

# FDACS PEANUT MARKETING ORDER

report to the

## PEANUT ADVISORY COUNCIL

April 30, 2025

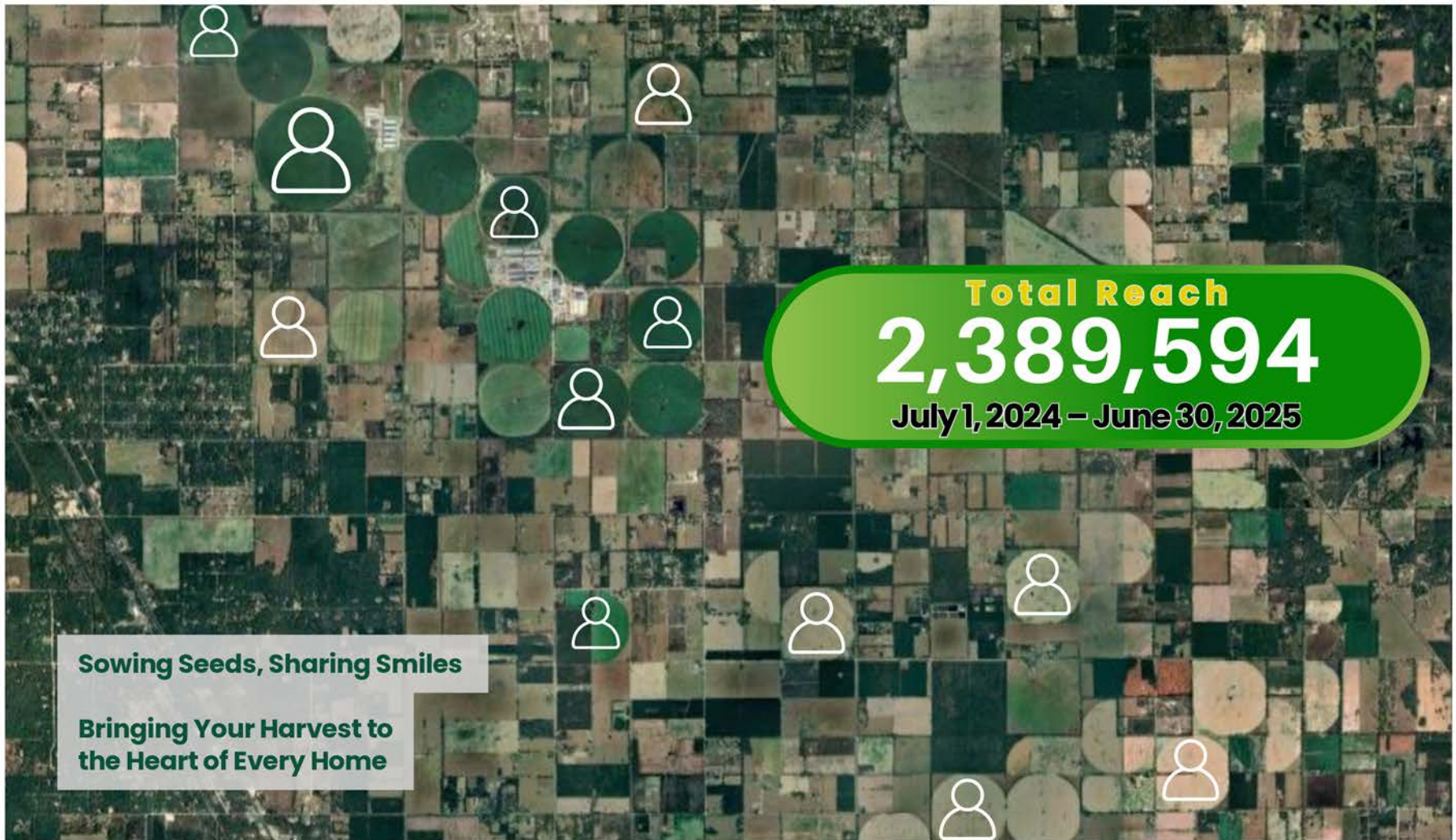
2024 - 2025



FLORIDA PEANUT  
FEDERATION



FloridaPeanuts.org



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**From Field to Festival**

**Bringing Your Harvest to  
the Heart of Every Home**



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**Peanuts  
Policy  
Progress**

**Advocacy Impact**  
**320 hours**  
advancing agriculture policy

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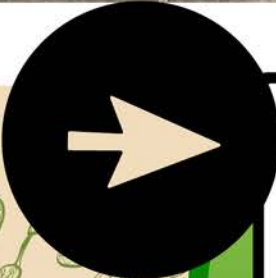
FloridasFarmers



**Peanut Butter**  
**45,359**  
pounds donated this year

Spreading more than Peanut Butter  
Spreading Hope

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## FPF Highlights

### 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.

### over 15 Million total impressions

in the past ten years

### more than 20 promotional activities

per quarter consistently since 2021

### over 200,000 pounds of peanut butter

donated to Food Banks, pantries, programs

### tripled the number of partner organizations

and collaborations between 2020 & 2025

### over 3 Million student encounter hours

through peanut education programs

### tens of thousands of promotional items

given to consumers, building loyalty and Love for Peanuts



### from Milton to Okeechobee

Florida Peanut Federation

has balanced

**investment**

across

**Consumer & Industry**

focused promotions

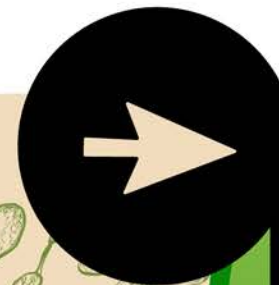
for **comprehensive**

**outreach** for

**#FloridaPeanuts**

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Next Generation



## Dear Farmers

April 25, 2025

Dear Farmers,

As we close another marketing year, I want to take a moment to reflect on the successes we've shared and express my excitement for the future ahead. Your dedication to Florida agriculture and your unwavering support of the Florida Peanut Marketing Order continue to inspire and drive everything we do.

In the 2024-25 year, Florida Peanut Federation proudly carried out 123 promotional activities across education, philanthropy, marketing, advocacy, and industry relations. Through FPF, **45,359 jars of peanut butter** were donated, 86% supporting student weekend backpack programs, providing nourishment to thousands of children facing food insecurity and highlighting the generosity and heart of Florida's peanut farmers. Through these efforts, we connected with nearly **2.5 million consumers**, proudly telling the story of Florida peanuts across communities near and far.

Looking ahead to 2025-26, I am energized to build on this momentum. Together, we will strengthen our advocacy, deepen industry partnerships, and create even more opportunities to promote Florida peanuts and support the farmers who make it all possible.

Thank you for trusting me with the honor of representing you and for your commitment to growing a stronger future for our industry. I look forward to all we will accomplish together in the year ahead.

Sincerely,

Laura Fowler Goss, Executive Director  
386-249-9017 [Laura@FloridaPeanutFederation.org](mailto:Laura@FloridaPeanutFederation.org)



support for or recommendation  
of PEANUTS

**Advocacy 129**



publication to provide support  
to increase sales of PEANUTS

**Promotion 123**



imparting knowledge of PEANUTS  
and peanut industry in Florida

**Education 120**



concern for others demonstrated  
by Peanut Butter DONATIONS

**Philanthropy 79**

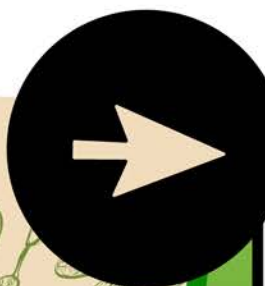


joint interest, being a PARTNER  
with a group/organization

**Partnerships 1094**

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GrowTogether



## Goals & Deliverables

### 1. Peanut Consumption

Increase Peanut Consumption through strategic marketing campaigns



MARKETING ORDER CONTRACT DELIVERABLE  
requirement to reach 100,000 Floridians through five events

### 2. Farmer Support

Advance peanut research through bringing together farmers & research groups to identify specific industry needs



MARKETING ORDER CONTRACT DELIVERABLE  
sponsor/support five industry-focused activities

### 3. Community Support

Provide support through philanthropic programs, predominately donations of peanut butter



FPF BOD GOAL  
procure & distribute \$40,000 of peanut butter

### 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



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## 2024 Highlights

July - Aug - Sep

July was a full month of revamped and upgraded activities. One of the most prominent, launched at Florida Farm Bureau Young Farmer's & Rancher's conference was the #FloridaPeanuts 'You are an Influencer' campaign, encouraging social media users to hashtag peanut posts.

August, as school was taking in, FPF broadcast the Elementary Education Guide, a program filled with peanut activities, holiday celebration guides, educational worksheets, and lesson plans, a resource free to elementary school teachers, Family Consumer Extension agents, 4H club leaders, and the like throughout Florida.

September saw Hurricane Helene hit the Suwannee River Valley region of Florida to the extreme detriment of agricultural producers. FPF provided resources to the ag community, while providing peanut butter donations to hurricane victims, first responders, emergency operations staff, and volunteers; specifically the distribution of 'Quick Lunch Comfort Kits' was of great success!



**38 Activities**

17 New  
21 Recurring

23 Consumer-focused  
17 Industry-focused

💡 22

📺 17

💡 21

🌐 13

🤝 142

Oct - Nov - Dec

October held many coalition and individual farmer meetings centered around the LSFIR MFL Draft Rule. The public comment period closed 10/31/24, FPF submitted a thorough letter, provided information for the ag community to share personal comments, and widely discussed the impact of the potential rule. Meetings were far and wide, aiming to keep FL Ag in production.

November was the month of FFB AEST LINC conference in St. Augustine. Laura Goss served as a featured industry leader in the panel discussion linking agricultural classroom students with ag industry for the benefit of both, while hosting a refreshment booth for conference attendees.

December, as it usually does, played host to FPF Christmastime Coloring Contest for students. This year, the contest was expanded to include a graphic design contest and a writing contest. More than 9400 students participated from schools and 4H groups throughout the state, with the top three winners enjoying a custom Christmas peanut gift basket and peanut butter taste test kit.



Florida Peanut Federation discuss guil.  
Florida Department of Environmental Pr  
proposed



**70 Activities**

29 New  
41 Recurring

53 Consumer-focused  
30 Industry-focused

💡 36

📺 43

💡 35

🌐 30

🤝 472

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## 2025 Highlights

Jan - Feb - Mar

January was filled with student Peanut Education Programs, pre-season meetings, industry conferences, and meetings that set the tone for the year. FPF sponsored and presented at each row crop meeting, showcasing research, legislative efforts, and the hope of a successful season for our all time most favorite crop - peanuts.

February hosted the Annual Membership Meeting & Banquet for Florida Peanut Federation. The evening was filled with allied members, stakeholders, peanut farmers, and supporters from across Florida. Membership updates, marketing activity reports, and special recognition made for a grand event of over 300 guests.

March saw the Florida Strawberry Festival reach record attendance, with the Florida Peanuts static display and promo team at the main gate, more than 600,000 folks passed by our booth, many receiving peanuts, a cookie, and or a recipe card with nutritional information - showcasing that peanuts and strawberries are 'Better Together'. This annual promotion is a highlight of the year.



### 51 Activities

12 New

39 Recurring

26 Consumer-focused

33 Industry-focused



37



32



34



12



395

Apr - May - Jun

April saw celebrations for Earth Day, Every Kid Healthy Week, and Student Health Fairs. As schools being statewide testing, snacks were offered because 'Peanuts Help Brains Work.' Additionally, thousands of jars of peanut butter were distributed to our partners in the fight against food insecurity.

May will bring celebrations for Nurse Appreciation Week, Teacher Appreciation Week, and Memorial Day will kick off the summertime festivities. Several festivals are planned for this month, including everyone's favorite CARES dinner that will showcase the sustainability efforts of North Florida's elite farm families.

June is when we celebrate National Peanut Butter Cookie Day, when Florida 4H hosts camps and conferences, including Peanut Day Camps, which we are so proud to have founded. Florida FFA gathers for annual convention in June.



### 45 Activities

9 New

36 Recurring

41 Consumer-focused

9 Industry-focused



34



31



30



24



85

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## Performance Summary & Investment

At Florida Peanut Federation, we believe that every program and initiative must demonstrate real value for Florida's peanut industry. We track a wide range of performance metrics — including consumer reach, media impressions, industry engagement, event participation, and philanthropic impact to measure our effectiveness. We conduct a thorough review of each activity to evaluate outcomes, identify areas for improvement, and ensure that every investment supports the long-term success of Florida peanut farmers. Success isn't just about numbers — it's about meaningful results, smart stewardship, and continuous progress.

### EFFECTIVENESS METRICS POINTS DETAIL

Output Metrics	20	Assess the immediate results, number of activities, products delivered, services provided, understand volume and scale of program
Outcome & Impact Metrics	40	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.
Participant Feedback & Social Return on Investment	20	Participant satisfaction, perception of program, suggestions for improvement & Social value generated by program in relation to resources invested, impact on society
Stakeholder Engagement	10	Engagement and satisfaction level of stakeholders, positive relationships
Future Sustainability	10	Program's ability to continue impact over time, assessing expenses, support, adaptability

FDACS Peanut Marketing Order 2024-25 Investment \$ 200,000

Florida Peanut Federation raised funds invested \$ 22,000

Total \$ 222,000

COST PER CONSUMER REACHED 2024-2025 9.29¢

2023-2024 9 CENTS  
2022-2023 10 CENTS  
2021-2022 11 CENTS

2024-25 MEDIA IMPRESSIONS  
2,120,800

2024-25 EARNED MEDIA  
6,173,500

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## Effectiveness Metrics

The following chart compares key performance metrics from this year's activities to last year's, highlighting growth in reach, engagement, and impact across our promotional, educational, and advocacy efforts. This review helps demonstrate year-over-year progress and ensures accountability in our mission to support Florida's peanut farmers.

**2024-25  
COMPARED TO  
2023-24**

EFFECTIVENESS METRICS	POINTS	QUARTER 1	QUARTER 2	QUARTER 3	QUARTER 4
Output Metrics	20 20%	5%	80%	25%	50%
Outcome & Impact Metrics	40 40%	90%	75%	85%	80%
Participant Feedback & Social Return on Investment	20 20%	10%	10%	5%	5%
Stakeholder Engagement	10 10%	50%	75%	80%	5%
Future Sustainability	10 10%	25%	80%	10%	10%

IMPROVED

IMPROVED

IMPROVED

IMPROVED

IMPROVED

IMPROVED

IMPROVED

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# Marketing Order Activities

TITLE	FOCUS	# REA...	# N...	CORE PROGRAM
202502	21	Sum 975,296	Sum 172	
Black History Month GWCarver Lending Lib...	Consumer	2,500	2	Education Advocacy Philanthropy Partnerships
Consumer Interaction Online	Consumer	14,584		Advocacy Promotion Education
Peanut Recipes Online	Consumer	2,000		Advocacy Philanthropy Promotion Education
Farmer Encouragement	Industry	1,500		Advocacy
Research Support	Industry	15		Philanthropy Advocacy Partnerships
Suwannee & Columbia Co UF IFAS Row Cro...	Industry	36	3	Education Partnerships
Little Farm Hands @ Florida State Fair	Consumer	200,000	2	Promotion Advocacy Education
National FFA Week	Consumer	550	4	Advocacy Promotion Education
FPF Board of Directors Meeting	Industry	21		Partnerships Advocacy Education
Chiefland 4H Club Meeting	Consumer	40	2	Education Partnerships
USDA Ag Auditor Training at FDACS	Industry	45	2	Education
Soil Health and Cover Crop Day- Sponsor D...	Industry Consumer	120	1	Promotion Education Partnerships
Power Up Patrol - Florida State Fair	Consumer	500	3	Philanthropy
National Peanut Buying Points Association ...	Industry	250	6	Partnerships Promotion
Hamilton Co Peanut Pre-Season Grower M...	Industry	67	2	Education Partnerships
Mayo Ag Services Trade Show	Industry	290	17	Promotion Partnerships
FPF Annual Membership Meeting & Banquet	Industry	490	118	Advocacy Promotion Education
Lafayette Co Peanut Pre-Season Grower M...	Industry	81	5	Education Partnerships
Branford Elementary Cooking Club	Consumer	560	2	Education Promotion Advocacy
Florida Strawberry Festival	Consumer	651,647	1	Promotion Education Advocacy
St. Lucie County Fairposter fun facts	Consumer	100,000	2	Advocacy Promotion Education

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Laura@FloridaPeanutFederation.org

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## ACTIVITY REPORT

ACTIVITY NAME: **Fall Harvest Experience**  
ACTIVITY DATES: 10/23/2024 - 11/1/2024 **Actual**    
FOCUS: **Consumer**   
AUDIENCE: **Students - Elementary**   
OVERVIEW: Students learned from experts in peanuts, pumpkins, and cover crops. This 2 week program invites alien students from N. Florida to hands on learning at the research farm. This year, Peanuts were featured; FFF presented in the field, with games, digging, candy, and the Peanut Butter process each day of the festival.  
REACH: **FL Peanut Grow Region**  
LOCATION: **UF IFAS NPREC-01, Live Oak, FL**  
REACH ACTUAL: **3,850**  
MATERIALS PROVIDED: **50**  
PROMO ITEMS: **300**  
FOOD: **Peanut Candy, variety**  
FORMAT: **Visual Element Presentation Materials Provided Sponsor**  
PARTNERSHIPS: **UF IFAS NPREC Nutrition**  
TAGS: **Elementary ED**  
CORE PROGRAMS: **Education Partnerships Advocacy**  
PROJECT COMPONENTS:

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## ACTIVITY REPORT

ACTIVITY NAME: **Post Hurricane Helene Peanut Butter Donations**  
ACTIVITY DATES: 9/28/2024 - 9/30/2024 **Completed**   
FOCUS: **Consumer**   
AUDIENCE: **All People**   
OVERVIEW: Peanut butter donated to Hurricane Helene victims, first responders, emergency operations staff, & volunteers - created "Quick South Comfort Packs" including peanut butter, jelly, bread and/or crackers - delivery  
REACH: **Florida**  
LOCATION: **North Central Florida**  
REACH ACTUAL: **21,000**  
MATERIALS PROVIDED: **0**  
PROMO ITEMS: **0**  
FOOD: **0**  
PARTNERSHIPS: **Many**  
TAGS: **Disaster Relief**  
CORE PROGRAMS: **Philanthropy**  
PROJECT COMPONENTS:

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## ACTIVITY REPORT

ACTIVITY NAME: **FFP SUCCESS SPOTLIGHT**  
ACTIVITY DATES: 12/1/2024 - 12/31/2024 **New Project**   
FOCUS: **Consumer**   
AUDIENCE: **All People**   
OVERVIEW: We had the opportunity to get students and FFP Promotions team member Jemica Zimcik in front of the WFLA 10-10 camera where he shared about the FFP Florida's peanut industry & Central Florida Peanut Festival in William. Jemica participated in the Ag-Purveyor traveling by FFP in Sept 2024. The new interview aired 10 & was published on social media platforms & WFLA website.  
REACH: **William Zimcik**  
LOCATION: **WFLA, FLORIDA**  
REACH ACTUAL: **400,000**  
MATERIALS PROVIDED: **0**  
PROMO ITEMS: **0**  
FOOD: **0**  
PARTNERSHIPS: **WFLA, WFLA-TV**  
TAGS: **High School ED Community**  
CORE PROGRAMS: **Education Education Partnerships**  
PROJECT COMPONENTS:

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## Marketing Order Activities

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**ACTIVITY REPORT** 344

ACTIVITY NAME: **Florida Farm Bureau Peanut/Cotton Advisory Meeting**

ACTIVITY DATES: 7/11/2024 - 7/11/2024 Annual

FOCUS: **Industry** OVERVIEW: Laura Goss, stakeholder group liaison, member of Florida Farm Bureau Peanut/Cotton Advisory Group met in Tallahassee for annual committee meeting.

AUDIENCE: **Adult**

REACH: **Florida**

LOCALS:

LOCATION: Tallahassee, FL

FORMAT: **Meeting**

REACH ACTUAL: **30**

PARTNERSHIPS: Florida Farm Bureau

TAGS:

MATERIALS PROVIDED: **0**

PROMO ITEMS:

FOOD:

PACKS PEANUTS:

CANS OF PEANUTS:

JARS PEANUT BUTTER:

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**ACTIVITY REPORT** 347

ACTIVITY NAME: **Peanut Recipes Online**

ACTIVITY DATES: 9/1/2024 - 9/30/2024 Monthly

FOCUS: **Consumer** OVERVIEW: Social Media Posts & Shares of Peanut Recipes & Recipes posted on FPF website - culinary & ag high school students prepare and promote recipes online, UF IFAS Family Consumer Agent prepare and promote online.

AUDIENCE: **All People**

REACH: **Worldwide**

LOCALS:

LOCATION: online

FORMAT: **Social Media - Website Download - Youtube Video**

REACH ACTUAL: **856**

PARTNERSHIPS: **Schools - UF/IFAS**

TAGS: **Online/Virtual - PER - High School ED - Recipes**

MATERIALS PROVIDED: **0**

PROMO ITEMS:

FOOD:

PACKS PEANUTS:

CANS OF PEANUTS:

JARS PEANUT BUTTER:

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**ACTIVITY REPORT** 348

ACTIVITY NAME: **Marketing Year Kickoff Party "Donuts w the Director"**

ACTIVITY DATES: 7/1/2024 - 7/1/2024 Annual

FOCUS: **Consumer Industry** OVERVIEW: FPF Industry & Community Contact - meeting, orientation - review key programs and activities anticipated for the coming Marketing Order Year, gather feedback on priorities and opportunities from members, stakeholders, industry leaders, etc.

AUDIENCE: **Adult**

REACH: **Florida**

LOCALS:

LOCATION: FPF office, McAlpin, FL

FORMAT: **Event Host - Press Program - Presentation - Website Download - Youtube Video - Meeting - Press Release - Social Media**

REACH ACTUAL: **27**

PARTNERSHIPS: **Many**

TAGS: **Training - Online/Virtual**

MATERIALS PROVIDED: **135**

PROMO ITEMS: **135**

FOOD: **Light refreshments**

PACKS PEANUTS: **0**

CANS OF PEANUTS: **0**

JARS PEANUT BUTTER: **0**

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**ACTIVITY REPORT** 349

ACTIVITY NAME: **UF IFAS Gilchrist Co Extension Ground Breaking**

ACTIVITY DATES: 8/9/2024 - 8/9/2024 New Project

FOCUS: **Industry Consumer** OVERVIEW: FPF sponsored refreshments for Groundbreaking ceremony for new Extension Office Building complex.

AUDIENCE: **Adult**

REACH: **Location Specific**

LOCALS:

LOCATION: Trenton, FL

FORMAT: **Program - Booth - Meeting - Peanut Products Provided - Press Items Provided - Goodie Bag**

REACH ACTUAL: **5,000**

PARTNERSHIPS: **UF/IFAS**

TAGS: **Ag - Community**

MATERIALS PROVIDED: **0**

PROMO ITEMS:

FOOD: **Small bite - Drink**

PACKS PEANUTS: **100**

CANS OF PEANUTS:

JARS PEANUT BUTTER:

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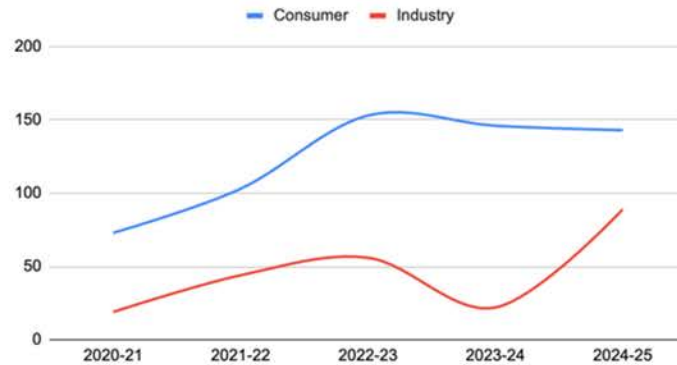




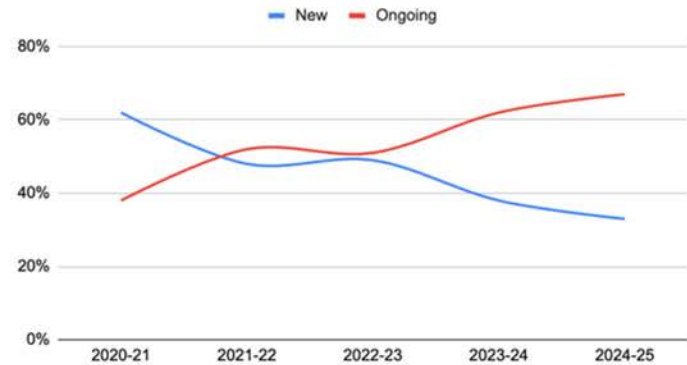
## Activities Year over Year

Tracking activities year over year shows our continued investment in high-impact programs, stronger advocacy, and greater consumer engagement- ensuring that every dollar works harder for Florida's peanut industry.

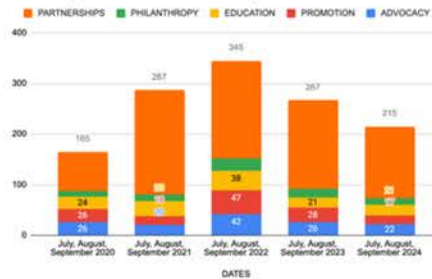
Focus



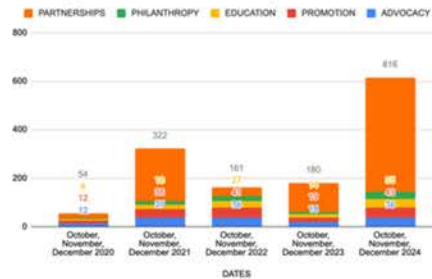
Recurring



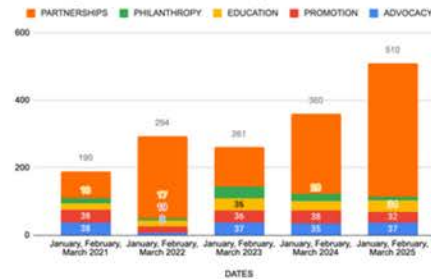
Core Programs - FIRST QUARTER by Year



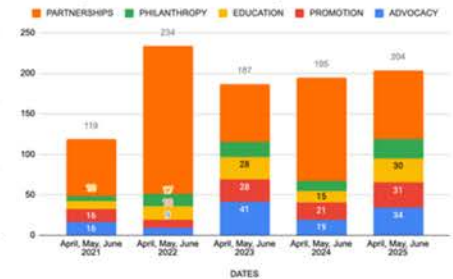
Core Programs - SECOND QUARTER by Year



Core Programs - THIRD QUARTER by Year



Core Programs - FOURTH QUARTER by Year



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## Peanut Research

# B...	A Research To...	A Project description	Institution	A Investig...	Category	A Seemingly...	A Seemin...	State	A Y...	A O...	T...	Project ...	NPB Web Link 1/22/...
2103	Peanut Production	Characterizing Breeding Germplasm and P...	University of Florida	Tillman	Breeding/Gene...	2004, 2103	2024, 2023	Southeast	2024	NPB	2025...	\$22,000.00	<a href="https://nationalpeanutboa..">https://nationalpeanutboa..</a>
2109	Peanut Production	Calculating Zinc Toxicity Thresholds for Pe...	University of Florida	Matcham	Other	2023, 2109	2024, 2023	Southeast	2024	NPB	2025...	\$8,000.00	<a href="https://nationalpeanutboa..">https://nationalpeanutboa..</a>
2112	Peanut Production	Calcium Fertilization for Florida Peanut Pro...	University of Florida	Singh	Production/Agr...	2045, 2112	2024, 2023	Southeast	2024	NPB	2025...		
2104	Peanut Production	Establish the Single Cell RNAseq Technolo...	University of Florida	Wang	Breeding/Gene...	2104, 2005	2024, 2023	Southeast	2024	NPB	2025...		
2108	Peanut Production	Effects of Climate and Landscape Structur...	University of Florida	Esquivel	Pest/Disease	2108, 2021	2024, 2023	Southeast	2024	NPB	2025...		
10000	Peanut Production	Blanching Characteristics and Evaluation o...	University of Florida	MacDonald	Agronomy	10001, 10000		Florida			2025...		
10001	Peanut Production	Blanching Characteristics and Evaluation o...	University of Florida	MacDonald	Agronomy	10001, 10000		Florida	2018-19		2025...		
2122	Peanut Production	Occurrence and Performance of Chmical ...	Florida State University	Paula-Moraes				Southeast	2024	NPB	2025...		
2123	Peanut Production	Effect of Different Rates and Split Applicat...	Florida State University	Sidhu				Southeast	2024	NPB	2025...		
1563	Peanut Production	Molecular & Conventional Breeding to Impr...	Texas A&M AgriLife Res...	Baring	Breeding/Gene...	2068, 1982, 18...	2024, 2023, ...	Texas	2018	NPB	2025...		
2133	Peanut Production	Seed increase of wild peanut accessions f...	Texas A&M AgriLife Res...	Simpson	Breeding/Gene...	2133, 2054, 18...	2024, 2023, ...	Other	2024	NPB	2025...		
2134	Peanut Production	Preservation and maintenance of the U.S. ...	USDA-ARS	Tallury	Breeding/Gene...	2134, 1971, 187...	2024, 2023, ...	Other	2024	NPB	2025...		
1971	Peanut Production	Preservation and maintenance of the U.S. ...	USDA-ARS	Tallury	Breeding/Gene...	2134, 1971, 187...	2024, 2023, ...	Other	2023	NPB	2025...		
2053	Peanut Production	Peanut Genome Initiative - Phase 2 goals: ...	The Peanut Foundation	TBD	Breeding/Gene...	2053, 1875, 1864	2023, 2022, 2...	Genomic	2023	NPB	2025...		
1878	Peanut Production	New Answers for Insect Control in the Abs...	North Carolina State Un...	Brandenburg	Pest/Disease	1990, 1878, 179...	2023, 2022, 2...	Virginia...	2022	NPB	2025...		
1964	Peanut Production	Evaluation of new runner peanut lines for r...	Clemson University	Anco	Breeding/Gene...			Virginia...	2023	NPB	2025...		
1965	Peanut Production	Mobile App Development for Image-Assist...	Clemson University	Kirk	Other			Virginia...	2023	NPB	2025...		
1968	Peanut Production	Investigating the Effect of Heat Stress on ...	Clemson University	Rustgi	Food Science			Virginia...	2023	NPB	2025...		
1967	Peanut Production	Gene expression analysis to determine the...	Clemson University	Narayanan	Production/Agr...	1967, 1891, 1797	2023, 2022, 2...	Virginia...	2023	NPB	2025...		
1972	Peanut Production	Development of Disease Management Stra...	University of Arkansas	Faske	Pest/Disease	2067, 1972, 187...	2024, 2023, ...	Central ...	2023	NPB	2025...	\$30,330.00	<a href="https://nationalpeanutboa..">https://nationalpeanutboa..</a>
1877	Peanut Production	Development of Disease Management Stra...	University of Arkansas	Faske	Pest/Disease	2067, 1972, 187...	2024, 2023, ...	Central ...	2022	NPB	2025...	\$35,605.00	<a href="https://nationalpeanutboa..">https://nationalpeanutboa..</a>
1974	Peanut Production	Valencia Peanut Breeding for Drought Tole...	New Mexico State Univ...	Puppala	Breeding/Gene...	2070, 1974, 195...	2024, 2023, ...	At-Large	2023	NPB	2025...	\$15,200.00	<a href="https://nationalpeanutboa..">https://nationalpeanutboa..</a>
1976	Peanut Production	Toward a smartphone tool for peanuts wat...	Virginia Polytechnic Inst...	Chandel	Production/Agr...			Virginia...	2023	NPB	2025...	\$17,663.00	<a href="https://nationalpeanutboa..">https://nationalpeanutboa..</a>
1978	Peanut Production	Effect of digging early to reduce losses to ...	Virginia Polytechnic Inst...	Langston	Production/Agr...			Virginia...	2023	NPB	2025...	\$11,300.00	<a href="https://nationalpeanutboa..">https://nationalpeanutboa..</a>
1975	Peanut Production	Dry and hot mid-season weather effect on...	Virginia Polytechnic Inst...	Balota	Production/Agr...	1975, 1897, 1804	2023, 2022, 2...	Virginia...	2023	NPB	2025...	\$18,123.00	<a href="https://nationalpeanutboa..">https://nationalpeanutboa..</a>

Research Topic

Peanut Production

Project description

Effects of Climate and Landscape Structure on Thrips Population Dynamics and Tomato Spotted Wilt Virus Incidence Within Fields Across the Florida Pan Handle

Institution

University of Florida

Investigator

Esquivel

Category

Pest/Disease

Seemingly Same Project as Budget

2108, 2021

Seemingly Same Project Years

2024, 2023

State

Southeast

Year

2024

Organization

NPB

This data from

2025-01-22

Project NPB Budget

\$13,979.00

NPB Web Link 1/22/2025

<http://plantsciencesouthwest.com/production-research-database/54226-2108>

Project ID

661

Report ID

2108

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# Peanut Butter Donations

Name	Status	Date	P/U or D/O	Base Loca...	Primary...	Notes	# FP...	# F...	Pa...
STANDING Count 2									
1 Promised Land Family Ministries	STANDING								0.00
2 OBrien Baptist Church	STANDING								0.00
SCHEDULED Count 4									
3 Westwood Christian Church	Scheduled	4/22/2025	Self Pickup	Live Oak, FL	Carmen Frier		1,440	120	1.00
4 Blessings of Citrus County	Scheduled	5/6/2025	Delivered	Lecanto, FL	Rachelle Garr...	Matt deliv...	1,440	120	1.00
5 Hamilton County School District	Scheduled	5/8/2025	Delivered	Jasper, FL	Patrick Howell	Patrick will...	400		0.28
6 Clay County Botique	Scheduled	4/24/2025	Self Pickup	Green Cove Spr...	Maggie Mosley	Waiting to ...	50		0.03
COMPLETED Count 6									
7 The Worship Room	Completed	4/10/2025	Self Pickup	Lake City, FL	April Ganskop		156	13	0.11
8 Bag of Blessings by Mt Carmel Baptist Church	Completed	4/10/2025	Self Pickup	Lake City, FL	Josh Fuller		156	13	0.11
9 First Baptist Church of Live Oak	Completed	4/11/2025	Self Pickup	Live Oak, FL	Toby Brock		300	25	0.21
10 Sunshine Bend Community Dev Corp	Completed	4/12/2025	Self Pickup	Madison, FL	Clyde Alexan...		420	35	0.29
11 Evergreen Baptist Church	Completed	4/11/2025	Delivered	Branford, FL	Renee Williams	She is tryl...	240	20	0.17
12 Mount Gilliad Church Food Pantry	Completed	4/11/2025	Self Pickup	Dowling Park, FL	Angela goi...		1,440		1.00
PLANNING Count 7									
13 Food Pantry of Gilchrist County	Planning	7/1/2025	Self Pickup	Trenton, FL	Rick Clark		996	83	0.69
14 Hamilton County School District	Planning	7/1/2025	Delivered	Jasper, FL	Patrick Howell		1,200		0.83
15 Blessings of Citrus County	Planning	7/1/2025	Delivered	Lecanto, FL	Rachelle G B		1,440		1.00
16 Blessings of Citrus County	Planning	9/1/2025	Delivered	Lecanto, FL	Rachelle G B		1,440		1.00
17 Food 4 Kids	Planning	7/1/2025		Gainesville, FL	Margo & Dawn		2,880		2.00
18 Altrusa & Mt Caramel for Columbia Co Stude...	Planning	7/1/2025		Lake City, FL	Shellie at Hop...		948	79	0.66



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## Peanut Policy

Representing Florida peanut farmers, the Florida Peanut Federation invested in advancing legislative priorities, focusing on two critical policy issues — one at the state level and one at the federal level. Through this work, we are helping to sustain and strengthen the future of agriculture in Florida.



PEANUT INDUSTRY  
ENGAGEMENT



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FLORIDA PEANUT  
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## INTENTIONALITY

### Maximum Growth

Did we foster growth in each area of programming?



### Accomplishments

Did we celebrate accomplishments with our audience?



### Return on Investment

Was our time and money invested properly as for a profitable return?



### Use of Resources

Were we good stewards of resources (finances, time, staff, products)?



### Disappointments

Did we handle disappointments well and make strategic pivots?



### Culture & Identity

Is our group recognizable and well respected?



## LOOKING FORWARD

### Innovative & Collaborative

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



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FloridaPeanuts.org



# FDACS PEANUT MARKETING ORDER

report to the

## PEANUT ADVISORY COUNCIL

April 30, 2025

[www.FloridaPeanuts.org](http://www.FloridaPeanuts.org)    [Laura@FloridaPeanutFederation.org](mailto:Laura@FloridaPeanutFederation.org)  
386-362-2077 // 386-249-9017    P O Box 163, McAlpin, FL 32062

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[FloridaPeanuts.org](http://FloridaPeanuts.org)