

Impact Report

FLORIDA PEANUT
FEDERATION

2024



FloridaPeanuts.org



Laura Fowler Goss
Executive Director
386-249-9017

3,203,157

Consumer Reach



January 10, 2025

Dear Members,

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

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

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

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

Sincerely,

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



Advocacy

support for or recommendation of PEANUTS

88



Promotion

publicization to provide support to increase sales of PEANUTS

98



Education

imparting knowledge of PEANUTS and peanut industry in Florida

90



Philanthropy

concern for others demonstrated by Peanut Butter DONATIONS

59



Partnerships

joint interest, being a PARTNER with a group/organization

1022



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2024 Highlights

Jan - Feb - Mar



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

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

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

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

Apr - May - June

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

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



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

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



2024

Highlights

July - Aug - Sep



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

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

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

Promotional Events / Activities: **38**

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

Total Reach: **593,822**

Oct - Nov - Dec

Promotional Events / Activities: **53**

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

Total Reach: **590,507**



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

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

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

Florida Peanut Federation discuss Florida Department of Environment proposed



Goals & Deliverables

MISSION

Through Education, Promotion, and Marketing of Florida peanuts, the Florida Peanut Federation strives to improve and develop a thriving and sustainable peanut industry - Ensuring All of Florida's peanut producers and allied partners the greatest opportunity to be successful.

Initiatives

INDUSTRY

- research funding
- research reporting
- grower education
- encouragement
- partnerships

CONSUMERS

- community outreach
- mass consumer direct
- students
- media reach

HUMANITARIANISM

- nutritional information
- philanthropic donations
- allergy education
- homelessness support
- partnerships

2024 Goals

1. Peanut Consumption

Increase Peanut Consumption through strategic marketing campaigns



MARKETING ORDER CONTRACT DELIVERABLE

requirement to reach 100,000 Floridians through five events

2. Farmer Support

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



MARKETING ORDER CONTRACT DELIVERABLE

sponsor/support five industry-focused activities

3. Community Support

Provide support through philanthropic programs, predominately donations of peanut butter



FPF BOD GOAL

procure & distribute \$40,000 of peanut butter



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Thank You for your support!



INTENTIONALITY

Maximum Growth

Did we foster growth in each area of programming?



Accomplishments

Did we celebrate accomplishments with our audience?



Return on Investment

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



Use of Resources

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



Disappointments

Did we handle disappointments well and make strategic pivots?



Culture & Identity

Is our group recognizable and well respected?



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