

2021-2022 Marketing Order Year

# Report to the FDACS Peanut Advisory Council



Meeting Date  
May 20, 2022  
Teleconference

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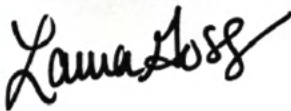


Dear Peanut Farmers,

The opportunity to represent one of Florida's most tasty agricultural commodities is an honor and a responsibility that I do not take lightly. Along with the Board of Directors, I assure you that the investments made by Florida peanut farmers into the Peanut Marketing Order, are precious to us and we are grateful to work on your behalf to make the most of this resource. Florida Peanut Federation Board of Directors are peanut farmers, like you, who pay in and expect a worthwhile return on the marketing dollars.

This report showcases the programs, activities, and promotions of FPF July 2021 through June 2022. I trust you will find this report thorough and provide insight as to the workings of FPF via marketing and educational efforts. Should you have questions, please reach out. You are always welcome, indeed encouraged, to attend meetings, visit with me at the office, and share thoughts as we move forward together.

Best regards,




**Laura Fowler Goss**

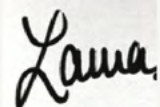
Executive Director

Dear Consumers,

Thank you for spending time with us over the past year. It is great fun to share with you about Florida's peanut industry; an industry that generates \$145 million production value. One of the 300+ commodities produced in Florida, it is the only sizeable commercial nut production in our great state. I'm sure you've heard me say that Peanuts are a protein powerhouse, prevent heart disease, and have recently been proven to reduce the risk of developing breast cancer, by 40%, if eaten regularly by girls ages 9 to 15.

Peanuts are an incredibly sustainable crop and benefit the environment in numerous ways. Hopefully, our promotion team's efforts have educated you and encouraged you to Eat More P'nuts! And we sure had fun at the fairs and festivals, didn't we ?!

Thanks for your continued support!





# Corporate Information

**Company Name:**

Florida Peanut Federation, Inc

**Date of Incorporation:**

January 10, 2017

**Business:**

--Education, Promotion,  
Marketing of Florida Peanuts  
--Improve & Develop a thriving  
and sustainable peanut  
industry

**Address:**

--Post Office Box 163  
McAlpin, FL 32062  
--17856 US Hwy 129 S.  
McAlpin, FL 32062  
--FloridaPeanutFederation.org

**Executive Director:**

Laura Fowler Goss  
386-362-2077 // 386-249-9017  
Laura@FloridaPeanutFederation.org

**Membership:**

Charter Members, Associate  
Members, Allied Partners,  
Golden Seed Members



# Overview

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



# Mission & Initiatives



## 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  
first responder  
support

students  
media reach

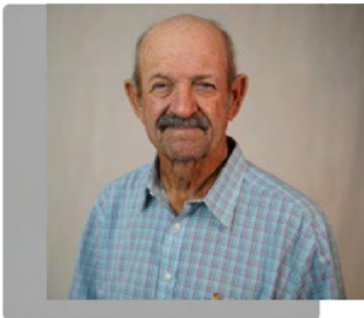
### HUMANITARIANISM

nutritional information  
philanthropic donations  
allergy education

homelessness support  
partnerships

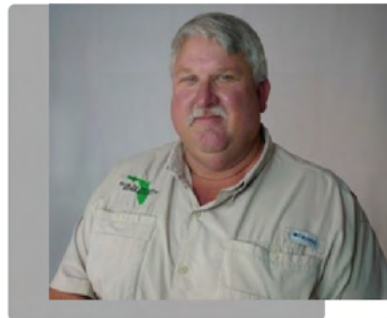


# Board of Directors



**Dwight Stansel**

Region 9, President



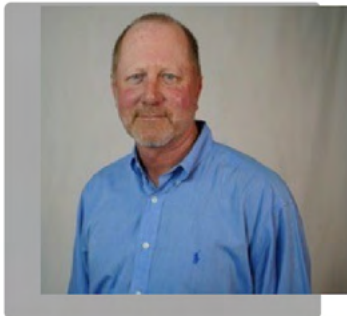
**Kevin Barrington**

Region 5, Vice President



**Donell Gwinn**

Region 4, Secretary/Treasurer



**Mike Adams**

Region 1



**Murray Tillis**

Region 2



**Kelly Philman**

Region 3



**Herman Sanchez, Jr**

Region 6



**Clif Townsend**

Region 7



**Arlene Bell**

Region 8

# FOUNDATION

**2016**

## Founded in North Central Florida

Florida Peanut Federation was founded by a small group of peanut farmers in the Suwannee Valley Region, North Central Florida, today is a statewide organization with members who farm throughout Florida's peanut growing region, and beyond

**2017**

## Active Organization

Florida Peanut Federation became an active member of state commodity trade associations, reaching more than 100,000 Floridians and donating more than \$10,000 to peanut research

**2018**

## Trust Fund Marketing Order Contract

FDACS enabled FPF to reach over 500,000 consumers, held 12 industry focused activities, and quite a number of consumer focused events. 36,000 jars of peanut butter were donated in the wake of Hurricane Michael; live field broadcasts on National Peanut Day

**2019**

## Research Emphasis

Florida Peanut Federation encourages further research and commits funding to increase the study on Peanut Collapse, an FPF commissioned project from 2018. Media reach grew to over 135,000 and student education programs skyrocketed in impact and student impressions

**2020**

## Harvest Tour and More

Florida Peanut Federation hosted eleven industry events reaching a record 322,062 individuals. First ever North Florida peanut Harvest Tour was held on National Peanut Day, state-of-the-art research plot planter was purchased and donated to UF/IFAS, and more than one million consumers were reached through FPF promotional activities

**2021**

## 1.5 Million Reached

Florida Peanut Federation expands activity growth through core programs and strategic goals and objectives; over a million and a half Floridians are reached through promotions, investments are continually made to further peanut research for a sustainable and successful Florida Peanut Industry



# GOALS

## 2021-2022



1

### Peanut Consumption

Increase Peanut Consumption through strategic marketing campaigns, including Consumer Education, Enticing Samples, Friendly Promotion Team, Social Media Campaigns, and more

Contract deliverable requirement to reach 100,000 Floridians through five events

FPF 2021-2022  
2,536,350 consumers reached through 103 consumer focused activities

2

### Farmer Support

Advance peanut research through partnerships, bringing together farmers and research groups to identify specific industry needs, then sharing the information to all peanut growers in hopes of contributing to their crops and/or providing follow up research needs

Contract deliverable requirement to sponsor/support five industry focused activities

FPF 2021-2022  
43 industry focused activities

3

### Community Support

Providing support through philanthropic programs, predominately donations of peanut butter, supporting students, seniors, and citizens in need, both in Florida and throughout the world; board of directors have committed to at least 36,000 jars of peanut butter to be donated each year

FPF2021-2022  
45,844 pounds donated through 1,209 partnerships

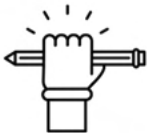
# Programs Overview



**Advocacy**



**Promotion**



**Education**



**Philanthropy**



**Partnerships**

Each activity of Florida Peanut Federation has a primary, secondary, and often times a tertiary core program category. As planning begins for each program, there is considerable thought towards reaching as many people as possible, with an effective and eloquent message. Florida Peanut Federation leadership strives to impact consumers through varied methods, including design to incorporate elements of each core program.





# Core Programs

Each of the core programs highlights a value of Florida Peanut Federation (FPF). FPF is always striving to execute activities, in order to achieve maximum results for efforts and investments. Year-to-year, the number of projects wax and wain, yet each year the effectiveness of each program grows exponentially.

## Advocacy



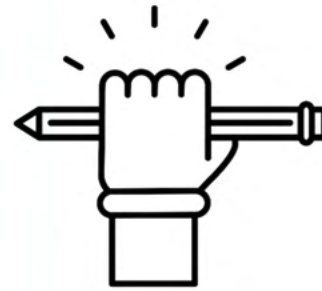
**74**  
ACTIVITIES support for or recommendation of PEANUTS

## Promotion



**89**  
ACTIVITIES publicization to provide support to increase sales of PEANUTS

## Education



**79**  
ACTIVITIES imparting knowledge of PEANUTS and peanut industry in Florida

## Philanthropy



**43**  
ACTIVITIES concern for others demonstrated by PB DONATIONS

## Partnerships



**1,209**  
PARTNERS joint interest, being a partner with association

# 2021-2022 REACH



**Florida Consumers**

**2,536,350**



# Investment

FDACS Peanut Marketing Order  
2021-2022 Investment

Florida Peanut Federation  
raised funds Investment

Total

\$216,666.00

+

\$70,000.00

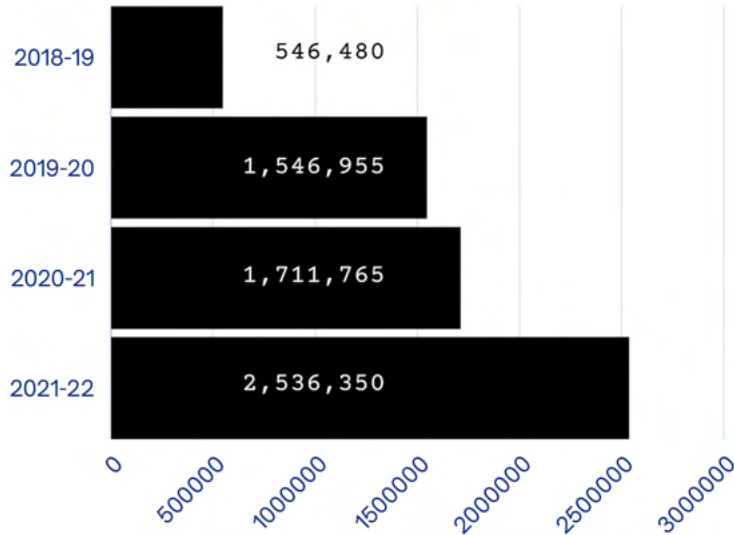
= \$286,666.00

**11¢** cost per consumer reached



# Consumer Reach

Comparison of last four Marketing Order years



Laura Goss, Executive Director, shares annual consumer reach totals at the FPF Annual Membership meeting held in February 2022, Lake City, Florida.



**10%**

increase in  
In-Person Reach

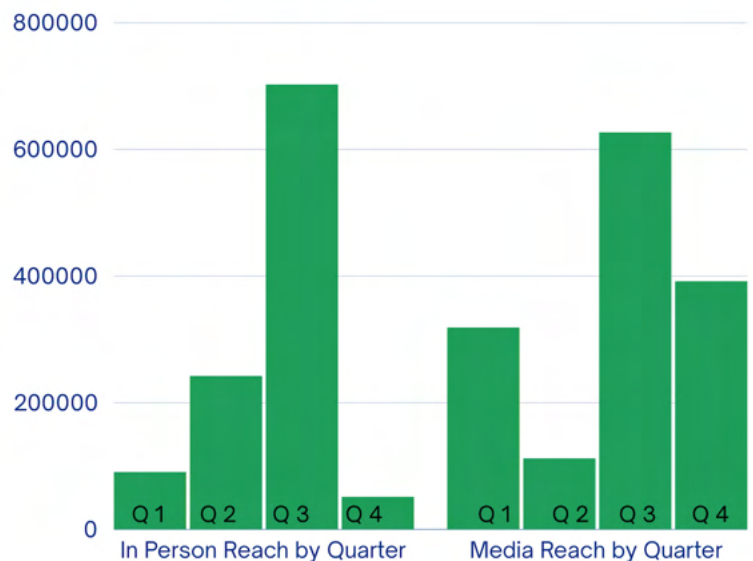
Since last year

**99%**

increase in  
Media Reach



Florida Peanut Federation members enjoyed a tour of FDACS Labs, while attending a Florida Farm Bureau Peanut Cotton Advisory Committee Meeting in Tallahassee, March 2022.

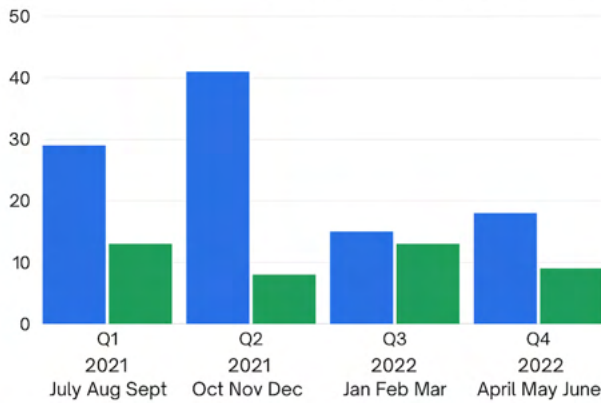




# 2021-2022 by the Quarter

## ACTIVITIES

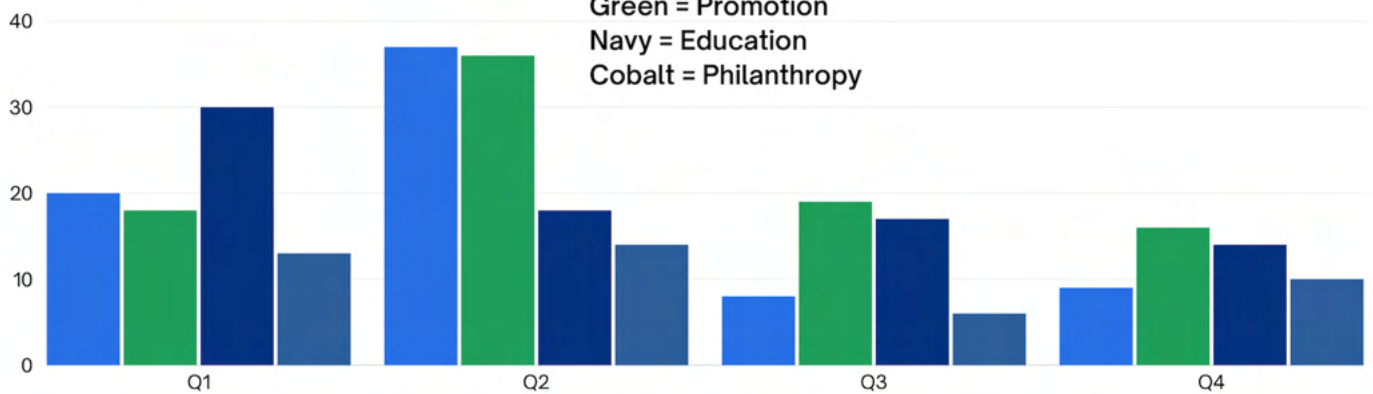
Royal = Consumer Focused  
Green = Industry Focused



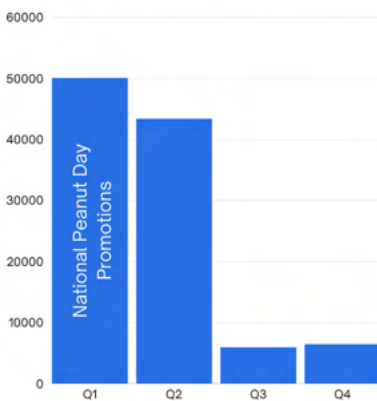
	Events	Days
Trailer	16	44
Tent	8	19

## CORE PROGRAMS

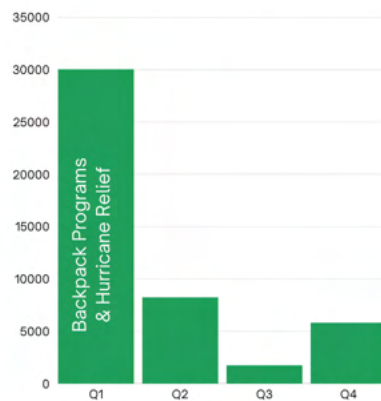
Royal = Advocacy  
Green = Promotion  
Navy = Education  
Cobalt = Philanthropy



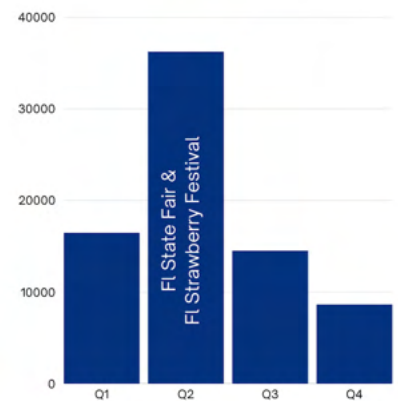
## PACKS OF PEANUTS



## JARS OF PEANUT BUTTER



## PROMOTIONAL ITEMS



# Research Support

- **The Peanut Institute Foundation donation**
- **Peanut Field Day**
  - **Technical Video Series**
- **Peanut Diagnostic Survey**
- **Hamilton County Field Trial**
- **Dr. Tillman, Grant, American Peanut Shellers Association**
- **Peanut Decline & Leathery Hull Research**

Florida Peanut Federation supports and contributes to the future of Florida Peanut Farming, the zeal to keep Florida's peanut industry strong is unbound

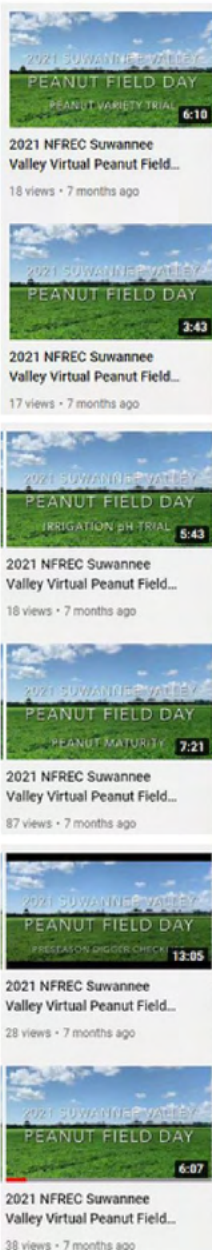




# Peanut Research & Reporting

## Peanut Field Day

FPF sponsored a series of peanut technical videos for grower information. This grouping of six videos, brought to us by UF/IFAS, allows for accurate information to be easily consumed. Breaking barriers and allowing farmers to view these videos on any internet connected device, on their own time, is huge.



## PEANUT FIELD DAY - VIRTUAL <https://arcg.is/1HeOTPO>

Every year agents from around the Suwannee Valley region host this annual peanut field day to present the latest research, varieties and management techniques for peanut production to growers in the Suwannee Valley. Unfortunately, with rising COVID-19 cases in Florida and the Suwannee Valley the annual in-person field day had to be canceled out of an abundance of caution. In place of that in-person field day the Suwannee Valley Row Crop Extension Team has worked to recreate that field day experience, or as close as possible, in a virtual platform.

Sponsored by: Florida Peanut Federation, Harrell's, Nutrien, Corteva, FMA, TriCounty Irrigation, Mayo Ag Services, R.W. Griffin, Syngenta, Bayer, Valent

Ben Broughton, NFREC Suwannee Valley Farm Manager, goes through his preseason checklist for digging peanuts. Ben provides some useful tips and pointers of things to look for to make sure your digging equipment is in operation as efficiently as possible in order to minimize any yield losses that may occur at digging.

Dr. Barry Tillman, UF/IFAS Peanut Breeder, discuss the annual peanut variety trial conducted at the NFRECs in Marianna, Live Oak and Gainesville. He also discuss the take homes from previous trial, the use of yield potential in decision making, and interesting varieties to look for the in the future. Check out the more detailed section, along with the video, for more info on the peanut variety trial.

Mark Warren, ag agent in Levy County, discusses the importance of performing peanut maturity assessment as harvest approaches for all peanut producers. Mark also walks us through the process of assessing peanut maturity and how it can be a useful decision making tool to increase both yield and grade of peanuts in your harvest.


De Broughton, Regional Specialize Agent for row crops, discuss the ongoing research at the NFREC Suwannee Valley on irrigation water pH. As many Suwannee Valley peanut producers are aware irrigation water can be variable between wells and within the season so research at the NFREC is being conducted to better understand the impacts of irrigation water pH on peanut growth and yields.

Dr. Nick Dufault, Peanut Disease Specialist, and Keith Wynn, ag agent in Hamilton County discuss the large plot variety trail currently ongoing at the NFREC Suwannee Valley. The large plot variety trial is a great project to help understand the role that crop rotation plays on disease occurrence and onset time and will hopefully provide valuable information on variety disease resistance.


Dr. Nick Dufault, Peanut Disease Specialist, and Keith Wynn, ag agent in Hamilton County discuss the annual peanut fungicide trial implemented by the Suwannee Valley Row Crop Extension Team each year at the NFREC Suwannee Valley. The fungicide trail is a great way to assess the efficacy of some of the most common fungicide programs utilized by producers in the region. In addition to the video be sure to check out the fungicide trail section for more information on what programs were tested in the 2021 trial.



# Peanut Research & Reporting continued



## FLORIDA PEANUT DIAGNOSTIC SURVEY



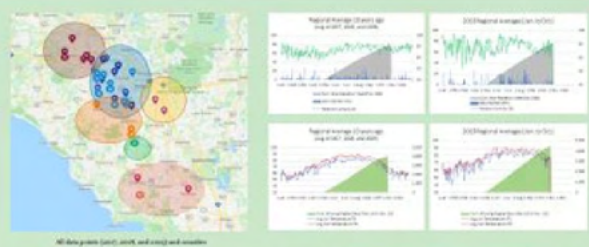
De Broughton, deonne@ufl.edu, Keith Wynn, kwynn@ufl.edu, Jay Capasso, jcapasso@ufl.edu, Chris Vann, lafayett@ufl.edu, Dan Fenneman, dfenneman@ufl.edu, Mark Warren, mwwarren@ufl.edu, Sylvia Willis, swillis1@ufl.edu, Alicia Halbritter, aliciah1221@ufl.edu, Kevin Korus, kkorus@ufl.edu, Tyler Pittman, pittmanh1@ufl.edu, Luke Harlow, harlow1231@ufl.edu, Luke Miller, lukemiller1@ufl.edu, Cassidy Dossin, cdossin@ufl.edu, Clay Cooper, coop1632@ufl.edu, Ethan Carter, ethancarter@ufl.edu

University of Florida, Institute of Food and Agricultural Sciences (UF/IFAS)

Florida Peanut Federation, McAlpin FL  
Florida Peanut Producers Association, Marianna FL  
National Peanut Board, Southeastern Peanut Research Initiative (SPRI)


SITUATION

Peanut growers are facing increased environmental challenges due to abnormal weather trends. These challenges include higher than normal occurrence of diseases, and an increase of insect pests. Widespread and catastrophic peanut decline (Peanut Collapse) has occurred in recent years, leading to substantial state-wide yield reductions. These decline episodes made it clear to extension agents and specialists that an organized system of surveying peanut fields using various types of diagnostic reports, advanced aerial imagery, and an online data platform (FieldX) could help them better understand disease development and to predict future occurrences. Utilizing recorded field data helps involved teams and farmers correlate management practices, environmental conditions, and weather, to changes in disease and plant stress.



RESULTS

For 2019, samples from 60 field locations were collected and analyzed for disease, and physiological and environmental stress. These locations comprised 5 Florida counties, whose agents monitored these sites throughout the growing season. Concurrent with the field work, aerial imagery was applied in select locations to help create a baseline of field conditions. Collaborators using FieldX (iOS app) were able to map and display multiple farms and fields simultaneously, while tracking unique picture geolocations and field notes. Field X afforded participants the ability to map, photograph, and described incidents of stress, which aided the visualization of peanut diseases effects and abiotic stress for a large region.



OBJECTIVE

To create an organized peanut diagnostic survey in order to observe and study agricultural and environmental trends across a vast region, cultivating relationships among growers, agents, and researchers, and allowing collaborators to gain insight into the development of disease and plant stress from existing environmental and climatic variations over time.


Year	County	Number of Fields	Number of Samples	Number of Growers	Number of Agents	Number of Researchers	Number of Farms	Number of Acres	Number of Photos	Number of Reports
2019	Alachua	10	100	10	10	10	10	1000	1000	1000
2019	Madison	10	100	10	10	10	10	1000	1000	1000
2019	Wakulla	10	100	10	10	10	10	1000	1000	1000
2019	Walden	10	100	10	10	10	10	1000	1000	1000
2019	Walton	10	100	10	10	10	10	1000	1000	1000
2020	Alachua	10	100	10	10	10	10	1000	1000	1000
2020	Madison	10	100	10	10	10	10	1000	1000	1000
2020	Wakulla	10	100	10	10	10	10	1000	1000	1000
2020	Walden	10	100	10	10	10	10	1000	1000	1000
2020	Walton	10	100	10	10	10	10	1000	1000	1000

IMPACT

Collaborators acquired data intended to help farmers and stakeholders understand the seasonal progression of peanut disease/ stress and apply it to their farms. In 2019 grower participation increased by 250% over the previous year. In three years, 80 samples were collected, saving producers \$4,497.00 in sample processing and analytical reporting costs. At the current \$10 per acre rate for Certified Crop Advisor (CCA) consultation services, the agent team has saved 18 producers \$150,000 by scouting and consulting on roughly 15,000 acres. Overall, the survey has provided \$154,487.00 in services directly to participating growers.

METHODS

**The Nexus - Agents, Growers, Researchers, Technology.**  
The survey team consisting of extension agents, growers, and UF/IFAS researchers, gathers data needed to predict potential problems associated with future peanut crops. They enlist the assistance of drone flights, a mobile app, and detailed plant diagnostic reports.

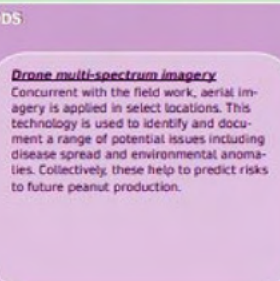


METHODS

**Data Collection**  
The survey groundwork includes collecting and processing samples for the analysis of disease, physiological, and environmental stress. Site visits with growers are instrumental in identifying stressed peanut locations and highlight the need for robust agent/grower relationships. Collected plant tissue and soil samples are delivered to appropriate labs for detailed diagnostics.

METHODS

**Drone multi-spectrum imagery**  
Concurrent with the field work, aerial imagery is applied in select locations. This technology is used to identify and document a range of potential issues including disease spread and environmental anomalies. Collectively, these help to predict risks to future peanut production.



METHODS

**Data Sharing**  
Collaborators use FieldX, an iOS app that maps multiple fields simultaneously, and tracks the geolocation of field pictures and notes. Plant stress is mapped, photographed, described and shared, allowing the team to visualize the effect of peanut diseases and abiotic stress for large regions. Researchers collect comprehensive data regarding the type, timing and location of plant stress while investigators track symptom progression and assist in formulating models to assess future risks.

## Peanut Diagnostic Survey

Continuation of the Peanut Survey that was commissioned by Florida Peanut Federation in 2018, we are committed to providing funding for related research. This continual project is very important to the future of the peanut industry in the Suwannee River Valley Region of Florida. Year after Year, FPF agrees to financially support this data capture database and resources.

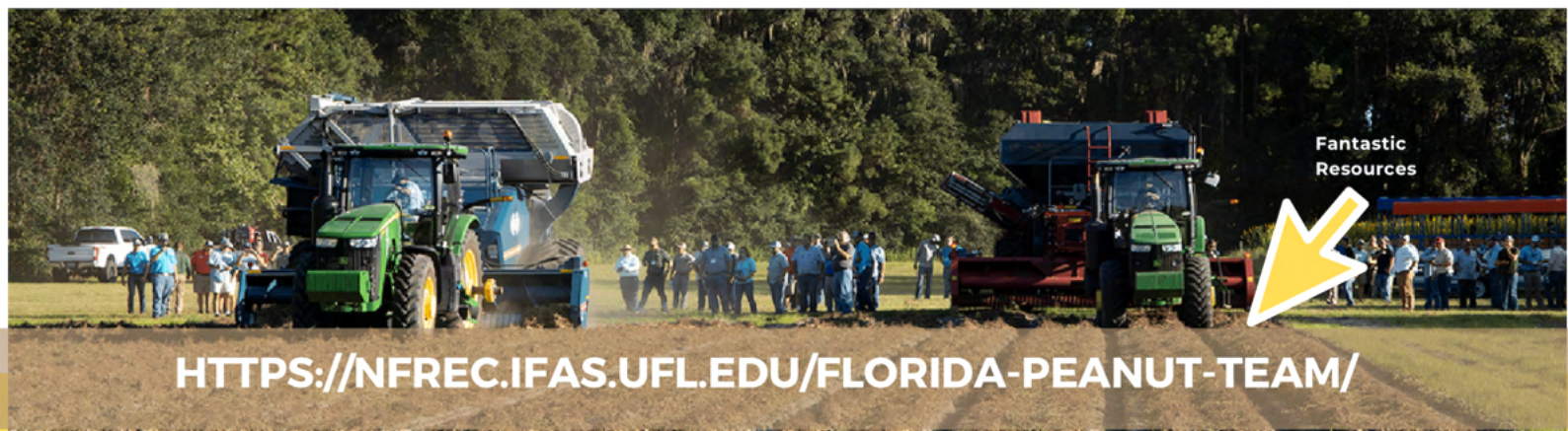


# Peanut Research & Reporting continued

## 2021 PEANUT SURVEY

Preliminary stats for the 2021 Florida Peanut Survey

- The participating growers allowed county extension agents to monitor fields affected by diseases, nutrient issues or other types of stress. In the monitoring sites, all samples were collected at three times, early, mid, and late season.
- Samples collected by the team included: tissue for analysis, soil analysis, irrigation well water analysis, nematode samples, and disease diagnostics.
- The Survey included adhoc samples where random issues arose. All growers who inquired were able to get help with tests and reports to help diagnose issues and obtain scientific recommendations.
- Thirteen counties across Florida participated in 2021 and sent in nearly 300 samples.
- Each year the samples are archived in a database to help predict disease and identify correlating factors that cause issues in peanuts.



[HTTPS://NFREC.IFAS.UFL.EDU/FLORIDA-PEANUT-TEAM/](https://nfrec.ifas.ufl.edu/florida-peanut-team/)

The Florida Peanut Team is a group of UF-IFAS Extension Specialists, Regional Specialized Agents, and County Agents from across the Florida Panhandle and North Florida who work together to provide educational opportunities and materials for County Agents related to peanut production in Florida. It is our goal to improve the productivity and profitability of Florida peanut farmers. The information posted on this webpage is intended to assist peanut farmers with making research-based decisions in their peanut farming operations..



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Extension Regional  
Specialized Agent  
7580 CR 136, Live Oak, FL  
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deonne@ufl.edu



# Peanut Research & Reporting continued

## Peanut Decline & Leathery Hull

In one year strides have been made regarding well water pH on irrigated peanut fields. FPF is happy to provide support for this research project.



Customer		Sample Information	
UPL, CA Douglas		Received: 05/22/21	Processed: 05/23/21
7500 CR 128 Lava Oak, FL 32065		Lab Number: 489507	
		Sample Number: 0502111	Grower: [Redacted]

Analyte	Result	Action Level Range			Health Range		
		Low	Normal	High	Normal	High	High
Phosphate	0.04 ppm	0.10-0.40	0.40-1.00	>1.00			
Potassium	1.00 ppm	1.0-2.0	2.0-3.0	>3.0			
Ammonium	0.25 ppm	1.0-2.0	2.0-3.0	>3.0			
Calcium	42.00 ppm	30-60	60-80	>80			
Sulfur	1.00 ppm	20-30	30-50	>50			
Magnesium	4.00 ppm	100-150	150-225	>225			
Iron	0.05 ppm	<0.20	0.20-1.0	>1.0			
Manganese	0.01 ppm	<0.10	0.10-1.0	>1.0			
Zinc	0.20 ppm	30-50	50-100	>100			
pH	7.8	7.0-7.5	7.5-8.5	>8.5			
Chloride	18 ppm	20-70	70-200	>200			
Carbonate	8 ppm	<10	10-15	>15			
Hardness	10.0 ppm	50-100	100-200	>200			
Conductivity	4.00 mhos/cm	0.20-0.75	0.75-1.0	>1.0			
Total Dissolved Solids	213.00 ppm	100-400	400-1000	>1000			
Sodium Adsorption Ratio (SAR)	0.15	1.0-3.0	3.0-6.0	>6.0			
Sodium (ESP)	0.45 %	20-60	60-75	>75			

### What is considered high carbonate in irrigation water?

Parameter	Value	7.0-8.0	8.0-8.5	>8.5
pH (pH-pHc)	7.2   8.8	<0	>0	
Chloride	12 ppm	20-70	70-200	>200
Carbonate	12.0 ppm	<10	10-15	>15
BCarbonate	245.34 ppm	90-100	100-500	>500
Conductivity	4.00 mhos/cm	0.20-0.75	0.75-1.0	>1.0
Total Dissolved Solids	213.00 ppm	100-400	400-1000	>1000
Sodium Adsorption Ratio (SAR)	0.22 ppm	1.0-3.0	3.0-6.0	>6.0
Sodium (ESP)	0.45 %	20-60	60-75	>75

**Comments:**  
 The analysis above focuses on a range of elements used in the production of high crops. Use water with caution on these crops. Some problems may occur with sensitive crops.  
 Positive pH results indicate the tendency for precipitation of calcium and magnesium carbonates that can lead to blockages in pipes, drip systems, and may damage equipment. Injection of acid or a water conditioner can be used to remediate effects.  
 Carbonate is only found at extremely high pH levels and related to high sodium levels. Injection of sulfuric acid or the use of a water conditioner is recommended.  
 Bicarbonate level indicates a potential for problems to occur. High levels will combine with Calcium and Magnesium to form CaCO<sub>3</sub>. This contributes to alkalinity and allows sodium levels to build in soils. Sulfuric acid is a severe potential hazard and may reduce plant uptake. Injection of sulfuric acid or the use of a water conditioner is recommended. The application of gypsum may be required to remediate effects from long term use of soils.

UF FLORIDA  
 Waters Agricultural Labs, Ocala, FL

### Objectives for Research:

The UF/IFAS project team believes there is substantial evidence pointing to the cause leathery hull syndrome and peanut decline being due to high bicarbonates in irrigation water, coupled with environmental conditions and pest pressure.

Objectives for focused efforts to be implemented on this topic to determine cause and effect are as follows:

- 1) Investigate the presence of bicarbonates in well water of calcareous soils (such as the Suwannee River Valley) as the source of leathery hull syndrome of peanuts.
- 2) Provide proof of concept that seasonal high pH and bicarbonate levels are causing late season peanut decline in counties across the Suwannee River Basin.
- 3) Investigate the efficacy of neutralizing bicarbonates in irrigation well water to improve late season peanut plant health and prevent leathery hull conditions from occurring.
- 4) Continue the UF/IFAS Extension Peanut Survey effort to broaden understanding of leathery hull and peanut decline in parts of Florida and the Southeast



# Peanut Research & Reporting continued

## Peanut Decline & Leathery Hull



**Figure 27.** The team at NFREC, Suwannee Valley transported tractors and application equipment from the research center at least 5 times during the season. The team assisted with every application as spray (iron), or broadcasting for the dry sulfur.



**Figure 24.** A farm in Lee, Florida was selected as a location for an on-farm trial. Soil pH in this location was recorded up to 7.2, irrigation water at 8, and soil type sandy. Bicarbonate levels in the irrigation well water came back in test results in moderate ranges consistently in tests.

## NEW INITIATIVES FOR 2021

On-Farm field tests led by members of the UF/IFAS Peanut Team and UF/IFAS County Extension Agents:

- On-Farm demos using Sulfur and Fe as treatments
- Ongoing well water testing across Suwannee valley region.
  - Are water levels changing? If so, does the calcium and bicarbonate concentration change in irrigation water?
- NFREC Research:
  - Greenhouse study, utilizing soil from previously affected areas treat water with acid buffers
  - Small plot study with various treatments to reduce pH and induce high pH

# Promotional Highlights



## Fl Strawberry Fest

Plant City, Florida March 3-13, 2022  
 Sponsor of TWOsday at the fair  
 Banners around grounds, Packs of peanuts to guests at each of 8 gates, Static Billboard Branded cargo trailer, Daily Promo teammember giving peanuts, peanut butter cookies, and information, balloons and colorful banners, refreshments in the media room, tv and radio spots, along with website traffic and social media

1,043,000 consumers reached



## Fl State Fair

Tampa, Florida February 10-21, 2022  
 This year we were pleased to sponsor the Craftsman Marketplace. Along with that sponsorship, the PPF logo was large and proudly displayed atop the warehouse that hosts the Marketplace. The Little Farmhands exhibit that we provided a couple of years ago stands in the LFH building where young children enjoy 'digging' peanuts and taking them to market.

450,000 consumers reached



## Fl FFA Convention

Orlando, Florida June 10-15, 2022  
 Florida Peanut Federation is a proud sponsor of Florida FFA Association. The annual convention and expo hosts thousands of students, their goal-premier leadership, personal growth, and career success. The values of FFA members are aligned with PPF and we are eager to see what the future holds for these students. The Live Feed of convention is sponsored by PPF.

356,000 consumers reached



## #PBChallenge

October-November 2021  
 What started small in a localized area in West Florida, is now a state-wide initiative. UF/IFAS Extension Agent Libby Johnson crafted the Peanut Butter Challenge years ago, and this year 55 counties participated, with peanut butter donations spreading far and wide

9,000 consumers reached



## Homecoming Parades

During the month of October 2021 PPF enjoyed sharing packs of peanuts with parade spectators in many North Central Florida communities. The branded peanut trailer and balloons and cute farm kids throwing out packs of peanuts and squish stress ball peanuts, sure made a spectacle and people noticed.

38,000 consumers reached



## Fairs & Festivals

Throughout the year, PPF hosted booths at fairs, festivals, and expos throughout the state, giving out peanut candy, packs of peanuts, and our famous peanut butter cookies and peanut recipes, nutritional info, and had a promotional teammember on site to visit with fairgoers about local peanut production and answer questions

90,000 consumers reached



# First Quarter Activities

- Teacher School Supply Grants
- Florida Farm Bureau Young Farmers & Ranchers conference
- 4-H Camp Sponsor
- Back to School Peanut Butter Donation Blitz
- Culinary Class Recipe Contest
- Peanuts Help Brains Work Pencils & Posters
- Homeless Boxes to Columbia County Schools
- Girls Camp Sponsor
- Peanut Butter Donation to Hurricane Ida Relief
- National Peanut Day promotions
- Highway Harvest Safety Promotions
- Partner in Suwannee Valley Electric Coop Food Fight
- Williston High School student peanut boil
- FFA Meeting snack sponsor



- **Funding for Peanut Survey**
- **Funding & Support for High pH Irrigation Well Water Research**
- **Suwannee County IFAS Advisory Council**
- **NFREC Stakeholder Committee**
- **Peanut Field Day, Virtual, Sponsor**
- **Research Plots, Varieties, Digging - Dr. Tillman at NFREC**

FLORIDA PEANUT FEDERATION

# PEANUT BUTTER DONATIONS

BACK TO SCHOOL STUDENT SUPPORT

**TOTAL  
17,265**

8/31/21 17,265 jars

8/23/21 15,216 jars

8/18/21 11,736 jars

8/10/21 8,136 jars

8/5/21 6,096 jars

8/1/21 2,396 jars

7/23/21 680 jars

**GOAL  
10,000**

**7,500**

**5,000**

**2,500**

**JULY & AUGUST 2021  
DONATIONS**

**JARS OF PEANUT BUTTER**







# DISTRIBUTION PARTNERS

A. Quinn Jones Center, Archer Elementary School, Bronson Elementary, Bronson Middle High School, Buchholz High School, Chiefland Elementary School, Chiefland Middle High School, Chiles Elementary, Eastside High School, Fort Clarke Middle School, Glen Hills High School, Glen Springs Elementary, Hidden Oak Elementary, Idylwild Elementary, Joyce Bullock Elementary, Kanapaha Middle School, Lincoln Middle School, Meadowbrook Elementary, Norton Elementary School, Pace Center for Girls Alachua, PK Youge, Professional Academies Magnet at Loftlen Middle School, Talbot Elementary, Terwilliger Elementary, Trilogy School, Westwood Middle School, Wiles Elementary, Williams Elementary, Williston Elementary, Williston Middle High School, Suwannee Middle School, Suwannee High School, Branford Elementary School, Branford Middle High School, Crystal River District Schools, Bell Elementary School, Anderson Elementary School, Old Town Elementary School, Lafayette Elementary School, Franklin Food Pantry, Putnam County food pantry, Salvation Army food pantry, Elder Care Services food pantry, W. T. Moore Elementary School food pantry, Michael Conley Elementary School food pantry, Buck Lake Elementary School food pantry and the Gretchen Everhart School

Columbia City Elementary, Columbia High School, Eastside Elementary School, Fort White Elementary School, Fort White Middle High School, Niblack Elementary School, Pathways Academy, Piedmont Elementary School, Park Elementary School, Richardson Sixth Grade Academy, Seaside Elementary School, Westside Elementary School, Tallahassee Classical School, Apalachee School, Astoria Park Elementary School, Bond Elementary School, Canopy Oaks Elementary School, Chaires School, Conley Elementary School, Cresto Trail Elementary School, Hartsfield Elementary, Hawks Rise Elementary, Kinearn Lakes Elementary, Oak Ridge Elementary School, Pineview Elementary School, Pineview Middle School

**Providing peanut butter as a part of the war on food insecurity - we recognize and respect the impact:**

according to student survey results, children fed through food pantry programs experience these positive results:

**78%**

*feel cared for by their community*

**71%**

*feel they are helping their family*

**60%**

*exhibit improved behavior*

**59%**

*find it easier to learn at school*

Bronson Elementary, Bronson Middle High School, Buchholz High School, Chiefland Elementary School, Chiefland Middle High School, Chiles Elementary, Eastside High School, Fort Clarke Middle School, Gainesville High School, Glen Springs Elementary, Hidden Oak Elementary, Joyce Bullock Elementary, Kanapaha Middle School, Lincoln Middle School, Meadowbrook Elementary, Norton Elementary School, Pace Center for Girls Alachua, PK Youge, Professional Academies Magnet at Loftlen Middle School, Talbot Elementary, Terwilliger Elementary, Trilogy School, Westwood Middle School, Wiles Elementary, Williams Elementary, Williston Elementary, Williston Middle High School, Suwannee Middle School, Suwannee High School, Branford Elementary School, Branford Middle High School, Crystal River District Schools, Bell Elementary School, Anderson Elementary School, Old Town Elementary School, Lafayette Elementary School, Franklin Food Pantry, Putnam County food pantry, Salvation Army food pantry, Elder Care Services food pantry, W. T. Moore Elementary School food pantry, Michael Conley Elementary School food pantry, Buck Lake Elementary School food pantry and the Gretchen Everhart School



FLORIDA PEANUT FEDERATION 2021-2022 Q1



## HIGHWAY SAFETY

The largest campaign this quarter was HIGHWAY HARVEST SAFETY. Florida Peanut Federation created a ripple as we utilized many methods of message dissemination regarding traveler safety during harvest season.



Thanks to Mark Warren, Levy IFAS for help in production.

### CAMPAIGN INCLUDED

- 17 Social Media Posts
- 12 Radio Stations
- 2 FPF Promoted Videos
- 4 Sheriffs messages

- *transportation-related incidents account for 1/2 of all agricultural worker fatalities in the US*



VIDEO EXCERPTS



- *27% of transport fatalities are from crashes on public roads*
- *over the past 10 years, 82% of crashes involving farm equipment were with non-farm vehicles*
- *a driver in a non-farm vehicle is 5 times more likely to suffer an injury than the person operating the farm equipment*



# Second Quarter Activities

- Central Florida Peanut Festival in Williston, Florida
- Sponsor Suwannee High Quarterback Club
- Chiefland Elementary Fall Festival
- Etheridge Cattle Company Farm Day
- Bank Week Peanuts to FL rural branches
- Harvest Days at UF/IFAS NFREC-SV Student Field Trips
- National FFA Convention, Florida agriculture display table
- Pink Peanuts Breast Cancer Event
- Florida Gateway Fair
- Ag in the Classroom
- Holiday Charcuterie Challenge
- Peanut Squeeze Balls to Therapy at Rehab Center
- Patriots at the Beach Military Recognition
- Peanut Coffee Taste Test Community Event
- North Florida Fair
- Peanut Tablescapes to Members
- Agvantage FFB tailgate events featuring Florida Peanuts
- CARES Luncheon
- Alachua County Food & Ag Festival
- Peanut Butter Challenge
- Christmas on the Square Festival
- Peanut Butter Donation to Kentucky Tornato Relief Efforts



- **Peanut Harvest Photographs**
- **Peanut Research Tour with Extension Agents**
- **Florida Trend Magazine recognizes Gwinn Family**
- **UF/IFAS NFREC Audit Meeting, Stakeholder Representative**
- **National Peanut Festival**
- **Florida Farm Bureau Taste of Florida Agriculture Reception**

## AGVANTAGE TAILGATE EVENTS AT UF & FSU

THANKS TO  
FLORIDA  
FARM  
BUREAU

We are Incredibly proud of the fantastic events that Florida Farm Bureau Federation put on at home football games, both at University of Florida and Florida State University. The members of FBFF who organized these successful tailgates should be very proud. We are so thankful to have enjoyed taking part in promotion Florida commodities, including, of course, Peanuts.





FLORIDA PEANUT FEDERATION 2021-2022 Q2

# PINK PEANUTS - BREAST CANCER AWARENESS MONTH - OCTOBER



Second annual Pink Peanuts event hosted by Florida Peanut Federation. Each year the event grows and we are so thankful for the three breast cancer survivors who came and spoke at this year's event. Aimed at girls ages 9-15, along with their mothers, this light-hearted reception program was wonderful.



Girls, ages 9-15, who regularly eat peanuts have a **40%** lower chance of developing breast cancer as adults.

# Third Quarter Activities

- Florida Peanut Podcast available on streaming services
- Peanut Water Usage visual, bottled waters
- 2022 Calendar Peanut Events
- New Promotional Give Away Items
- PEP Student Education Workbook
- New Promotional Displays
- Power Up Patrol at Florida State Fair
- Peanut Butter Donations to Schools
- 2021 Year in Review Marketing Activities Report published
- Spring Livestock Fairs - Student Character awards & buyer refreshments
- Hamilton County Youth Ag Day
- Student Group Nutrition Comparison Lessons
- Dixie FFA Ag Day
- Peanut Huddle Up Pilot Program - Spring Football
- Peanut Butter Donations to churches



- **Peanut Research Priorities Meeting with UF/IFAS**
- **Mayo Ag Services Vendor Trade Show**
- **FPF Annual Membership Meeting & Banquet**
- **2021 Research Reports Published**
- **Hamilton County Peanut Producers Meeting**
- **Lafayette County Peanut Producers Meeting**
- **National Ag Day Economic Impact Letters to Leaders**
- **UF Agronomy Chair Interviews**





# Florida Peanut Podcast

3 subscribers

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## Uploads

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Florida Peanut Podcast Episode 7

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5 views • 1 month ago



Florida Peanut Podcast Ep 5

49 views • 1 month ago



Florida Peanut Podcast Episode 4 With Jay Capasso

10 views • 2 months ago



Florida Peanut Podcast Ep 3 Video With

13 views • 2 months ago



FL Peanut Podcast Ep 2 Final

23 views • 3 months ago



Episode 1- Introduction

19 views • 4 months ago

# Fourth Quarter Activities

- Branford Ag Day
- Peanuts in the Field - social media
- Peanut Planter in Use at NFREC
- Peanut Butter donation to Crystal River Food Bank
- Suwannee High School Teen Health Fair
- Reese Egg DIY Easter Boxes
- Peanut Gifts to Allied Partners
- Peanut Butter Donations to Churches
- Suwannee County AgVentures at Livestock Fair
- Eco Day at Madison Soil & Water Conservation District
- Dixie FFA Banquet Sponsor
- Promo Packs Peanuts into local Storefronts
- CARES Dinner event
- Community Day at the Farm at UF/IFAS NFREC-SV
- Lafayette County AgVentures
- Gilchrist County Day at Bell Elementary School
- Memorial Day Boiled Peanuts Feature in Family Magazine
- Florida FFA Convention Sponsor
- Peanuts at Florida Ag Table at Chi-Maine Jr National Cattle Show
- Florida 4-H Legislature Camp Sponsor





# FLORIDA FFA ASSOCIATION

## GENERAL SESSIONS

**Session 1**

LIVESTREAM SPONSORED BY  
FLORIDA PEANUT FEDERATION

**FLORIDA FFA**  
STATE CONVENTION & EXPO

3:29:00

**Session 2**

LIVESTREAM SPONSORED BY  
FLORIDA PEANUT FEDERATION

**FLORIDA FFA**  
STATE CONVENTION & EXPO

1:52:31

**Session 4**

LIVESTREAM SPONSORED BY  
FLORIDA PEANUT FEDERATION

**FLORIDA FFA**  
STATE CONVENTION & EXPO

2:33:53 10:06

**Session 5**

LIVESTREAM SPONSORED BY  
FLORIDA PEANUT FEDERATION

**FLORIDA FFA**  
STATE CONVENTION & EXPO

2:00:52

**Session 7**

LIVESTREAM SPONSORED BY  
FLORIDA PEANUT FEDERATION

**FLORIDA FFA**  
STATE CONVENTION & EXPO

1:48:37

**Session 8**

LIVESTREAM SPONSORED BY  
FLORIDA PEANUT FEDERATION

**FLORIDA FFA**  
STATE CONVENTION & EXPO

2:50:30

Filter applied

# Programs to Watch

There are huge opportunities for growth in these programs. Keep your eyes peeled for coming information and to see FPF expand upon these promotions.



**Harvest  
Tour**



**Student  
Education  
Programs**



**FL Peanut  
Podcast**



**Power Up  
Patrol**



**Pink  
Peanuts**



**Peanut  
Huddle Up**



**Highway  
Harvest  
Safety**



**Peanut  
Butter  
Donations**

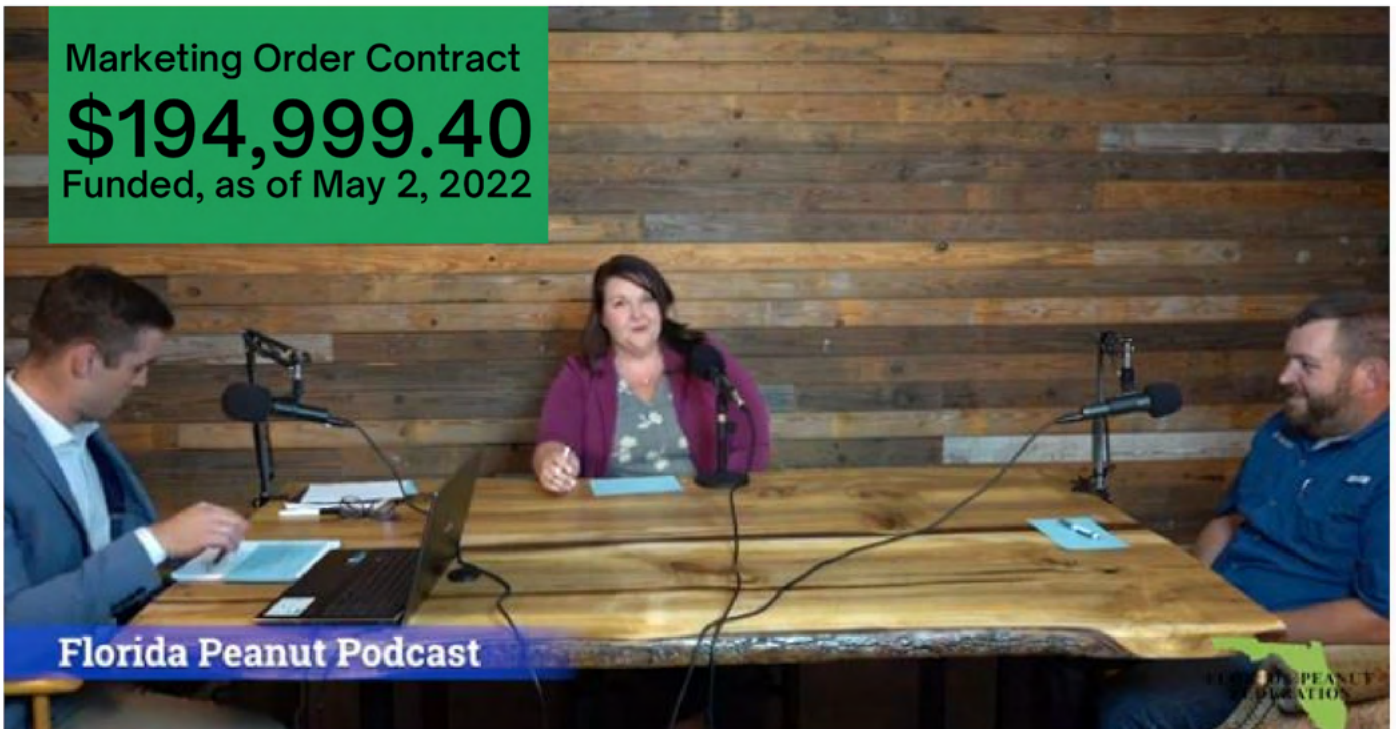


# Financial Snapshot

2021-2022 Contract amount for Florida Peanut Federation via FDACS Peanut Marketing Order is

**\$216,666.00.**

As of May 2, 2022, three invoices have been submitted and paid. The final report and invoice will be submitted by June 30, 2022.



## Operating Expenses



**48%**

**Consumer Focused Activities**



**27%**

**Industry Focused**



**25%**

**Personnel**

Florida Peanut Federation is on target to finish year as Budgeted, Financial Goals will be Met



# Intentionality

**Maximum Growth**  
Did we foster growth in each area of programming? **Yes**

**Accomplishments**  
Did we celebrate accomplishments with our audience? **Yes**

**Return on Investment**  
Was our time and money invested properly as for a profitable return? **Yes**

**Use of Resources**  
Were we good stewards of resources (finances, time, staff, products)? **Yes**

**Disappointments**  
Did we handle disappointments well and make strategic pivots? **Yes**

**Culture & Identity**  
Is our group recognizable and well respected? **Yes**





# Innovative & Collaborative Looking Forward

- 1. Build on Past Successes**
- 2. Focus on Sustainability**
- 3. Support the Farmers**



# 2021-2022 Marketing Order Year Report to the FDACS Peanut Advisory Council



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