureau Annual Convention in Orlando, FL October 30 - Nov 1, 2019



FFB Taste of Florida Agriculture Reception at Capitol Courtyard December 10, 2020



Florida Peanut Federation Annual Membership Meeting February 29, 2020

Industry Focused Activities

Online - Harvest In-Progress Photos
14,921 social media reach Q1 2019

Online - Hurricane "Pray for Farmers"
268,746 social media reach Q2 2019

Online - Meet a Farmer
3,056 social media reach Q1 2019

Florida Peanut Federation E-Newsletter
6,864 email reach 2019-2020

Farmer Encouragement Packages, Cards
189 mailed reach 2019-2020



North Florida Peanut Harvest Tour formatted and hosted by FPF showcased five counties during peanut harvest and various stages and steps in the process. A most successful tour including 65 elected officials and community dignitaries.

RESEARCH & PRODUCTION MEETINGS



Tri County Crop Update

January 30, 2020

FPF sponsored and represented at the meeting and training of Florida farmers-presentations by researchers, extension staff, and other producers. Also, an opportunity for CORE Pesticide Training for producers to complete to further knowledge and uphold licensing.



Mayo Fertilizer Industry Trade Show

January 30, 2020

Florida agriculturists attended the trade show, where FPF gifted plenty of packs of peanuts, cases of cans of roasted peanuts. Additionally, FPF provided a gift basket as a door prize, and was especially recognized as the welcome booth registration presenter.



Hamilton Co Peanut Production Meeting

February 20, 2020

Large group of producers enjoyed and learned from presentation by economists, scientists, extension staff, and industry representatives.



Peanut Survey Suwannee Valley

May 4, 2020

Funding and support provided for the continuation of the Peanut Survey, by Suwannee Valley Research Center Extension Staff. A continuation of the Survey that FPF commissioned in 2018. Proud to support ongoing efforts.



Hamilton County On-Farm Trial

May 15, 2020

Seeding fungicide in furrow trial in Hamilton County, on FPF producer land, monitored and supported by K Wynn, Extension Agent & Dr. N Dufault. Monetarily supported by FPF and morally supported by all FPF members.



Tri-State Peanut Disease Tour

September 26, 2019

Provided promotional and support items for the attendees of the Peanut Disease Tour. What a fantastic opportunity to represent Florida peanuts to a group from the peanut trifecta tri-state area. FPF sponsorship of the program.



UF Student Peanut Product Research Scholarship

November 22, 2019

A scholarship opportunity for research into expanding options for peanut usage; working with UF/IFAS Agronomy Dept, FPF offered students a \$5000 scholarship, awarded to Sara Humphrey.

CONSUMER FOCUSED



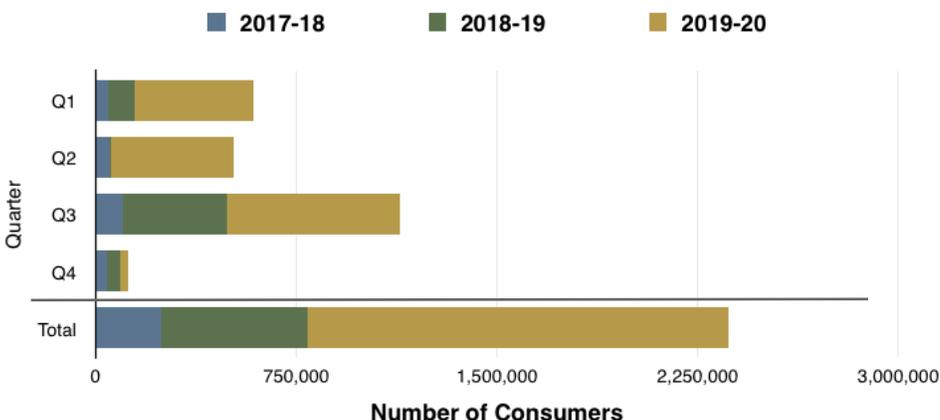
consumer focused reach

a record number of consumers were reached this year-- not only did we educate and advocate, but we made friends, and followers for the future

consumer-focused activity reach 1,224,893

790,534 consumer reach face-to-face

Year after year, FPF has reached Florida consumers with the message of the importance of peanuts through promotional and educational efforts on a number of platforms, ensuring that the content and delivery was always appropriate for consumers at each particular event and activity.



03/18/2020 9:25 AM	487 Jars Food4Kids Backpack Program of North Florida Y'all, wa	813	27
03/15/2020 1:15 PM	Remembering Who is Keeping Us Alive - National Review	243	15
03/13/2020 2:04 PM	Today's Agriculture Day, hosted at Branford High, with participation by	267	14
03/13/2020 11:00 AM	Reading Award Party Hosted by @FloridaPeanutFederation These	261	13
03/13/2020 8:05 AM	Unnecessary, but much appreciated! Thanks to @SuzanneEdwards	464	9
03/12/2020 8:54 PM	Humbling experience @ CatholicCharitiesLakeCity	474	33
03/12/2020 10:27 AM	When someone asks for Peanut Butter We deliver! And are so	219	5
03/11/2020 2:25 PM	Peanut Month was established by the National Peanut Board, and	682	9
03/10/2020 1:28 PM	So exciting to have Kourtney Letman, National FFA Secretary in	261	44
03/09/2020 2:21 PM	Thankful for the opportunity to make a presentation at the Wakulla	366	39
03/08/2020 2:21 PM	More details later... but for now, just know - My heart is full, my hands are	199	1
03/07/2020 8:51 AM		206	15
03/05/2020 12:27 PM	If you haven't had lunch yet, let me know!! 882 pounds of peanut	386	53
03/05/2020 12:12 PM	Thankful for a fantastic auction!! Much appreciate the donors &	363	159
03/04/2020 4:43 PM	Florida Peanut Federation Annual Membership Meeting & Banquet	337	182
03/04/2020 8:54 PM	Russell Slover's NEW Chocolate Bunty Comes with Peanut Butter	480	4
03/04/2020 8:51 AM	Tag who you know!! We were fortunate to have lots of members,	627	611

online reach

Online Reach via Federation website, social media platforms, including facebook, youtube, instagram, and pinterest, along with e-Newsletter mailings - FPF is continually reaching more and more consumers with the message of the many benefits of peanuts.

Creative online marketing campaigns not only reach, but engage with consumers on a variety of peanut related topics, including personal health, environmental benefits, economic impacts, endorsements of the peanut industry, and as a food, along with peanut fun facts that always intrigue people.

Consumers are ever-curious and the wealth of information that is readily available at one's fingertips can be overwhelming. The power of brand recognition and trust that FPF has built with online followers is unprecedented in such a short length of time.

Just in the last year alone, the Florida Peanut Federation has grown our online presence 235%!





COMMUNITY OUTREACH

SAC Company Health Fair, Branford
 River Run Chef Night, High Springs
 Sumterville Company Health Fair
 Monticello Rotary Club
 Suwannee Co 4-H Field Day, Live Oak
 Protein Power Packs for Football
 Lafayette State Bank Business Month
 Bell 4-H Meeting, Bell
 Branford FFA Fall Roundup, Branford
 Community Ag Day, McAlpin
 Wakulla Chamber of Commerce
 Suwannee Valley Rotary, Chiefland
 Williston Ag Day, Williston
 Branford Ag Day, Branford
 Dixie Rotary Club, Cross City
 Branford 4-H Meeting, Branford



MASS CONSUMER DIRECT

Central Florida Peanut Festival
 Southern Women's Expo, Jacksonville
 Columbia County Fair, Lake City
 North Florida Fair, Tallahassee
 Christmas on the Square, Live Oak
 Southern Women's Expo, Orlando
 Pioneer Day Festival, Mayo
 Alachua Co Ag Day & Food Festival
 Florida State Fair Expo Hall, Tampa
 Florida State Fair Little Farm Hands
 Rural Health Day, Suwannee V Health
 National Peanut Day Bank Displays
 Public Library Peanut Cooking Class



FIRST RESPONDER SUPPORT

School Resource Officers, August
 Power Up Patrol bags were distributed to 56 SROs and provided to officers in more than 50 schools, peanut protein power and encouragement.

North Florida Fair, November
 Power Up Patrol bags were distributed to 65 security staff during their service to maintain safety of attendees during the 11 day event.

Florida State Fair, February
 Power Up Patrol bags were distributed to 120 security staff and volunteers at the State Fair in Tampa; opening weekend saw the largest daily crowds at the fair, and the bags packed with peanut butter min cups, pb crackers, roasted peanuts, hand fans, pb candies, a notepad, & pens.

STUDENT EDUCATION



Florida Peanut Federation does a wonderful job teaching students about peanuts. The hands on approach and recipe demo with samples are incredible! All of my students learned a lot about peanuts and their retention was delightfully surprising.

Deena Phillips
Kindergarten
Teacher & 21st
Century Program
Coordinator



Peanut Education Programs

Formatted for elementary school students, Florida Peanut Federation's 'Peanut Education Programs' provide hands-on learning in a fun and comfortable environment, for all students to learn and enjoy.

Specifically tailored to grades PreK through Fifth, the curriculum developed serves to educate through varied methods and specifically targets age groups with appropriate STEM lessons, life skills, environmental and scientific lessons, agricultural education, health and nutrition coaching, culinary exploration, and an overall appreciation for Florida's agricultural industry.

elementary student encounters 16,407

18,950

Contact Hours

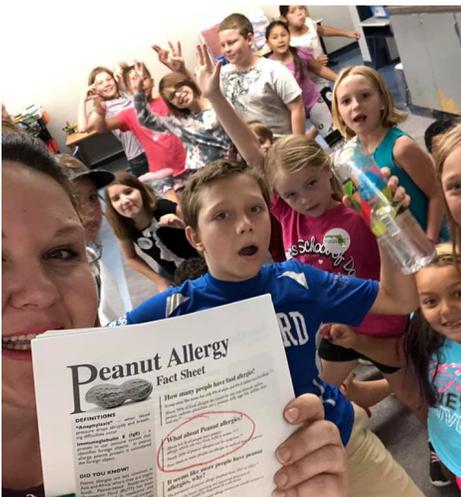
(contact hour is counted per student when in direct face-to-face instructional contact with educational staff)



Middle School & High School programs also developed and taught several times each year

middle school students 185

high school students 401



Anderson Elementary School, Old Town Elementary School, Williston Elementary School, Westside Elementary School, Branford Elementary School, Bronson Elementary School, Panacea After School Program, Bell Elementary School, Branford VPK PreSchool, Trenton Middle High School, Bronson Middle School, Williston High School, Branford High School, Westwood Christian School, Eastside Elementary School, Five Points Elementary School **10**

AGRI-SCIENCE

Planting Demonstration, Parts of Peanut Plant

K-5 : worksheet, parts of a peanut plant diagram, hands on look and dissection of live peanut plant, demonstration of peanut planting

MATHEMATICS

Measuring, Graphing, Counting, Multiplying

K-2 : how many shell peanuts per foot, Bar graph poster comparing findings from each group, how many peanuts per jar of peanut butter, count by ones, fives, tens

3-5 : how many peanuts per acre, how many peanuts per jar of peanut butter, how many jars of peanut butter per acre

NUTRITION

Healthy Harvest Trail Mix

K-5 : how our bodies digest and use healthy food, Mix ingredients are roasted peanuts, banana chips, dried cranberries, raisins, peanut cereal

GEOGRAPHY

Mapping, US, World, Exports

K-2 : worksheet, map of where peanuts grow in the US, discussion of growing region

3-5 : peanut product use around the world, exports discussion, placement on the globe

ENVIRONMENTAL, ANIMAL

Animal Science, Animal Nutrition

K-5 : animals eat peanut products, discussion of animals and consumable peanut products, create peanut butter bird feeder to take home

CULINARY EXPLORATION

Production, Homemade, Peanut Uses

K-5 : students shell peanuts, instructor make peanut butter in food processor, students taste factory versus just made, discuss texture, taste, and production

LITERATURE & CREATIVE

Reading, Creating a Story, Art

K-5 : read story about peanuts, trace foot, make peanut shape, color and decorate for a colorful peanut gallery to display at school

3-5 : create a story about their peanut art

HEALTH EDUCATION

Food Allergies, Health Promotion

K-5 : discuss food allergies overall, discuss small percentage of peanut allergies, discuss allergy research, Fishing for Safe Food Activity (pole, magnet, screen, food cutouts, labels for participant)

Peanut Education Programs



In early January 2020, during

Florida Department of Education's
Florida Literacy Week,

FPF pledged 100 books to elementary schools throughout the state.

Teachers at eleven schools applied and received ten books each for their school. Books about peanuts, of course!

Some of the books will stay in classrooms, along with the instructional material that goes along with; and some of the books will find themselves in libraries, available for research, student check out, and as a point of interest for students to enjoy.



PHILANTHROPY

Peanut Butter Donation by the quarter

19-20 Q1	1,440 jars donated
19-20 Q2	3,682 jars donated
19-20 Q3	4,708 jars donated
19-20 Q4	500 jars donated

This year we have donated peanut butter all over the State of Florida, and to the Bahamas! Sixteen different donation locations have received jars of peanut butter compliments of the Florida Peanut Federation.

” Thank you so much from the bottom of our hearts and the bellies of children in need. You guys are the BEST!!

Jennifer Moore
Founder & CEO
of Food4Kids



Peanut Butter through our partnership with Peanut Proud, donated to the following programs

Taylor County School District, Perry
Westwood Christian School, Live Oak
Food 4 Kids Backpack Programs, Gainesville
Bell Elementary School, Bell
Columbia County Schools, Lake City
Jefferson County, Monticello
Panacea After School Program, Panacea

Anderson Elementary School, Cross City
Gilchrist County Sheriff's Office, Trenton
Old Town Elementary School, Old Town
Catholic Charities Food Bank, Lake City
Church of the Good Shepherd, Lakeland
Hurricane Dorian Relief, Bahamas
Florida Gateway College, Lake City

14,204 pounds
of Peanut Butter donated this year

FINANCIALS

The leadership of Florida Peanut Federation is very diligent and conscientious of every dollar spent. The Marketing Order funds are disbursed specifically to meet, not only the contractual requirements, but lofty goals and objectives.
 + Promotion + Awareness +Engagement +Consumer Action
 + Research +Education + Improvements +Sustainability

DATES REPORTED	July 1, 2019 through April 30, 2020	<i>*ESTIMATED</i> through June 30, 2020
INCOME		
FDACS Marketing Order	194,999	216,666
TOTAL	194,999	216,666
EXPENSES		
Consumer Focused Activities	99,617	103,617
Industry Focused Activities	56,035	58,747
Personnel	54,166	54,166
TOTAL	209,818	216,530

- Financial Highlights**
- ❑ 90% of Marketing Order Funding has been received
 - ❑ Personnel Expense is 25% of Marketing Order Funding
 - ❑ On target to finish year as Budgeted, Goal Met

November 2, 2019

Board of Directors of Florida Peanut Federation
 Post Office Box 163, McAlpin, FL 32062

I am pleased to confirm audit services for the Florida Peanut Federation, for the years ending December 31, 2018, as well as an audit in progress for the year ending December 31, 2019. And anticipate providing audits for the future.

The objective of the audit is the expression of an opinion about whether the financial statements are fairly presented, in all material respects, in conformity with U.S. generally accepted accounting principles and to report on the fairness of the supplementary information.

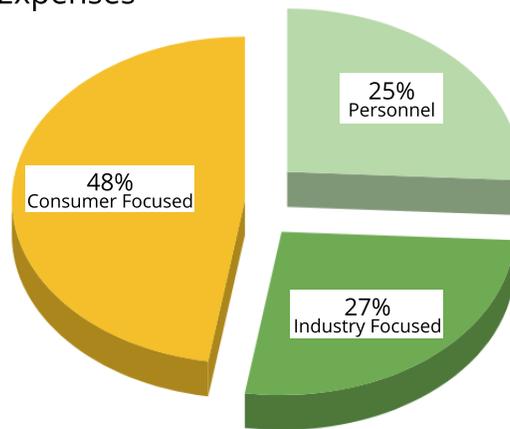
My responsibility is to express an opinion on these financial statements based on my audit. I conduct audits in accordance with auditing standards applicable to financial audits contained in Government Auditing Standards, issued by the Comptroller General of the United States. Those standards require that I plan and perform the audit to obtain reasonable assurance about whether the financial statements are free of material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. An audit includes evaluating the appropriateness of accounting policies used, as well as evaluating the overall presentation of the financial statements.

In my opinion, the financial statements present fairly the financial position of the Florida Peanut Federation, Inc., as of December 31, 2018, and the changes in its net assets and its cash flows for the period (365 days) then ended in accordance with accounting principles generally accepted in the United States of America.

Kenneth M. Daniels
 Certified Public Accountant

Expenses



2019/07/01 - 2020/04/30



Consumer Promotions and Campaigns are paramount. Industry relations and support are critical.

MOVING FORWARD



Growth of Programs
Growth of Research
Growth of Awareness
Growth of Education
Growth of Membership
Growth of the Industry

The year ahead is bright - focused on Growth, we are eager to embrace the coming months.

Contemporary and innovative campaigns to reach consumers are scheduled for this year. Consumers are being reached in many ways and we are moving toward the most effective forms of communication that spurs action.

The agriculture industry as a whole is ever-changing, and Florida peanut growers are striving to meet the demands of consumers, peers, staff, and their communities. FPF is working to build stronger relationships within our industry and Florida agriculture. The support of farmers is incredibly important; programs to sustain and encourage agriculturists is paramount.

As we continually refine our program of activities and detailed goals for the year, one objective is constantly highlighted: Productive & Powerful Growth for All.



Thank you for your attention and support. We welcome comments and questions. Your discussion is encouraged. It would be our pleasure to share further details of the year.