WILTON SIMPSON
COMMISSIONER

Florida Department of Agriculture and Consumer Services
Division of Administration

SUBRECIPIENT QUARTERLY PERFORMANCE PROGRESS REPORT

1. Federal Award Identification Number (FAIN)	2. Federal Award Number	3. Subrecipient Agreement Number: FDACS Contract# 28828

4. Recipient	5. Subrecipient
Florida Department of Agriculture and Consumer Services 407 S. Calhoun Street, M5 Tallahassee, FL 32399-0800	Name: Florida Peanut Federation Address: Post Office Box 163 City, State, Zip+4: McAlpin, Florida 32062

6. Subrecipient FEIN:	7. Subrecipient DUNS Number:	8. Reporting Period End Date:
81-5060338		December 31, 2022

A. Narrative: What major activities and accomplishments have been completed during this reporting period?
In the second quarter of the 2022-23 Marketing Order year, October-November-December 2022, FPF reached 261,028 people through promotion, educat ion, marketing, and research activities. Through 36 consumer focused events and 10 industry focused programs, FPF met the goals set for this quarter. With a record of new activities in a quarter, we are proud of the work FPF leadership has done to create opportunities to reach more Floridians, through v arious efforts impacting additional demographics. This quarter was very successful!

B. Problems: Are there any foreseen delays in completing the project within the project period?
no

C. Significant findings and events:
In person reach 110,578
Media read 150,450

D. Activities planned for next reporting period:
January - Celebrate George Washington Carver, Student Peanut Art Exhibit, Industry Outreach
February - Annual Membership Meeting, Florida State Fair
March - Florida Strawberry Festival, Power Up Patrol, Research funding

E. Are you on target to achieve the project goals?
yes

F. Did you link your budgets to program/project activities ?
yes

Performance Measures

Deliverable #	Task #	Task Description	Indicator	Costs per Unit	Outcome Measures	Funding Expended
see attached						

I certify to the best of my knowledge and belief that this report is correct and complete for performance activities for the purposes set forth in the award documents.

Laura Goss	Laura Goss, Executive Director	1/13/2023
Subrecipient Representative Signature	Print Name and Title	Date

Performance Measures						
Deliverable #	**Task #**	**Task Description**	**Indicator**	**Costs per Unit**	**Outcome Measures**	**Funding Expended**
Consumer Focused	1	Peanut Butter Challenge Promotions October 1-31, 2022			Consumers Reached 10,000 --- FPF hosted several online videos encouraging participation in the Peanut Butter Challenge. FPF representatives met with IFAS Extension Office Staff, visited meetings of Civic & Community organizations, provided signs and banners and flyers for communities, and provided social media images and videos to be shared far and wide.	
Consumer Focused	2	Hurricane Ian Relief October 6, 2022			Consumers Reached 8,000 --- FPF provided, free of charge, jars of Peanut Butter to victims, first responders, and volunteers in the aftermath of Hurricn Ian. A total of 4,188 pounds of Peanut Butter was delivered to Southwest Florida.	
Consumer Focused	3	Pink Peanuts Soirre October 8, 2022			Consumers Reached 65,250 --- The second annual Pink Peanuts event, a production of FPF, was fantastic! Larger than ever, held at the Florida Gateway Fairgrounds banquet hall in Lake City, young ladies from across the North Central Florida area attended this free event! We honored survivors, provided free event tshirts, with the new Breast Cancer prevention statistic on the back, and hosted all sorts of activities that young girls enjoyed!	
Consumer Focused	4	Christmas Card Coloring Contest December 2, 2022			Consumer Reached 13,325 --- More than seven tousand students, in 44 schools, in nine counties participated in the Christmas Card Coloring Contest. This was a lot of fun and the Grand prize winner was awarded a year supply of Peanut Butter! The teachers who encouraged their students to particiate, are signed on to receive future FPF student activities. We are thankful for this opportunity to connect with Florida elementary school teachers.	
Consumer Focused	5	Christmas on the Square and other Festivals December 3, 2022			Consumer Reached 54,900 --- Through 32 community events, FPF distributed thousands of free Peanut Butter cookies, showcased as 'Santa's Favorite Cookie', along with recipes and a banner. The total event days PB cookies were publicized were 68. We are thankful for the opportunity to share this fun promotion throughout North Florida.	
Industry Focused	1	Florida Farm Bureau Annual Conference October 28-29, 2022			Consumers Reached 1,900 --- Nearly 400 farmers and industry professionals attend the annual meeting of Florida Farm Bureau Federation. FPF hosted a booth in the expo hall, provided peanut themed refreshments, and visited with industry peers over the three day move in and event.	
Industry Focused	2	Florida Ag Expo November 2-3, 2022			Consumer Reached 2,100 --- A first time attendee of the Florida Ag Expo, FPF hosted a booth, which showcased FPF activities and member highlights. The expo was a wonderful time of industry networking. Having the chance to meet with vendors that farmers are routinely in touch with, FPF staff enjoyed learning more about their operations.	

FLORIDA PEANUT FEDERATION

Invoice 20222023-200

INVOICE 1/13/2023

Florida Peanut Federation
Post Office Box 163
McAlpin, Florida 32062

TO: FDACS
170 Century Blvd
Bartow, FL 33830-7700

For: **2022-2023 Peanut Marketing Order Quarter 2**

DESCRIPTION		AMOUNT
Consumer Focused		
Peanut Butter Challenge Promotions Consumers Reached 10,000	October 1-31, 2022	10,000.00
Hurricane Ian Relief Consumer Reached 8,000	October 6, 2022	10,000.00
Pink Peanuts Soiree Consumers Reached 65,250	October 8, 2022	10,000.00
Christmas Card Coloring Contest Consumers Reached 13,325	December 2, 2022	10,000.00
Christmas on the Square and other Festivals Consumers Reached 54,900	December 3, 2022	10,000.00
Industry Focused		
Florida Farm Bureau Annual Conference Industry Peers Reached 1.900	October 28-29, 2022	10,000.00
Florida Ag Expo Industry Peers Reached 2,100	November 2-3, 2022	10,000.00

Make Check Payable to: Florida Peanut Federation **TOTAL** **$ 70,000.00**
Mail to: Post Office Box 163, McAlpin, FL 32062

FDACS PEANUT MARKETING ORDER

QUARTERLY REPORT

2022-2023 Q 2

OCTOBER, NOVEMBER, DECEMBER 2022

JANUARY 13, 2023

FLORIDA PEANUT FEDERATION

SNAPSHOT

2022	OCT	NOV	DEC	TOTAL
CORE PROGRAMS				
ADVOCACY	19	6	11	36
PROMOTION	19	7	15	41
EDUCATION	11	6	10	27
PHILANTHROPY	6	4	11	21
PARTNERSHIPS	28	4	4	36
ACTIVITIES				
CONSUMER FOCUSED	16	5	15	36
INDUSTRY FOCUSED	5	3	2	10
NEW	12	6	13	31
ONGOING	9	2	4	15
REACH				
IN PERSON	45,584	17,415	47,579	110,578
MEDIA	133,700	3,250	13,500	150,450
DISTRIBUTION				
PACKS PEANUTS	7,080	380	1,000	8,460
JARS PEANUT BUTTER	2,732	0	0	2,732
CANS PEANUTS	137	30	0	167
PROMOTION ITEMS	8,385	1,140	2,500	12,025

Quarterly Total Reach
261,028

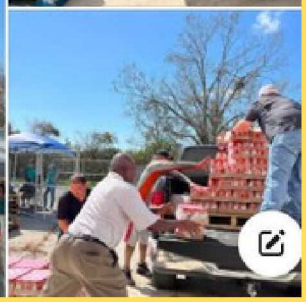
HURRICANE IAN RELIEF PEANUT BUTTER DONATIONS TO SOUTHWEST FLORIDIANS

Hurricane Ian devastated our friends in SW Florida. We deployed within just a couple of days, sending Peanut Butter to victims, first responders, and volunteers. Through several churches, peanut butter distribution was conducted with PB donated by FPF. Additionally, FPF supplied Catholic Charities emergency food pantry in DeSoto County with 2004 jars. In total, 4,188 pounds of Peanut Butter was transported from FPF warehouse in McAlpin, Florida, to points south where it was most needed.

Through the generosity of #FloridaPeanut Federation members and sponsors,
Through the leadership of elected farmer Board of Directors,
Through the efforts of selfless volunteers,
We are delighted to send 4188 jars of Peanut Butter to South Florida.

2004 jars have reached Arcadia
The work of these people, in light of their own personal disasters, is incredible. An unmatched situation, with no time for training, stress levels running high, and uncertainty surrounding every thought, the people of South Florida, specifically in DeSoto County, where we delivered today, are TRIUMPHANT! They are grateful for help, staying positive, managing through the ever-changing situations, and SERVING ONE ANOTHER!
A blessing to have a small part of this incredible feat!

DeSoto County, FL
Desoto County FL Emergency Management
The City of Arcadia, Florida
Catholic Charities USA
Catholic Charities Diocese of Venice, Inc.
#Hurricanelan
#hurricaneian2022
#HurricaneStrong
#hurricanerelief
#peanutbutterdonation
#floridapeanut



CENTRAL FLORIDA PEANUT FESTIVAL IN WILLISTON

One of our most favorite events is the Central Florida Peanut Festival held in Williston, Florida, each October. With more than 10,000 visitors, the CFPF highlights the end of harvest season for one of Levy County's most popular crops. This year, FPF hosted a booth with an interactive game that people had a lot of fun playing. They enjoyed learning facts about peanuts, Florida agriculture, and other interesting tidbits while playing a fun game of True or False.
This year, FPF hosted a Peanut Shelling Contest. It was a blast, the contest was held three times throughout the festival day. We even had the City of Williston Clerk playing and the Mayor of Williston cheering on the contestants. It was a great time of sharing peanuts with people in outside-of-the-box ways!

FLORIDA PEANUT FEDERATION PRESENTS PINK PEANUTS SOIREE

Florida Peanut Federation
Published by Laura Fowler Goss · October 3, 2022 ·

#PINKPEANUTS
FREE EVENT
CELEBRATING PEANUTS
By eating peanuts in childhood, breast cancer risk is lowered by 40%

YOUTUBE.COM
Pink Peanuts SAT OCT 8 **FREE EVENT

11,129
People reached

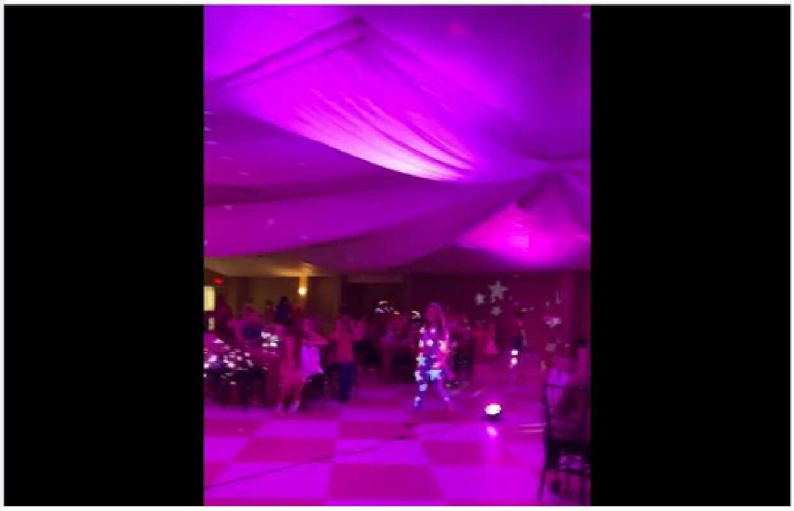
1,297
Engagements

Florida Peanut Federation
Published by Noah Walker · October 9, 2022 ·

Florida Peanut Federation was live.
Published by Laura Fowler Goss · October 8, 2022 ·

Fashion show at #PINKPEANUTS
These girls had SO MUCH FUN
*I do not own the rights to this music
Every visited the pink pretty parlor and strutted their stuff

Girls, ages 9-15, who regularly eat peanuts have a 40% lower risk of developing breast cancer as an adult.



Goss, FPF cracking open 'Pink Peanut Soiree'

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

By JAMIE WACHTER
jwachter@lakecityreporter.com

HOLLY FRAZIER PHOTOGRAPHY

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

Peanuts are lots of things. They can be used in a variety of ways and are quite plentiful in the south.

But for all the legumes are, they generally aren't fun and exciting.

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

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

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

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

Five years later and the director herself now, Goss is still trying to find ways to make peanuts fun. One of those avenues will turn the Florida Gateway Fairgrounds pink on Saturday for the Pink Peanut Soiree. The free event starts at 5 p.m. and will feature a fashion show at 6:30 p.m. after mini makeovers. Those attending are encouraged to wear pink.

Goss said the event, which is geared toward girls ages 9-15 and the women in their lives, is a result of research conducted by the Harvard Medical School.

That research, which was partly funded by the Florida Peanut Federation and the National Peanut Board, determined that girls, ages 9-15, that regularly eat peanuts have a 40% lower chance of developing breast cancer as adults.

"I think that's a statistic that we should be sharing far far and wide wide," Goss said, adding her mother is a breast cancer survivor, and it's a topic that is always on her mind for herself and her daughters.

It's a statistic that Goss admitted made her do a double take when she first heard it.

"Is that really true?" she said was her first thought. "I mean 40% is a big number."

So she did her own reading and research on it and realized it was true.

Armed with those facts, Goss decided to find a way to share the good news about peanuts locally.

"Now, my favorite thing to do is to share the greatness of peanuts," she added.

And what better way to do it than to make it fun and exciting.

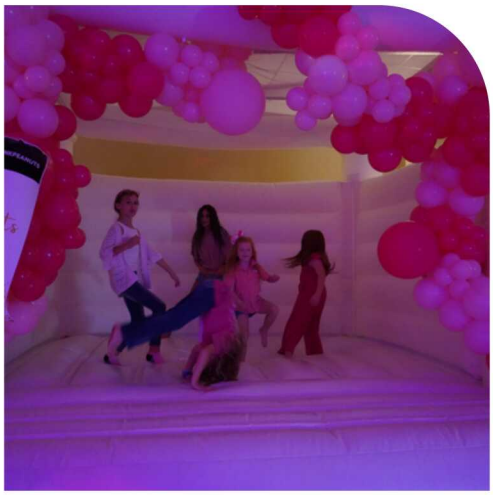
"Basically, it's going to be a party," Goss said, adding cosmetic school students will be performing mini makeovers for those attending, including hair, makeup and nails, prior to the pink carpet fashion show.

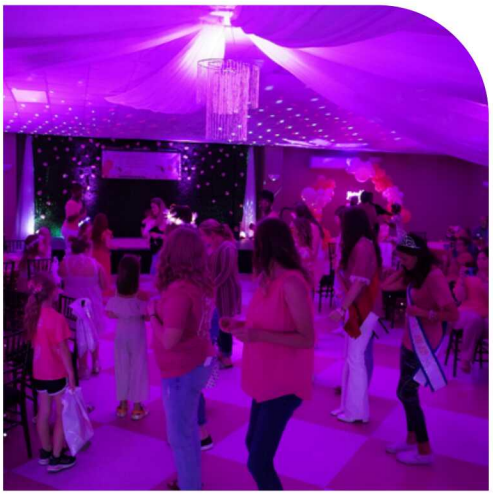
There will also be a live DJ, dancing and food at the soiree.

"Breast cancer is something we do and talk about with adults and senior women but not girls," Goss said. "I just wanted to share, not only with the families but the girls too, of the importance of a healthy diet and peanuts as a part of that."

Lake City Reporter Newspaper front page article, October 2022

FLORIDA PEANUT FEDERATION PRESENTS PINK PEANUTS SOIREE

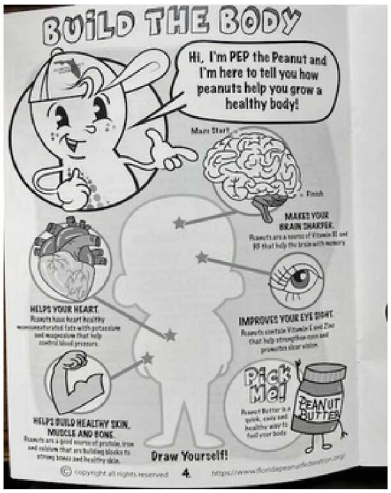


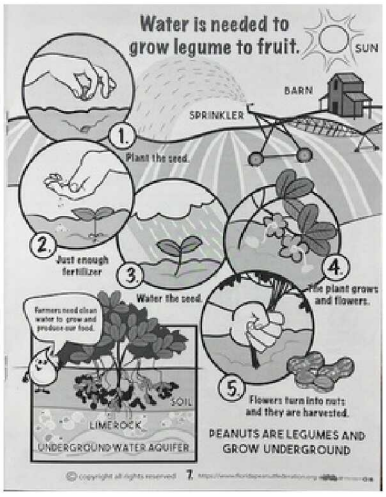


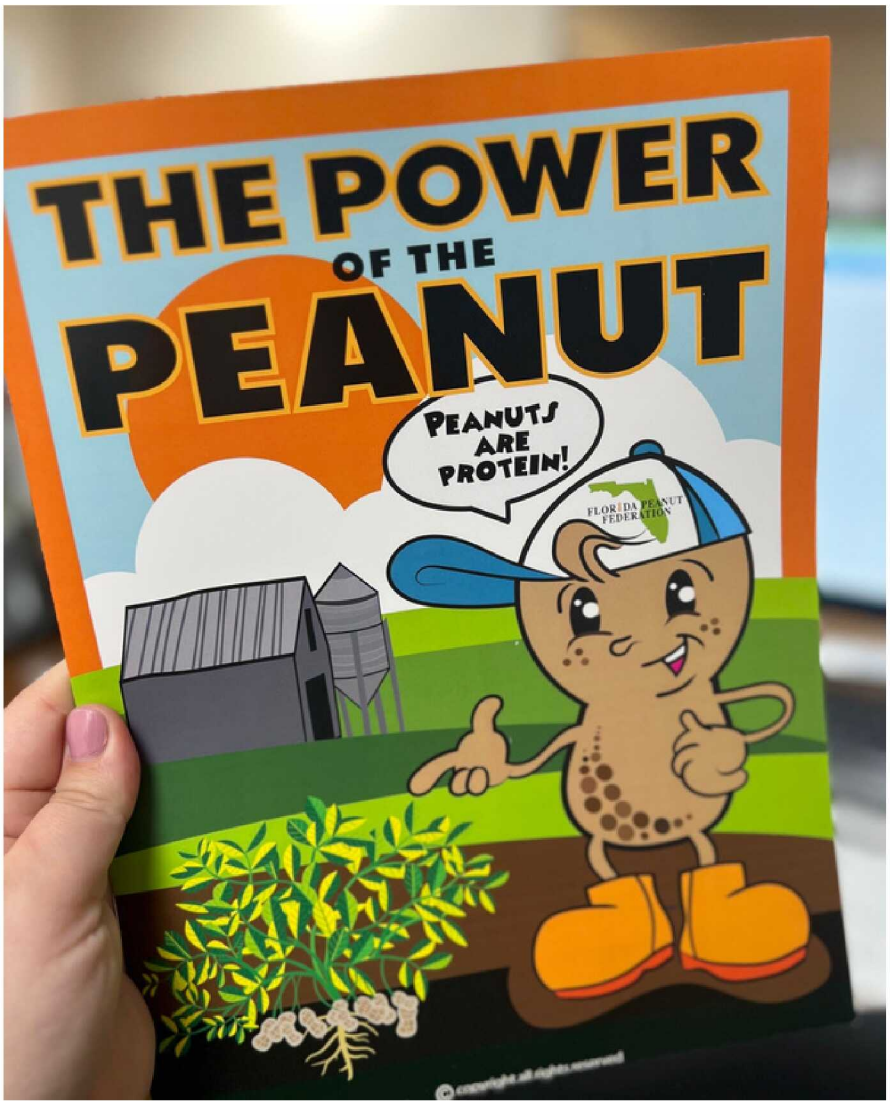
SUNBELT AG EXPO MOULTRIE, GA

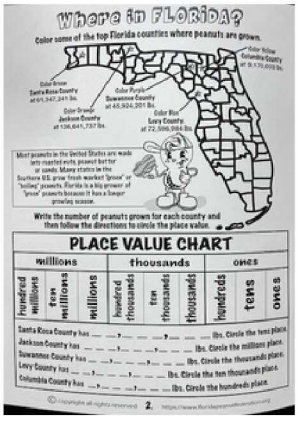
1100 EXHIBITORS WELCOMING 100,000 VISITORS

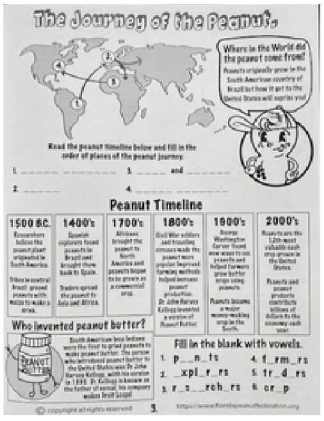
FPF was delighted to provide Student Peanut Activity Workbooks to teachers from more than five states. The workbooks host single worksheets, making copying and teaching simple.

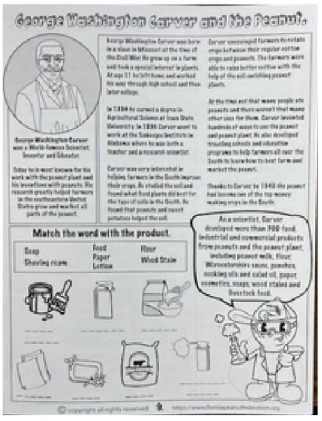


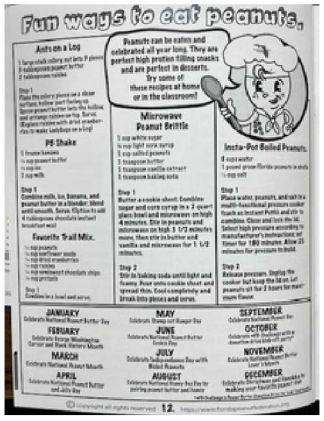






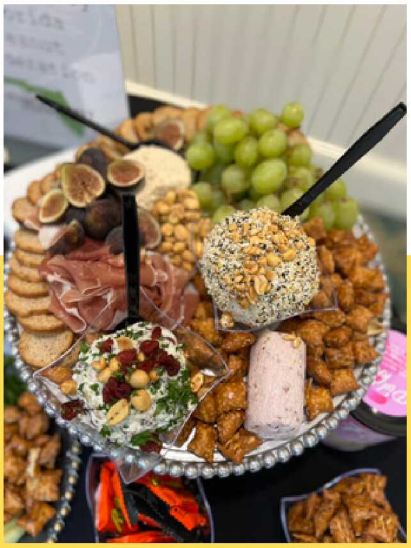






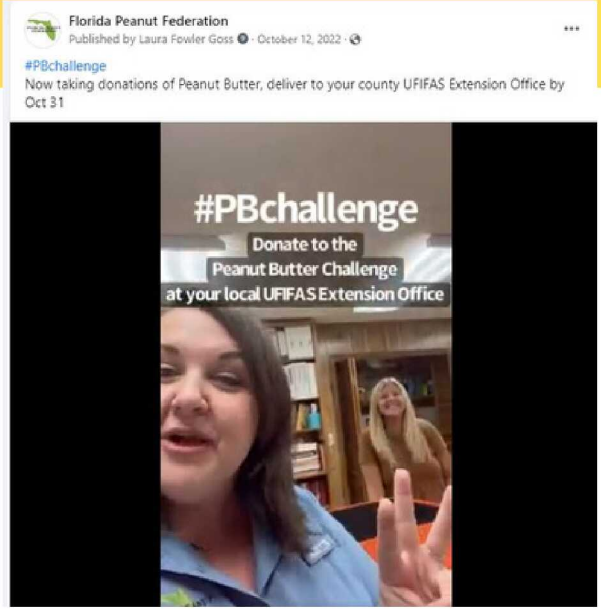
FLORIDA FARM BUREAU ANNUAL CONFERENCE

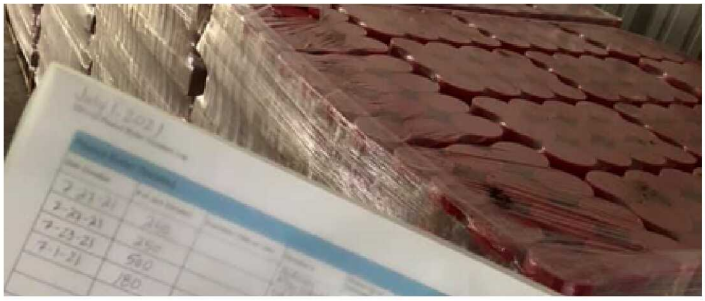
Each year, at the end of October, Florida Farm Bureau Federation hosts an annual membership conference. This three day conference includes an expo-style exhibit of partner organizations and member benefits. This year, FPF's display booth was themed pink for Breast Cancer Awareness Month. One of the most impressive statistics reports that if young girls regularly eat peanuts, they have a 40% less likely chance of developing breast cancer as adults! We find that astounding and worthy of all efforts to share the word. Breast Cancer favor goodie bags were presented to the Youth Speaking Contest participants and given as door prizes to visitors of the FPF booth. At the conference, after a particularly exhausting bylaws session, FFB members were greeted with a peanut laden charcuterie board, of which, the hit was a cheeseball that combined Hawthorne Dairy cheese and Florida peanuts!



PEANUT BUTTER CHALLENGE

Through the vision of UF/IFAS, October has become synonymous with the #PBchallenge. Nearly every IFAS Extension office in the state collects Peanut Butter in October - all of which, is kept to serve those in their local communities.





FLORIDA AG EXPO

The Florida Ag Expo, held at the Gulf Coast Research Center, UF/IFAS, November 2-3, 2022, was a wonderful experience. A local farmer attended alongside Laura Goss, Executive Director, Florida Peanut Federation. The exhibits were enlightening, the educational sessions were informative, and the comradery of vendors was encouraging. This event was a fantastic opportunity for FPF to share and visit with vendors and farmers from throughout Florida's agriculture industry.

FLORIDA AG EXPO

FPF CHRISTMAS CARD COLORING CONTEST

FLORIDA PEANUT FEDERATION

Coloring Contest

K - 5

Teacher choose winner from his/her class *(students not in classroom setting, welcome to email photo of their colored page)* When teacher emails picture of winning coloring page to Laura@FloridaPeanutFederation.org The teacher will receive digital gift card $25 Amazon

FPF committee will choose winner from each grade level, Picture will be featured on FPF Christmas card, student will receive peanut gift basket and Gift card in the mail

Overall winner will be featured in the front of the Christmas card to all members and partners (800 cards) and overall winner will receive $100 gift card, gift basket, and a years supply of peanut butter !

12/2/2022 DEADLINE FOR TEACHERS TO EMAIL CLASS WINNER

12/15/2022 ALL WINNERS ANNOUNCED

12/19/2022 WINNER PACKAGES MAILED

Instructions for Entry: Email photo of class winning coloring page along with teacher name, school name, grade level, student first name and last initial Grade Level Winners: FPF will communicate with teacher for student family information to send winner package

tmas themed image including
s, deadlines as above, awards TBD

FPF CHRISTMAS CARD COLORING CONTEST

More than 7,000 students participated in Florida Peanut Federation's Christmas Card Coloring Contest 2022!

Teachers from schools across the state submitted their class winning coloring page to the contest.

FLORIDA PEANUT FEDERATION

Coloring Contest

K - 5

WINNERS

K Dominic B. Overall Runner Up
Ms. A. Duncan — Pinemount Elementary School, Lake City, Columbia County, Fl

1 Elizabeth S.
Ms. K. King — Madison Creative Arts Academy, Madison, Madison County, Fl

2 Greyson C.
Ms. L. Roberts — Suwannee Pineview Elementary School, Live Oak, Suwannee County, Fl

3 Samantha C.
Ms. M. Eicholtz — Cocachatti Elementary School,

4 Shin-Ying Katherine C.
Ms. A Richardson — Eastside Elementary School, Lake City, Columbia County, Fl

5 Haleigh S. Overall Winner
Ms. A Degrange — Eastside Elementary School, Lake City, Columbia County, Fl

With an overwhelming number of entries, FPF Coloring Contest judging was intense, and a lot of fun!

There were two flights in Round One, which was judged by a combination of Peanut Researchers, UFIFAS Extension Staff, members of a Farm Crew, and a Retired Art Teacher.

Round Two was judged by a Peanut Farmer, who grows six different crops across 15,000 acres, and a heritage Florida Farmer who lives on the farm that has been in the family for nearly 200 years!

The final round was judged by two dignitaries of the United States Department of Agriculture, Farm Service Agency, and Florida Peanut Federation's President of the Board of Directors.

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Winners will be announced soon -

FLORIDA PEANUT FEDERATION

Coloring Contest

K - 5

Honorable Mention award winners are

	TEACHER	SCHOOL
K	Ms. J. Villanueva	Chiefland Elementary, Chiefland, Levy County, Fl
	Ms. EK. Hiers	Old Town Elementary, Old Town, Dixie County, Fl
	Ms. T. Randall	Hawks Rise Elementary, Tallahassee, Leon County, Fl
	Ms. L. Kennon	Baker Co PreK/K Center, Macclenny, Baker County, Fl
	Ms. J. Schmidt	Shadeville Elementary, Crawfordville, Wakulla County, Fl
1	Ms. D. Cannon	Columbia City Elementary, Columbia City, Columbia County, Fl
	Ms. E. Cannon	Suwannee Springcrest Elementary, Live Oak, Suwannee County, Fl
	Ms. K. Harrison	Hosford Elementary, Hosford, Liberty County, Fl
	Ms. E. Eubanks	Micanopy Friendship 4H Club, Micanopy, Alachua County, Fl
2	Ms. M Jerome	Westside Elementary, Lake City, Columbia County, Fl
	Mr. J. Torres-Martell	Ochwilla Elementary, Hawthorne, Putnam County, Fl
	Ms. K. Johnson	Ft White Elementary, Ft White, Columbia County, Fl
	Ms. J. Corbin	Old Town Elementary, Old Town, Dixie County, Fl
	Ms. K. Kulbacki	Lake Butler Elementary, Lake Butler, Union County, Fl
3	Ms. Z. Gonzales	Columbia City Elementary, Columbia City, Columbia County, Fl
	Ms. L. Lucas	Five Points Elementary, Lake City, Columbia County, Fl
	Ms. A. White	Melrose Park Elementary, Lake City, Columbia County, Fl *pictured below
	Ms. K. Miller	Chiefland Elementary, Chiefland, Levy County, Fl
	Ms. Jacoby	Old Town Elementary, Old Town, Dixie County, Fl
4	Ms. Williams	Westside Elementary, Lake City, Columbia County, Fl
	Ms. B. Zipperer	Lake Butler Elementary, Lake Butler, Union County, Fl
	Ms. J. Winnett	Branford Elementary, Branford, Suwannee County, Fl
	Mr. J. Dockery	Ochwilla Elementary, Hawthorne, Putnam County, Fl
5	Ms. B. Panzario	Crawfordville Elementary, Crawfordville, Wakulla County, Fl
	Ms. A. Faircloth	Hosford Elementary & Jr. High School, Hosford, Liberty County, Fl
	Ms. H. Christopher	J. F. Keller Intermediate School, Macclenny, Baker County, Fl
	Ms. K. English	Wakulla Christian School, Crawfordville, Wakulla County, Fl

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SANTA'S FAVORITE COOKIE

We all know that Santa's favorite cookie is a Peanut Butter Cookie! FPF joined local festival groups to share free Peanut Butter Cookies with each child who visited with Santa in North Central Florida. (Santa also had sugar cookies, as a backup, for kids who aren't able to eat PB.)

Although, the Christmas on the Square Festival in Live Oak, FL, was the largest festival - there were 32 community events where FPF posted a banner, gave out cookies, and handed folks recipes with instructions of how to make Santa's Favorite Cookie! We know there were a lot of families who enjoyed making cookies for Christmas Eve night! *not to mention, we posted PB cookie recipes leading up to Christmas, new fun twists on an old classic! YUM & Merry Christmas & Happy Holidays!

DATE	ACTIVITY NAME	OVERVIEW	SUMER FOCUSED	INDUSTRY FOCUSED	AUDIENCE	REACH LOCALE	PARTNERSHIPS	TOTAL PARTNERS	ADVOCACY	PROMOTION	EDUCATION	PHILANTHROPY	N PERSON REACH	MEDIA REACH	TOTAL REACH	PACKS PEANUTS	JARS PB	CANS PEANUTS	ROMOTION ITEMS	NEW	ONGOING
October 1-31, 2022	Podcast Episodes	Podcast		1	Industry	Worldwide			1	1	1			1,500	1,500						1
October 1-31, 2022	Recipe Posts on Social Media	Social Media	1		Consumers	Worldwide			1	1	1			1,000	1,000						1
October 1-31, 2022	Peanut Butter Challenge Promotions	Social Media	1		Consumers	Worldwide			1	1	1	1		10,000	10,000						1
October 1-31, 2022	Harvest Season Social Media	Social Media		1	Consumers	Worldwide			1	1	1			6,000	6,000						1
October 1-31, 2022	High School Homecomings	Promo Items	1		Consumers	11 FPF Primary Co	Local Schools	5	1	1			300	600	900				300		1
October 6, 2022	Hurricane Ida Relief	Peanut Butter Donation	1		Consumers	Florida Statewide	Catholic Chariti	6	1			1	2,500	5,500	8,000		2,500			1	
October 6, 2022	Farm to Table Columbia County Event	Booth		1	Industry	Lake City, Florida	FFA & 4H	5	1	1		1	350	1,800	2,150				300	1	
October 8, 2022	Pink Peanuts Soirre	Event	1		Young Ladies	North Central FL			1	1	1	1	250	65,000	65,250	200	100	50	1,250	1	
October 8, 2022	Pioneer Day Festival	Booth	1		Consumers	North Central FL			1	1	1		8,000	1,200	9,200	400		36	1,000		1
October 11, 2022	Georgia Peanuts Bank Week	Peanuts	1		Consumers	West Florida	Peoples State I	1	1	1			3,600	1,000	4,600	3,600			1,250	1	
October 13, 2022	Suwannee Valley Rotary Presentation	Presentation	1		Business Lead	Chiefland, FL	SVRotary	1	1	1	1		32	250	282	30		15	65	1	
October 15, 2022	Central Florida Peanut Festival	Booth	1		Consumers	North Central FL			1	1	1		10,000	32,000	42,000	2,000			2,000		1
October 17-31, 2022	Scarecrow Row	Booth	1		Consumers	Branford, FL	Branford FFA	1	1	1			2,000	850	2,850	200			100	1	
October 18, 2022	Leon County Farm Bureau Annual Mtg	Promo Items		1	Industry	Tallahassee, FL	Leon Co FB	1	1	1			200	200	400	200			400	1	
October 18, 2022	Dixie FFA Alumni Cake Auction	Donation	1		Consumers	Cross City, FL	Dixie FFA	1		1		1	20	650	670					1	
October 18-20, 2022	Sunbelt Ag Expo	Promo Items	1		Consumers	TriState Area	UF IFAS	1	1	1	1		15,000	2,000	17,000				200	1	
October 20, 2022	PB Donation to Evergreen Church	Peanut Butter Donation	1		Consumers	Lake City, Florida	Evergreen Chu	1				1	132	150	282		132			1	
October 21, 2022	Tallahassee Women's Club	Promo Items	1		Consumers	Tallahassee, FL	Tallahassee Wo	1	1	1			150	200	350	150			150	1	
October 25-Nov 10, 202	Fall Harvest Experience at NFREC-SV	Student Education	1		Students	North Central FL	NFREC & 4H	2	1	1	1		2,500	2,000	4,500				1,000		1
October 28-29, 2022	Florida Farm Bureau Annual Conference	Booth		1	Industry	Florida Statewide	Fl Farm Bureau	1	1	1			400	1,500	1,900	150		36	350		1
October 30, 2022	Taylor County Ag Day	Student Education	1		Students	Perry, FL	UF IFAS	1	1	1	1		150	300	450	150			20	1	
	TOTALS		16	5				28	19	19	11	6	45,584	133,700	179,284	7,080	2,732	137	8,385	12	9

DATE	ACTIVITY NAME	OVERVIEW	SUMER FOCUSED	INDUSTRY FOCUSED	AUDIENCE	REACH LOCALE	PARTNERSHIPS	TOTAL PARTNERS	ADVOCACY	PROMOTION	EDUCATION	PHILANTHROPY	N PERSON REACH	MEDIA REACH	TOTAL REACH	PACKS PEANUTS	JARS PB	CANS PEANUTS	ROMOTION ITEMS	NEW	ONGOING
November 1-30, 2022	Podcast Episodes	Podcast		1	Industry	Worldwide			1	1	1			500	500						1
November 1-30, 2022	Recipe Posts on Social Media	Social Media	1		Consumers	Worldwide			1	1	1			1,000	1,000						1
November 2-3, 2022	Florida Ag Expo	Booth		1	Industry	Florida Statewide	AgNewMedia	1	1		1		600	1,500	2,100	150		30	150	1	
November 3, 2022	Florida Gateway Fair Buyers Refreshmer	Promo Items	1		Consumers	North Central FL	Fl Gateway Fai	1		1		1	500	250	750	200			200	1	
November 11, 2022	6th Gen Ag Services Farmer Dinner	Promo Items		1	Industry	North Central FL	6th Gen Ag Sv	1		1		1	65		65					1	
November 16, 2022	Great America Teach In	Student Education	1		Students	Lakeland, FL	Gowan	1	1	1	1		250		250	30			90	1	
November 19, 2022	Jasper Light the Street & Sweets	Promo Items	1		Consumers	Jasper, FL			1	1	1	1	8,000		8,000				350	1	
November 26, 2022	Mayo Downtown Christmas	Promo Items	1		Consumers	Mayo, FL			1	1	1	1	8,000		8,000				350	1	
	TOTALS		5	3				4	6	7	6	4	17,415	3,250	20,665	380	0	30	1,140	6	2

DATE	ACTIVITY NAME	OVERVIEW	SUMER FOCUSED	INDUSTRY FOCUSED	AUDIENCE	REACH LOCALE	PARTNERSHIPS	TOTAL PARTNERS	ADVOCACY	PROMOTION	EDUCATION	PHILANTHROPY	N PERSON REACH	MEDIA REACH	TOTAL REACH	PACKS PEANUTS	JARS PB	CANS PEANUTS	ROMOTION ITEMS	NEW	ONGOING
December 1-31, 2022	Podcast Episodes	Podcast		1	Industry	Worldwide			1	1	1			500	500						1
December 1-31, 2022	Industry Posts on Social Media	Social Media	1		Consumers	Worldwide			1	1	1			1,000	1,000						1
December 2, 2022	Christmas Card Coloring Contest	Event	1		Students	Florida Statewide							7,235	6,000	13,235				50		1
December 3, 2022	Christmas in Bell	Promo Items	1		Consumers	Bell, FL			1	1	1	1	3,000		3,000				250	1	
December 3, 2022	Williston Christmas Festival	Promo Items	1		Consumers	Williston, FL			1	1	1	1	2,800		2,800				300	1	
December 3, 2022	Cookies with Santa in Jasper	Promo Items	1		Consumers	Jasper, FL			1	1	1	1	4,100		4,100				250	1	
December 3, 2022	Monticello Christmas Festival	Promo Items	1		Consumers	Monticello, FL			1	1	1	1	5,500		5,500				300	1	
December 3, 2022	Christmas on the Square in Live Oak	Promo Items	1		Consumers	Live Oak, FL			1	1	1	1	14,000		14,000				550	1	
December 10, 2022	Branford Smalltown Christmas Festival	Promo Items	1		Consumers	Branford, FL			1	1	1	1	3,500		3,500				150	1	
December 13, 2022	FFA SubDistrict Contests Lunch Sponso	Donation	1		Students	North Central FL	FFA	1		1		1	300		300					1	
December 13-25, 2022	12 Days of Christmas PB Cookies	Social Media	1		Consumers	Worldwide				1				6,000	6,000					1	
December 14, 2022	Steinhatchee Santa Shop	Promo Items	1		Consumers	Steinhatchee, FL			1	1	1	1	2,000		2,000				250	1	
December 16, 2022	Florida Ag Teacher Winter Conference	Promo Items	1		Ag Teachers	Florida Statewide	FFA	1	1	1			300		300				150	1	
December 16, 2022	UF IFAS NFREC-SV Stock the Snacks	Promo Items		1	Industry	North Central FL	UF IFAS NFRE	1		1			600		600	1,000					1
December 17, 2022	JTR Foundation Cake Auction & Raffle	Donation	1		Consumers	Branford, FL	JTR Memorial	1		1		1	200		200					1	
December 17, 2022	JTR Toy Drive Donation	Donation	1		Consumers	Branford, FL	JTR Memorial					1	44		44					1	
December 17, 2022	Branford Rotary Christmas Movie in the I	Promo Items	1		Consumers	Bell, FL			1	1	1	1	4,000		4,000				250	1	
	TOTALS		15	2				4	11	15	10	11	47,579	13,500	61,079	1,000	0	0	2,500	13	4

FLORIDA PEANUT FEDERATION
POST OFFICE BOX 163
MCALPIN, FLORIDA 32062

VERSION 1

JANUARY 13, 2023

FDACS PEANUT MARKETING ORDER
QUARTERLY REPORT
2022-2023 Q 2
OCTOBER, NOVEMBER, DECEMBER 2022

FLORIDA PEANUT FEDERATION

WWW.FLORIDAPEANUTFEDERATION.ORG

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DATE	ACTIVITY NAME	OVERVIEW	ISUMER FOCUSED	INDUSTRY FOCUSED	AUDIENCE	REACH LOCALE	PARTNERSHIPS	TOTAL PARTNERS	ADVOCACY	PROMOTION	EDUCATION	PHILANTHROPY	N PERSON REACH	MEDIA REACH	TOTAL REACH	PACKS PEANUTS	JARS PB	CANS PEANUTS	ROMOTION ITEMS	NEW	ONGOING
October 1-31, 2022	**Podcast Episodes**	Podcast		1	Industry	Worldwide			1	1	1			1,500	1,500						1
October 1-31, 2022	**Recipe Posts on Social Media**	Social Media	1		Consumers	Worldwide			1	1	1			1,000	1,000						1
October 1-31, 2022	**Peanut Butter Challenge Promotions**	Social Media	1		Consumers	Worldwide			1	1	1	1		10,000	10,000						1
October 1-31, 2022	**Harvest Season Social Media**	Social Media		1	Consumers	Worldwide			1	1	1			6,000	6,000						1
October 1-31, 2022	**High School Homecomings**	Promo Items	1		Consumers	11 FPF Primary Co	Local Schools	5	1	1			300	600	900				300		1
October 6, 2022	**Hurricane Ida Relief**	Peanut Butter Donation	1		Consumers	Florida Statewide	Catholic Chariti	6	1			1	2,500	5,500	8,000		2,500			1	
October 6, 2022	**Farm to Table Columbia County Event**	Booth		1	Industry	Lake City, Florida	FFA & 4H	5	1	1		1	350	1,800	2,150				300	1	
October 8, 2022	**Pink Peanuts Soirre**	Event	1		Young Ladies	North Central FL			1	1	1	1	250	65,000	65,250	200	100	50	1,250	1	
October 8, 2022	**Pioneer Day Festival**	Booth	1		Consumers	North Central FL			1	1	1		8,000	1,200	9,200	400		36	1,000		1
October 11, 2022	**Georgia Peanuts Bank Week**	Peanuts	1		Consumers	West Florida	Peoples State E	1	1	1			3,600	1,000	4,600	3,600			1,250	1	
October 13, 2022	**Suwannee Valley Rotary Presentation**	Presentation	1		Business Leade	Chiefland, FL	SVRotary	1	1	1	1		32	250	282	30		15	65	1	
October 15, 2022	**Central Florida Peanut Festival**	Booth	1		Consumers	North Central FL			1	1	1		10,000	32,000	42,000	2,000			2,000		1
October 17-31, 2022	**Scarecrow Row**	Booth	1		Consumers	Branford, FL	Branford FFA	1	1	1			2,000	850	2,850	200			100	1	
October 18, 2022	**Leon County Farm Bureau Annual Mtg**	Promo Items		1	Industry	Tallahassee, FL	Leon Co FB	1	1	1			200	200	400	200			400	1	
October 18, 2022	**Dixie FFA Alumni Cake Auction**	Donation	1		Consumers	Cross City, FL	Dixie FFA	1		1		1	20	650	670					1	
October 18-20, 2022	**Sunbelt Ag Expo**	Promo Items	1		Consumers	TriState Area	UF IFAS	1	1	1	1		15,000	2,000	17,000				200	1	
October 20, 2022	**PB Donation to Evergreen Church**	Peanut Butter Donation	1		Consumers	Lake City, Florida	Evergreen Chur	1				1	132	150	282		132			1	
October 21, 2022	**Tallahassee Women's Club**	Promo Items	1		Consumers	Tallahassee, FL	Tallahassee Wo	1	1	1			150	200	350	150			150	1	
October 25-Nov 10, 202	**Fall Harvest Experience at NFREC-SV**	Student Education	1		Students	North Central FL	NFREC & 4H	2	1	1	1		2,500	2,000	4,500				1,000		1
October 28-29, 2022	**Florida Farm Bureau Annual Conference**	Booth		1	Industry	Florida Statewide	Fl Farm Bureau	1	1	1			400	1,500	1,900	150		36	350		1
October 30, 2022	**Taylor County Ag Day**	Student Education	1		Students	Perry, FL	UF IFAS	1	1	1	1		150	300	450	150			20	1	
	TOTALS		16	5				28	19	19	11	6	45,584	133,700	179,284	7,080	2,732	137	8,385	12	9
November 1-30, 2022	**Podcast Episodes**	Podcast		1	Industry	Worldwide			1	1	1			500	500						1
November 1-30, 2022	**Recipe Posts on Social Media**	Social Media	1		Consumers	Worldwide			1	1	1			1,000	1,000						1
November 2-3, 2022	**Florida Ag Expo**	Booth		1	Industry	Florida Statewide	AgNewMedia	1	1		1		600	1,500	2,100	150		30	150	1	
November 3, 2022	**Florida Gateway Fair Buyers Refreshment**	Promo Items	1		Consumers	North Central FL	Fl Gateway Fair	1		1		1	500	250	750	200			200	1	
November 11, 2022	**6th Gen Ag Services Farmer Dinner**	Promo Items		1	Industry	North Central FL	6th Gen Ag Svc	1		1		1	65		65					1	
November 16, 2022	**Great America Teach In**	Student Education	1		Students	Lakeland, FL	Gowan	1	1	1	1		250		250	30			90	1	
November 19, 2022	**Jasper Light the Street & Sweets**	Promo Items	1		Consumers	Jasper, FL			1	1	1	1	8,000		8,000				350	1	
November 26, 2022	**Mayo Downtown Christmas**	Promo Items	1		Consumers	Mayo, FL			1	1	1	1	8,000		8,000				350	1	
	TOTALS		5	3				4	6	7	6	4	17,415	3,250	20,665	380	0	30	1,140	6	2
December 1-31, 2022	**Podcast Episodes**	Podcast		1	Industry	Worldwide			1	1	1			500	500						1
December 1-31, 2022	**Industry Posts on Social Media**	Social Media	1		Consumers	Worldwide			1	1	1			1,000	1,000						1

DATE	ACTIVITY NAME	OVERVIEW	SUMER FOCUSED	INDUSTRY FOCUSED	AUDIENCE	REACH LOCALE	PARTNERSHIPS	TOTAL PARTNERS	ADVOCACY	PROMOTION	EDUCATION	PHILANTHROPY	N PERSON REACH	MEDIA REACH	TOTAL REACH	PACKS PEANUTS	JARS PB	CANS PEANUTS	ROMOTION ITEMS	NEW	ONGOING
December 2, 2022	**Christmas Card Coloring Contest**	Event	1		Students	Florida Statewide							7,235	6,000	13,235				50		1
December 3, 2022	**Christmas in Bell**	Promo Items	1		Consumers	Bell, FL			1	1	1	1	3,000		3,000				250	1	
December 3, 2022	**Williston Christmas Festival**	Promo Items	1		Consumers	Williston, FL			1	1	1	1	2,800		2,800				300	1	
December 3, 2022	**Cookies with Santa in Jasper**	Promo Items	1		Consumers	Jasper, FL			1	1	1	1	4,100		4,100				250	1	
December 3, 2022	**Monticello Christmas Festival**	Promo Items	1		Consumers	Monticello, FL			1	1	1	1	5,500		5,500				300	1	
December 3, 2022	**Christmas on the Square in Live Oak**	Promo Items	1		Consumers	Live Oak, FL			1	1	1	1	14,000		14,000				550	1	
December 10, 2022	**Branford Smalltown Christmas Festival**	Promo Items	1		Consumers	Branford, FL			1	1	1	1	3,500		3,500				150	1	
December 13, 2022	**FFA SubDistrict Contests Lunch Sponsor**	Donation	1		Students	North Central FL	FFA	1		1		1	300		300					1	
December 13-25, 2022	**12 Days of Christmas PB Cookies**	Social Media	1		Consumers	Worldwide				1				6,000	6,000					1	
December 14, 2022	**Steinhatchee Santa Shop**	Promo Items	1		Consumers	Steinhatchee, FL			1	1	1	1	2,000		2,000				250	1	
December 16, 2022	**Florida Ag Teacher Winter Conference**	Promo Items	1		Ag Teachers	Florida Statewide	FFA	1	1	1			300		300				150	1	
December 16, 2022	**UF IFAS NFREC-SV Stock the Snacks**	Promo Items		1	Industry	North Central FL	UF IFAS NFRE	1		1			600		600	1,000					1
December 17, 2022	**JTR Foundation Cake Auction & Raffle**	Donation	1		Consumers	Branford, FL	JTR Memorial	1		1		1	200		200					1	
December 17, 2022	**JTR Toy Drive Donation**	Donation	1		Consumers	Branford, FL	JTR Memorial					1	44		44					1	
December 17, 2022	**Branford Rotary Christmas Movie in the P**	Promo Items	1		Consumers	Bell, FL			1	1	1	1	4,000		4,000				250	1	
	TOTALS		15	2				4	11	15	10	11	47,579	13,500	61,079	1,000	0	0	2,500	13	4
	QUARTER TOTALS		**36**	**10**				**36**	**36**	**41**	**27**	**21**	**110,578**	**150,450**	**261,028**	**8,460**	**2,732**	**167**	**12,025**	**31**	**15**
			CONSUMER FOCUSED	INDUSTRY FOCUSED				TOTAL PARTNERS	ADVOCACY	PROMOTION	EDUCATION	PHILANTHROPY	IN PERSON REACH	MEDIA REACH	TOTAL REACH	PACKS PEANUTS	JARS PB	CANS PEANUTS	PROMOTION ITEMS	NEW	ONGOING

QUARTER	DATES	CONSUMER FOCUSED	INDUSTRY FOCUSED	ADVOCACY	PROMOTION	EDUCATION	PHILANTHROPY	PARTNERSHIPS	IN PERSON REACH	MEDIA REACH	TOTAL REACH	PACKS PEANUTS	JARS PB	CANS PEANUTS	PROMOTION ITEMS	NEW	ONGOING
2022-23 Q1	**July, August, September 2022**	42	19	42	47	38	25	193	30,593	319,051	349,644	10,172	12,268	337	19,863	27	33
2022-23 Q2	**October, November, December 2022**	36	10	36	41	27	21	36	110,578	150,450	261,028	8,460	2,732	167	12,025	31	15
2022-23 Q3	**January, February, March 2023**																
2022-23 Q4	**April, May, June 2023**																
	YEAR TOTAL	**78**	**29**	**78**	**88**	**65**	**46**	**229**	**141,171**	**469,501**	**610,672**	**18,632**	**15,000**	**504**	**31,888**	**58**	**48**

	QUARTER 1 COMPARISON	Consumer Foc	Industry Focus	Advoca	Promot	Educat	Philantl	Partnersh	In Person Reacl	Media Reach	Total Reach	Packs Pen	Jars PB	Cans Pean	Promo Item	New	Ongoing
2020-21 Q1	July, August, September 2020			26	26	64	11	78	20,080	234,822	254,902	5,900	4,940	25	1,307	14	12
2021-22 Q1	July, August, September 2021	29	13	20	18	30	13	630	90,518	318,771	409,289	50,084	30,037	156	16,467	22	20
2022-23 Q1	July, August, September 2022	42	19	42	47	38	25	193	30,593	319,051	349,644	10,172	12,268	337	19,863	27	33
	AVERAGE	*36*	*16*	*29*	*30*	*44*	*16*	*300*	*47,064*	*290,881*	*337,945*	*22,052*	*15,748*	*173*	*12,546*	*21*	*22*
	this year over last year	*145%*	*146%*	*210%*	*261%*	*127%*	*192%*	*31%*	*34%*	*100%*	*85%*	*20%*	*41%*	*216%*	*121%*	*123%*	*165%*
	this year over average	*118%*	*119%*	*143%*	*155%*	*86%*	*153%*	*64%*	*65%*	*110%*	*103%*	*46%*	*78%*	*195%*	*158%*	*129%*	*152%*

	QUARTER 2 COMPARISON	Consumer Foc	Industry Focus	Advoca	Promot	Educat	Philantl	Partnersh	In Person Reacl	Media Reach	Total Reach	Packs Pen	Jars PB	Cans Pean	Promo Item	New	Ongoing
2020-21 Q2	October, November, December 2020			12	12	6	3	21	151,077	57,021	208,098	7,500	8,420	200	30,050	7	5
2021-22 Q2	October, November, December 2021	41	8	37	36	18	14	217	242,256	112,142	354,398	43,400	8,243	298	36,257	24	25
2022-23 Q2	October, November, December 2022	36	10	36	41	27	21	36	110,578	150,450	261,028	8,460	2,732	167	12,025	31	15
	AVERAGE	*39*	*9*	*28*	*30*	*17*	*13*	*91*	*167,970*	*106,538*	*274,508*	*19,787*	*6,465*	*222*	*26,111*	*21*	*15*
	this year over last year	*88%*	*125%*	*97%*	*114%*	*150%*	*150%*	*17%*	*46%*	*134%*	*74%*	*19%*	*33%*	*56%*	*33%*	*129%*	*60%*
	this year over average	*94%*	*111%*	*127%*	*138%*	*159%*	*166%*	*39%*	*66%*	*141%*	*95%*	*43%*	*42%*	*75%*	*46%*	*150%*	*100%*