

FDACS PEANUT MARKETING ORDER QUARTERLY REPORT

2023-2024 Q 2
OCTOBER, NOVEMBER, DECEMBER 2023



JANUARY 15, 2024

FLORIDA PEANUT
FEDERATION



FFA members throughout Florida enjoyed sharing peanuts with their communities through High School Homecoming Celebrations and Fall Festivals.

SNAPSHOT

2023	OCT	NOV	DEC	TOTAL
PROMOTIONAL EVENTS/ ACTIVITIES	21	7	2	30
JARS OF PEANUT BUTTER DONATED				
TOTAL REACH	350,030	71,900	64,000	485,930

OCTOBER 2023

ACTIVITIES & IMPACT REPORT

Sponsorships & Events

October 1 National Homemade Cookies Day, FPF celebrated by sharing Peanut Butter cookie recipes with consumers online

October 1-31 UFIFAS / FAMU / FPF / FPPA work together in a huge collaborative to market the Peanut Butter Challenge during the Month of October, a contest for county IFAS offices in collecting the most peanut butter

ongoing in October Farmers Recovery from Hurricane Idalia - support to Farmers Recovery Centers, FPF provided instrumental leadership in the formation and distribution of a Farmer's resource guide following the hurricane

October 1-31 Series of Did You Know social media posts, audience engagement grew and consumers learned peanut facts in a fun way

October 1-31 FPF provided promotional packs of roasted peanuts to many events, including Hamilton County Livestock Fair, FFB Tailgate, and high school homecoming celebrations



OCTOBER 2023 ACTIVITIES & IMPACT REPORT

Sponsorships & Events

October 6 4H meeting in Gilchrist County was sponsored by FPF, including the educational programming, refreshments, and fun activity -PB tic tac toe!

October 1-31 Online promotions for Breast Cancer Awareness month, as well as providing BCA novelties to youth sports teams during the month; stickers, socks, tattoos, hair ribbons, pink make up, and more along with banners sharing the ways that Peanuts help prevent breast cancer

October 7 Central Florida Peanut Festival in Williston, more than 10,000 visitors to this annual festival - FPF was featured on WCJB tv 20 News

October 16-18 FPF was proud to provide 5000 packs of promotional peanuts to the UF IFAS building at Sunbelt Ag Expo in Moultrie, GA

October 1 - Nov 1 First Annual student T-Shirt Design Contest was a raging success with more than 50,000 views on social media and hundreds of entries from students across the state

Howdy Partner,
You're gonna
go nuts over
our fresh from
Florida Peanuts!



T-SHIRT DESIGN CONTEST FOR KIDS

Florida Peanut invites FL students in grades K-12th to enter the T-Shirt Design Contest

\$250 CASH PRIZE
MEDIA FEATURES
SPOTLIGHT INVITATIONS

Winner will collaborate with FPF's commissioned artist to have their design featured on a Florida Peanut Federation T-shirt!

For complete rules, email Laura@FloridaPeanutFederation.org

OPPORTUNITY GUIDELINES

- entry must be the work of one student, original concept, one entry per student
- entries judged on: originality, use of peanut(s), ease of marketing production
- submit design by uploading online by 11/1/2023 11:59pm
- all entries subject to display in any form, along with artist first name and location

FLORIDA PEANUT FEDERATION

OCTOBER 2023 ACTIVITIES & IMPACT REPORT

Sponsorships & Events

October 12 FPF hosted PreK students in painting their foot for a fun craft, made into tractors and mailed to farmers, this activity brought peanuts to life for little kids, their thumb prints made the tractor wheel tracks and, of course, they enjoyed peanut snacks after the paint was washed off



October 1-31 To provide encouragement for people to incorporate peanuts into local fall festivals and trunk-or-treat events, FPF offered a cost share program to folks who decorated with any peanuts theme and/or gave out peanut candy as their Halloween treat



October 13 Student Peanut Harvest Tour was an all day affair, showcasing the peanut farm process to students from Florida FFA chapters and Ag Ed programs



October 14 Pioneer Day Festival in Mayo, FL always draws a crowd, estimated attendance of 8,000 from throughout North Central Florida, FPF hosted a booth near the 4H booth to share peanuts with passersby



OCTOBER 2023 ACTIVITIES & IMPACT REPORT

Sponsorships & Events

October 14 Dixie FFA #Ag10, innagural event was spectacular, a free ag festival hosted in Cross City, FL, FPF hosted everyone's most intriguing booth "True or False"

October 17 - Nov 20 FPF invited people to 'learn more about peanuts' through a Scarecrow decoration in Branford's famed Scarecrow Row

October 23 Coming into the Thanksgiving season, FPF offered consumers (and farmers) to submit videos sharing what they are thankful for, select videos were to be published on FPF media outlets

October 26 Laura Goss, Executive Director, was invited to sit as a judge in the Student Public Speaking state contest at the Annual Farm Bureau Federation conference; additionally, FPF sponsored the headshot station, and delivered everyone's favorite peanut cookie

October 26 - November 6 In conjunction with a local Pie Baking Contest, FPF offered people a \$25 ingredient rebate if they submitted a Peanut Butter Pie for the contest



OCTOBER 2023 ACTIVITIES & IMPACT REPORT

Sponsorships & Events

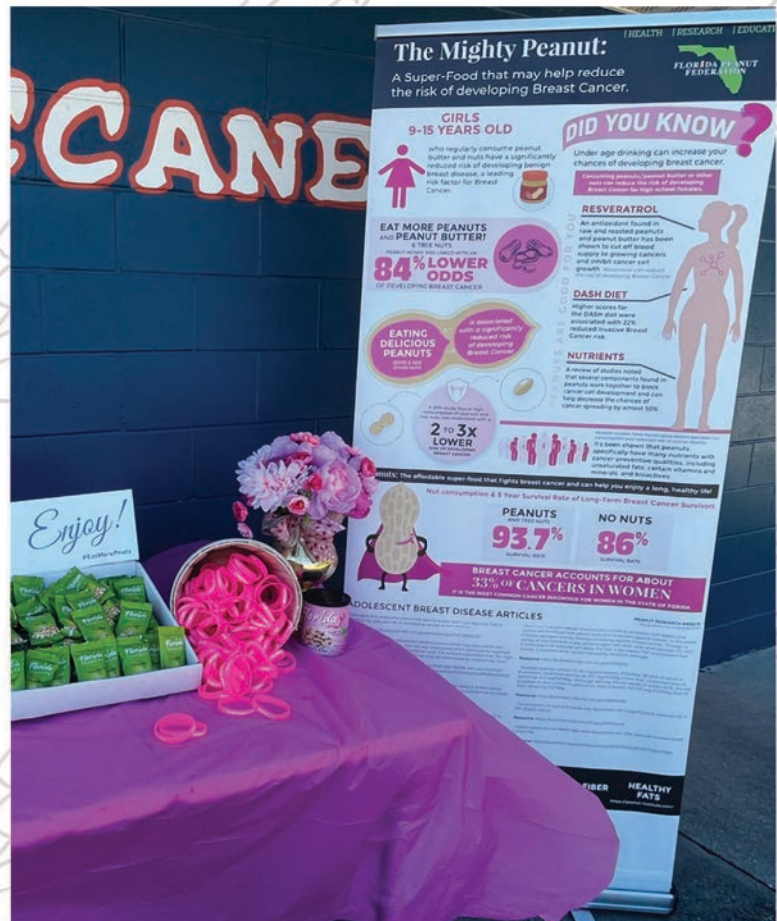
October 26 FPF's facebook page viewers enjoyed a tour of the Clean Up operation of peanut harvesting equipment, after a month long journey of posts regaling the peanut harvest this year, it was intriguing for people to interact with a live video feed of the equipmnet being put to rest after a long season

October 27 Forestry Festival Field Trip in Perry, FL, hosted hundreds of Taylor County students for a full day of exploring local agriculture; FPF enjoyed sharing with students how a peanut grows and the students enjoyed a peanut spoon relay race, of course, everyone left with a pack of roasted peanuts and the teachers were proided with a student peanut activity workbook



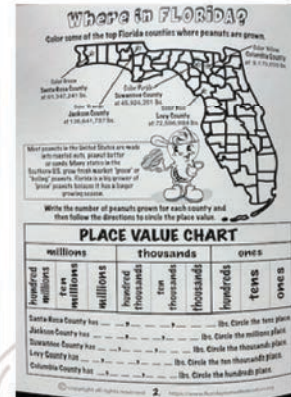
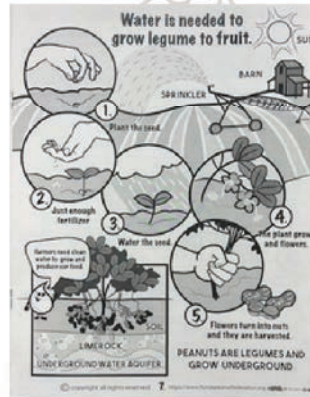
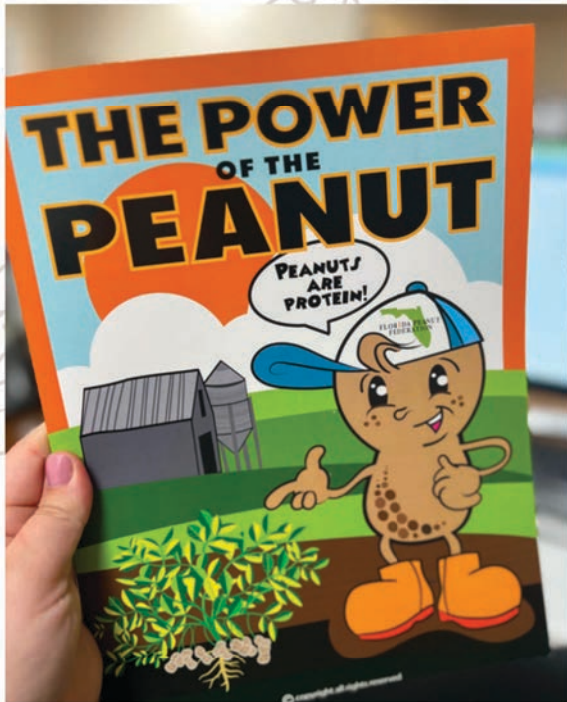
OCT 2024 PHOTOGRAPHS

Breast Cancer Awareness statistics and fun favors for youth sports in October



OCT 2024 PHOTOGRAPHS

Student activity books and packs of peanuts were given to guests at the Sunbelt Ag Expo, and FPF sponsored homecoming and fall festival events in-kind with packs of peanuts.



OCT 2024 PHOTOGRAPHS

Central Florida Peanut Festival, held the first Saturday of each October - FPF hosted a mini Fall Festival that was regaled by all



OCT 2024 PHOTOGRAPHS

Central Florida Peanut Festival, held the first Saturday of each October - FPF hosted a mini Fall Festival that was regaled by all



OCT 2024 PHOTOGRAPHS

End of Season Harvest Tour was a great day for peanut area students to see first hand what all the talk is about. From the Buying Point to the Field, the students enjoyed the hands on tour.



OCT 2024 PHOTOGRAPHS

End of Season Harvest Tour was a great day for peanut area students to see first hand what all the talk is about. From the Buying Point to the Field, the students enjoyed the hands on tour.



NOV 2023

ACTIVITIES & IMPACT REPORT

Sponsorships & Events

November 1 National FFA Convention, Florida advisor S Young, hosted two workshops, the favors were FL peanuts



November 1-10 Florida Gateway Fair, educational booth display contest, FPF won second prize in the educational value and overall appeal of the display

November 2 Taste of the Nature Coast brought more than 800 people to this fundraiser evening

November 5 Fall Harvest Experience teachers received a Peanut curriculum pack, reaching more than 10,000 students



November 8 National STEAM/STEM day, FPF invited STEM students to be featured on an episode of FPF podcast

November 11 Power Up Patrol at the North Florida Fair, protein packs for Security Staff

November 15 Florida team shared packs of peanuts and information at the National Junior Horticulture Association conference, where they competed in the national contest and did really well



NOV 2024 PHOTOGRAPHS

Florida Gateway Fair educational booth, STEM day podcast invitation, North Florida Fair power up patrol goodie bags, and Taste of the Nature Coast, a delicious everything peanut and chocolate dessert treat that was overwhelming delicious, some FPF November activities.



Agri-Science students - Apply to be a featured Special Guest on an episode of the Florida Peanut Podcast - we will host a special series during National STEM/STEAM week, with a big celebration on Nov 8th, STEM DAY!
Are you working on an agri-science project, SAE, or program? Share with us and then, together, we will share with the world!

[#agriscience](#) [#stem](#) [#team](#) [#sciencescool](#) [#FloridaPeanutPodcast](#)



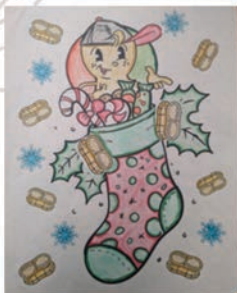
DEC 2023

ACTIVITIES & IMPACT REPORT

Sponsorships & Events

December 1-18 Christmas Card Coloring Contest is now an annual event, in 2023 more than 4000 students participated

December 1-3 Christmas on the Square festival in downtown Live Oak, FL, hosted more than 60,000 visitors during the three day festival, FPF provided Santa's Favorite Cookies to each child after they visited with Santa



Merry Christmas



HAPPY HANUKKAH
HAPPY KWANZAA
& HAPPY NEW YEAR

FLORIDA PEANUT FEDERATION
POST OFFICE BOX 163
MCALPIN, FLORIDA 32062

VERSION 1

JANUARY 15, 2024

**FDACS PEANUT MARKETING ORDER
QUARTERLY REPORT
2023-2024 Q 2
OCTOBER, NOVEMBER, DECEMBER 2023**



WWW.FLORIDAPEANUTS.ORG

LAURA FOWLER GOSS, EXECUTIVE DIRECTOR 386-362-2077 386-249-9017
POST OFFICE BOX 163, MCALPIN, FLORIDA 32062
FLORIDAPEANUTFEDERATION@GMAIL.COM