



FLORIDA PEANUT
FEDERATION

FDACS PEANUT ADVISORY COUNCIL **REPORT**




JULY 1, 2022 THROUGH MAY 5, 2023

Prepared by :
LAURA FOWLER GOSS
EXECUTIVE DIRECTOR

Contact:
386-362-2077 // 386-249-9017
LAURA@FLORIDAPEANUTFEDERATION.ORG





Marketing Order Year July 1, 2022 through June 30, 2023

A farmer-driven board oversees and manages Florida Peanut Federation's share of check off 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 promotion 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.

Quarter 1

2022 JULY AUGUST SEPTEMBER
349,644 total reach

Quarter 2

2022 OCTOBER NOVEMBER DECEMBER
261,028 total reach

Quarter 3

2023 JANUARY FEBRUARY MARCH
1,499,026 total reach

Quarter 4 *estimated*

2023 APRIL MAY JUNE
357,560 total reach



**From the President
& Executive Director**

Dwight Stansel
President of the Board of Directors

Laura Fowler Goss
Executive Director

This year, the Board of Directors worked diligently to promote Florida peanuts. With a specific target of reaching peanut growers with information and items of benefit to their operations, Florida Peanut Federation invested a considerable amount of money, above and beyond the \$216,667 allocated through the FDACS Peanut Marketing Order.

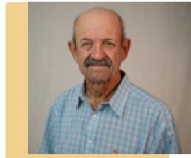
The Board strategically worked to accomplish long standing goals of the Federation. The 2022-23 Marketing Order year was a resounding success, with focus toward completing a large sector of goals by year end 2023.

The farmer members of FPF are supported by the Allied Partners and Supporters, who never fail to rise to the challenges and work alongside FPF farmers to ensure the best possible successes for all involved.

2022-23 Activity Overview

Q #	Consumer Industry	New Ongoing	Advocacy Promotion	Education	Philanthropy Partnerships	Peanuts Jars PB	Total Reach
1	49 19	28 33	42 47	38	25 193	10,509 12,268	349,644
2	36 10	34 15	36 41	27	21 36	8,627 2,732	261,028
3	38 11	16 35	37 36	36	34 118	6,272 6,098	1,499,026
4	32 13	25 22	27 26	23	20 76	4,726 5,385	357,560
Total	155 53	103 105	142 150	124	100 423	30,134 26,483	2,467,258

Board of Directors



Dwight Stansel
Region 9, President



Kevin Barrington
Region 5, Vice President



Donell Gwinn
Region 4, Secretary/Treasurer



Mike Adams
Region 1



Murray Tillis
Region 2



Kelly Philman
Region 3



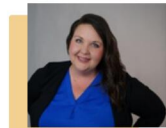
Herman Sanchez, Jr
Region 6



Clif Townsend
Region 7



Arlene Bell
Region 8



Laura Fowler Goss
Executive Director

Dear Peanut Farmers,
It is an honor and a wonderful blessing to represent you, your farm, your family, and your interests. I pray that I can continue to serve you all with a goal oriented focus, demanding successes, and maintaining enthusiasm.

I will continue to work diligently for you and trust that you will be encouraged, as well as those involved in your operations. Your investment in the future successes of the peanut industry, and the overall farming way of life for those in America's agriculture industry, is not something that I take lightly.

Thanks for the great pleasure of working for you!

Core Programs 2022-23



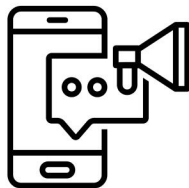
Advocacy



142
ACTIVITIES

support for or recommendation of PEANUTS

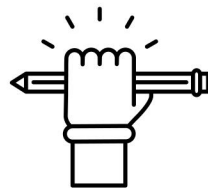
Promotion



150
ACTIVITIES

publicization to provide support to increase sales of PEANUTS

Education



124
ACTIVITIES

imparting knowledge of PEANUTS and peanut industry in Florida

Philanthropy



100
ACTIVITIES

concern for others demonstrated by PB DONATIONS

Partnerships



423

joint interest, being a partner with association

Each of the core programs highlights a value of Florida Peanut Federation. FPF is always striving to execute activities in order to achieve maximum results for efforts and investments. Year-to-year, the number of projects wax and wain, yet each year the effectiveness of each program grows exponentially.

The Performance Comparison table below provides a wealth of information.

Regarding This Year over Last Year:

Q1 - The number of activities is up 150%; the core programs achieved results that were higher, 210, 261, 127, 192%

Q2 - The number of industry-focused activities are 125%; the number of new activities is at 129%; that steady growth is at a pace that can be maintained

Q3 - Consumer-focused activities are at 253%; philanthropic activities are 34 versus 6 last year, which equals 567% year over year; the in-person reach saw 182% due to record festival attendance

Q4 - Advocacy and Promotion activities are way up compared to last year, however, this year media reach is lower than last

Regarding This Year over a three year Average:

Q1 - The number of activities increased overall; the lower reach is due to a huge in-person reach in 21-22

Q2 - The core programs achieved improved results across the board

Q3 - This year media reach is below average, but total reach is up to 135%

Q4 - More activities overall, looking at 160% new activities, and 143% ongoing, over average

Performance Summary

	QUARTER 1 COMPARISON	Consumer Foc Industry Focus Advocat Promot Educat Philant Partners In Person Reach Media Reach								Total Reach	Packs Pen Jars PB		Cans Pean Promo Item New		Ongoing			
2020-21 Q1	July, August, September 2020				26	26	64	11	78	20,080	234,822	254,902	5,900	4,940	25	1,307	14	12
2021-22 Q1	July, August, September 2021	29	13	20	18	30	13	630	90,518	318,771	409,289	50,084	30,037	156	16,467	22	20	
2022-23 Q1	July, August, September 2022	42	19	42	47	38	25	193	30,593	319,051	349,644	10,172	12,268	337	19,863	27	33	
	AVERAGE	36	16	29	30	44	16	300	47,064	290,881	337,945	22,052	15,748	173	12,546	21	22	
	this year over last year	145%	146%	210%	261%	127%	192%	31%	34%	100%	85%	20%	41%	216%	121%	123%	165%	
	this year over average	118%	119%	143%	155%	86%	153%	64%	65%	110%	103%	46%	78%	195%	158%	129%	152%	
	QUARTER 2 COMPARISON	Consumer Foc Industry Focus Advocat Promot Educat Philant Partners In Person Reach Media Reach								Total Reach	Packs Pen Jars PB		Cans Pean Promo Item New		Ongoing			
2020-21 Q2	October, November, December 2020				12	12	6	3	21	151,077	57,021	208,098	7,500	8,420	200	30,050	7	5
2021-22 Q2	October, November, December 2021	41	8	37	36	18	14	217	242,256	112,142	354,398	43,400	8,243	298	36,257	24	25	
2022-23 Q2	October, November, December 2022	36	10	36	41	27	21	36	110,578	150,450	261,028	8,460	2,732	167	12,025	31	15	
	AVERAGE	39	9	28	30	17	13	91	167,970	106,538	274,508	19,787	6,465	222	26,111	21	15	
	this year over last year	88%	125%	97%	114%	150%	150%	17%	46%	134%	74%	19%	33%	56%	33%	129%	60%	
	this year over average	94%	111%	127%	138%	159%	166%	39%	66%	141%	95%	43%	42%	75%	46%	150%	100%	
	QUARTER 3 COMPARISON	Consumer Foc Industry Focus Advocat Promot Educat Philant Partners In Person Reach Media Reach								Total Reach	Packs Pen Jars PB		Cans Pean Promo Item New		Ongoing			
2020-21 Q3	January, February, March 2021	32	6	38	38	18	15	81	473,523	26,983	500,506	17,050	7,008	100	29,900	28	10	
2021-22 Q3	January, February, March 2022	15	13	8	19	17	6	244	702,558	626,931	1,329,489	5,950	1,744	684	14,519	12	16	
2022-23 Q3	January, February, March 2023	38	11	37	36	36	34	118	1,278,876	220,150	1,499,023	5,850	6,098	422	11,662	14	35	
	AVERAGE	27	12	28	31	24	18	148	818,319	291,355	1,109,673	9,617	4,950	402	18,694	18	20	
	this year over last year	253%	85%	463%	189%	212%	567%	48%	182%	35%	113%	98%	350%	62%	80%	117%	219%	
	this year over average	143%	92%	134%	116%	152%	185%	80%	156%	76%	135%	61%	123%	105%	62%	78%	172%	
	QUARTER 4 COMPARISON	Consumer Foc Industry Focus Advocat Promot Educat Philant Partners In Person Reach Media Reach								Total Reach	Packs Pen Jars PB		Cans Pean Promo Item New		Ongoing			
2020-21 Q4	April, May, June 2021	12	4	16	16	10	6	71	339,659	408,600	748,259	13,150	2,963	485	21,970	8	8	
2021-22 Q4	April, May, June 2022	18	9	9	10	17	15	163	51,363	391,876	443,239	660	4,970	750	10,393	12	16	
2022-23 Q4	April, May, June 2023	32	13	27	26	23	20	76	243,735	113,825	357,560	4,415	5,385	311	9,455	23	22	
	AVERAGE	25	11	17	17	17	14	110	211,586	304,767	516,353	6,075	4,439	515	13,939	14	15	
	this year over last year	178%	144%	300%	260%	135%	133%	42%	475%	29%	81%	669%	108%	41%	91%	192%	138%	
	this year over average	128%	118%	156%	150%	138%	146%	69%	115%	37%	69%	73%	121%	60%	68%	160%	143%	

Funding

Florida Peanut Federation allocated the Marketing Order budget to bring maximum return on the farmers' investments through FDACS administration. To be a good steward of the dollars entrusted to the Florida Peanut Federation is of utmost importance to the members. The campaigns and promotions, along with research and education that FPF funds is directly in cooperation with the Marketing Order dollars. The responsibility of administration of funds is not taken lightly. Thank you for the amount budgeted over the past year.

FDACS PEANUT MARKETING ORDER BANK ACCOUNT

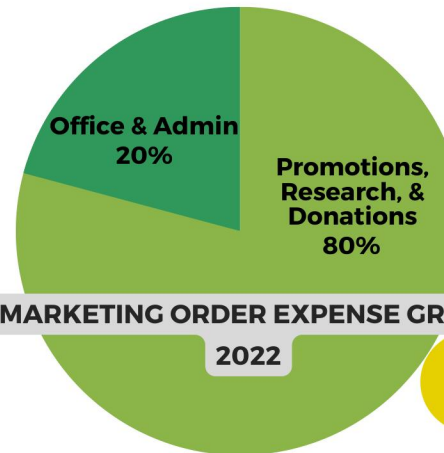
Accounting Period 1/1/2022 - 12/31/2022

INCOME

Marketing Order	216,666.60
TOTAL	216,666.60

EXPENSES

Promotion & Consumer Education	212,855.96
Peanut Packs, Cans for Promos	24,538.03
Peanut Butter for Donations	23,880.00
Research & Grower Education	12,260.00
Donations, Sponsorships	20,706.32
Office Overhead, Administration	77,903.90
TOTAL	372,144.21



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"



Media

Florida Peanut Federation utilizes a variety of media outlets and platforms to provide consumer promotion and education, as well as promote events and activities of FPF.

2022 Media Impressions
1,518,446

2022 Earned Media
7,661,758

Key Digital Metrics
Social Media Increase 57%
Video Completion Rate 71%

Audience Insights
81% between ages of 25-54
62% female
41% school children household
94% Florida residents



Student Engagement

Program Area

Student Count

STEM Specific
Science
Technology
Math

2022 Spring Semester 2022 Fall Semester

3,650
1,320
1,320

2,980
1,598
1,598

Agricultural Education
AgriScience
Culture, Society
Economy
Food Supply Chain
Plants for Food, Fiber, & Energy

3,910
1,945
1,945
3,910
3,910

2,980
1,598
1,598
2,980
2,980

Culinary Arts
Cooking
Nutrition
Food Safety
Health Mindfulness
Life Skills

4,124
4,124
4,124
4,124
4,124

3,205
3,205
3,205
3,205
3,205

Creative Arts

1,586 1,179

History, Social Studies

1,945 1,945

Language Arts, Comprehension

1,320 1,179

Geography

1,945 1,598



Goss, FPF cracking open 'Pink Peanut Soiree'

Pink-themed girls party set for Saturday night at fairgrounds.

By JAMIE WELCHER
jamie.welcher@floridapeanut.com

Peanuts are lots of things. They can be used in a variety of ways and are quite plentiful in the south. But for all the legumes are, they generally aren't fun and exciting.

At least not until Laura Fowler Goss, the Bradenton-based executive director of the Florida Peanut Federation got involved.

When Goss, a caterer and Le Cordon Bleu-trained chef, started helping with the Florida Peanut Federation in 2017, she did so utilizing her cooking skills and background.

She would accompany the organization's director in presentations at schools and then teach the students how to make peanut-themed snacks.

"My sweet spot is food," Goss said. "This was a beautiful union of the two. Peanuts are - boring. So part of the drive to me was to take something and make it exciting for students."

Five years later and the director herself, Goss is still trying to find ways to make peanuts fun. One of those ways will turn the Florida Gateway Fairgrounds pink on Saturday for the Pink Peanut Soiree. The free



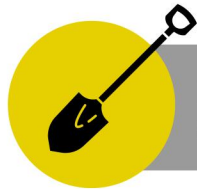
The Florida Peanut Federation is throwing a Pink Peanut Soiree for girls, ages 9-15, and the favorite women in their lives on Saturday at the Florida Gateway Fairgrounds.

event starts at 5 p.m. and will feature a fashion show at 6:30 p.m. after mini makeovers. Those attending are encouraged to wear pink. Goss said the event, which is geared toward girls ages 9-15 and the women in their lives, is a result of research conducted by the Harvard Medical School. That research, which was partly funded by the Florida Peanut Federation and the

National Peanut Board, determined that girls, ages 9-15, that regularly eat peanuts have a 40% lower chance of developing breast cancer as adults. "I think that's a statistic that we should be sharing far far and wide," Goss said, adding her mother is a breast cancer survivor, and she realized it was true. "So she did her own reading and research on it and realized it was true. Armed with those facts, Goss decided to find a way to share the good news about peanuts locally."

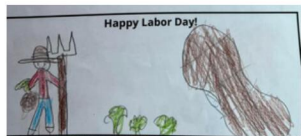
There will also be a live DJ, dancing and food at the soiree. "Breast cancer is something we do talk about with adults and senior women but not girls," Goss said. "I just wanted to share, not only with the families but the girls too, of the importance of a healthy diet and peanuts as a part of that."

Industry Focused Campaigns



Labor Day Letters & Cards
September 1-10, 2022

In Person Reach 1,400
Media Reach 2,000
Total Reach 3,400
Schools 8 other groups 4
mailouts 900



JACKSON FAMILY FARMS
5726 County Rd. 250
Live Oak, Florida 32060

September 13, 2022

TO: The students

We would like to thank each and every student for recognizing the farmers in this area with cards of appreciation. This has been a trying year for farmers. The cards you sent came at a very challenging time. They put a ray of sunshine in our days. The thoughtfulness you showed us is kindly appreciated.

As for our farm we grow many different crops such as peanuts, corn, soybeans and rice. The peanuts we grow provide a big source of food. Peanuts are used in so many different food items such as peanut butter, fresh market, dried peanuts, cookies, candies and oils for cooking. We begin harvesting our peanuts in late September. After the peanuts are harvested we bale the vines for hay. The hay is used for dairy and beef cattle.

We grow silage corn that is sold to dairies to feed their dairy cows thus producing milk for all the great dairy items in your grocery stores. Also, we grow grain corn which is sold to be used in meat, grits and many other food items. It also is used locally for feed for cows, hogs and chickens.

Soybeans, as well, are used in many food items around the world. Most of the soybeans we grow are used in domestic farm animal feeds. Soybeans are also planted in food plots for wildlife feed.

The rice crop is sold around the world to provide food and food products. They are also used in food plots for wildlife sustainability and as domestic farm animal feed.

Farming requires a lot of hard work and dedication. Our farm is operated by my husband Billy, our son Bill and our grandson Wyatt. Wyatt became a valuable asset to the farm bringing his knowledge of finance after he graduated from college. We also employ a number of seasonal workers who are there to help out in the heavy part of the season.

We want to thank you again for your interest in farming and in our farm. We wish for each of you to be successful in whatever you choose to do in life. Always give it your best.

Sincerely,
Bibi Jackson



Truck Driver
Appreciation Week
September 11-17, 2022



A very frugal number, we estimate at least 20,000 people saw one of the 100 roadside signs we staked thanking Truck Drivers!

200 Driver goodie bags were prepared in insulated lunch boxes, delivered with a thank you note; peanut truck and other drivers received these bags at Buying Points during the month of September



Wow! Nobody ever gives us anything! That was so nice! I love peanut butter crackers. It's good to work for farmers, even though sometimes it is long hours, I still like it!

-Chad
hauling peanuts
since 2008



Farm Safety Week
September 19-26, 2022

During this week, 281 insulated lunch boxes filled with peanut snacks & farm safety information were delivered to folks working to harvest peanuts in North Central Florida.



Daily Podcasts

- Monday 9/19/22 Shayne Morgan, Emergency Management, Preparation for Natural Disasters
- Tuesday 9/20/22 FDACS Goff & Moody, Chemical Safety Awareness
- Wednesday 9/21/22 Madeline Kelley, PMHNP, Mental Health in Ag
- Thursday 9/22/22 Erin Jones, Extension Agent, Safety when working with Animals & Equipment
- Friday 9/23/22 Kim Morgan, UF/IFAS, Farm Manager Safety Training Program
- Saturday 9/24/22 FHP Lt. Riordan, Highway & Vehicle Safety
- Sunday 9/25/22 Wes Wurth, Consultant, Preventing Heat Illness & pending OSHA regulations
- Monday 9/26/22 Knesha Rose-Davison, Women's Health & Safety in Ag

Quarter 1 HIGHLIGHTS

JULY 2022

Florida Farm Bureau Young Farmers & Ranchers Conference - FPF was a platinum sponsor, displayed a booth with peanut treats, and special gift bags for YFR leadership and peanut growers

Backpack Program Roundtable was hosted by FPF to showcase the FPF developed Tool Kit for Student Weekend Backpack Programs; this resource is for schools, churches, community groups, etc, to plan and execute a successful program.

Florida 4H University Student Conference is held annually at the University of Florida, FPF is a proud sponsors. In July 2022, Laura Goss presented a career Focused workshop. Additionally, FPF provided refreshments for the conference staff, volunteers, and student leaders.

FLORIDA PEANUT FEDERATION 2022-2023 Q1

BACKPACK PROGRAM ROUNDTABLE

**PEANUT BUTTER DONATIONS
BACK TO SCHOOL BLITZ
10,645 JARS DONATED**

July 21, 2022 Backpack Program Roundtable

PEANUT BUTTER DONATIONS

July 15, 2022	Feeding America Catholic Ch	1020 jars
Aug 7, 2022	Altrusa Club of Lake City	223 jars
Aug 18, 2022	Food Pantry of Gilchrist Co	1440 jars
Aug 19, 2022	Yankeetown Woman's Club	252 jars
Aug 19, 2022	Food 4 Kids Backpack Prog	1440 jars
Aug 19, 2022	Citrus County Schools	4320 jars
Sept 2, 2022	SVEC Food Fight, FeedingAm	900 jars
Sept 2, 2022	Ocklawaha Bay UMC Pantry	850 jars
Sept 26, 2022	Williston Church of God	200 jars



Special Invitation
Backpack Program Roundtable

Please join us for an important discussion centering on student food insecurity and our positioning to be helpful. A small group of current partners who can share information, successes and opportunities, and an overall view of their backpack programs. FPF is eager to develop a handbook and cooperative to support new Backpack Programs.

Thurs, July 21, 2022
9am-1pm
Trenton Public Library
105 NE 11th Ave, Trenton, FL
lunch included









FLORIDA PEANUT FEDERATION

FLORIDA PEANUT FEDERATION 2022-2023 Q1

FLORIDA 4-H UNIVERSITY STUDENT CONFERENCE

As a long time sponsor of Student Leadership Programs, FPF sponsored several facets of the Florida 4-H University Student Conference in July. FPF provided a snack station loaded with Peanut treats, candies, and other snacks. Additionally, FPF provided an overall conference sponsorship, to aid in the low cost of attendance for each member. On July 27, 2022, Laura provided a Career Focused workshop, a three hour meeting that consisted of interview techniques, a visit to the UF Career Center, personality quiz, discussion of potential agricultural industry careers, and a fun time of creating chocolate covered decadent treats to keep the focus and fun going through the entire afternoon. The workshop ended with students making promotional videos for their future careers in the agriculture industry, as related to peanuts!

FLORIDA PEANUT FEDERATION

FLORIDA PEANUT FEDERATION 2022-2023 Q1

FLORIDA FARM BUREAU YOUNG FARMERS & RANCHERS LEADERSHIP CONFERENCE

As a Platinum Sponsor of the FFB Young Farmers & Ranchers annual conference, FPF displayed a booth with peanut treats and special gift bags for YFR leadership and peanut growers in attendance. Laura was a judge for the Discussion Meet, and represented Florida Peanuts with professionalism and zest. With over 200 registered conference attendees, peanuts were the light with each one of them. The entire conference was filled with old fashioned bottled coca colas and peanuts! It was a great summertime retreat for Florida's finest!





FLORIDA PEANUT FEDERATION

Quarter 1 HIGHLIGHTS

AUGUST 2022

Peanut Farmers gathered at UF IFAS NFREC-SV for Peanut Field Day. Sponsored by FPF, attendees enjoyed a keynote from Tyron Spearman, as well as tours and information of past, current, and proposed research projects.

Florida Farm Bureau Federation puts on a fantastic tailgate event at select UF and FSU home football games. FPF is delighted to have peanuts showcased and beyond thrilled that the big screen in the stadium features a commercial that includes Peanuts being Harvested!

Harvest Season Highway Safety Campaign, by FPF, included Public Service Announcements by local Sheriffs and a social media blitz that reached thousands upon thousands.

FLORIDA PEANUT FEDERATION 2022-2023 Q1

UF IFAS NFREC-SV PEANUT FIELD DAY

Peanut Farmers gathered together to review peanut research updates from UF IFAS staff at the Research Center.

More than 100 peanut farmers, research staff, and industry partners gathered together on August 24th, to review the research plots, descriptions of ongoing programs, and upcoming projects at the North Florida Research and Education Center. FPF sponsored the dinner meal and desserts, along with providing peanuts and promotional items to the attendees. The group was fortunate to have Tyron Spearman as the guest speaker, also sponsored by FPF. The industry insight was warmly received and the following center tour was enlightening, with researchers speaking at each stop along the way.




FLORIDA PEANUT FEDERATION

FLORIDA PEANUT FEDERATION 2022-2023 Q1

AGVANTAGE TAILGATE EVENTS AT UF & FSU

THANKS TO FLORIDA FARM BUREAU

We are incredibly proud of the fantastic events that Florida Farm Bureau Federation put on at home football games, both at University of Florida and Florida State University. The members of FPF who organized these successful tailgates should be very proud. We are so thankful to have enjoyed taking part in promotion Florida commodities.

FPF provided galvanized buckets and in shell peanuts, a perfect tailgating snack for both FSU 8/27 and UF 9/17 tailgate parties.

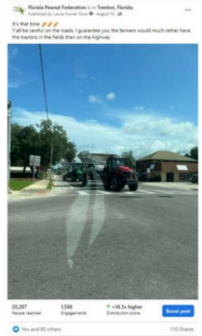




FLORIDA PEANUT FEDERATION

FLORIDA PEANUT FEDERATION 2022-2023 Q1

HARVEST SEASON HIGHWAY SAFETY CAMPAIGN

Farmers are ever-aware of moving equipment down highways, especially during the fall harvest season, when the tractors, implements, and harvesters are extraordinarily large and heavy. FPF hosted a social media campaign focused on encouraging patience, understanding, and even appreciation - for consumer travelers to be mindful of increased farm equipment on the rural roadways. During the fall harvest high season, this social media campaign reached over 61,000 people. Included were photos, videos, a commercial, and lots of posts sharing each of them.

FLORIDA PEANUT FEDERATION

Quarter 1 HIGHLIGHTS

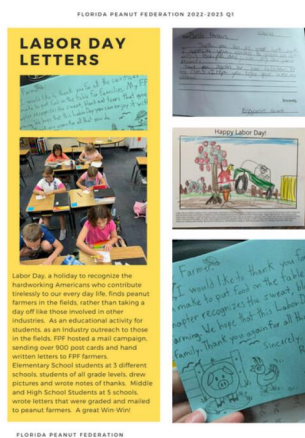
SEPTEMBER 2022

Labor Day greeted FPF farmer members with hand written letters and postcards by 900 Florida students. As an educational activity and an industry outreach in one, the mail campaign was hugely successful.

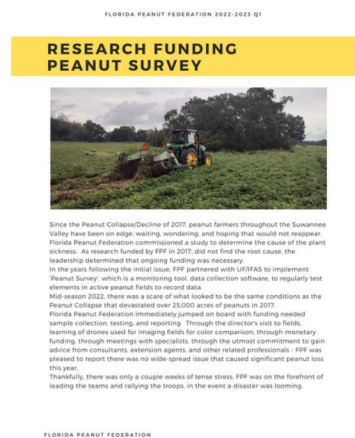
Peanut Research Funding is an important part of FPF annual budget. Mid-season 2022, there was a scare of what looked to be Peanut Collapse/Decline, like in 2017. FPF immediately jumped onboard to provide funding needed for sample collection, testing, and reporting.

National Peanut Day Peanut Harvest Farm Tour, September 13, FPF hosted state and community leaders for a peanut harvest farm tour, including nearly 100 participants, four farms in four different counties, the research center near Live Oak, and a buying point.

In celebration of Farm Safety & Health Week, FPF promoted the high priority of Safety in our industry. Peanut farm crews received more than 250 cooler-style lunch boxes, filled with peanut snacks and a safety info card. We published health focused podcasts over 8 days during NFSH Week.



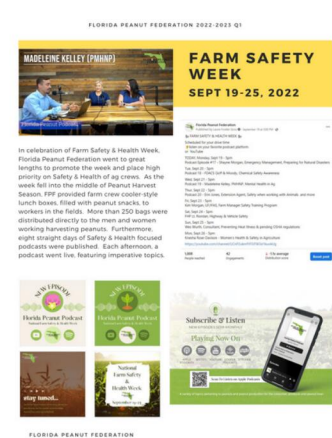
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FLORIDA PEANUT FEDERATION

First Quarter 22-23



DATE	ACTIVITY NAME	REVIEW	INDUSTRY	FOCUS	USE	SECTOR	SCALE	NEWS	FACTS	EDUCATION	ADVERTISING	BOOTH	EACH	EACH	EACH	UNITS	US PB	UNITS	TEAMS	NEW	JOINT
July 1-31, 2022	Podcast Episodes	Podcast	1	Industry	Worldwide			1	1	1			500	500							
July 1-31, 2022	Recipe Posts on Social Media	Social Media	1	Consumers	Worldwide			1	1	1			1,000	1,000							
July 8-10, 2022	FFB Young Farmers Ranchers Conference	Sponsorship, Booth	1	Industry	Florida Statewide	Florida Farm B	1	1	1	1			300	3,800	4,100	400	48	48	1,200		
July 15, 2022	Feeding America Catholic Charities Food Bank	Peanut Butter Donation	1	Consumers	North Central Flor	FACC Food Ba	1	1	1	1			1,200	2,050	3,250		1,020				
July 16-20, 2022	National Association Co Ag Agents	Sponsorship, Booth	1	Industry	Nationwide			1	1	1	1		1,200	1,900	3,100	1,300		24	1,100	1	
July 20, 2022	Elite Softball Tournament	Goodie Bags	1	Students	Florida Statewide	Elite Softball	1	1	1	1			120	500	620	240			720	1	
July 20-31, 2022	Back to School Teacher Supply Grants	Grants	1	Students	Florida Statewide	Schools	13	1	1	1	1		2,000	450	2,450						
July 21, 2022	Backpack Program Roundtable	Meeting	1	Consumers	11 FFP primary co	Churches, Sch	14	1	1	1	1		15	600	615	15	15	15	30	1	
July 23, 2022	Gorgeous Grandma Day	Goodie Bags	1	Senior Adults	North Central Flor	Cross City Reh	2	1	1	1	1		100	450	550				600	1	
July 24, 2022	Town of Bronson Event stocked cart	Refreshment Cart	1	Consumers	Bronson, FL	Town of Brons	1	1	1	1	1		500	150	650	500	38	24	500	1	
July 26, 2022	Florida 4H University	Snack Station	1	Students	Florida Statewide	FL 4H	1	1	1				500	1,500	2,000	1,500			1,500	1	
July 27, 2022	Florida 4H University Conference	Sponsorship	1	Students	Florida Statewide	FL 4H	1	1	1	1			500	1,500	2,000	500	30	12	1,000	1	
July 27, 2022	Florida 4H University	Workshop Presentation	1	Students	Florida Statewide	FL 4H	1	1	1	1			17	540	557	17	17		17	1	
	TOTALS		10	3	0	0	0	34	10	12	11	4	6,452	14,940	21,392	4,472	1,168	123	6,067	7	6
August 1-31, 2022	Podcast Episodes	Podcast	1	Industry	Worldwide			1	1	1			500	500							
August 1-31, 2022	Recipe Posts on Social Media	Social Media	1	Consumers	Worldwide			1	1	1			1,000	1,000							
August 1-31, 2022	Back to School Teacher Supply Grants	Grants	1	Students	Florida Statewide	Schools	6	1	1	1	1		1,000	200	1,200						
August 4-11, 2022	Back to School Recipes	Social Media	1	Consumers	Worldwide			1	1	1	1		540	540							
August 5, 2022	Williston Middle High School Open House	Booth	1	Students	Williston, FL	Williston FFA	1	1	1	1			150	356	506	150	150	4	15	1	
August 6, 2022	Williston High Football	Peanut Butter Donation	1	Students	Williston, FL	Williston High t	1	1	1	1	1		60	150	210		100				1
August 7, 2022	Altrusa Club of Lake City	Peanut Butter Donation	1	Students	Lake City, FL	Altrusa Club	1	1	1	1			223		223		223				1
August 12, 2022	Power Up Patrol	Goodie Bags	1	Consumers	North Central Flor	Sheriff Offices	7	1	1	1	1		115	400	515	345	115		345	1	
August 13-30, 2022	Harvest Photos/Videos	Social Media	1	Industry	Worldwide			1	1	1			37,000	37,000							
August 15, 2022	Food Pantry of Gilchrist County	Peanut Butter Donation	1	Consumers	Trenton, FL	Food Pantry of	1	1	1	1			1,440	1,500	2,940		1,440				
August 17, 2022	Yankeetown Woman's Club	Peanut Butter Donation	1	Consumers	Yankeetown, FL	Yankeetown W	1	1	1	1			252		252		252				1
August 18, 2022	Chiefland High School Quarterback Club	Sponsorship	1	Students	Chiefland, FL	Chiefland High	1	1	1	1	1		200	1,500	1,700	200			400	1	
August 19, 2022	Food 4 Kids Backpack Program	Peanut Butter Donation	1	Students	North Central Flor	Food4Kids	1	1	1	1			1,440		1,440		1,440				1
August 19, 2022	Citrus County Schools	Peanut Butter Donation	1	Students	Crystal River, FL	Citrus County S	7	1	1	1	1		4,320		4,320		4,320				1
August 20, 2022	Dixie FFA Meeting Sponsor	Sponsorship	1	Students	Cross City, FL	Dixie FFA	1	1	1	1			76	800	876				76	1	
August 20-31, 2022	Culinary Class Recipe Contest	Sponsorship	1	Students	Florida Statewide	Schools	12	1	1	1	1		3,000	3,000	6,000						1
August 24, 2022	NFREC-SV Peanut Field Day	Field Day	1	Industry	11 FFP primary co	UF/IFAS	1	1	1	1			114	2,200	2,314	50	50	48	100		
August 24, 2022	Drone Mapping Peanut Field	In the Field	1	Industry	Williston, FL	UF/IFAS	1	1	1	1			6	400	406						1
August 25, 2022	Peanut Gift Basket to UF/IFAS Meeting	Gift Basket	1	Industry	Florida Statewide	UF/IFAS	1	1	1	1			120		120	5	3	2	15	1	
August 25, 2022	Peanuts as related to Water Meeting	Meeting	1	Industry	11 FFP primary co	UF/IFAS	1	1	1	1			6	125	131						1
August 26, 2022	Suwannee County Advisory Council	Meeting	1	Industry	Live Oak, FL	UF/IFAS	1	1	1	1			35	190	225						1
August 26, 2022	Brantford High Football	Peanut Butter Donation	1	Students	Brantford, FL	Brantford High t	1	1	1	1	1		60	250	310	500	150	12			1
August 27, 2022	FFB AgVantage Tailgate at FSU Football	Event	1	Consumers	Florida Statewide	PI Farm Bureau	1	1	1	1	1		1,500	52,000	53,500				1,500	1	
August 27, 2022	Donation to Cake Auction Community	Gift Basket	1	Consumers	Brantford, FL		1	1	1	1	1		45	1,250	1,295				5	1	
August 27, 2022	Metamorphosis Girls Camp	Goodie Bags	1	Students	North Central Flor	Camp Anderso	2	1	1	1	1		90	150	240	90			180	1	
	TOTALS		18	7				49	17	16	13	13	14,252	103,511	117,763	1,340	8,243	66	2,636	10	15
September 1-30, 2022	Podcast Episodes	Podcast	1	Industry	Worldwide			1	1	1			500	500							
September 1-30, 2022	Recipe Posts on Social Media	Social Media	1	Consumers	Worldwide			1	1	1			1,000	1,000							
September 1-30, 2022	Harvest Photos/Videos	Social Media	1	Industry	Worldwide			1	1	1			10,000	10,000							
September 1-30, 2022	Harvest Season Highway Safety Campaign	Social Media	1	Consumers	Worldwide			1	1	1			12,000	12,000							
September 2, 2022	SVFC Food Fight Community Food Drive	Peanut Butter Donation	1	Consumers	North Central Flor	SuVal/Elect. C	2	1	1	1			900	5,000	5,900		500				
September 2, 2022	Ocklawhee Bay United Methodist Church	Peanut Butter Donation	1	Consumers	Panacea, FL	OBUMC	1	1	1	1			850	600	1,450		850				
September 5, 2022	Labor Day Student Letters	Letters to Farmers	1	Students	11 FFP primary co	8 schools	8	1	1	1	1		1,400	2,000	3,400						1
September 7, 2022	Dixie Rotary Meeting Speaker	Presentation	1	Consumers	Cross City, FL	Dixie Rotary	1	1	1	1			32	400	432		32	38	40	1	
September 8, 2022	Hamilton County Field Day	Meeting	1	Industry	Jasper, FL	UF/IFAS	1	1	1	1	1		55	150	205	300	55				
September 12, 2022	National Truck Driver Appreciation Week	Goodie Bags, Signs	1	Industry	11 FFP primary co	Buying Points	7	1	1	1	1		160	20,000	20,160	1,110	160	50	3,330	1	
September 13, 2022	Research Funding Peanut Survey	Research Funding	1	Industry	Florida statewide	UF/IFAS	1	1	1	1			12	1,500	1,512						
September 13, 2022	National Peanut Day Farm Tour	Farm Tour	1	Industry	11 FFP primary co	Farms, UF/IFA	9	1	1	1	1		60	8,000	8,060	200		60	300	1	
September 13, 2022	National Peanut Day Banks give Peanuts	Distribution	1	Consumers	11 FFP primary co	Banks	18	1	1	1	1		1,800	3,000	4,800	1,800			1,000	1	
September 14, 2022	Student Leader Peanut Harvest Farm Tour	Farm Tour	1	Students	11 FFP primary co	Dixie High, Ft v	8	1	1	1	1		35	2,000	2,035	50			100	1	
September 16-18, 2022	Gift Peanut Festival Vacation Packages	Gift Basket	1	Consumers	11 FFP primary counties		1	1	1	1			120	950	1,070						1
September 17, 2022	Dixie FFA Meeting Sponsor	Sponsorship	1	Students	Cross City, FL	Dixie FFA	1	1	1	1	1		45	150	195				90	1	
September 17, 2022	FFB AgVantage Tailgate at UF Football	Event	1	Consumers	Florida statewide	PI Farm Bureau	1	1	1	1	1		3,000	120,000	123,000				3,000	1	
September 19-26, 2022	Farm Safety Week	Podcasts	1	Industry	Worldwide	Podcast Guest	8	1	1	1	1		8,000	8,000							1
September 19-26, 2022	Farm Safety Week, Farm Crew Safety	Goodie Bags	1	Industry	11 FFP primary co	Farms	40	1	1	1	1		160	600	760	900	160		2,700	1	
September 20, 2022	Tri State Peanut Disease Tour	Sponsorship	1	Industry	TriState Area (FL	UF/IFAS	1	1	1	1			60	500	560						
September 24, 2022	Williston FFA T-Shirt Sponsor	Sponsorship	1	Students	Williston, FL	Williston FFA	1	1	1	1			500	1,600	2,100						1
September 26, 2022	4-H Southern Region Teen Leadership Conference	Peanut Butter Donation	1	Students	Florida statewide	4-H	1	1	1	1	1		500	2,500	3,000		500				1
September 26, 2022	Church of God in Williston	Peanut Butter Donation	1	Consumers	Williston, FL	Church of God	1	1	1	1	1		200	150	350		200				1
	TOTALS		14	9				110	15	19	14	8	9,889	200,600	210,489	4,360	2,857	148	10,560	10	12
	QUARTER TOTALS		42	10				193	42	47	38	25	30,593	319,051	349,644	10,172	12,268	337	19,863	27	33

Florida Farm Bureau Federation annual conference saw a highlight of peanuts in the tradeshow, FPF & FPPA hosted booths for the members to learn more about peanuts and enjoy some really tasty treats.



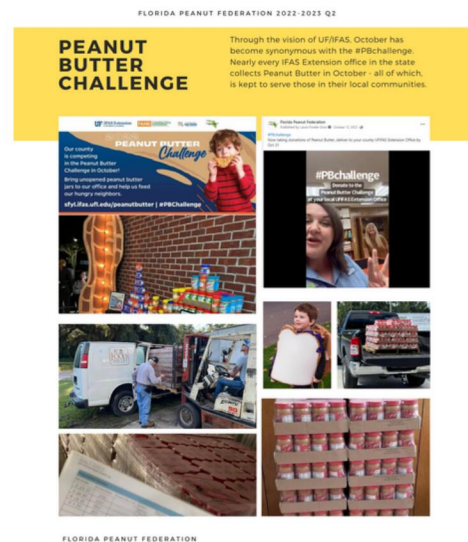
Quarter 2 HIGHLIGHTS

NOVEMBER 2022

Peanut Butter Challenge, a statewide effort to collect Peanut Butter for food banks was a resounding success in 2022. FPF encouraged groups to participate for the first time, we matched their donation for their local community. This effort was highlighted by many new organizations collecting and therefore supporting the need for nonperishable, healthy, yummy foods in their area.

A new activity of FPF, the Florida Ag Expo was a delightful showcase of Florida's tremendous support of industry companies. FPF representatives visited with supporters and made new friends, all the while, sharing the wonderful product that Florida peanuts are!

Many Fall Festivals enjoyed peanuts, as well. The pilot program of a peanut themed festival display was very well received.



Quarter 2 HIGHLIGHTS

DECEMBER 2022

More than 7000 students participated in FPF's Christmas Card Coloring Contest. This year's card was stunning, and quite a hit. The level of artistry was quite impressive, and the three rounds of judging were quite intense!

FPF offered to provide 'Santa's Favorite Cookie' to festivals throughout Florida. Nearly a dozen festivals accepted our offer of banner, recipe, and cookies to be given out by Santa as the children visited with him prior to Christmas. This promotion activity is expected to grow and flourish in the coming years.

FLORIDA PEANUT FEDERATION 2022-2023 Q2

SANTA'S FAVORITE COOKIE

Florida Peanut Federation
Published by Santa's Favorite Cookie | December 22, 2022 at 6:00 PM | 42
32 Christmas Festivals, spanning 68 total event days, @floridapeanutfederation helped
Florida give out 11,500 #SantaButterCookies - reaching festival goers numbering more than
100,000! 🍪👶🏻👶🏻👶🏻
#MerryChristmas2022



FLORIDA PEANUT FEDERATION

We all know that Santa's favorite cookie is a Peanut Butter Cookie! FPF joined local festival groups to share free Peanut Butter Cookies with each child who visited with Santa in North Central Florida. (Santa also had sugar cookies, as a backup, for kids who aren't able to eat PB.) Although, the Christmas on the Square Festival in Live Oak, FL, was the largest festival - there were 32 community events where FPF posted a banner, gave out cookies, and handed folks recipes with instructions of how to make Santa's Favorite Cookie! We know there were a lot of families who enjoyed making cookies for Christmas Eve night! "not to mention, we posted PB cookie recipes leading up to Christmas, new fun twists on an old classic! YUM & Merry Christmas & Happy Holidays!



FLORIDA PEANUT FEDERATION 2022-2023 Q2

FPF CHRISTMAS CARD COLORING CONTEST

WINNERS		Coloring Contest K - 5
K Dominic B. Overall Runner Up		
1 Elizabeth S.		
2 Greyson C.		
3 Samantha C.		
4 Shilo-Ying Katherine C.		
5 Haleigh S. Overall Winner		

Florida Peanut Federation 2022-2023 Q2
Published by FPF Christmas Card Coloring Contest | December 22, 2022 at 6:00 PM | 42
32 Christmas Festivals, spanning 68 total event days, @floridapeanutfederation helped
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100,000! 🍪👶🏻👶🏻👶🏻
#MerryChristmas2022



FLORIDA PEANUT FEDERATION

Second Quarter 22-23



DATE	ACTIVITY NAME	OVERVIEW	SUMMER FOCUS	INDUSTRY FOCUSED	AUDIENCE	REACH LOCAL	PARTNERSHIPS	TOTAL PARTNERS	ADVOCACY	PROMOTION	EDUCATION	PHILANTHROPY	PERSON REACH	MEDIA REACH	TOTAL REACH	PACKS PEANUT	JARS PB	CANS PEANUT	PROMOTION ITEM	NEW	ONGOING
October 1-31, 2022	Podcast Episodes	Podcast		1	Industry	Worldwide			1	1	1			1,500	1,500						1
October 1-31, 2022	Recipe Posts on Social Media	Social Media		1	Consumers	Worldwide			1	1	1			1,000	1,000						1
October 1-31, 2022	Peanut Butter Challenge Promotions	Social Media		1	Consumers	Worldwide			1	1	1	1		10,000	10,000						1
October 1-31, 2022	Harvest Season Social Media	Social Media		1	Consumers	Worldwide			1	1	1			6,000	6,000						1
October 1-31, 2022	High School Homecomings	Promo Items		1	Consumers	11 FPF Primary Co	Local Schools	5	1	1			300	600	900				300		1
October 6, 2022	Hurricane Ida Relief	Peanut Butter Donation		1	Consumers	Florida Statewide	Catholic Chant	6	1			1	2,500	5,500	8,000		2,500				1
October 6, 2022	Farm to Table Columbia County Event	Booth		1	Industry	Lake City, Florida	FFA & 4H	5	1	1	1		350	1,800	2,150				300		1
October 8, 2022	Pink Peanuts Soiree	Event		1	Young Ladies	North Central FL			1	1	1	1	250	65,000	65,250	200	100	50	1,250		1
October 8, 2022	Pioneer Day Festival	Booth		1	Consumers	North Central FL			1	1	1		8,000	1,200	9,200	400		36	1,000		1
October 11, 2022	Georgia Peanuts Bank Week	Peanuts		1	Consumers	West Florida	Peoples State i	1	1	1			3,600	1,000	4,600	3,600			1,250		1
October 13, 2022	Suwannee Valley Rotary Presentation	Presentation		1	Business Lead	Chiefland, FL	SVRotary	1	1	1	1		32	250	282	30		15	65		1
October 15, 2022	Central Florida Peanut Festival	Booth		1	Consumers	North Central FL			1	1	1		10,000	32,000	42,000	2,000			2,000		1
October 17-31, 2022	Scarecrow Row	Booth		1	Consumers	Branford, FL	Branford FFA	1	1	1			2,000	850	2,850	200			100		1
October 18, 2022	Leon County Farm Bureau Annual Mtg	Promo Items		1	Industry	Tallahassee, FL	Leon Co FB	1	1	1			200	200	400	200			400		1
October 18, 2022	Dixie FFA Alumni Cake Auction	Donation		1	Consumers	Cross City, FL	Dixie FFA	1	1		1		20	650	670						1
October 18-20, 2022	Sunbelt Ag Expo	Promo Items		1	Consumers	TrnState Area	UF IFAS	1	1	1	1		15,000	2,000	17,000				200		1
October 20, 2022	PB Donation to Evergreen Church	Peanut Butter Donation		1	Consumers	Lake City, Florida	Evergreen Chu	1				1	132	150	282		132				1
October 21, 2022	Tallahassee Women's Club	Promo Items		1	Consumers	Tallahassee, FL	Tallahassee W	1	1	1			150	200	350	150			150		1
October 25-Nov 10, 2022	Fall Harvest Experience at NFREC-SV	Student Education		1	Students	North Central FL	NFREC & 4H	2	1	1	1		2,500	2,000	4,500				1,000		1
October 28-29, 2022	Florida Farm Bureau Annual Conference	Booth		1	Industry	Florida Statewide	FI Farm Bureau	1	1	1			400	1,500	1,900	150		36	350		1
October 30, 2022	Taylor County Ag Day	Student Education		1	Students	Perry, FL	UF IFAS	1	1	1	1		150	300	450	150			20		1
TOTALS			16	5				28	19	19	11	6	45,584	133,700	179,284	7,080	2,732	137	8,385	12	9
November 1-30, 2022	Podcast Episodes	Podcast		1	Industry	Worldwide			1	1	1			500	500						1
November 1-30, 2022	Recipe Posts on Social Media	Social Media		1	Consumers	Worldwide			1	1	1			1,000	1,000						1
November 2-3, 2022	Florida Ag Expo	Booth		1	Industry	Florida Statewide	AgNewMedia	1	1	1			600	1,500	2,100	150		30	150		1
November 3, 2022	Florida Gateway Fair Buyers Refreshment	Promo Items		1	Consumers	North Central FL	FI Gateway Fai	1	1	1	1		500	250	750	200			200		1
November 11, 2022	6th Gen Ag Services Farmer Dinner	Promo Items		1	Industry	North Central FL	6th Gen Ag Svi	1	1	1	1		65		65						1
November 16, 2022	Great America Teach In	Student Education		1	Students	Lekeiland, FL	Gowan	1	1	1	1		250		250	30			90		1
November 19, 2022	Jasper Light the Street & Sweets	Promo Items		1	Consumers	Jasper, FL			1	1	1	1	8,000		8,000				350		1
November 26, 2022	Mayo Downtown Christmas	Promo Items		1	Consumers	Mayo, FL			1	1	1	1	8,000		8,000				350		1
TOTALS			5	3				4	6	7	6	4	17,415	3,250	20,665	380	0	30	1,140	6	2
December 1-31, 2022	Podcast Episodes	Podcast		1	Industry	Worldwide			1	1	1			500	500						1
December 1-31, 2022	Industry Posts on Social Media	Social Media		1	Consumers	Worldwide			1	1	1			1,000	1,000						1
December 2, 2022	Christmas Card Coloring Contest	Event		1	Students	Florida Statewide							7,235	6,000	13,235				50		1
December 3, 2022	Christmas in Bell	Promo Items		1	Consumers	Bell, FL			1	1	1	1	3,000		3,000				250		1
December 3, 2022	Williston Christmas Festival	Promo Items		1	Consumers	Williston, FL			1	1	1	1	2,800		2,800				300		1
December 3, 2022	Cookies with Santa in Jasper	Promo Items		1	Consumers	Jasper, FL			1	1	1	1	4,100		4,100				250		1
December 3, 2022	Monticello Christmas Festival	Promo Items		1	Consumers	Monticello, FL			1	1	1	1	5,500		5,500				300		1
December 3, 2022	Christmas on the Square in Live Oak	Promo Items		1	Consumers	Live Oak, FL			1	1	1	1	14,000		14,000				550		1
December 10, 2022	Branford Smalltown Christmas Festival	Promo Items		1	Consumers	Branford, FL			1	1	1	1	3,500		3,500				150		1
December 13, 2022	FFA SubDistrict Contests Lunch Sponso	Donation		1	Students	North Central FL	FFA	1	1	1	1		300		300						1
December 13-25, 2022	12 Days of Christmas PB Cookies	Social Media		1	Consumers	Worldwide				1				8,000	6,000						1
December 14, 2022	Steinhatchee Santa Shop	Promo Items		1	Consumers	Steinhatchee, FL			1	1	1	1	2,000		2,000				250		1
December 16, 2022	Florida Ag Teacher Winter Conference	Promo Items		1	Ag Teachers	Florida Statewide	FFA	1	1	1			300		300				150		1
December 16, 2022	UF IFAS NFREC-SV Stock the Snacks	Promo Items		1	Industry	North Central FL	UF IFAS NFRE	1	1				600		600	1,000					1
December 17, 2022	JTR Foundation Cake Auction & Raffle	Donation		1	Consumers	Branford, FL	JTR Memorial	1	1		1		200		200						1
December 17, 2022	JTR Toy Drive Donation	Donation		1	Consumers	Branford, FL	JTR Memorial				1		44		44						1
December 17, 2022	Branford Rotary Christmas Movie in the	Promo Items		1	Consumers	Bell, FL			1	1	1	1	4,000		4,000				250		1
TOTALS			15	2				4	11	15	10	11	47,579	13,500	61,079	1,000	0	0	2,500	13	4
QUARTER TOTALS			36	10				36	36	41	27	21	110,578	150,450	261,028	8,460	2,732	167	12,025	31	15

Quarter 3 HIGHLIGHTS

JANUARY 2023

Ten separate organizations received Peanut Butter Donations from FPF in January. The Board of Directors earmarked a large portion of money to be spend on peanut butter to donate as needed. Their commitment to working to serve those in food insecurity is heart warming.

Every kid knows how to make a Pinecone Bird Feeder, right? Well, surprisingly not, however, Ms. Land and Ms. Howard at Branford Elementary School were sure to teach their students. FPF provided peanut butter and additional fun to their ecofriendly hands-on education on January 12th.

The end of January is set aside by Florida Department of Education as 'Celebrate Literacy Week'. FPF provided 2500 pencils and posters to elementary schools as a nod to the spring semester starting fresh, as well as the brain benefits of eating peanuts -Peanuts Help Brains Work-. Further, FPF hosted 4H members reading peanut books for teachers to share with their classes.

In celebration of George Washington Carver's Birthday in January and Black History Month in February, FPF provided teachers with resources to provide a special look at GWC and his relation to our favorite legume. The worksheets, books, videos, and other educational supplies were very well received.

A special social media nod to National Peanut Butter day encouraged people to make their own peanut butter. That was a fun media blitz.

FLORIDA PEANUT FEDERATION 2022-2023 Q3

PEANUT BUTTER DONATIONS

14 groups received Peanut Butter donations from FPF this quarter. Of those, four were student weekend backpack programs, accounting for 2,752 jars of Peanut Butter. Church and Community groups that received Peanut Butter were nine, receiving 3,278 jars. These groups are located in North Central Florida. It is our pleasure to commit dollars to serving the food insecure in Florida.

Peanut Proud is to be commended for their philanthropic efforts making the Peanut Industry a leader in commodity products donated by the industry. Please find the Peanut Proud annual letter here. We are most thankful for the partnership built between FPF & FPF.



FLORIDA PEANUT FEDERATION

FLORIDA PEANUT FEDERATION 2022-2023 Q3

FLORIDA DEPARTMENT OF EDUCATION LITERACY WEEK



GEORGE WASHINGTON CARVER

FLORIDA PEANUT FEDERATION CELEBRATES GWC'S BIRTHDAY IN JANUARY & BLACK HISTORY MONTH IN FEBRUARY



FLORIDA PEANUT FEDERATION

Quarter 3 HIGHLIGHTS

FEBRUARY 2023

One of the busiest months of the year, February hosted the annual FPF membership meeting and banquet. With a wonderful set of guest speakers, more than 300 members enjoyed the event.

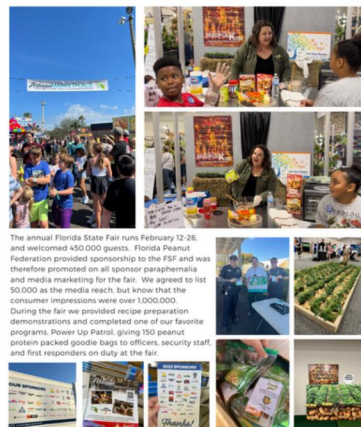
FPF sponsored the Craftsman's Marketplace at the Florida State Fair.

Exhibitors from across the country entered the FPF hall to share their wares. Laura Goss provided a recipe demonstration, and young children 'dug' peanuts in the Little Farm Hands exhibit.

Branford LoveNCare Preschool partnered with FPF for a PB&J Valentine's party. The students loved it so much, and the parents did too.

During National FFA Week, FFA members from throughout Florida's peanut growing region were special guests on episodes of the Florida Peanut Podcast. The podcasts are available on all podcast platforms and youtube.

FLORIDA STATE FAIR



The annual Florida State Fair runs February 12-26, and welcomed 450,000 guests. Florida Peanut Federation provided sponsorship to the FSF and was therefore promoted on all sponsor paraphernalia and media marketing for the fair. We agreed to list 50,000 as the media reach, but know that the consumer impressions were over 1,000,000. During the fair we provided recipe preparation demonstrations and completed one of our favorite programs, Power Up Patrol, giving 150 peanut protein packed goodie bags to officers, security staff and first responders on duty at the fair.

FLORIDA PEANUT FEDERATION

FLORIDA PEANUT FEDERATION ANNUAL MEMBERSHIP MEETING



FLORIDA PEANUT FEDERATION

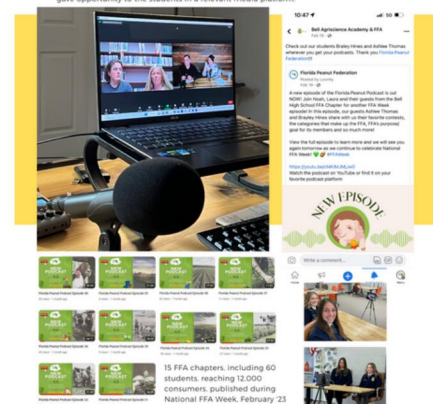
PEANUT BUTTER & JELLY TIME VALENTINE'S DAY PARTY



FLORIDA PEANUT FEDERATION

NATIONAL FFA WEEK PODCASTS

To celebrate future agriculture industry leaders, FPF hosted 10 podcast episodes each featuring an FFA chapter in a peanut producing county in Florida. The podcasts allowed listeners/viewers to learn more about FFA and the student members, and gave opportunity to the students in a relevant media platform.



FLORIDA PEANUT FEDERATION

Quarter 3 HIGHLIGHTS

MARCH 2023

Several events attended by dignitaries were held in March, Florida Farm Bureau Federation's 'Taste of Florida Agriculture' in Tallahassee at the Capitol Courtyard and University of Florida IFAS's 'Flavors of Florida' event at Ben Hill Griffin Stadium on UF campus. Both events, FPF shared a trio of Peanut Cheesecakes. The attendees LOVED them!

Both spring and fall livestock fairs, FPF provides refreshments for the livestock buyers. Most all buyers are business people and a great deal of them are involved in agriculture. This small token of appreciation is always well received. This is a program that FPF will continue to expand and provide year after year.

The 2023, Florida Strawberry Festival welcomed a record crowd, more than 600,000 visitors over the duration of the festival. FPF promoted peanuts on 'Florida Peanut Federation TwosDay' by providing sample packs of peanuts to folks as they entered and exited the festival grounds. As a static educational billboard, the FPF wrapped branded cargo trailer stood proudly at the Primary Entrance to the festival.



Third Quarter 22-23



DATE	ACTIVITY NAME	OVERVIEW	CONSUMER FOCUSED	INDUSTRY FOCUSED	AUDIENCE	REACH LOCALE	PARTNERSHIPS	TOTAL PARTNERS	ADVOCACY	PROMOTION	EDUCATION	PHILANTHROPY	IN PERSON REACH	MEDIA REACH	TOTAL REACH	PACKS PEANUTS	JARS PB	CANS PEANUTS	PROMOTION ITEMS	NEW	ONGOING
January 1-31, 2023	Podcast Episodes	Podcast		1	Industry	Worldwide			1	1	1			1,500	1,500						1
January 1-31, 2023	Recipe Posts on Social Media	Social Media	1		Consumers	Worldwide			1	1	1			1,000	1,000						1
January 1-31, 2023	GW Carver Birthday Celebration	Social Media/Teacher R	1		Consumers	Worldwide			1	1	1			8,000	8,000				500	1	
January 10, 2023	Hamilton Co. Schools Backpack Program	Peanut Butter Donation	1		Consumers	Hamilton Co. area	HCSD	1				1	840	800	1,640		840				1
January 10, 2023	Union Baptist Backpack Program	Peanut Butter Donation	1		Students	South Suwannee Co	Union Baptist C	1			1		192	300	492		192				
January 10, 2023	Worship Room Food Bank	Peanut Butter Donation	1		Consumers	Lake City	Worship Room	1				1	504	300	804		504				
January 10, 2023	Board of Dir Meeting	BOO Meeting		1	FPF Leaders	FPF 11			1	1	1	1	20	450	470						1
January 11, 2023	Dixie Rotary PB Challenge	Peanut Butter Donation	1		Students	Dixie Co.	Dixie Rotary	1	1	1	1	1	254	400	654		204				1
January 11, 2023	New Prospect Dixie Co. Backpacks Prog	Peanut Butter Donation	1		Students	Dixie Co.	New Prospect I	1				1	180	300	480		180				1
January 12, 2023	Mt. Gilead Baptist Food Bank	Peanut Butter Donation	1		Students	East Madison/Wes	Mt. Gilead Bap	1				1	720	400	1,120						
January 12, 2023	Feed for KIDS Backpack Program	Peanut Butter Donation	1		Students	Alachua Co.	Food for Kids	1					1,440	550	1,990		1,440				
January 12, 2023	Evergreen Baptist Food Bank	Peanut Butter Donation	1		Consumers	South Columbia S	Evergreen Bap	1				1	360	250	610		360				1
January 12, 2023	Birdfeeder Art Project	Student Education	1		Students	Suwannee Co.	BES/Love N Co	2	1	1	1	1	230	600	830		72		65		1
January 18, 2023	United Way Homeless	Peanut Butter Donation	1		Consumers	Columbia Co.	United Way Of					1	500	2,500	3,000		500				1
January 18, 2023	Joyce Spradley Donation	Peanut Butter Donation	1		Consumers	Columbia Co.						1	24	0	24		24				1
January 23, 2023	FL DOE Literacy Week	Student Education	1		Students	Statewide	4H groups	4	1	1	1	1	2,500	5,000	7,500	300			2,500		1
January 24, 2023	National Peanut Butter Day	Social Media	1		Consumers	Worldwide			1	1	1		60	15,000	15,060				1,500		1
January 24, 2023	Marketing Workshop	Network	1		Local Leaders	North Florida	Lake City Char	1	1	1	1	1	30	3,500	3,530				35		1
January 31, 2023	National Peanut Butter Day	Social Media	1		Consumers	Worldwide			1	1	1	1	45	3,500	3,545				2,000		1
	TOTALS		17	2				18	10	10	10	15	7,899	44,350	52,249	300	5,036	0	6,600	4	15
February 1-28, 2023	Podcast Episodes	Podcast		1	Industry	Worldwide			1	1	1			1,500	1,500						1
February 1-28, 2023	Recipe Posts on Social Media	Social Media	1		Consumers	Worldwide			1	1	1			1,000	1,000						1
February 1-28, 2023	GW Carver Black History Month Teacher	Social Media	1		Students	Worldwide			1	1	1			4,800	4,800						1
February 7, 2023	Board of Dir Meeting	BOO Meeting		1	FPF leaders	FPF 11			1	1	1	1	20	450	470						1
February 9, 2023	Hamilton Co. Peanut Meeting	Advocacy	1		Industry	North Florida	UF IFAS	1	1	1	1	1	100	450	550	100		36	100		1
February 9, 2023	Peanut Art Day	Student Education	1		Students	Branford	Branford Elem	1	1	1	1	1	130	400	530						1
February 12-26, 2023	Florida State Fair	Sponsor	1		Consumers	Statewide	Florida State F	1	1	1	1	1	450,000	50,000	500,000	150			150		1
February 13, 2023	Citrus Co. Blessings	Peanut Butter Donation	1		Students	Citrus Co.	Citrus Co. Bles	1				1	840	4,000	4,840		840				
February 14, 2023	Valentines Party Pre-K	Student Education	1		Students	Branford	Branford Love	1	1	1	1	1	30	200	230	50	48				1
February 17-25, 2023	National FFA Week	Social Media	1		Consumers	Worldwide	FFA chapters	15	1	1	1		60	12,000	12,060						1
February 21, 2023	Madison County Fair Buyers Refreshment	Buyers Refreshment	1		Businessmen	Madison Co			1	1			350	500	850	300			50		1
February 23, 2023	Mayo Ag Services Expo	Sponsor		1	Farmers	Statewide	Mayo Ag Svc	1	1	1	1	1	450	2,500	2,950	450		36	15		1
February 24, 2023	Dixie Co. Ag Day	Advocacy	1		Students	Cross City, FL	Dixie FFA	2	1	1	1	1	800	2,450	3,250	150			800		1
February 25, 2023	FPF Annual Meeting & Banquet	Meeting		1	Industry	FPF 11	Sponsors	67	1	1	1	1	380	2,500	2,880	450	24	350	1,050		1
February 26, 2023	Williston Hay Bale	Community Event	1		Consumers	Williston, FL	Williston FFA	1					3,200	7,000	10,200				100		1
	TOTALS		10	5				91	13	12	12	9	456,360	89,750	546,110	1,650	912	422	2,265	6	9
March 1-31, 2023	Podcast Episodes	Podcast		1	Industry	Worldwide			1	1	1			1,500	1,500						1
March 1-31, 2023	Recipe Posts on Social Media	Social Media	1		Consumers	Worldwide			1	1	1			1,000	1,000						
March 1-31, 2023	Nation Peanut Month Advertiser	Advertise Peanut Facts	1		Consumers	North Florida	Advertiser	1	1	1	1		200,000	1,000	201,000						1
March 2-12, 2023	FL Strawberry Festival	Sponsor/Trailer	1		Consumers	Southeast US	FL Strawberry F	1	1	1	1	1	608,000	50,000	658,000	2,550			300		1
March 4, 2023	Tri Co. Spring Fling	Peanut Butter Donation	1		Consumers	Levy County	TriCo Commun	1					450	600	1,050			150	300		1
March 8, 2023	Taste of Ag Tallahassee	Booth/Food Samples		1	Politicians	Statewide	FFB	1	1	1	1	1	600	4,000	4,600	400			100		1
March 9, 2023	Hamilton Co. Ag Day	Student Presentation	1		Students	Jasper	UFIFAS/Hamilt	1	1	1	1	1	97	2,000	2,097				97		1
March 10, 2023	Branford Ag Day	Student Presentation	1		Students	Branford	Branford FFA	1	1	1	1	1	1,400	5,000	6,400				950		1
March 13, 2023	Suwannee Chamber Commerce Tourman	Goodie Bags			Chamber Mem	Suwannee Co	SuwanneeCoC	1	1	1	1		150	500	650	150			150		1
March 14, 2023	Board of Dir Meeting	BOO Meeting		1	FPF leaders	FPF 11			1	1	1	1	20	450	470						1
March 17, 2023	Charlie Horse Poloecross	Sponsor	1		Consumers	North Central Florida			1	1	1		400	2,500	2,900						1
March 20-27, 2023	Suwannee Co. Fair- Ag Ventures	Promo Items	1		Students	North Florida	Suwannee Co.	1	1	1	1	1	1,750	5,000	6,750				400		1
March 22, 2023	Fanning Springs Livestock Sale	Promo Items	1		Community Lex	North Florida	Fanning Spring	1	1	1	1	1	800	3,000	3,800	300			200		1
March 23, 2023	Suwannee Co. Fair- Livestock Sale	Promo Items	1		Community Lex	North Florida	SCYLSS	1	1	1	1	1	500	3,000	3,500	150			200		1
March 23, 2023	UF Flavors of Florida	Booth/Food Samples		1	Industry	Statewide	UFIFAS	1	1	1	1	1	450	6,500	6,950	350			100		1
	TOTALS		11	4				11	14	14	14	10	814,617	86,050	900,667	3,900	150	0	2,797	4	11
	QUARTER TOTALS		38	11				118	37	36	36	34	1,278,876	220,150	1,499,026	5,850	6,098	422	11,662	14	35

Quarter 4 HIGHLIGHTS

APRIL 2023

Springtime Tallahassee is a wonderful festival, as this is our first hosting a booth, we are thankful for the experience to build upon into the future.

Nearly 4000 jars of peanut butter were delivered to food bank and backpack programs this month. From Lee, FL, to Cedar Key, FL, peanut butter was spread thoroughly.

Through the distribution of goodie bags, via our Power Up Patrol program, we honored First Responder Dispatchers the week of April 22.

Rural County Day at the Florida Capitol was in good hands through the various counties that provided promotional packs of roasted Florida peanuts.



DATE	ACTIVITY NAME	OVERVIEW	CONSUMER FOCUSED	INDUSTRY FOCUSED	AUDIENCE	REACH LOCALE	PARTNERSHIPS	TOTAL PARTNERS	ADVOCACY	PROMOTION	EDUCATION	PHILANTHROPY	IN PERSON REACH	MEDIA REACH	TOTAL REACH	PACKS PEANUTS	JARS PB	CANS PEANUTS	PROMOTION ITEMS	NEW	ONGOING
April 1-31, 2023	Podcast Episodes	Podcast		1	Industry	Worldwide			1	1	1			1,500	1,500						
April 1-31, 2023	Recipe Posts on Social Media	Social Media	1		Consumers	Worldwide			1	1	1			1,000	1,000						
April 1, 2023	Springtime Tallahassee Festival	Festival	1		Consumers	North Florida			1	1	1		150,000	4,000	154,000	500		36	2,500	1	
April 3, 2023	State Science Fair Students	Goodie Bags	1		Students	Ft White, FL	FWHS	1		1	1	1	40	150	190	30			90	1	
April 11, 2023	Cornith Baptist Church	Peanut Butter Donation	1		Consumers	Europe	Corinth Baptist	1				1	540	400	940		540			1	
April 11, 2023	Chiefland FFB Womens Committee	Peanut Butter Donation	1		Consumers	FFB Levy Co	FFB Womens C	1				1	300	400	700		300				
April 11, 2023	Cedar Key Food Pantry	Peanut Butter Donation	1		Consumers	Cedar Key, FL	Cedar Key FP	1				1	200	400	600		200			1	
April 22, 2023	Dispatcher Appreciation Week	Goodie Bags	1		Dispatchers	North Central FL	Sheriff /Police	6	1	1		1	105	1,000	1,105	210	105		315	1	
April 20, 2023	Rural County Day at the Capitol	Promo Penauts	1		FL residents	Statewide	Columbia Co, L	3	1	1	1		3,000	2,000	5,000	600			400	1	
April 24, 2023	Farm Bill Field Hearing	Set Up, Host	1	1	FL residents	Statewide	Legislative, Org	18	1			1	700	4,500	5,200	500			200	1	
April 19, 2023	Gilchrist Co Sheriff's Luncheon	Dessert	1		Officers	Trenton, FL	GCSO					1	150		150					1	
April 20, 2023	Evergreen Church Food Pantry	Peanut Butter Donation	1		Consumers	Lake City, FL	Evergreen Chu	1				1	300		300		300				
April 21, 2023	Mt Gilliad Food Pantry	Peanut Butter Donation	1		Consumers	Live Oak, FL	MtGilliad Churc	1				1	1,440	2,000	3,440		1,440				
April 22, 2023	Maxine Parrish Festival	Festival	1		Consumers	Trenton, FL	Gilchrist Chami	1	1	1	1		750	1,500	2,250	50			50	1	
April 22, 2023	Community Day at the Farm	Festival	1		Consumers	North Central FL	NFREC-SV	1	1	1	1		500	6,000	6,500	150			150	1	
April 14, 2023	Meeting with Dr. Barry Tillman	Meeting	1		Farmers	FPF 11 Primary Co	UF/IFAS	1				1	15	300	315					1	
April 20, 2023	Florida 4H Foundation	Donation	1		Consumers	Statewide	Florida 4H	1		1		1	20	15,000	15,020				15	1	
April 20, 2023	Ocklochnee Bay U M Church	Peanut Butter Donation	1		Consumers	Panacea, FL	Ocklochnee Ba	1				1	1,000	1,500	2,500		1,000				
April 29, 2023	Pins & Fins Event	Donation	1		Consumers	Lake City, FL	CCSO	1	1			1	650	4,000	4,650	150			10	1	
April 29, 2023	Lafayette Co AgVentures	Ag Day	1		Students	Mayo, FL	FFB, LCFB, IFV	5	1	1	1		300	2,650	2,950	150					
		TOTALS	18	2				45	10	10	10	11	160,010	48,300	208,310	2,340	3,885	36	3,730	13	7

Quarter 4 HIGHLIGHTS

MAY & JUNE 2023

May hosts a plethora of end-of-the-school-year activities, FPF supports various FFA banquet celebrations, Teacher Appreciation Week, not to mention Nurse Appreciation Week and Police Appreciation Week, school ag day celebrations, and a great deal more.

In June, FPF routinely sponsors Florida FFA student convention, Florida 4H Legislature Camp Week, and various other holidays like, National Peanut Butter Cookie Day, and more.

Photos of previous May & June events, from years earlier, below.

The Final Report of Quarter 4 (April, May, June 2023) will be submitted to FDACS by June 30, 2023.



THANK
YOU



www.FloridaPeanutFederation.org

Post Office Box 163
McAlpin, FL 32062

386-362-2077 // 386-249-9017