Florida Peanut Federation
Post Office Box 163, McAlpin, Fl 32062

POST ACTIVITY REPORT

386-362.2077 / 386-249-9017
FloridaPeanutFederation@gmail.com
www.FloridaPeanutFederation.org

Activity Overview

Activity Date(s)	Dec 30 - Jan 10, 2021	▣ New Project	❒ Recurring Project ▣ Annually ❒ Quarterly ❒ Monthly ❒ Other
Project Number	2021-3-101	❒ Ongoing	

Activity Title	Happy & Healthy New Year
Location	Online

Activity Summary	Celebrating the new year and offering wishes of health, FPF posted 13 Happy & Healthy New Year posts on social media, reaching over 1500 consumers. Each post was accompanied with a healthy, peanut forward recipe. The responses were fantastic! A great way to start off the new year - sharing easy and healthy ways to enjoy peanuts every day.

▣ Consumer Focused	❒ Industry Focused	Audience	Online Consumers

Project Manager	Laura Fowler Goss	Steering Team	

Activity Involvement

Project Partners	

Resources	

Project Components

Status	Category	Details	Commentary
Complete	Media	Photos of Peanut Dishes	
Complete	Media	Links to Recipes	

Activity Milestones

Status	Milestone	Target Date	Commentary
Complete	10 Posts on facebook	1/15/2021	Completed 13 posts

Activity Details

Processes	

Issues	

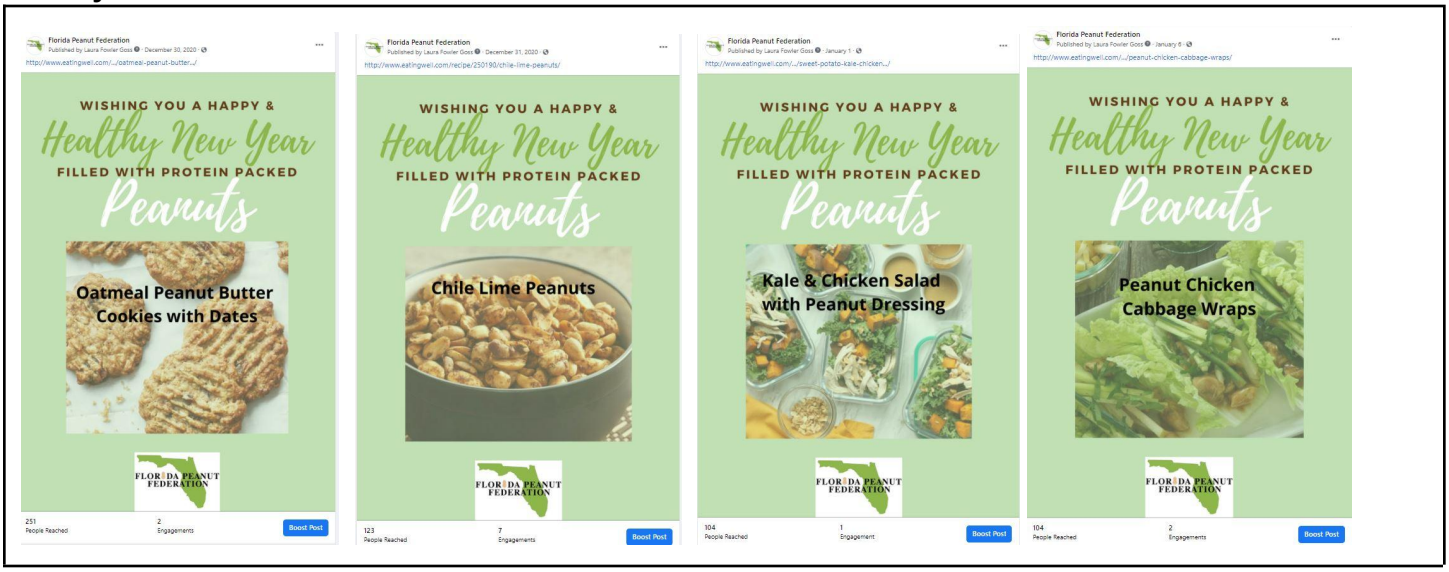
Activity Results

Results Conclusions	➢ 13 posts ➢ 1552 people reached	**TOTAL** 1,552

Activity Components

Component	Status	Commentary
Budget	Under	
Resources	Under	
Timeline	On Time	
Scope	Complete	

Activity Evidence



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Activity Overview

Activity Date(s) Project Number	January 9, 2021 2021-3-102	▣ New Project ❒ Ongoing	▣ Recurring Project ▣Annually ❒ Quarterly ❒ Monthly ❒ Other _____

Activity Title	National Law Enforcement Appreciation Day
Location	North Central Florida

Activity Summary	One hundred and fifty boxes were delivered for National Law Enforcement Appreciation Day, as a part of FPF's 'Power Up Patrol' program. We are honored to serve and support our LEOs. Each box included a thank you card, peanut info, peanut protein bars, and FPF information, along with roasted peanuts.

▣ Consumer Focused	❒ Industry Focused	Audience	Consumers

Project Manager	Laura Fowler Goss	Steering Team	

Activity Involvement

Project Partners	➢ Columbia County Sheriff's Department ➢ Suwannee County Sheriff's Department ➢ Hamilton County Sheriff's Department

Resources	➢ 170 Peanut Protein Bars ➢ 450 packs of Roasted Peanuts ➢ 300 pens ➢ 150 notepads ➢ 150 peanut recipes ➢ 150 peanut health info sheets

Project Components

Status	Category	Details	Commentary
Complete	Awareness	Peanut Info & Promo Items	

Activity Milestones

Status	Milestone	Target Date	Commentary
Complete	3 Deliveries	1/9/2021	Complete

Activity Details

Processes	

Issues	

Activity Results

Results Conclusions	➢ 150 LEO's reached ➢ 216 online reach	**TOTAL** 366

Activity Components

Component	Status	Commentary
Budget	On Target	
Resources	Over	Wanted to fill boxes, added additional packs of peanuts
Timeline	On Time	
Scope	Complete	

Activity Evidence

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Activity Overview

Activity Date(s) Project Number	January 13, 2021 2021-3-103	▣ New Project ❒ Ongoing	❒ Recurring Project ❒ Annually ❒ Quarterly ❒ Monthly ❒ Other _____

Activity Title	FPF hosted meeting with FDACS Ag Water Policy
Location	The Blanche, Lake City, Florida

Activity Summary	A meeting of peanut farmers and supporters, along with FDACS Ag Water Policy, regarding the Clean Waterways Act. A four hour conference discussing peanut growing in Florida, and new legislation that will affect all peanut farmers. It was a great meeting with about 100 industry reps in attendance.

❒ Consumer Focused	▣ Industry Focused	Audience	Industry Peers

Project Manager	Laura Fowler Goss	Steering Team	

Activity Involvement

Project Partners	➢ FDACS, Deborah Tannenbaum, Deputy Director ➢ FDACS Ag Water Policy, Chris Petitt, Director

Resources	➢ 100 cans of peanuts ➢ 500 packs of peanuts ➢ 100 pens ➢ 100 peanut hats ➢ 100 peanut note pads ➢ 100 peanut masks ➢ Invitation Post Card (600)

Project Components

Status	Category	Details	Commentary
Complete	Education	In Person Meeting	Great info published and presented

Activity Milestones

Status	Milestone	Target Date	Commentary
Complete	Invitations Mailed, Emailed, Posted	1/10/2021	Completed
Complete	Event	1/13/2021	Completed

Activity Details

Processes	➢ Plan, Organize Event including participant audience, speakers, printed information booklet, safety measures, venue, refreshments

Issues	

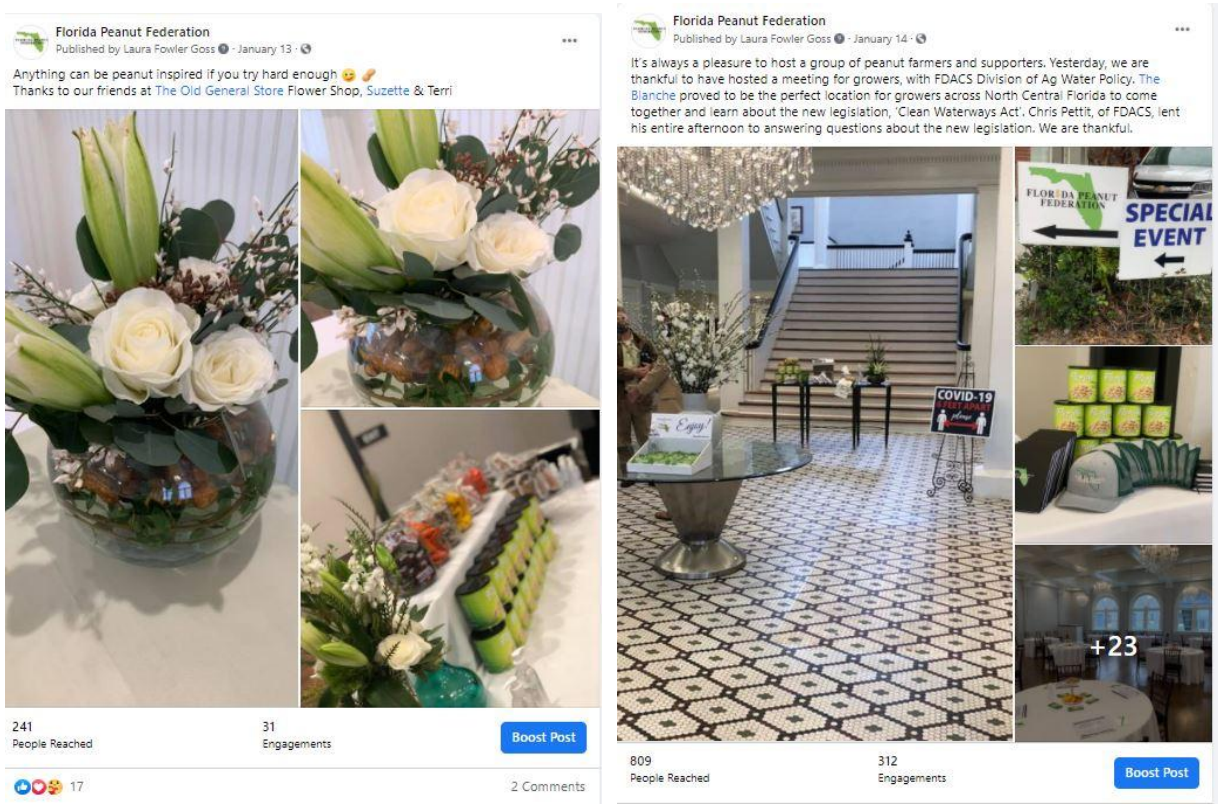
Activity Results

Results Conclusions	➢ 6 invitations (forms, distribution) ➢ 101 in attendance ➢ 3600 impressions of meeting information ➢ 1050 social media reach	**TOTAL** 4,751

Activity Components

Component	Status	Commentary
Budget	On Target	
Resources	On Target	
Timeline	On Time	
Scope	Complete	

Activity Evidence



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Activity Overview

Activity Date(s) Project Number	January 19, 2021 2021-3-104	▣ New Project ❒ Ongoing	▣ Recurring Project ❒ Annually ❒ Quarterly ▣ Monthly ❒ Other _____

Activity Title	FPF Mailout - January
Location	Mail service to FPF members

Activity Summary	Each month in 2021, FPF members and supporters will receive a postcard in their mailbox, along with posting to social media, so that they may take note of Peanut related Holidays in each month. January 24th was National Peanut Butter Day, for instance. It is fascinating how there are several days each month that are related to peanuts. We are showcasing those and encouraging people to eat more peanuts.

❒ Consumer Focused	▣ Industry Focused	Audience	Industry Peers

Project Manager	Laura Fowler Goss	Steering Team	

Activity Involvement

Project Partners	

Resources	

Project Components

Status	Category	Details	Commentary
Complete	Media	Postcard	

Activity Milestones

Status	Milestone	Target Date	Commentary
Complete	Design Postcard	1/10/2021	Completed
Complete	Postcard Distributed	1/15/2021	Completed

Activity Details

Processes	

Issues	

Activity Results

Results Conclusions	➢ 300 mailouts distributed ➢ 312 social media reach	**TOTAL** 612

Activity Components

Component	Status	Commentary
Budget	On Target	
Resources	On Target	
Timeline	Late	Postcard mailing was 4 days post Optimal Date
Scope	Complete	

Activity Evidence

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Activity Overview

Activity Date(s) Project Number	January 25, 2021 2021-3-105	❒ New Project ▣ Ongoing	▣ Recurring Project ❒ Annually ▣ Quarterly ❒ Monthly ❒ Other _____

Activity Title	Peanut Butter Donation - Hamilton County
Location	Hamilton County High School, Jasper, Florida

Activity Summary	We donated 1000 jars of peanut butter to the Hamilton County school backpack program. We are thankful for the relentless drive and student dedication in Hamilton County. Ms. Ida Daniels is to be commended for her diligence. We are thankful to be in our fourth year supporting the backpack programs in Hamilton County, Fl.

▣ Consumer Focused	❒ Industry Focused	Audience	Students

Project Manager	Laura Fowler Goss	Steering Team	

Activity Involvement

Project Partners	

Resources	➢ 1000 jars peanut butter

Project Components

Status	Category	Details	Commentary

Activity Milestones

Status	Milestone	Target Date	Commentary
Complete	PB Delivered	1/25/2021	Completed

Activity Details

Processes	

Issues	

Activity Results

Results Conclusions	➢ 1000 student families received ➢ 497 social media reach	**TOTAL** 1,497

Activity Components

Component	Status	Commentary
Budget	On Target	
Resources	On Target	
Timeline	On Time	
Scope	Complete	

Activity Evidence

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Activity Overview

Activity Date(s) Project Number	January 24-20, 2021 2021-3-106	▣ New Project ❒ Ongoing	▣ Recurring Project ▣ Annually ❒ Quarterly ❒ Monthly ❒ Other _____

Activity Title	Fl Dept Education Literacy Week - Book Videos & Donations
Location	Florida

Activity Summary	To celebrate literacy, both as a standard reading/writing subject, English Language Arts, as well as Agricultural literacy - we read books about peanuts, recorded, and published online for teachers to share with their elementary school classes. Further, we donated books to elementary school teachers. The books available were wholly related to peanut production and processing.

▣ Consumer Focused	❒ Industry Focused	Audience	Consumers

Project Manager	Laura Fowler Goss	Steering Team	

Activity Involvement

Project Partners	

Resources	➢ 15 books donated to 15 schools

Project Components

Status	Category	Details	Commentary
Complete	Media	Book reading videos - recorded and published	
Complete	Education	Teachers requested classroom books	

Activity Milestones

Status	Milestone	Target Date	Commentary
Complete	3 books read	1/30/2021	Complete

Activity Details

Processes	

Issues	

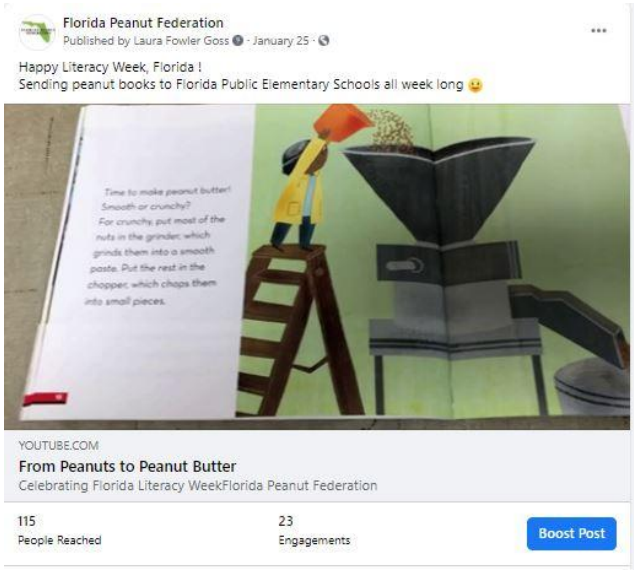
Activity Results

Results Conclusions	➢ 1000 student reach ➢ 216 social media reach	**TOTAL** 1,216

Activity Components

Component	Status	Commentary
Budget	On Target	
Resources	On Target	
Timeline	On Time	
Scope	Complete	

Activity Evidence



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Activity Overview

Activity Date(s) Project Number	January 29, 2021 2021-3-107	▣ New Project ❒ Ongoing	▣ Recurring Project ▣ Annually ❒ Quarterly ❒ Monthly ❒ Other _____

Activity Title	Peanut Butter Donation - United Way homeless program
Location	Lake City, Florida

Activity Summary	FPF was pleased to be able to donate 400 jars of peanut butter and 200 peanut protein snack boxes to North Central Florida United Way, to be distributed through their homeless program. There is no greater joy than serving.

▣ Consumer Focused	❒ Industry Focused	Audience	Consumers

Project Manager	Laura Fowler Goss	Steering Team	

Activity Involvement

Project Partners	➢ United Way of North Central Florida

Resources	➢ 400 jars of peanut butter ➢ 200 peanut protein boxes that included ○ 800 pens ○ 400 note pads ○ 600 granola bars ○ 800 packs of roasted peanuts ○ 1200 peanut candies

Project Components

Status	Category	Details	Commentary
Complete	Nutrition	Peanut food items	

Activity Milestones

Status	Milestone	Target Date	Commentary
Complete	Delivery of jars, boxes	1/29/2021	Completed

Activity Details

Processes	➢ Order, Receive, Organize supplies ➢ Pack the protein snack boxes

Issues	

Activity Results

Results Conclusions	➢ 400 consumers served ➢ 414 social media reach	**TOTAL** 814

Activity Components

Component	Status	Commentary
Budget	On Target	
Resources	On Target	
Timeline	On Time	
Scope	Complete	

Activity Evidence

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Activity Overview

Activity Date(s)	February 3, 2021	▣ New Project	▣ Recurring Project ▣ Annually ❒ Quarterly ❒ Monthly ❒ Other
Project Number	2021-3-108	❒ Ongoing	

Activity Title	Celebrating #PBChallenge
Location	Levy County Extension Office, Bronson, Fl

Activity Summary	Celebration of the Peanut Butter Challenge, FPF honored the Northeast Extension office that collected the most pounds of peanut butter. The 15 staffers in the office received one of FPF's famous Peanut Butter cheesecakes with chocolate ganache. Additionally, as promised, FPF donated a 3 day, 2 night vacation to Tuskegee, AL, via a drawing, to a IFAS staff person in the winning county - the lady that won the vacation was ecstatic. FPF planned the itinerary and eagerly waits the dates the winner chooses to take the trip to the historical turning point of the peanut industry.

❒ Consumer Focused	▣ Industry Focused	Audience	Allied Partners

Project Manager	Laura Fowler Goss	Steering Team	

Activity Involvement

Project Partners	

Resources	

Project Components

Status	Category	Details	Commentary
Complete	Media	Photo and Write up	

Activity Milestones

Status	Milestone	Target Date	Commentary

Activity Details

Processes	

Issues	

Activity Results

Results Conclusions	➢ 15 IFAS staff people ➢ 1,628 online reached	**TOTAL** 1,643

Activity Components

Component	Status	Commentary
Budget	On Target	
Resources	On Target	
Timeline	On Time	
Scope	Complete	

Activity Evidence

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Activity Overview

Activity Date(s)	February 3, 2021	▣ New Project	▣ Recurring Project ▣ Annually ❒ Quarterly ❒ Monthly ❒ Other
Project Number	2021-3-109	❒ Ongoing	

Activity Title	Peanut Butter Donation - Levy County Farm Bureau
Location	Levy County, Florida

Activity Summary	The Women's Leadership Committee of Levy County Farm Bureau organizes an annual peanut butter drive. This year, we are honored to donate peanut butter to reach 396 consumers. Tiffany Sache, committee member, as well as FPF member, offered to help organize the transition of PB from FPF to FFB. We are glad.

▣ Consumer Focused	❒ Industry Focused	Audience	Consumers

Project Manager	Laura Fowler Goss	Steering Team	Tiffany Sache

Activity Involvement

Project Partners	➢ Levy County Farm Bureau

Resources	➢ 396 jars of Peanut Butter

Project Components

Status	Category	Details	Commentary
Complete	Philanthropy	396 jars PB	

Activity Milestones

Status	Milestone	Target Date	Commentary
Complete	1 delivery	2/3/21	Complete

Activity Details

Processes	

Issues	

Activity Results

Results Conclusions	➢ 396 consumers ➢ 1,188 online reached	**TOTAL** 1,584

Activity Components

Component	Status	Commentary
Budget	On Target	
Resources	On Target	
Timeline	On Time	
Scope	Complete	

Activity Evidence

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Activity Overview

Activity Date(s) Project Number	February 6, 2021 2021-3-110	▣ New Project ❒ Ongoing	▣ Recurring Project ▣ Annually ❒ Quarterly ❒ Monthly ❒ Other _____

Activity Title	Peanut Technical Videos
Location	Online

Activity Summary	With limited in-person meetings, FPF sponsored a series of peanut technical videos for grower information. This grouping of videos, demonstrates not only the strong partnership with the peanut researchers of UF/IFAS, but also a commitment that FPF will provide for information dissemination to peanut growers throughout the state. We are very proud of this video series and look forward to this becoming an annual project. Breaking barriers and allowing farmers to view these videos on any internet-connected device, on their own time, is monumental.

❒ Consumer Focused	▣ Industry Focused	Audience	Industry Peers

Project Manager	Laura Fowler Goss	Steering Team	De Broughton

Activity Involvement

Project Partners	➢ UF/IFAS peanut researchers and staff ➢ North Florida Research & Education Centers

Resources	

Project Components

Status	Category	Details	Commentary
Complete	Media	Video Planning & Production	

Activity Milestones

Status	Milestone	Target Date	Commentary

Activity Details

Processes	

Issues	

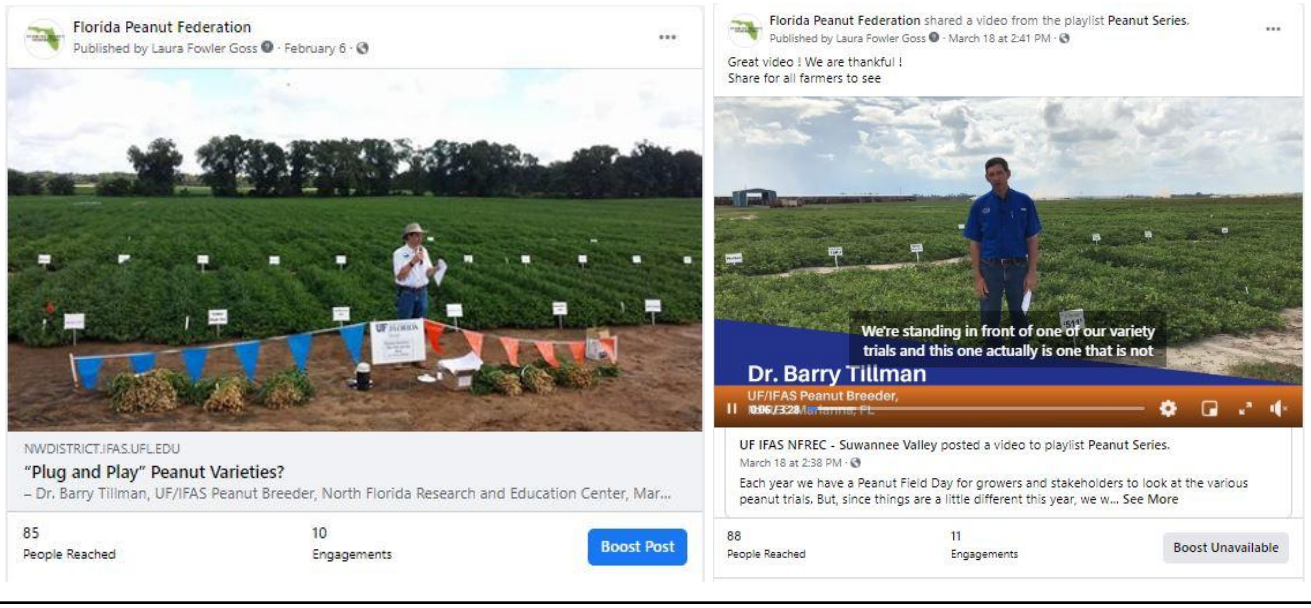
Activity Results

Results Conclusions	➢ 2000 peanut industry	**TOTAL** 2,000

Activity Components

Component	Status	Commentary
Budget	On Target	
Resources	On Target	
Timeline	On Time	
Scope	Complete	

Activity Evidence



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Activity Overview

Activity Date(s)	February 12, 2021	▣ New Project	▣ Recurring Project ▣ Annually ❒ Quarterly ❒ Monthly ❒ Other
Project Number	2021-3-111	❒ Ongoing	

Activity Title	Celebrating Florida Peanut Industry at FL Welcome Center
Location	I-75 South, Jennings, Florida

Activity Summary	At the Florida Welcome Center on I-75 South, near Jennings, Florida, FPF showcased the Florida Peanut Industry with travelers. A three person crew of our Promotion Team, spent the day giving out Fl Peanut Info Cards, peanut butter and jelly sandwiches, promo items, and peanut snacks. The travelers were very receptive and interested to hear that peanuts grow in Florida.

▣ Consumer Focused	❒ Industry Focused	Audience	Consumers

Project Manager	Laura Fowler Goss	Steering Team	Porsche, Wendy

Activity Involvement

Project Partners	➢ Florida Welcome Center, Visit Florida

Resources	➢ 5000 packs of peanuts ➢ 3000 peanut butter cookies ➢ 2000 stickers ➢ 2000 pens ➢ 2000 notepads ➢ 1500 peanut butter and jelly sandwiches ➢ 3000 peanut info cards

Project Components

Status	Category	Details	Commentary
Complete	Awareness	Peanut Info & Promo Items	

Activity Milestones

Status	Milestone	Target Date	Commentary

Activity Details

Processes	➢ Planning for Event ➢ Coordination with Visit Florida

Issues	

Activity Results

Results Conclusions	➢ 384 online reach ➢ 50,000 travelers	**TOTAL** 50,384

Activity Components

Component	Status	Commentary
Budget	On Target	
Resources	On Target	
Timeline	On Time	
Scope	Complete	

Activity Evidence

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Activity Overview

Activity Date(s) Project Number	February 13-14, 2021 2021-3-112	▣ New Project ❒ Ongoing	▣ Recurring Project ▣ Annually ❒ Quarterly ❒ Monthly ❒ Other _____

Activity Title	Strawberry Fest
Location	Fairgrounds, Live Oak, Florida

Activity Summary	A new event that was really well received, Strawberry Fest in Live Oak. FPF hosted a promotional booth, distributing peanut recipes, peanut nutritional info, peanut promo items, packs of peanuts, and everyone's favorite peanut butter cookies. This was a great two day festival

▣ Consumer Focused	❒ Industry Focused	Audience	Consumers

Project Manager	Laura Fowler Goss	Steering Team	Porsche Neal

Activity Involvement

Project Partners	

Resources	➢ 1000 Peanut Butter Cookies ➢ 50 jars of Peanut Butter ➢ 1000 notepads ➢ 1000 pens ➢ 2000 peanut recipes ➢ 1000 peanut nutritional fact sheets ➢ 2000 packs of roasted peanuts

Project Components

Status	Category	Details	Commentary
Complete	Promotion	Booth at Strawberry Fest	

Activity Milestones

Status	Milestone	Target Date	Commentary

Activity Details

Processes	

Issues	

Activity Results

Results Conclusions	➢ 5000 consumer reach at festival ➢ 340 online reach	**TOTAL** 5,340

Activity Components

Component	Status	Commentary
Budget	On Target	
Resources	On Target	
Timeline	On Time	
Scope	Complete	

Activity Evidence

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Activity Overview

Activity Date(s) Project Number	February 17, 2021 2021-3-113	▣ New Project ❒ Ongoing	❒ Recurring Project ❒ Annually ❒ Quarterly ❒ Monthly ❒ Other _____

Activity Title	FDACS + USDA RMA Crop Insurance Roundtable
Location	Chipola College, Marianna, Florida

Activity Summary	A roundtable meeting with FDACS staff, including Commissioner Nikki Fried, as well as USDA Risk Management Agency. The room included the skype participants, along with about 10 members of the press, 2 peanut organization directors, about 30 farmers, and a number of interested others. The meeting lasted the greater part of the morning and provided some very valuable information, as well as a time for questions and answers. The meeting was quite informative and allowed for producers to make requests and share concerns and ideas.

❒ Consumer Focused	▣ Industry Focused	Audience	Industry Peers

Project Manager	Laura Fowler Goss	Steering Team	

Activity Involvement

Project Partners	➢ FDACS ➢ USDA RMA ➢ Chipola College

Resources	

Project Components

Status	Category	Details	Commentary
Complete	Education	Crop Insurance	

Activity Milestones

Status	Milestone	Target Date	Commentary
Complete	Meeting	2/17/2021	Complete

Activity Details

Processes	

Issues	

Activity Results

Results Conclusions	➢ 100 attendance and publication ➢ 419 online reach	**TOTAL** 519

Activity Components

Component	Status	Commentary
Budget	Under	
Resources	Under	
Timeline	On Time	
Scope	Complete	

Activity Evidence

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Activity Overview

Activity Date(s) Project Number	February 18, 2021 2021-3-114	▣ New Project ❒ Ongoing	▣ Recurring Project ▣Annually ❒ Quarterly ❒ Monthly ❒ Other _____

Activity Title	FPF allied partners & farmers Visitation Tour
Location	North Central Florida

Activity Summary	Since covid-19 necessitated the cancellation of the annual Membership Meeting and Banquet, on behalf of FPF, Executive Director Laura Goss made visitation trips to many farmers and allied partners throughout the early months of 2021.

❒ Consumer Focused	▣ Industry Focused	Audience	Industry Peers

Project Manager	Laura Fowler Goss	Steering Team	

Activity Involvement

Project Partners	

Resources	➢ 100 Peanut Protein Bars ➢ 400 packs of Roasted Peanuts ➢ 300 pens ➢ 100 notepads ➢ 200 peanut desk dishes ➢ 600 hats ➢ 500 rain gauges

Project Components

Status	Category	Details	Commentary
Complete	Promotion	Peanut Promo Items	

Activity Milestones

Status	Milestone	Target Date	Commentary
Complete	Visitation Tour	3/31/2021	Nearly Complete

Activity Details

Processes	

Issues	

Activity Results

Results Conclusions	➢ 100 industry members ➢ 503 online reach	**TOTAL** 603

Activity Components

Component	Status	Commentary
Budget	On Target	
Resources	On Target	
Timeline	On Time	
Scope	Complete	

Activity Evidence

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Activity Overview

Activity Date(s) Project Number	February 19, 2021 2021-3-115	▣ New Project ❒ Ongoing	❒ Recurring Project ❒ Annually ❒ Quarterly ❒ Monthly ❒ Other _____

Activity Title	Peanut Butter Donation - Innovation Charities of Northwest Florida
Location	Innovation Charities, Marianna, Florida

Activity Summary	Thankful to be able to donate peanut butter to this group. We appreciate our partners who distribute the peanut butter. It is amazing to work with the dedicated volunteers who provide the product that we support.

▣ Consumer Focused	❒ Industry Focused	Audience	Consumers

Project Manager	Laura Fowler Goss	Steering Team	

Activity Involvement

Project Partners	➢ Innovation Charities

Resources	➢ 1200 jars of Peanut Butter

Project Components

Status	Category	Details	Commentary
Complete	Philanthropy	1200 jars PB	

Activity Milestones

Status	Milestone	Target Date	Commentary
Complete	1 delivery	2/19/2021	Complete

Activity Details

Processes	

Issues	

Activity Results

Results Conclusions	➢ 1200 consumers served a jar of PB ➢ 15 volunteers reached ➢ 465 social media reach	**TOTAL** 1,680

Activity Components

Component	Status	Commentary
Budget	On Target	
Resources	On Target	
Timeline	On Time	
Scope	Complete	

Activity Evidence

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Activity Date(s)	February 21, 2021	❒ New Project	▣ Recurring Project ❒ Annually ❒ Quarterly ▣ Monthly ❒ Other _____
Project Number	2021-3-116	▣ Ongoing	

Activity Title	Peanut Recipes - February
Location	Online Consumers

Activity Summary	Each month we strive to promote peanut recipes online. Via our social media pages, it is efficient in reaching many consumers from all over. We are positive that folks create these peanut recipes and enjoy them!

▣ Consumer Focused	❒ Industry Focused	Audience	Online Consumers

Project Manager	Laura Fowler Goss	Steering Team	

Activity Involvement

Project Partners	

Resources	

Project Components

Status	Category	Details	Commentary
Complete	Media	Recipe picture and link	

Activity Milestones

Status	Milestone	Target Date	Commentary
Complete	Peanut Butter Recipes	2/21/2021	Complete

Activity Details

Processes	

Issues	

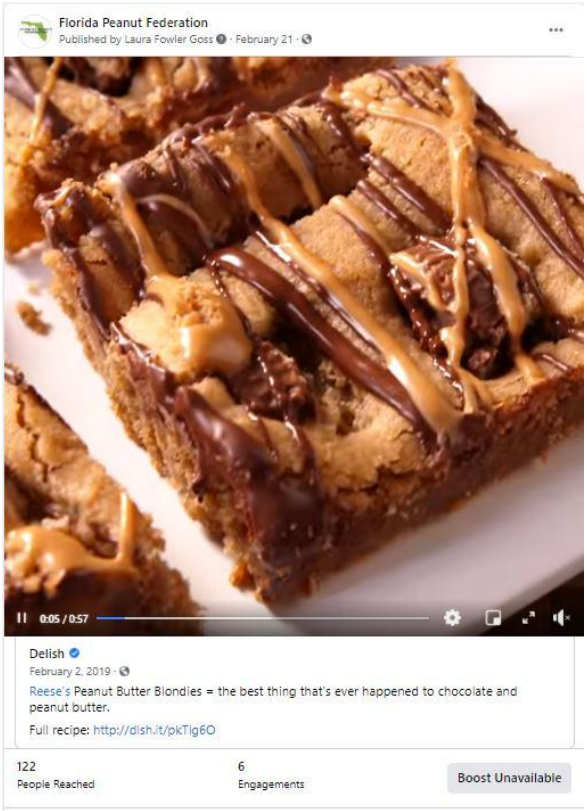
Activity Results

Results Conclusions	➢ 122 social media reach	**TOTAL** 122

Activity Components

Component	Status	Commentary
Budget	On Target	
Resources	On Target	
Timeline	On Target	
Scope	Complete	

Activity Evidence



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Activity Overview

Activity Date(s)	February 22, 2021	❒ New Project	▣ Recurring Project ❒ Annually ▣ Quarterly ❒ Monthly ❒ Other
Project Number	2021-3-117	▣ Ongoing	

Activity Title	Peanut Butter Donation - Pilot International Tallahassee
Location	Pilot International, Tallahassee, Florida

Activity Summary	We donated 1200 jars of peanut butter to the Pilot International Organization for their distribution throughout the Tallahassee Area. There are a number of charities that Pilot International supports. We are encouraged by their enthusiasm and look forward to continuing to build and strengthen our relationship with the find folks of Pilot International.

▣ Consumer Focused	❒ Industry Focused	Audience	Consumers

Project Manager	Laura Fowler Goss	Steering Team	

Activity Involvement

Project Partners	➢ Pilot International

Resources	➢ 1200 jars peanut butter

Project Components

Status	Category	Details	Commentary
Complete	Philanthropy	1200 jars PB	

Activity Milestones

Status	Milestone	Target Date	Commentary
Complete	PB Delivered	2/22/2021	Completed

Activity Details

Processes	

Issues	

Activity Results

Results Conclusions	➢ 1200 consumers served a jar of PB ➢ 132 social media reach	**TOTAL** 1,332

Activity Components

Component	Status	Commentary
Budget	On Target	
Resources	On Target	
Timeline	On Time	
Scope	Complete	

Activity Evidence

Florida Peanut Federation
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Activity Overview

Activity Date(s) Project Number	February 22, 2021 2021-3-118	▣ New Project ❒ Ongoing	▣ Recurring Project ▣ Annually ❒ Quarterly ❒ Monthly ❒ Other _____

Activity Title	Meeting with UF/IFAS Extension Agents
Location	FPF office, McAlpin, Florida

Activity Summary	To join together in meeting regarding the needs of farmers in Florida, is one of the greatest pleasures of the FPF leadership and local IFAS staffers. Determining the needs of the industry and producers is life giving. We are eager to get to work, even more diligently, and support the farmers.

❒ Consumer Focused	▣ Industry Focused	Audience	Industry Peers

Project Manager	Laura Fowler Goss	Steering Team	

Activity Involvement

Project Partners	➢ UF/IFAS Extension

Resources	

Project Components

Status	Category	Details	Commentary
Complete	Education	Meeting regarding solutions	

Activity Milestones

Status	Milestone	Target Date	Commentary
Complete	Meeting	2/22/2021	Complete

Activity Details

Processes	

Issues	

Activity Results

Results Conclusions	➢ 100 farmer reach ➢ 156 social media reach	**TOTAL** 256

Activity Components

Component	Status	Commentary
Budget	On Target	
Resources	On Target	
Timeline	On Time	
Scope	Complete	

Activity Evidence

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Activity Overview

Activity Date(s) Project Number	February 23, 2021 2021-3-119	▣ New Project ❒ Ongoing	▣ Recurring Project ▣ Annually ❒ Quarterly ❒ Monthly ❒ Other _____

Activity Title	Peanut Recipes included in IFAS Cookbook
Location	Florida

Activity Summary	What a delight to be invited to contribute peanut recipes to the IFAS cookbook that will be published and distributed to thousands of consumers. FPF submitted three recipes, one of each category - appetizer, entree, dessert.

▣ Consumer Focused	❒ Industry Focused	Audience	Consumers

Project Manager	Laura Fowler Goss	Steering Team	

Activity Involvement

Project Partners	➢ UF/IFAS

Resources	

Project Components

Status	Category	Details	Commentary
Complete	Nutrition	Peanut food recipes	

Activity Milestones

Status	Milestone	Target Date	Commentary
Complete	Submission of Recipes	2/23/2021	Complete

Activity Details

Processes	➢ Recipe creation and testing ➢ Recipe printing and submitting

Issues	

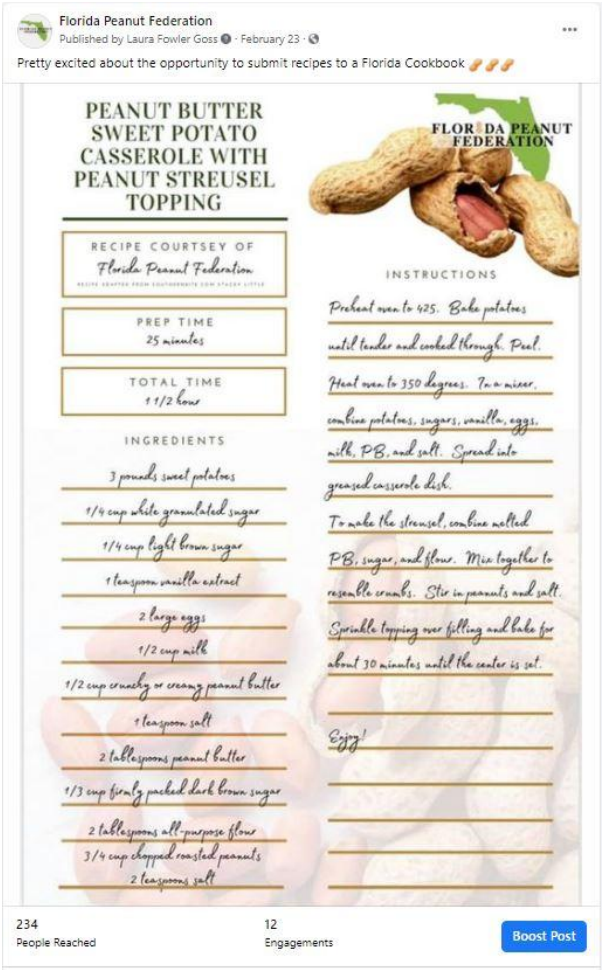
Activity Results

Results Conclusions	➢ 5000 consumers served ➢ 234 social media reach	**TOTAL** 5,0234

Activity Components

Component	Status	Commentary
Budget	On Target	
Resources	On Target	
Timeline	On Time	
Scope	Complete	

Activity Evidence



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Activity Overview

Activity Date(s) Project Number	February 25, 2021 2021-3-120	▣ New Project ❒ Ongoing	▣ Recurring Project ▣ Annually ❒ Quarterly ❒ Monthly ❒ Other _____

Activity Title	Peanut Butter Donation - Buck Lake Elementary School
Location	Buck Lake Elementary School, Tallahassee, Florida

Activity Summary	FPF donated 662 jars of peanut butter to the food pantry and backpack program at Buck Lake Elementary School. It is always a blessing to provide protein packed, nutrient dense, kid friendly peanut butter to students in need.

▣ Consumer Focused	❒ Industry Focused	Audience	Students

Project Manager	Laura Fowler Goss	Steering Team	

Activity Involvement

Project Partners	➢ Buck Lake Elementary School

Resources	➢ 662 jars PB

Project Components

Status	Category	Details	Commentary
Complete	Philanthropy	662 jars PB	

Activity Milestones

Status	Milestone	Target Date	Commentary

Activity Details

Processes	

Issues	

Activity Results

Results Conclusions	➢ 662 consumers received jar of pb ➢ 290 online reached	**TOTAL** 952

Activity Components

Component	Status	Commentary
Budget	On Target	
Resources	On Target	
Timeline	On Time	
Scope	Complete	

Activity Evidence

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Activity Overview

Activity Date(s)	February 26, 2021	▣ New Project	▣ Recurring Project ▣ Annually ❒ Quarterly ❒ Monthly ❒ Other _____
Project Number	2021-3-121	❒ Ongoing	

Activity Title	Farm Day at Anderson Elementary School
Location	Anderson Elementary School, Cross City, Florida

Activity Summary	The partnership FPF has developed with Florida FFA advisors and agricultural education teachers is a great one! Dixie Middle FFA chapter hosted 'Farm Day' at Anderson Elementary School. FPF hosted peanut activities and provided packs of roasted peanuts to each student in attendance.

▣ Consumer Focused	❒ Industry Focused	Audience	Students

Project Manager	Laura Fowler Goss	Steering Team	

Activity Involvement

Project Partners	➢ Dixie Middle FFA Chapter ➢ Anderson Elementary School

Resources	➢ 600 packs of peanuts

Project Components

Status	Category	Details	Commentary
Complete	Awareness	600 packs peanuts	

Activity Milestones

Status	Milestone	Target Date	Commentary
Complete	Farm Day event	2/23/2021	Complete

Activity Details

Processes	

Issues	

Activity Results

Results Conclusions	➢ 600 students ➢ 1171 online reached	**TOTAL** 1,771

Activity Components

Component	Status	Commentary
Budget	On Target	
Resources	On Target	
Timeline	On Time	
Scope	Complete	

Activity Evidence

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Activity Overview

Activity Date(s) Project Number	March 1, 2021 2021-3-122	▣ New Project ❒ Ongoing	▣ Recurring Project ▣ Annually ❒ Quarterly ❒ Monthly ❒ Other _____

Activity Title	Peanut Butter Donation - Tallahassee Elementary School
Location	Tallahassee Elementary School, Tallahassee, Florida

Activity Summary	500 jars of peanut butter were made available to Tallahassee Elementary School to be included in school backpack program packs. FPF relationships are expanding to include more and more schools - and for that we are thankful.

▣ Consumer Focused	❒ Industry Focused	Audience	Students

Project Manager	Laura Fowler Goss	Steering Team	

Activity Involvement

Project Partners	➢ Tallahassee Elementary School

Resources	➢ 500 jars PB

Project Components

Status	Category	Details	Commentary
Complete	Philanthropy	500 jars PB	

Activity Milestones

Status	Milestone	Target Date	Commentary
Complete	1 Delivery	3/1/21	Complete

Activity Details

Processes	

Issues	

Activity Results

Results Conclusions	➢ 500 jars PB distributed ➢ 433 online reach	**TOTAL** 933

Activity Components

Component	Status	Commentary
Budget	On Target	
Resources	On Target	
Timeline	On Time	
Scope	Complete	

Activity Evidence

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Activity Overview

Activity Date(s)	March 3-17, 2021	▣ New Project	▣ Recurring Project ▣ Annually ❒ Quarterly ❒ Monthly ❒ Other
Project Number	2021-3-123	❒ Ongoing	

Activity Title	Florida Strawberry Festival
Location	Florida Strawberry Festivalgrounds, Plant City, Florida

Activity Summary	In what felt like a natural partnership, FPF sponsored a day at the Florida Strawberry Festival, with the theme, 'Better Together'. Not only a timely motto for the days and times in which we are living, but also a perfect description of Peanut (butter) and (strawberry) Jelly. As a sponsor of the festival, we were grateful to host our fully-wrapped promotion trailer, along with a tent and staffed table immediately inside the main gate of the festival, directly across from the information booth. Some may call it luck, we call it networking and good promotional marketing efforts! During the festival, eight eight-foot by four-foot banners, showcasing the 'Better Together' mark, FPF logo, and images of friendly peanut and friendly strawberry, were displayed during the festival. Additionally, FPF was recognized in print media before the festival; as a part of the festival map and brochure; in radio and television marketing before and during the festival; and announced on the day of sponsorship. Included with our presence at the festival - daily, for all eleven days of festival, we hosted a promotion team member at the booth, giving out all types of peanut promo items, including peanut butter cookies, recipes, packs of peanuts, and more. It was truly a tremendous festival, with organizers estimating 325,000 consumers passing through over the course of the festival. We are happy to have built a relationship with FSF and intend to host a booth space and be a sponsor in future years.

▣ Consumer Focused	❒ Industry Focused	Audience	Consumers

Project Manager	Laura Fowler Goss	Steering Team	Ginger, Dakota, Anna

Activity Involvement

Project Partners	➢ Florida Strawberry Festival

Resources	➢ 8000 packs of peanuts ➢ 6000 peanut butter cookies ➢ 2000 stickers ➢ 5000 pens ➢ 2000 notepads ➢ 3500 peanut recipes ➢ 3000 peanut info cards

Project Components

Status	Category	Details	Commentary
Complete	Awareness	Peanut Info & Promo Items	

Activity Milestones

Status	Milestone	Target Date	Commentary

Activity Details

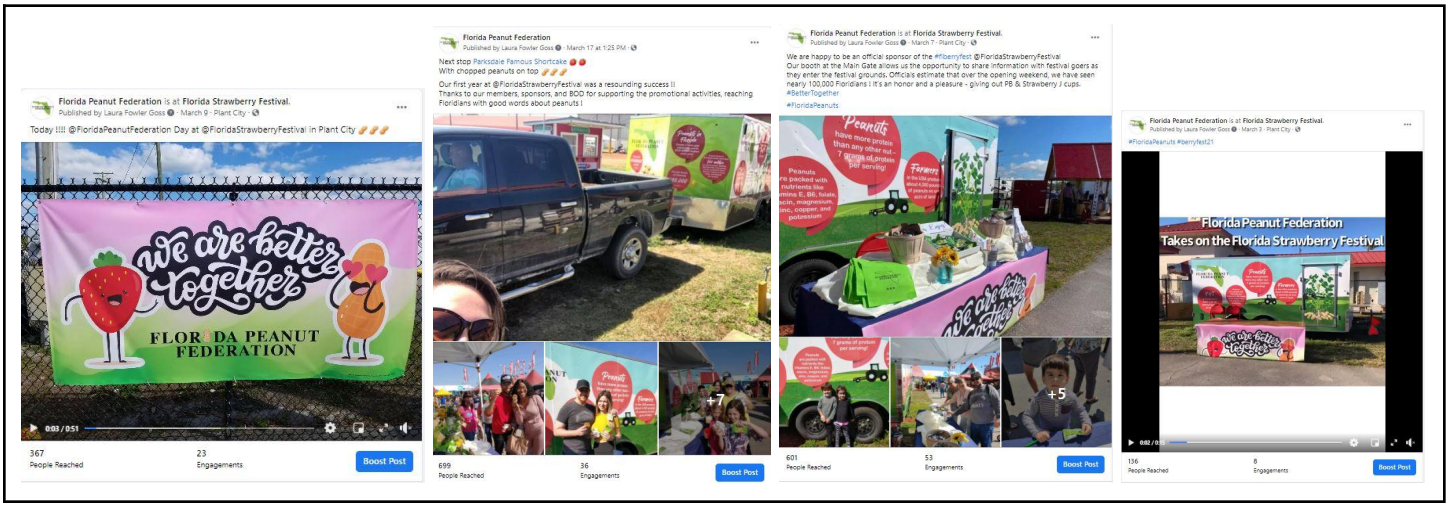
Processes	

Issues	

Activity Results

Results Conclusions	➢ 2,783 online reach ➢ 325,000 festival goers	**TOTAL** 327,783

Activity Components

Component	Status	Commentary
Budget	On Target	
Resources	On Target	
Timeline	On Time	
Scope	Complete	

Activity Evidence