



January 2025

Dear Valued Partner,

As we step into 2025, I want to take a moment to reflect on the incredible successes we achieved together in 2024. Thanks to the unwavering support of our farmers, sponsors, and partners, the Florida Peanut Federation reached over **3.2 million consumers**, **donated 46,896 jars of peanut butter**, with 81% supporting school weekend backpack programs for food insecure students, and built and strengthened over **1,000 partnerships** with schools, sponsors, research teams, community leaders, and beyond.

Additionally, our marketing efforts flourished with **184 promotional activities**, including **49 new programs** and initiatives that expanded our reach and impact. On the legislative front, we strengthened relationships at both the state and federal levels, ensuring the voices of Florida peanut growers continue to be heard.

These achievements are a direct result of your generosity and investment in our shared mission. As we plan for another ambitious year, we invite you to partner with us to make 2025 our most impactful year yet.

You are cordially invited to attend the Annual Membership Meeting & Banquet on Saturday, February 22, 2025, in Lake City, Florida. This event is an opportunity to:

- **Celebrate the achievements of the past year**
- **Showcase the support of sponsors like you**
- **Share plans and goals for 2025**
- **Receive a comprehensive peanut industry update and forecast**
- **Gain insights on Farm Bill efforts and congressional expectations for the future**
- **Connect and fellowship with like-minded professionals, farmers, and allied members.**

By becoming a 2025 Florida Peanut Federation Sponsor, you'll enjoy exclusive benefits tailored to amplify your presence and strengthen your connection to Florida's peanut industry.

The deadline for sponsorship commitments is February 12, 2025, ensuring your inclusion in all promotional opportunities at the Annual Membership Meeting and Banquet on February 22, 2025. Your support not only strengthens the Florida peanut industry but also demonstrates your commitment to advancing agriculture, supporting our communities, and creating lasting impact. Together, we can achieve even greater milestones in 2025.

Sponsorship Levels and Benefits

- Platinum Sponsor \$5000: Comprehensive recognition and opportunities, including Allied Membership, exclusive branding at events, promotional item placement in mailings, and invitations to key FPF programs and activities. This level also includes tickets for a table of 8 at the Annual Membership Meeting, with prominent recognition throughout the evening.

- | | |
|-------------------------|-------------------------|
| - Gold Sponsor \$3000 | - Silver Sponsor \$1500 |
| - Bronze Sponsor \$1000 | - Emerald Sponsor \$500 |

Each level offers valuable benefits, including recognition on our website, social media, and printed materials, with increasing opportunities for visibility and involvement.

Easy Re-Commitment

Recommitting to your sponsorship is simple. Complete the attached form and return it by mail, email, or text a photo to us: Florida Peanut Federation PO Box 163, McAlpin, FL 32062
Laura@FloridaPeanutFederation.org 386-362-2077 (office) 386-249-9017 (cell)

We are also happy to discuss how your sponsorship can be tailored to meet your needs and ensure a meaningful return on investment.

To ensure your contributions have the greatest impact, choose where to direct your support. You may allocate your support among these entities to align with your preferences & priorities.

- **Florida Peanut Federation:** Support programs focused on research, education, and the promotion of Florida peanuts, as well as peanut butter donations to those in need.
- **US Peanut PAC:** Contribute to the Political Action Committee that represents the peanut industry's interests, particularly in relation to the upcoming Farm Bill.
- **Congresswoman Kat Cammack:** Support our #1 Congressional ally with a check payable to "Kat for Congress."

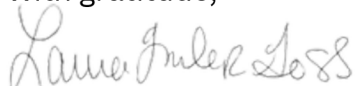
Important Information for Contributions

- Contributions to the US Peanut PAC and Kat for Congress must come from a personal bank account or an account of a single-member LLC.
- Contributions to the Florida Peanut Federation may be made from corporate accounts.
- Please mail all checks to: Florida Peanut Federation PO Box 163, McAlpin, FL 32062.
- To pay via credit/debit card, please email and we will provide an online invoice.

If you have any questions or would like to confirm your sponsorship, please reach out to me 386-249-9017 or Laura@FloridaPeanutFederation.org.

Thanks for your generosity and partnership. We look forward to working with you to ensure another successful year for Florida peanuts!

With gratitude,



Laura Fowler Goss
Executive Director

Enclosures:
2024 Impact Report
Sponsor Benefits table
2025 Sponsorship Form



Thanks for your Support!

2025 - revised 1/12/2025 LFG

Monetary support to FPF OR contributions to legislative efforts

	LEVELS OF SUPPORT				
	Platinum \$5,000	Gold \$3,000	Silver \$1,500	Bronze \$1,000	Emerald \$500
MEMBERSHIP					
FPF Allied Membership					
Allied Membership to include Individual Profiles	5	4	3	2	2
Opportunities to connect with FPF members & stakeholders					
VISIBILITY					
Logo featured on Banner displayed at Festivals & Events					
Name in list on Banner displayed at Festivals & Events					
Logo displayed on promotional cargo trailer					
Name in list on promotional cargo trailer					
Representative name & contact details included in Annual Report					
Recognition on FPF website and social media platforms					
Logo placement on Printed Materials (programs, flyers, recipes, etc)					
Custom Social Media Spotlights, including images & links					
Branded Email Campaigns, featured articles/ads in e-News					
ENGAGEMENT					
Submissions to FPF printed mailing and e-news email blasts	unlimited	3	3	1	1
Submissions to FPF calendar	unlimited	unlimited	5	5	5
Include Promo/Gift Items in Summer Mailout					
Exclusive Networking Opportunities, invitation to specific events					
Custom Webinar or Workshop Sponsorship, host/co-host education					
Featured spot on FPF Website (dedicated page, inclusive)					
Influence Opportunity with Advocacy Support efforts (meetings, etc)					
RECOGNITION					
Reserved Table at Annual Membership Meeting & Banquet	8 seats	5 seats			
Annual Meeting extra drink tickets (per person)	2	2	2	2	2
Logo featured in Annual Meeting program & event screens					
Recognition from stage at Annual Meeting					
Logo displayed on Annual Meeting banners (also used through yr)					
Recognition in Press Releases (PR announcing FPF initiatives/successes)					
PARTICIPATION					
Vendor Display/Promo Table at Annual Meeting				available for +\$150	available for +\$150
Priority Vendor Placement, Promo Table priority location	1st tier	2nd tier	3rd tier		
Opportunity to include promo items in mailouts to Farmers					
Exclusive opportunities for access to private receptions					
Exclusive Event Branding (event "sponsored by...")					
ADVERTISING					
Sponsor Spot in Video Content (sponsor segment in videos)					
Product Sampling Opportunities (include branded items at events)					
Advertorial Content, sponsor provided content on FPF platform					



2025 Supporter Information Form

Contact Laura Goss, Laura@FloridaPeanutFederation.org

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

P O Box 163, McAlpin, FL 32062

COMPANY

CONTACT PERSON

SUPPORT LEVEL

- ☐ PLATINUM \$5,000
☐ GOLD \$3,000
☐ SILVER \$1,500
☐ BRONZE \$1,000
☐ EMERALD \$500

CHECK PAYABLE TO

MEMO

BEST PHONE NUMBER

☐ CELL NUMBER ☐ OFFICE NUMBER

EMAIL ADDRESS

MAILING ADDRESS

(For letters, packages, cards)

ACCOUNTING CONTACT INFO

(If different)

PLEASE EMAIL HIGH RESOLUTION LOGO TO

Laura@FloridaPeanutFederation.org

MUST BE RECEIVED BY

FEB 18TH, TO BE INCLUDED

RSVP - ANNUAL MEETING & BANQUET - SAT, FEB 22, 2025

How many tickets may we provide for you at the Annual Meeting & Banquet

(See info page for number of tickets included with sponsorship level, Additional seats are \$25 each.)

WOULD YOU LIKE TO SET UP A DISPLAY VENDOR INFO TABLE AT THE BANQUET?

AUCTION ITEM DONATIONS

DOOR PRIZE ITEM DONATION

NOTES, QUESTIONS, SPECIAL REQUESTS

FPF REPRESENTATIVE WHO CONTACTED COMPANY

Impact Report

FLORIDA PEANUT
FEDERATION

2024



FloridaPeanuts.org



Laura Fowler Goss
Executive Director
386-249-9017

3,203,157

Consumer Reach



January 10, 2025

Dear Members,

As we move into 2025, I want to take a moment to reflect on the successes of the past year and share my excitement for what lies ahead. Your dedication as farmers and supporters of the Florida Peanut Federation continues to inspire and drive our mission.

In 2024, we conducted **184 promotional activities** spanning education, philanthropy, marketing, advocacy, and industry relations. Among our accomplishments, we donated **46,896 jars of peanut butter**, with **81% supporting student weekend backpack programs**, feeding thousands of children in need and showcasing the generosity of our organization. Through these efforts, we reached **over 3.2 million consumers**, sharing the story of Florida peanuts with communities far and wide.

As we look to 2025, I am excited to build on this momentum. Together, we will further our advocacy efforts, strengthen industry relations, and create new opportunities to promote Florida peanuts and the farmers who make it all possible.

Thank you for your unwavering support and for allowing me the privilege of serving as your Executive Director. Let's make 2025 another remarkable year!

Sincerely,

Laura Fowler Goss, Executive Director
386-249-9017 Laura@FloridaPeanutFederation.org



Advocacy

support for or recommendation of PEANUTS

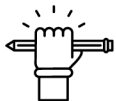
88



Promotion

publicization to provide support to increase sales of PEANUTS

98



Education

imparting knowledge of PEANUTS and peanut industry in Florida

90



Philanthropy

concern for others demonstrated by Peanut Butter DONATIONS

59



Partnerships

joint interest, being a PARTNER with a group/organization

1022



FloridaPeanuts.org

2024 Impact Report 1/10/2025

2024 Highlights

Jan - Feb - Mar



January found our promotions team in collaboration with the FPF Student Ambassadors presenting Honey Roasted Peanut Lattes, a recent favorite recipe, along with long-time favorite, Peanut Butter Cheesecake with Chocolate Ganache at the Taste of Florida Agriculture event at the Capitol in Tallahassee.

February welcomed a number of Ag Days and Science Days at North Florida elementary schools. Most importantly, however, FPF held its Annual Membership Meeting & Banquet celebrating the accomplishments of the past and invigorating members for the promising year ahead.

Promotional
Events / Activities: **61**
Jars of Peanut
Butter Donated: **3,948**
Total Reach: **1,710,778**

March for FPF has gained traction, as it is National Peanut Month, but also, a two week campaign at the Florida Strawberry Festival in Plant City, FL, complete with onsite daily activation and a vivid presentation day. Throughout the duration of the festival, the FPF booth welcomed more than 600,000 guests with peanut nutritional information and recipes.

Apr - May - June

April included a 3 week radio promotion celebrating the role peanuts play in America's Every Kid Healthy week. On April 1st, FPF hosted a Peanut Butter Pick Up Party appreciation reception for volunteers who provide their community with diligent service including FPF provided Peanut Butter for food banks and backpack programs. More than 10,000 jars of Peanut Butter were distributed on this day!

Promotional
Events / Activities: **32**
Jars of Peanut
Butter Donated: **17,280**
Total Reach: **308,050**



May, the host month for the CARES celebration in Live Oak, found FPF with a fiesta themed booth, showcasing fascinating, and delicious, new peanut recipes! More impressive, however, is the FPF Board of Directors voting to provide \$10,000 to Dr. Barry Tillman, renowned peanut breeder, toward the purchase of a much needed and incredibly powerful research combine for UF/IFAS NFREC-SV.

June hosts the annual Florida FFA Convention and Expo. FPF has proudly been a sponsor since 2019, providing financial support to ag students, tomorrow's world leaders, and showcasing solidarity with the organizations and volunteers who provide enthusiastic support for the FFA members.



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!

Promotional Events / Activities: **38**

Jars of Peanut Butter Donated: **15,350**

Total Reach: **593,822**

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.

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.

Promotional Events / Activities: **53**

Jars of Peanut Butter Donated: **10,318**

Total Reach: **590,507**



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 Florida Department of Environment proposed



Goals & Deliverables

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

2024 Goals

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

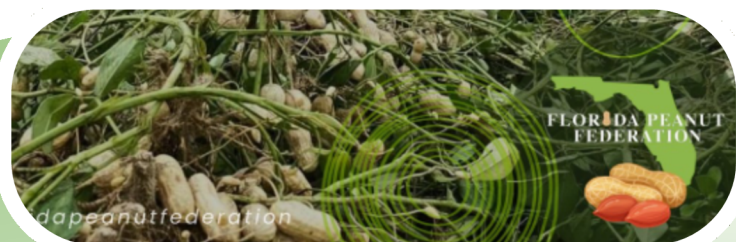
3. Community Support

Provide support through philanthropic programs, predominately donations of peanut butter



PPF BOD GOAL

procure & distribute \$40,000 of peanut butter



FloridaPeanuts.org

2024 Impact Report 1/10/2025

Thank You for your support!



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?



Website

www.FloridaPeanuts.org



Address

PO Box 163, McAlpin, FL 32062



Address

PO Box 163, McAlpin, FL 32062



Contact

Laura@FloridaPeanutFederation.org



FloridaPeanuts.org