

FDACS PEANUT MARKETING ORDER 2023-2024 REPORT TO THE PEANUT ADVISORY COUNCIL



REPORT DATE
APRIL 24, 2024

PREPARED BY
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EXECUTIVE DIRECTOR



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FLORIDAPEANUTS.ORG





FPF President, Dwight Stansel, Executive Director, Laura Goss, met with a small group Round Table discussion at UF, with USDA Deputy Secretary Xochitl Torres Small & Under Secretary Dr. Chavendra Jacobs-Young, January 26, 2024.



Feeding Florida Agriculture Liaison, Cacee Hilliard (L) & Food4Kids Backpack program Executive Director Margot DeConna (R), receive Peanut Butter from FPF.

SNAPSHOT

2023-2024	Q1	Q2	Q3	Q4*	TOTAL
PROMOTIONAL EVENTS/ ACTIVITIES	45	30	61	35	171
JARS OF PEANUT BUTTER DONATED	14,322	0	3,936	17,280	35,538
TOTAL REACH	152,114	485,930	1,710,778	200,000	2,548,822

*Q4 ESTIMATED

ACTIVITY OVERVIEW

Q	CONSUMER	INDUSTRY	TOTAL
1	40	5	45
2	26	4	30
3	52	9	61
4	31	4	35
Q	NEW	ONGOING	TOTAL
1	20	25	45
2	14	16	30
3	21	40	61
4	14	21	35

*Q4 ESTIMATED

FLORIDA PEANUT MARKETING ORDER

JULY 1, 2023 THROUGH JUNE 30, 2024

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.



Student Leader Peanut Harvest Tour in October 2023, Students from Williston, Florida, on a peanut combine in Gilchrist County; they enjoyed sitting in the cab and imagining themselves driving across the field.

Dear Peanut Farmers,

The opportunity to represent one of Florida's most tasty agricultural commodities is an honor and a responsibility that I do not take lightly. Along with the Board of Directors, I assure you that the investments made by Florida peanut farmers into the Peanut Marketing Order, are precious to us and we are grateful to work on your behalf to make the most of this resource. Florida Peanut Federation Board of Directors are peanut farmers, like you, who pay in and expect a worthwhile return on the marketing dollars. This report showcases the programs, activities, and promotions of FPF July 2023 through June 2024. I trust you will find this report thorough and provide insight as to the workings of FPF via marketing and educational efforts. Should you have questions, please reach out. You are always welcome, indeed encouraged, to attend meetings, visit with me at the office, and share thoughts as we move forward together.

Best regards,

A handwritten signature in black ink that reads 'Laura Goss'.



Laura Fowler Goss
Executive Director

Dear Consumers,

Thank you for spending time with us over the past year. It is great fun to share with you about Florida's peanut industry; an industry that generates \$150,000,000 production value. One of the 300+ commodities produced in Florida, it is the only seizable commercial nut production in our great state. I'm sure you've heard me say that peanuts are a protein powerhouse, prevent heart disease, and have been proven to reduce the risk of cancer development. Peanut are an incredibly sustainable crop and benefit the environment in numerous ways. Hopefully, our promotion efforts have educated you and encouraged you to 'Eat More P'Nuts!' Thanks for your continued support!

A handwritten signature in black ink that reads 'Laura'.

CORPORATE INFO

COMPANY NAME

Florida Peanut Federation, Inc.

DATE OF INCORPORATION

January 10, 2017

MEMBERSHIP

Charter Members

Associate Members

Allied Partner Supporters

Golden Seed Members

ADDRESSES

Post Office Box 163, McAlpin, FL 32062

17856 US Highway 129 S., McAlpin, FL 32062

www.FloridaPeanuts.org

OVERVIEW

Nearly six-hundred members and partners strong, Florida Peanut Federation is investing farmers' trust fund money, through the FDACS Peanut Marketing Order, to further the peanut industry in Florida. Initiatives of Florida Peanut Federation fall into one of three categories: industry, consumers, humanitarianism. Each facet of work focuses on consumers and/or industry peers. The goals of Florida Peanut Federation align with farmers who regularly grow peanuts in the State of Florida. It is a privilege to work for farmers, spending their investment money with diligence and solemnity. The farmer led board of directors monitors each project to ensure success that follows through to the industry.

2024 BOARD OF DIRECTORS

Murray Tillis, President, Region 2

Herman Sanchez, Jr, Vice President, Region 6

Arlene Bell, Secretary/Treasurer, Region 8

Mike Adams, Region 1

BJ Wilkerson, Region 3

Donell Gwinn, Region 4

Kevin Barrington, Region 5

Clif Townsend, Region 7

Dwight Stansel, Region 9

BUSINESS

Education, Promotion, Marketing of Florida Peanuts

Improve & Develop a thriving and sustainable peanut industry

EXECUTIVE DIRECTOR

Laura Fowler Goss

386-362-2077

386-249-9017

FloridaPeanutFederation@gmail.com

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.

INITIATIVES

INDUSTRY

research funding
research reporting
grower education

encouragement
partnerships

CONSUMERS

community outreach
mass consumer direct

students
media reach

HUMANITARIANISM

nutritional information
philanthropic donations
allergy education

homelessness support
partnerships

FOUNDATION

2016

Founded in North Central Florida



2017

Active Organization



2018

Trust Fund Marketing Order Contract



2019

Research Emphasis



2020

Harvest Tour & Research Equipment



2021

1.5 Millions Floridians Reached



2022

Debut "Pink Peanuts" Promotion



2023

2.5 Million Floridians Reached



2024

Debut "Building Blocks Challenge" Promotion



GOALS 2023-2024

1

Peanut Consumption

Increase Peanut Consumption through strategic marketing campaigns
CONTRACT DELIVERABLE
requirement to reach 100,000 Floridians through five events

2

Farmer Support

Advance peanut research through partnerships, bringing together farmers and research groups to identify specific industry needs
CONTRACT DELIVERABLE
sponsor/support 5 industry-focused activities

3

Community Support

Providing support through philanthropic programs, predominately donations of peanut butter
FPF BOD GOAL
donate 40,000 jars

CORE PROGRAMS



February 24, 2024, Florida Peanut Federation Annual Membership Meeting and Banquet in Lake City, Florida.

Each of the core programs highlights a value of Florida Peanut Federation (FPF). 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 is closely measured and monitored for growth.

ADVOCACY

support for or recommendation of PEANUTS



98

ACTIVITIES

PROMOTION

publicization to provide support to increase sales of PEANUTS



106

ACTIVITIES

PHILANTHROPY

concern for others demonstrated by Peanut Butter DONATIONS



62

ACTIVITIES

EDUCATION

imparting knowledge of PEANUTS and peanut industry in Florida



78

ACTIVITIES

PARTNERSHIPS

joint interest, being a partner with a group/organization



658

PARTNERS



AgriScience students, FFA members, throwing out packs of peanuts in their school homecoming parades.



Suwannee County 4H member, giving Power up Patrol, packs to the security office at North Florida Fair in Tallahassee.



FFA Advisors happy to have packs of peanuts for their National FFA Week celebrations with their chapters.



The intention was a spin off of a traditional 'corn dig' where kids dig through the pool of peanuts to find treasures. This little guy just needed a rest after a so much walking at the Central Florida Peanut Festival in Williston.

PERFORMANCE SUMMARY

Marketing Order year 2023-24 saw a budget decrease from the several years prior. Fifteen and a half percent lower than last year, marketing efforts remained on target, despite the contract amount being \$33,667 lower than the year before. Find the report below, percentage by quarter, increase or decrease in numbers.

2023 vs 2024	Total Events/ Activities	Industry Events/ Activities	Core Programs ADVOCACY PROMOTION EDUCATION PHILANTHROPY	Partnerships	Total Reach
Q1	26% ↓	73% ↓	↓↓↑↑	7% ↓	56% ↓
Q2	35% ↓	60% ↓	↑↓↓↓	80% ↓	86% ↑
Q3	30% ↑	18% ↓	↑↑↓↓	73% ↓	13% ↑
Q4	22% ↓	69% ↓	↓↓↑↑	478% ↑	44% ↓
Total	10% ↑	58% ↓	↑↑↓↓	56% ↑	3.3% ↑

2023 MEDIA
IMPRESSIONS

1,816,890

2023 EARNED
MEDIA

5,673,102

INVESTMENT

FDACS Peanut
Marketing Order
2023-24 Investment \$ 183,000

Florida Peanut
Federation raised
funds invested \$ 40,000

=

Total \$ 223,000

COST PER
CONSUMER
REACHED
2023-2024

8.7¢

2022-2023 10 CENTS
2021-2022 11 CENTS

QUARTER 1 HIGHLIGHTS

Florida Farm Bureau Young Farmers & Ranchers Conference

American Peanut Research & Education Society Annual Conference

Taste of the South annual fundraiser gala in Washington DC

UF Florida Youth Institute Tour

Elementary Teacher Resource Guide

Gilchrist Co 4H Camp Pilot Program

Florida 4H State University Conference

Pallet of Peanut Butter to Mt Gilliad Church Food Bank

Pallet of Peanut Butter to Feed the Need of Putnam County

Florida Climate Smart Agriculture stakeholder meeting

Back to School Weekend Backpack Program Peanut Butter Donations

Elementary School Back to School events

Power Up Patrol School Resource Officer Protein Snack Packs

Levy Co On-Farm Researcher Reverse Field Day

Hamilton Co On-Farm Researcher Reverse Field Day

Peanut Field Day at NFREC-SV

Hamilton Co Peanut Field Day, On Farm Trials

Pallet of Peanut Butter to Citrus County Bags of Blessings

900 jars of Peanut Butter to Backpack for Kids of Jackson County

Florida Farm Bureau Ag Tailgate

National Peanut Day Celebrations

Hurricane Idalia Response & Support

Office Snack Sneak Attack

Student Peanut Recipe Challenge

Peanut Harvest Student Tour



JULY 2023

American Peanut Research & Education Society Annual Conference, FPF attended July 10th, at the UGA Research Center for the international researchers tour. Researchers discussed peanut topics as they toured the GA research facility.

Gilchrist Co 4H Camp Pilot Program, "All About Peanuts" summer camp was a wonderful success. FPF partnered with UF IFAS Gilchrist County Extension, sponsoring in kind and provided industry tours, recipes, food demonstrations, promotional items, for the camp that included 12 students and 5 adult volunteers. After the camp, the program will be formatted into a kit and provided to county 4H groups throughout the state.

SPOTLIGHT ACHIEVEMENT

Laura Goss with Peanut Researchers from Israel and Argentina, during the APRES annual conference in Georgia, July 2023.



AUGUST 2023

Back to School Weekend Backpack Program Peanut Butter Donations, FPF donated 10 pallets of PB, over 14,000 pounds, to programs that serve school aged children for weekends and extended school breaks.

Levy & Hamilton County On-Farm Researcher Reverse Field Days, a highlight to innovation and commendable way for research staff to get in the field and see the 'real world' problems first hand..



SPOTLIGHT ACHIEVEMENT



Reverse Field Day, Researchers toured Suwannee River Peanut buying point in Jasper, Fl, with manager Seth Adams.



SEPTEMBER 2023

In the aftermath of Hurricane Idalia, North Florida agricultural losses were staggering, with initial estimates indicating damages totaling over \$500 million. Crops, equipment, buildings suffered extensive damage due to the storm's high winds and flooding, leading to significant financial setbacks for farmers across the region. The widespread destruction underscored the vulnerability of the agricultural industry to extreme weather events, highlighting the urgent need for resilience and adaptation measures to mitigate future impacts.



SPOTLIGHT ACHIEVEMENT

FPF led efforts to create a Hurricane Recovery Resource Guide for agriculturalists.



QUARTER 2 HIGHLIGHTS

Peanut Butter Challenge

Farmers Recovery from Hurricane Idalia

Series of Did You Know social media posts

Breast Cancer Awareness Month

Pink Peanuts in Action

Central Florida Peanut Festival

Sunbelt Ag Expo

Student T-Shirt Design Contest

Fall Festivals / Trunk or Treat /
Halloweek Decor cost share
program

Student Peanut Harvest Tour

Pioneer Day Festival

Dixie Ag10 Festival

Annual Farm Bureau Federation
Conference

Forestry Festival Field Trip

National FFA Convention

Florida Gateway Fair

Taste of the Nature Coast

Fall Harvest Experience at UF
IFAS NFREC-SV

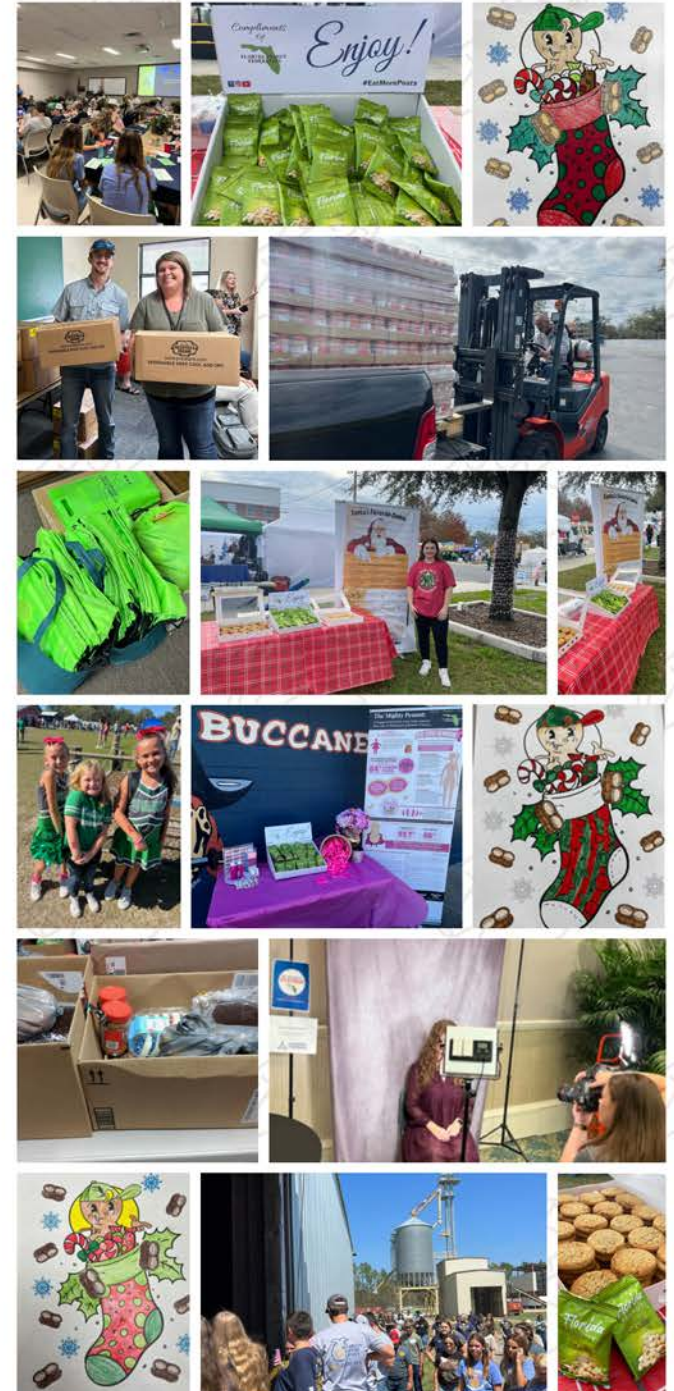
National STEAM/STEM Day

Power Up Patrol at North
Florida Fair

National Junior Horticulture
Association conference

Christmas Card Coloring
Contest

Christmas on the Square



OCTOBER 2023

The Central Florida Peanut Festival is held in Williston on the first Saturday of October each year. More than 10,000 visitors attended this year's event. FPF was showcased on WCJB TV-20 News.

Student Peanut Harvest Tour on October 13th. The tour was an all day affair, showcasing the peanut farm process to students from Florida FFA chapters and Agricultural Education programs for multiple counties.



SPOTLIGHT ACHIEVEMENT

Peanut Family Fun Festival at the Peanut Festival in Williston, October 2023.



NOVEMBER 2023

The Fall Harvest Experience, hosted by UF IFAS NFREC-SV, is a three week event that hosts thousands of elementary school students. The 2023, theme was "Water". As peanuts played right into that theme, we showcased peanuts to all of the participating students and sent teachers and school administrators with peanut curriculum, to reach an estimated 10,000 students.

The Florida Gateway Fair, November 1-10, in Lake City, welcomed more than 40,000 visitors. FPF provided an educational booth display, placing second in the booth appeal contest. The education, via visual aids and take aways, reached thousands of consumers as they enjoyed the fair.

SPOTLIGHT ACHIEVEMENT



Extension staff worked with FPF to create a workshop dedicated to showing how friendly peanuts are to water resources in North Florida.



DECEMBER 2023

December 1-18, FPF hosted the annual Christmas Card Coloring Contest. More than 4000 students participated, FPF recognized more than 200 elementary school teachers, providing peanut educational resources and Thank You! drawing for one teacher to win \$250 gift car for classroom supplies.

Christmas on the Square festival, held December 1-3, in Live Oak, FPF hosted a booth, next to Santa, and provided "Santa's Favorite Cookies", Peanut Butter Cookies, of course! Thousands of children told Santa what was on their Christmas list, and the festival drew 60,000+ consumers over the three day festival.



SPOTLIGHT ACHIEVEMENT

Winner, Christmas Card Cover
Brooklynn, age 9, Madison, FL



Christmas Card PreK - 5 Coloring Contest
HONORABLE MENTION

Claire, age 9
Williston, FL



Emily, age 9
O'Brien, FL



Bryson, age 11
Lake City, FL



QUARTER 3 HIGHLIGHTS

2024 New Year "Did You Know" social media campaign, featuring healthy peanut facts with recipes and nutritional information

Christmas Card winners recognition & celebration

Peanuts help Brains Work school teacher program

Presentation to Ft White FFA Chapter for their social media post reaching over 10,000

Healthy Farms - Healthy Bays stakeholder group workshop

FPF promo video "Day in the Life" released on Social Media

1440 jars Peanut Butter delivered to Citrus County Blessings backpack program

Florida Association of Agricultural Educators conference favor bag sponsor

Dixie Middle FFA State Ag Tour

FFB Taste of Florida Agriculture in the Capitol Courtyard in Tallahassee

1440 jars of Peanut Butter to Food4Kids Backpack Program

FPF meeting specifically discussing impacts to the peanut industry

Florida Literacy Week, 4H members reading peanut books to elementary students

National Peanut Butter day, peanut butter donation blitz

FDACS PAC Winter Research Meeting

Roundtable meeting with USDA

George Washington Carver Lending Library to Lafayette County Elementary School

Social Media Campaign leading up to World Cancer Day

February is Heart Month, Peanuts are good for heart health, social media campaign

Online celebration of George Washington Carver during Black History Month, complete with elementary curriculum for teachers

FPF offered match for Peanut Butter donations to Children's Table pantry, in high need, food drive



QUARTER 3 HIGHLIGHTS

Florida State Fair, FPF sponsored peanut 'digging' display in the Little Farm Hands interactive area, in the Florida Ag Hall of Fame Building

National FFA Week, FPF sponsored chapter activities

Dixie Middle FFA hosted Ag Day

Williston FFA Ag Day festivities

FFA Alumnus, Laura Goss, guest speaker for FFA week celebration

Lake City Middle School FFA, FPF supported homelessness supply bags

Columbia County FFA invited Laura Goss to be a member of the Advisory board

Laura Goss elected Board of Director for Food4Kids Backpack Program of North Florida

Bell Elementary Science Day

Trenton Elementary Science Day

Mayo Ag Services Tradeshow and Vendor Expo

Hamilton County Peanut Producers pre-planting season seminar

Gathering in Gilchrist event

#BuildingBlocksChallenge, lego building contest, 2 regional events, 1 state event

FPF Annual Membership Meeting and Banquet

BHS Scholarship Gala sponsor

Florida Strawberry Festival, sponsor, Florida Peanut TWOSDAY, peanut promo packs distributed on Tuesday, March 5th

National Peanut Butter Lovers Day

FPF First Annual TShirt Design Contest Winners Announced

Suwannee County Farm Bureau popcorn and peanuts sponsor

Branford Ag Day with High School, Middle School, & Elementary School

Hamilton County Ag Day with Jasper 4th graders

Interview of Laura Goss, FPF, featured on Southeast Ag Net

Lafayette County Peanut Production Meeting

Florida 4H County Events, contests, support in many counties

Peanut Butter Donation to Wakulla District Schools

Williston High School peanuts are nutritional workshop

Florida 4H Day at the Capitol

McAlpin Community Feed the Community Day

6 Gen Ag Services Farmer Appreciation Dinner

JANUARY 2024

3000 jars of Peanut Butter were donated in Early January. FPF hosted students (young and old), along with supporter volunteers, to make the Peanut Butter deliveries to the organizations that distribute.



SPOTLIGHT ACHIEVEMENT

Volunteers "Spreading the Love"



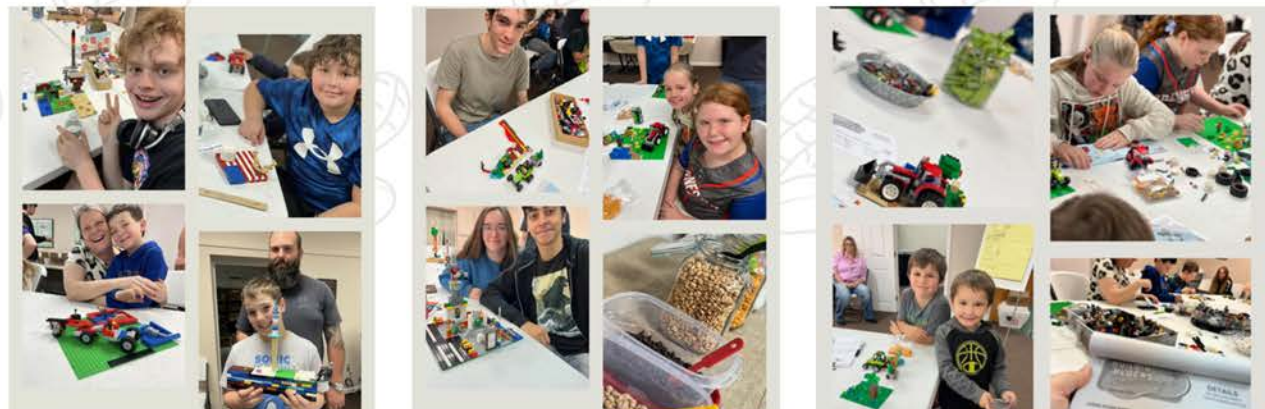
FEBRUARY 2024

#BuildingBlocksChallenge was a lego building contest, based on the premise of "Peanuts are Building Blocks of a Healthy Body". The contest was held in two regional competitions, with winners advancing to the state contest on February 24th at the FPF Annual Meeting. WCJB TV-20 got wind of the contest and featured Laura Goss for a live interview that aired on 5 news programs throughout the day. Online reach was over 35,000, and the total media reach was just under 500,000. This contest will be expanded and offered for years to come!



SPOTLIGHT ACHIEVEMENT

More than 500 people were involved with the #BuildingBlocksChallenge



MARCH 2024

The Gathering in Gilchrist has become an honored tradition with Sheriffs from across the state. An evening of patriotism and appreciation for Law Enforcement. FPF was thrilled to have a larger part this year, providing the VIP tent and peanuts for all 600+ attendees.



SPOTLIGHT ACHIEVEMENT



*VIP tent complete with
peanut filled Charcuterie
Display
4H members serving the
dignitaries at the event*



QUARTER 4 HIGHLIGHTS

Day at the Farm NFREC-SV hosted community day, FPF set up peanut booth, giving packets with seeds and instructions so people can take them home and grow their own peanuts

Dixie County Centennial Celebration, festival and parade, FPF booth showcased peanuts in light of how environmentally friendly they are, as Dixie County is bordered by water on three sides

Farm Bureau President's Conference, FPF supplied packs of peanuts for the conference favor bags

April 1st Peanut Butter Pick Up Party, FPF hosted reception appreciation event for volunteers of various groups, as nearly a dozen organizations picked up peanut butter to supply their community through the rest of the school year and their summer programs, refreshments were available, favor bags given, and lots of hugs, as more than 10,000 jars of Peanut Butter was picked up

Every Kid Healthy Week campaign on radio and public television, as well as digital ads about peanuts and the health benefits for children, estimated to reach 80,000 consumers

\$10,000 presented to Dr. Barry Tillman to go toward the purchase of a research combine that will be used at UF/IFAS NFREC-SV

Contribution to The Peanut Institute Foundation for peanut nutritional research

911 Dispatcher Appreciation Week, FPF provided rain gauges and peanuts for local Sheriff's departments' 911 Dispatchers

Teacher Appreciation Week DIY Trail Mix Bar

Nurse's Appreciation Week DIY Trail Mix Bar

Florida FFA State Convention

Florida 4H Legislature Conference

Potential Funding for Peanut Potassium Study at NFREC-SV

Suwannee High School Teen Health Fair

Nutrien White Springs Corporate Health Fair & Expo

CARES Celebration

Lafayette County AgVentures



APRIL 2024

Dixie Centennial Celebration Festival and Parade, FPF booth provided peanuts, games, and Goldfish for festival-goers, Booth depicting how sustainable peanuts are and was well received by all attendees



SPOTLIGHT ACHIEVEMENT



Congresswoman Kat Cammack's office presented a centennial flag to Dixie County leaders




MAY 2024

photos of 2023 CARES Event



ANTICIPATED

SPOTLIGHT ACHIEVEMENT

 **Florida Farm Bureau Federation**
April 18 at 10:02 AM

Congratulations to our 2024 #ThisFarmCARES recipients. We are so excited to honor these farms for their dedication to environmental stewardship in just two weeks at our 23rd annual Suwannee CARES Celebration! We hope you will join us to celebrate, click the link below to register! #VoiceofAg #ThankAFarmerThursday
<https://loom.ly/nfer9Rl>



2024 CARES Dinner should have 600+ attendees for this one-of-a-kind event showcasing the bounty of North Florida



JUNE 2024

photos of 2023 FFA Convention



ANTICIPATED

SPOTLIGHT ACHIEVEMENT

Florida FFA Association
March 15 ·

The Florida FFA Association recently selected 25 student members as finalists in the highly coveted "Stars of Florida" award recognition program. This program symbolizes the highest competitive recognition for FFA members and their Supervised Agricultural Experience (SAE) program(s) in seven different categories. Each candidate will be interviewed by a team of FFA, industry and Agriculture Education representatives to determine the winner in each area. Each finalist, their family and agriculture instructor(s) will be recognized at the Fourth General Session of the 96th Florida FFA Convention to be held at the Caribe Royale Resort in Orlando.



STATE STAR DISCOVERY

Wyatt Watson
Suwannee Middle

Hayden Henderson
Trenton Middle

Kelsey Wilkerson
Trenton Middle

Colby Holcomb
Turkey Creek Middle

WINNER ANNOUNCED IN SESSION 4
WEDNESDAY, JUNE 12

**Florida FFA
Convention Sponsor**



EFFECTIVENESS METRICS

In response to this year's budget cuts, Florida Peanut Federation made strategic decisions to maintain continuity in many of our longstanding programs, albeit on a reduced scale.

While some activities showcased comparable effectiveness with limited resources, the majority did not yield the hopeful, anticipated outcomes.

Through rigorous evaluation grounded in our established effectiveness metrics, we have gleaned invaluable insights. These insights will serve as guiding principles for future decision-making, enabling us to prioritize resource allocation more effectively and optimize program performance in alignment with our overall goals.



Stakeholder meeting with Healthy Farms - Healthy Bays program, along with Florida Climate Smart Agriculture.

Sampling of Comparative Activities

July - **Florida 4H University** - Suggest Continuing to Support in Monetary Sponsorship and Providing Refreshments for the Student State Leaders and Volunteer Staff, 2022 Workshop was a huge success, however, may not be worth the additional cost required

August - **Back to School** - Suggest focusing on Peanut Butter donations for Backpack Programs (not included in this comparison), focus on supporting Ag & STEAM teachers Wish Lists, do not know if FPF pencils are an effective promotion

September - **National Peanut Day Harvest Tour** - Community Leadership Tour is eye-opening, suggest hosting this tour on a 2 or 4 year rotation, based on election cycle; Student tour every year, very encouraged by student participation, open to STEM students in the future; half day tour may be more palatable for professionals, yet it takes all day to see the entire industry overview

October - **Breast Cancer Awareness** - Suggest a large social event on a three year rotation, smaller community/school promotions effective as annual activities, girls seem to remember the statistic, as well as mothers and especially BC survivors, a worthwhile endeavor, 2023 promotion would have benefited from month-long, rather than week-long attention

October - **Florida Farm Bureau Annual Conference** - Suggest a larger participation and visible at FFBF conference, booth space is expensive, but necessary; Sponsorship of the headshot station was not enough; consider partnership with FPPA for expo space and demonstrations

Effectiveness Metrics	Detail	Points
OUTPUT METRICS	Assess the immediate results, number of activities, products delivered, services provided, understand volume and scale of program	20
OUTCOME & IMPACT METRICS	Changes or benefits that occur as a result, example: increased knowledge, changes in behavior, improvements in quality of life; Broader, long-term effects of program on target audience, include economics, improved health, reduced stress, etc.	40
PARTICIPANT FEEDBACK & SOCIAL RETURN ON INVESTMENT	Participant satisfaction, perception of program, suggestions for improvement & Social value generated by program in relation to resources invested, impact on society	20
STAKEHOLDER ENGAGEMENT	Engagement and satisfaction level of stakeholders, positive relationships	10
FUTURE SUSTAINABILITY	Program's ability to continue impact over time, assessing expenses, support, adaptability	10







November 10, 2023 LFG



November 10, 2023 LFG



2022	Florida 4H University	2023
-Snack Station, inc Packs Peanuts -Career Workshop -Sponsor Conference	OVERVIEW	-Sponsor Conference -Provide Packs of Peanuts
	PHOTOS	
\$2200	TOTAL EXPENSES	\$1000
1017	IN PERSON REACH	500
3540	MEDIA REACH	1000
4557	TOTAL REACH	1500
\$0.48	\$ PER PERSON	\$0.67
	<u>EFFECTIVENESS METRICS</u> OUTPUT OUTCOME & IMPACT PARTICIPANT FB & SOCIAL ROI STAKEHOLDER ENGAGEMENT FUTURE SUSTAINABILITY	
	VALUE RATING	

2022	Back to School	2023
-20 Teacher Wish List Purchases -100 Backpacks w/ School Supplies	OVERVIEW	-Pencils, Lanyards, Backpacks available at Festivals
	PHOTOS	
\$1131	TOTAL EXPENSES	\$0
2000	IN PERSON REACH	200
450	MEDIA REACH	400
2450	TOTAL REACH	600
\$0.46	\$ PER PERSON	\$0.00
	<u>EFFECTIVENESS METRICS</u> OUTPUT OUTCOME & IMPACT PARTICIPANT FB & SOCIAL ROI STAKEHOLDER ENGAGEMENT FUTURE SUSTAINABILITY	
	VALUE RATING	

November 10, 2023 LFG



2022	Breast Cancer Awareness	2023
<ul style="list-style-type: none"> -Pink Peanuts Soiree Event -Event Sponsors -Promotions at Festivals -Survivors Gifts -School Girl Special Gifts -Community Relations -Social Media Blitz -Photography Session -Newspaper Press Event 	OVERVIEW	<ul style="list-style-type: none"> -Pink Out Youth Football Game -SHS Pink BCA Promotions -BHS Pink BCA Promotions
	PHOTOS	
\$3787	TOTAL EXPENSES	\$58
250	IN PERSON REACH	2000
65,000	MEDIA REACH	1500
65,250	TOTAL REACH	3500
\$0.05	\$ PER PERSON	\$0.02
	<u>EFFECTIVENESS METRICS</u> OUTPUT OUTCOME & IMPACT PARTICIPANT FB & SOCIAL ROI STAKEHOLDER ENGAGEMENT FUTURE SUSTAINABILITY	
	VALUE RATING	

November 10, 2023 LFG



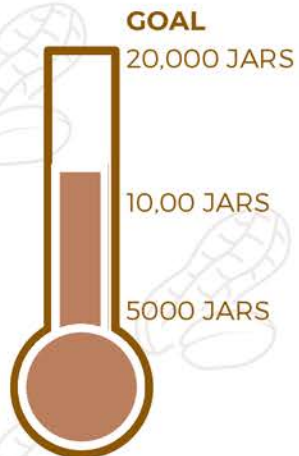
2022	FL Farm Bureau Annual Conference	2023
<ul style="list-style-type: none"> -Sponsor Conference -Promo Booth in Member Expo -Stage Demo & Samples Charcuterie -Breast Cancer Gift Bags -Laura judge contest 	OVERVIEW	<ul style="list-style-type: none"> -Sponsor Member Headshot Station -Laura judge contest
	PHOTOS	
\$3800	TOTAL EXPENSES	\$387
300	IN PERSON REACH	300
2500	MEDIA REACH	500
2800	TOTAL REACH	800
\$1.36	\$ PER PERSON	\$0.48
	<u>EFFECTIVENESS METRICS</u> OUTPUT OUTCOME & IMPACT PARTICIPANT FB & SOCIAL ROI STAKEHOLDER ENGAGEMENT FUTURE SUSTAINABILITY	
	VALUE RATING	

PEANUT BUTTER DONATIONS

Donating peanut butter to students in need is both helpful and worthwhile, providing essential nutrition and support for their overall well being.

STUDENT BACKPACK PROGRAMS

BACK TO SCHOOL JULY & AUGUST



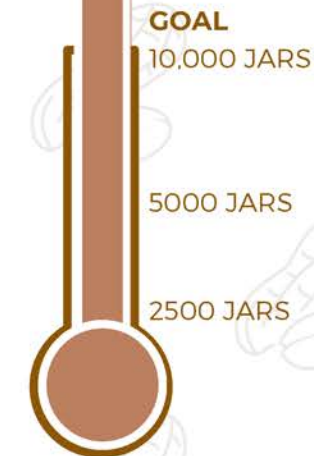
HOLIDAY BAGS NOV & DECEMBER



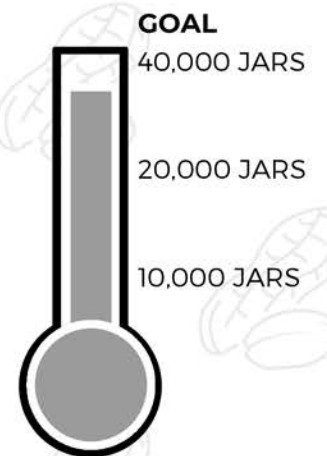
SPRING SEMESTER JANUARY



SUMMER PROGRAMS APRIL & MAY



TOTAL 2023-24



FOOD BANK / FOOD PANTRY / HOMELESSNESS SUPPORT

FARM SHARE	1,440 JARS	CHURCH FOOD PANTRY	3,500 JARS	FIRST RESPONDERS	250 JARS
UNITED WAY	500 JARS	DISASTER RELIEF	1,200 JARS	PREGNANCY CARE CENTERS	600 JARS
REGIONAL FOOD BANKS	2000 JARS	MILITARY SUPPORT	600 JARS	EXTREME WEATHER SHELTERS	450 JARS

14,322 JARS

0 JARS

3,936 JARS

17,280 JARS

35,538 JARS

STUDENT BACKPACK PROGRAMS

A. Quinn Jones Center, Archer Elementary School, Bronson Elementary, Bronson Middle High School, Buchholz High School, Chiefland Elementary School, Chiefland Middle High School, Chiles Elementary, Eastside High School, Fort Clarke Middle School, Gainesville High School, Glen Springs Elementary, Hidden Oak Elementary, Idylwild Elementary, Joyce Bullock Elementary, Kanapaha Middle School, Lincoln Middle School, Meadowbrook Elementary, Norton Elementary School, Pace Center for Girls Alachua, PK Youge Professional Academies Magnet at Loftlen Middle School, Talbot Elementary, Terwilliger Elementary, Trilogy School, Westwood Middle School, Wiles Elementary, Williams Elementary, Williston Elementary, Williston Middle High School, Suwannee Middle School, Suwannee High School, Branford Elementary School, Branford Middle High School, Crystal River District Schools, Bell Elementary School, Anderson Elementary School, Old Town Elementary School, Lafayette Elementary School, Franklin Food Pantry, Putnam County food pantry, Salvation Army food pantry, Elder Care Services food pantry, W. T. Moore Elementary School food pantry, Michael Conley Elementary School food pantry, Buck Lake Elementary School food pantry and the Gretchen Everhart School, A. Quinn Jones Center, Archer Elementary School, Bronson Elementary, Feed the Need Putnam County, Citrus County Bags of Blessings, Dixie District Schools Weekend Program, Levy County Schools Black Bags, Bronson Middle High School, Buchholz High School, Chiefland Elementary School, Chiefland Middle High School, Chiles Elementary, Eastside High School, Fort Clarke Middle School, Gainesville High School, Glen Springs Elementary, Hidden Oak Elementary, Idylwild Elementary, Joyce Bullock Elementary, Kanapaha Middle School, Lincoln Middle School, Meadowbrook Elementary, Norton Elementary School, Pace Center for Girls Alachua, PK Youge Professional Academies Magnet at Loftlen Middle School, Talbot Elementary, Terwilliger Elementary, Trilogy School, Westwood Middle School, Wiles Elementary, Williams Elementary, Williston Elementary, Williston Middle High School, Suwannee Middle School, Suwannee High School, Branford Elementary School, Branford Middle High School, Central Ridge Elementary School, Citrus High School, Citrus Springs Elementary School, Citrus Springs Middle School, Crystal River High School, Crystal River Middle School, Crystal River Primary School, Floral City Elementary School, Forest Ridge Elementary School, Hernando Elementary School, Homosassa Elementary School, Inverness Middle School, Inverness Primary School, Lecanto High School, Lecanto Middle School, Lecanto Primary School, Pleasant Grove Elementary School, Rock Crusher Elementary School, Academies of Citrus County, Browning Elementary School, James Long Elementary School, Kelley Smith Elementary School, Melrose Elementary School, Middleton Elementary School, Ochwilla Elementary School, Jenkins Elementary School, Moseley Elementary, Crescent City Jr-Sr High, Interlachen Jr-Sr High, Palatka Jr-Sr High, Q Roberts Jr-Sr High School, Cottondale Elementary School, Cottondale High School, Graceville School, Grand Ridge School, Jackson Co Early Childhood Center, Malone School, Marianna High School, Marianna K-8 School, Sneads Elementary School, Sneads High School, Talbot Elementary, Terwilliger Elementary, Trilogy School, Westwood Middle School, Wiles Elementary, W. T. Moore Elementary School food pantry, Michael Conley Elementary School food pantry, Buck Lake Elementary School food pantry and the Gretchen Everhart School, Chiefland Elementary School, Chiefland Middle High School, Chiles Elementary, Eastside High School, Fort Clarke Middle School, Central Ridge Elementary School

Providing Peanut Butter as a part of the war on food insecurity - we recognize and respect the impact:

according to student survey results, children fed through school backpack programs experience these positive results:

78%

feel cared for by their community

71%

feel they are helping their family

60%

exhibit improved behavior

59%

find it easier to learn at school

FUNDING / EXPENSES

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 contract. The responsibility of administration of funds is not taken lightly. That you for the amount budgeted over the past year.

FDACS PEANUT MARKETING ORDER

Accounting Period 7/1/2023 - 4/22/2024

INCOME

Marketing Order \$ 171,666.60

EXPENSES

Promotion & Consumer Education	\$ 36,317.00
Peanut Packs, Cans for Promos	\$ 9,510.00
Peanut Butter for Donations	\$ 46,535.00
Research & Grower Education	\$ 40,250.00
Donations, Sponsorships	\$ 4,459.50
Office Overhead, Administration	\$ 34,000.00

MARKETING ORDER EXPENSE GRAPH 7/1/2023 - 4/22/2024

**80% PROMOTIONS, RESEARCH,
& DONATIONS**

20% OFFICE & ADMINISTRATION



2023-2024 BUDGET

FDACS PEANUT MARKETING ORDER

Accounting Period 7/1/2024 - 6/30/2025

INCOME

Marketing Order \$200,00.00

EXPENSES

Promotion & Consumer Education	\$ 55,000.00	28%
Peanut Packs, Cans for Promos	\$ 15,000.00	7%
Peanut Butter for Donations	\$ 40,000.00	20%
Research & Grower Education	\$ 40,000.00	20%
Donations, Sponsorships	\$ 5,000.00	3%
Office Overhead, Administration	\$ 45,000.00	22%



Left to Right:
Dwight Stansel, USDA Under Secretary Dr. Chavendra Jacobs-Young,
USDA Deputy Secretary Xochitl Torres Small, Laura Goss, January 26, 2024.

INTENTIONALITY

Maximum Growth

DID WE FOSTER GROWTH IN
EACH AREA OF PROGRAMMING?

yes!

Accomplishments

DID WE CELEBRATE ACCOMPLISHMENTS
WITH OUR AUDIENCE?

yes!

Return on Investment

WAS OUR TIME AND MONEY INVESTED
PROPERLY AS FOR A PROFITABLE RETURN?

yes!

Use of Resources

WERE WE GOOD STEWARDS OF RESOURCES
(FINANCES, TIME, STAFF, PRODUCTS)?

yes!

Disappointments

DID WE HANDLE DISAPPOINTMENTS WELL
AND MAKE STRATEGIC PIVOTS?

yes!

Culture & Identity

IS OUR GROUP RECOGNIZABLE
AND WELL RESPECTED?

yes!



Pastor Tim of Mt Gilliad Church, Dowling Park, Florida, unloading a pallet of peanut butter for their bi-monthly food pantry program.



Aubrey Wood, Branford FFA member, presenting at a teacher workshop at National FFA Convention, 2023.

LOOKING FORWARD

Innovative & Collaborative

1. BUILD ON PAST SUCCESSES
2. FOCUS ON SUSTAINABILITY
3. SUPPORT THE FARMERS

FLORIDA PEANUT
FEDERATION

**FDACS PEANUT MARKETING ORDER
2023-2024 REPORT
TO THE PEANUT ADVISORY COUNCIL**

APRIL 24, 2024


**FLORIDA PEANUT
FEDERATION**

WWW.FLORIDAPEANUTS.ORG

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