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ALI	VIIV	OVE	rview

Activity Date(s)	Mon	nth of Ju	ıly 2020		New Project			ecurring Project Annually □ Quarterly ■ Monthly □ Other	
Project Number	202	21-1-701		■	Ongoing		— Aillidally D Qual	terly is Monthly is other	
Activity Title	Fai	rmer Enco	ouragement						
Location	Oni	line							
Activity Summary	wea	ather obs owing pea	servations, ask	ing ost	farmers to page in total, a	pos all	t pictures o with photos	nt with quotes and f their fields and of peanuts, including	
		T							
☐ Consumer Focus	sed	■ Ind	lustry Focused		Audience		Online Indus	try Peers	
					T				
Project Manager	Laura	a Fowler	Goss		Steering Team				
Activity Involvem	ent								
Project Partners									
	1								
Resources									
Project Compone	nts								
Status	Categ	jory	Details				Commentary		
Complete	Medi	ia Photos of Peanut Fields							
Complete	Medi	edia Photos of Vendor Operations							
Activity Milestone	es								
Status	Milest	tone					Target Date	Commentary	
Complete	5 Po	sts on fa	acebook				7/15/20	Completed 6 posts	

Activity Details

Complete

5 Posts on facebook

Processes	
Issues	

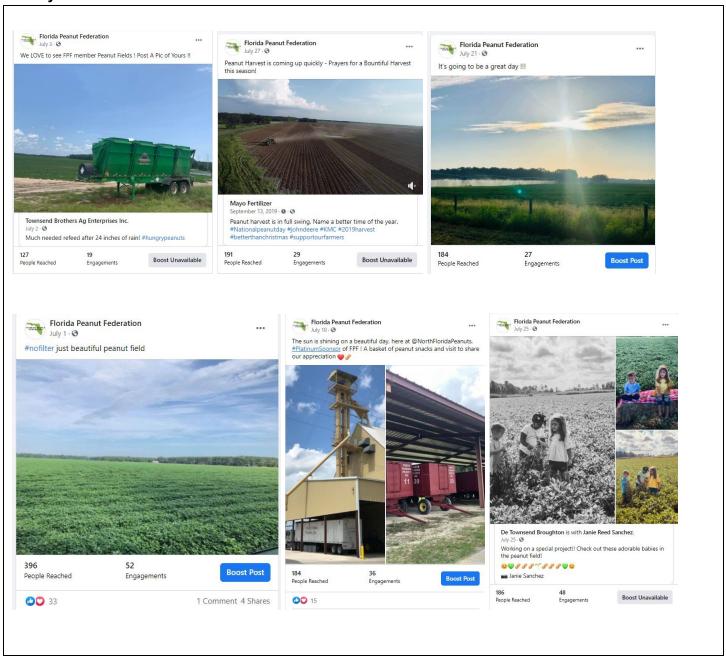
7/31/20

Completed 5 posts

Results Conclusions	 11 posts 2,345 people reached 4 vendors highlighted 2 counties highlighted 	TOTAL 2,345
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Activity Components

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





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Activity Date(s)	Мог	onth of July 2020			■ Recurring Project □ Annually □ Quarterly ■ Monthly □ Other		
Project Number	202	21-1-702			Ongoing		
Activity Title	Cor	nsumer Ir	nteraction				
Location	Onl	line					
Activity Summary	int fav (2)	teraction vorite to feature	n and participat reat, boiled pea ed flavored roas	tio anu ste	n; (1) 'send ts, and be end d peanuts and	a nte d w	; Four posts to encourage consumer picture of your kids eating summer's red to win peanut butter cupcakes'; where to buy; (3) local peanuts to go on peanut butter sandwich
Consumer Focus	sed	□ Ind	ustry Focused		Audience		Online Consumers
Project Manager	Laura	a Fowler	Goss		Steering Team		
Activity Involvem	ent						
Project Partners							
Resources	urces						
Project Components							
Status	Categ	jory	Details		Commentary		
Complete	Medi	a	One Post to Vote				
Complete	Medi	a	Timely with Season/Current Events				
Activity Milestone	es						

Status	Milestone	Target Date	Commentary
Complete	2 Posts on facebook	7/15/20	Completed 2 posts
Complete	2 Posts on facebook	7/31/20	Completed 2 posts

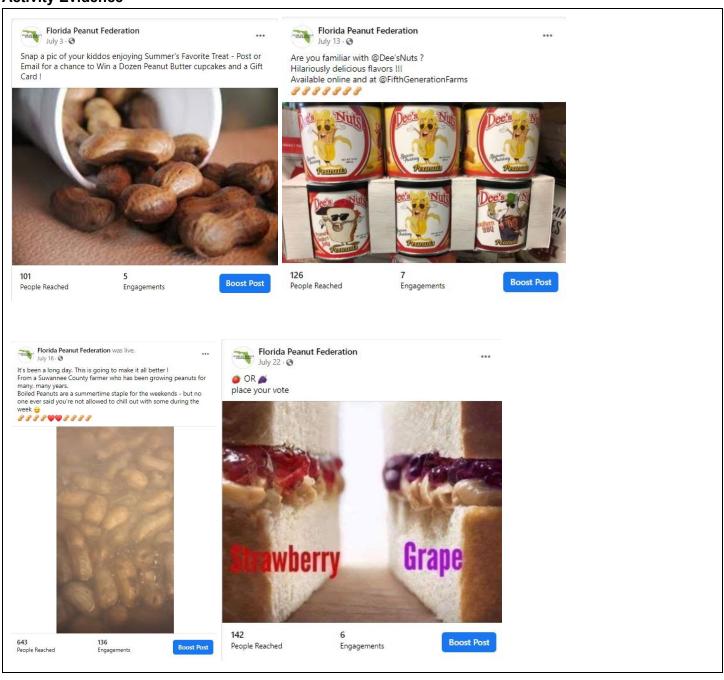
Activity Details

Processes	
Issues	

Results	➤ 4 posts	TOTAL
Conclusions	➤ 1,012 people reached	1,012

Activity Components

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





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Activity Details

Processes

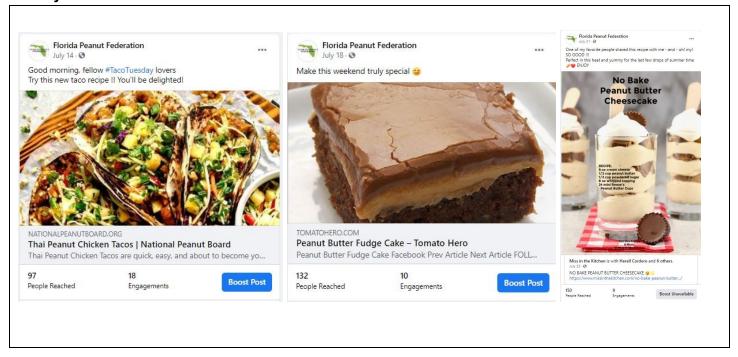
Issues

totivity overview										
Activity Date(s)	Моз	nth of Ju	aly 2020		□ New Project □		Recurring Project	ct terly ■ Monthly ⊐ Other		
Project Number	202	21-1-703			Ongoing					
Activity Title	Pea	Peanut Based Recipes								
Location	On	line								
Activity Summary	A variety of recipes featuring and highlighting peanuts, posted to facebook with recipe images, links, and reference information; recipes that are focused on peanuts at the forefront and used in exciting and unusual ways, yet, easy and comfortable for the average home cook to prepare									
■ Consumer Focus	ed	□ Ind	ustry Focused		Audience		Online Consu	mers		
Project Manager	Laura	a Fowler	Goss		Steering Team					
Activity Involveme	ent									
Project Partners										
Resources										
recourses										
Project Componer	nts									
Status	Categ	jory	Details				Commentary			
Complete	Media Peanut Based R			ecipes						
Activity Milestone	s									
Status	Milestone						Target Date	Commentary		
Goal Not Met	2 Po	sts on fa	acebook				7/15/20	Completed 1 posts		
Complete	2 Posts on facebook						7/31/20	Completed 2 posts		

Results	➤ 3 posts	TOTAL
Conclusions	➤ 379 people reached	379

Activity Components

Component	Status	Commentary
Budget	Under	
Resources	Under	
Timeline	On Time	
Scope	75% Complete	





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Activity Overview

Activity Date(s)	Ju]	Ly 4, 202	20		New Project	■	■ Recurring Project ■ Annually □ Quarterly □ Monthly □ Other		
Project Number	202	21-1-704			Ongoing				
	•								
Activity Title	Fourth of July Celebration								
Location	Online								
Activity Summary								osts on facebook showing nities we enjoy	
■ Consumer Focuse	ed	□ Ind	lustry Focused		Audience		Online Consu	mers	
				1	I				
Project Manager	Laura	a Fowler	Goss		Steering Team				
Activity Involveme	ent								
Project Partners									
Resources									
Project Componer	nts								
Status	Category Details					Commentary			
Complete	Media Timely with Sec			as	on/Current				
Activity Milestone	s						•		
Status	Milest	one					Target Date	Commentary	
Complete	1 Post on facebook						7/4/20	Completed 3 posts	
Activity Details									
Processes									
		_							
Issues									

Results	➤ 3 posts	TOTAL
Conclusions	➤ 1,743 people reached	1,743

Activity Components

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





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Activity Overview

Activity Date(s)	Jul	Ly 9, 202	20		New Project		Recurring Project Annually Quarterly Monthly Other			
Project Number	202	21-1-705			Ongoing					
Activity Title	Bel	Bell High School Career Camp								
Location	Bel	Bell High School, Bell, Fl								
Activity Summary	Activity Summary Presentation, 2 hours in length, to 35 students at Bell High School, regarding the many careers related to Florida's Peanut Industry; Discussed Research, Agronomy, Extension, Farming, Grading, FDACS, Transportation and Logistics, Culinary Arts, Food Service, Processing, Sales, Farming Inputs, etc; Students created their own peanut lunch featuring sandwiches, fruit salad, green salad, and dessert									
■ Consumer Focused □ Inc		□ Ind	ustry Focused		Audience		High School Students			
				1						
Project Manager	anager Laura Fowler Goss Steering Team				Steering Team					
Activity Involveme	ent									
Project Partners	➤ Bell High School, Bell, Fl									
Resources ➤ Peanut Nutrition Handout ➤ Hands ➤ Ingredients for Student Lunch ➤ Photos of Peanut Operations										
Project Compone	nts									
Status	Categ	ory	Details			Commentary				
Complete	Nutri	ition	Hands on Recip	es						

Activity Milestones

Status	Milestone	Target Date	Commentary	
Complete	1 live Presentation	7/9/20	Completed	

Activity Details

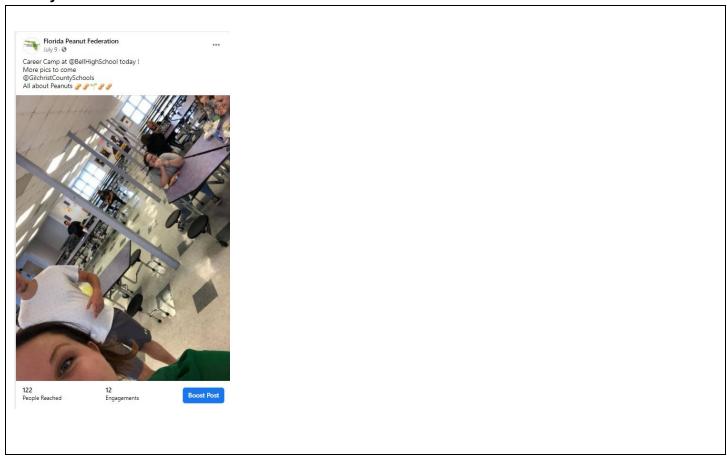
Processes	
'-	

Activity Results

Results	➤ 35 students	TOTAL
Conclusions	➤ 4 teachers, admin	161
	➤ 122 online reached	

Activity Components

Component	Status	Commentary
Budget	On Target	
Resources	On Target	Printed Handouts, Ingredients, Supplies
Timeline	On Time	
Scope	Complete	





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Issues

activity Overvier	N						
Activity Date(s)	July 23,	2020		New Project		Recurring Proje	ect arterly □ Monthly □ Other
Project Number	2021-1-7	06		Ongoing			
Activity Title	FPF Prom	PF Promotion Team Training					
Location	Florida	Florida Peanut Federation office, McALpin, Fl					
Activity Summary	peanut i		s,	history of p	ear	nut industry	ncluding peanut facts, in Florida; booth set up FPF
■ Consumer Foci	used 🗇	Industry Focused		Audience		FPF Promo Te	eam
				1			
Project Manager	Laura Fowl	er Goss		Steering Team		Wendy Peters	sen
Activity Involven	nent						
Project Partners							
Resources							
Project Compon	ents						
Status	Category	Details				Commentary	
Complete	Education	Training Progr	ram				
Activity Milestor	ies						
Status	Milestone					Target Date	Commentary
Complete	1 Training	1 Training Meeting				7/23/20	Complete
Activity Details							
				<u> </u>			1 1
Processes	Interview	Interview each team member to find out what they currently know					

Quiz each member to determine level of understanding

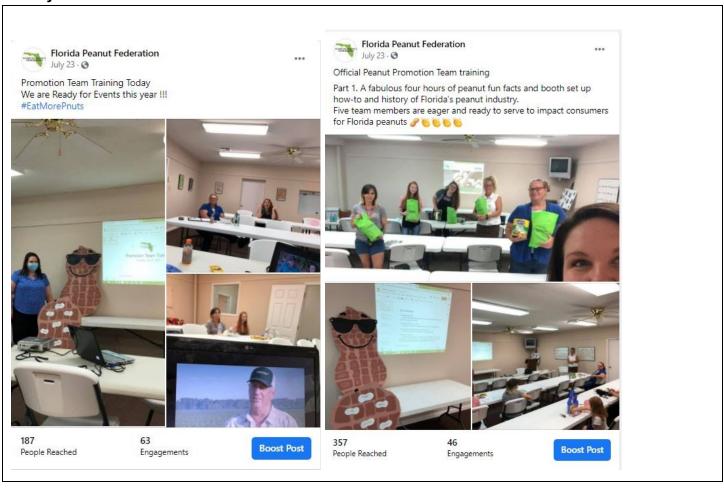
Video and PowerPoint presentations of training curriculum

Interactive Booth display set up

Results	➤ 6 participants	TOTAL
Conclusions	➤ 544 online reached	550

Activity Components

Component	Status	Commentary
Budget	On Target	
Resources	On Target	Booth set up items, Training tools and worksheets
Timeline	On Time	
Scope	Complete	





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Activity Overview

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Activity Date(s)	Ju	ly 24, 2020		New Project		Recurring Project ■ Annually □ Quarterly □ Monthly □ Other
Project Number	202	21-1-707		Ongoing		
Activity Title	Pea	Peanut Butter Donation to Ochlockonee Bay United Methodist Church				
Location	Ocl	Ochlockonee Bay UMC, Ochlockonee Bay, Fl				
Activity Summary	foo wit	Donation of 600 jars of peanut butter and 200 jars of jelly to OBUMB bi-monthly food bank. The operation food bank for food insecure consumers and partner with backpack programs for students, when needed. FPF delivered PB & Jelly, along with goodie bags and a sweet PB treat for the Food Bank volunteers.				
■ Consumer Focused ☐ Industry Focused			Audience		Consumers	
Project Manager	Laura	a Fowler Goss		Steering Team		

Activity Involvement

Project Partners	➤ Ocholockonee Bay United Methodist Church, OB, Fl	
Resources	 ➤ 600 jars Peanut Butter ➤ 200 jars Jelly ➤ 17 Peanut Goodie Bags ➤ 1 Peanut Butter Chocolate Cake 	

Project Components

Status	Category	Details	Commentary
Complete	Philanthropy 600 jars PB, 200 jars Jelly		

Activity Milestones

Status	Milestone	Target Date	Commentary
Complete	1 Delivery	7/24/20	Complete

Activity Details

Processes	<pre>Pack Goodie Bags Order Cake Buy Jelly</pre>
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Activity Results

Results Conclusions	 600 Consumers served a jar of PB 17 Volunteers 250 online reach 	TOTAL 867
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Activity Components

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





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Activity Overvie	w							
Activity Date(s)	July 30, 2	020	■ New Project		Recurring Project Annually Quarterly Monthly Other			
Project Number	2021-1-708		☐ Ongoing		Annually Diquarterly Divionitily Dottler			
Activity Title	Peanuts fo	r Back to Schoo	l Backnacks					
Location		<u> </u>						
Location	Brantord i.	Branford High School, Branford, Fl						
Activity Summary FPF provided 300 packs of peanuts to Suwannee County School District to be included in Back to School backpacks given out from Branford High School. Each backpack include a pack of peanuts, peanut information, and an FPF pen. Additionally, FPF provided chocolate peanut butter cake pops for the volunteer working to stuff and distribute the backpacks								
■ Consumer Foc	used 🗖 In	dustry Focused	Audience Stud		Students			
Project Manager	Laura Fowler	Goss	Steering Team	1	Stacy Young			
Activity Involver	ment							
Project Partners	➤ Branf	ord High School,	, Suwannee Coun	nty S	School District, Fl			
Resources	> 300 packs of peanuts > 350 pens > 350 peanut info pages							
Project Compon	ents							
Status	Category	Details			Commentary			
Complete	Philanthropy	300 packs pean	iuts					

Activity Milestones

Status	Milestone	Target Date	Commentary
Complete	1 Delivery	7/30/20	Complete

Activity Details

Processes			

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Results Conclusions	→ 350 Students reached→ 15 volunteers reached→ 669 online reach	TOTAL 1,034
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Activity Components

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

Activity Evidence

669

People Reached



Engagements

Boost Post



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Processes

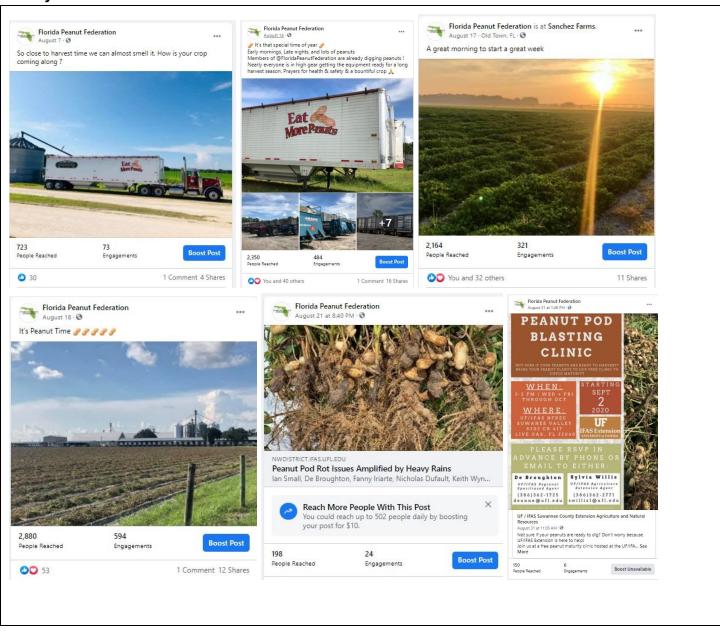
Issues

Activity Overvie	VV							
Activity Date(s)	Mon	nth of Au	ıgust 2020		New Project		Recurring Proje	ct rterly ■ Monthly □ Other
Project Number	202	2021-1-801		Ongoing				———
Activity Title	Fai	rmer Enco	ouragement					
Location	Onl	line						
Activity Summary	wea gro	ather obsowing pea	servations, ask	king n po	g farmers to osts in total	pos , a	t pictures o	nt with quotes and f their fields and os of peanuts, including er fields
Γ					т.			
☐ Consumer Focu	used	■ Inc	lustry Focused		Audience		Online Indus	try Peers
					1			
Project Manager	Laura	a Fowler	Goss		Steering Team			
Activity Involver	nent							
Project Partners								
Resources								
Project Compon	ents							
Status	Categ	jory	Details				Commentary	
Complete	Medi	a	Photos of Pear	nut	Fields			
Complete	Medi	a	Documents of I	Res	earch Options	5		
Activity Milestor	nes							
Status	Milest	one					Target Date	Commentary
Complete	5 Po	sts on f	acebook				8/15/20	Completed 7 posts
Complete	5 Po	sts on f	acebook				8/30/20	Completed 6 posts
Activity Details								

Results Conclusions	> 13 posts > 11,160 people reached > 1 video > 2 research links	TOTAL 11,160
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Activity Components

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





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Processes

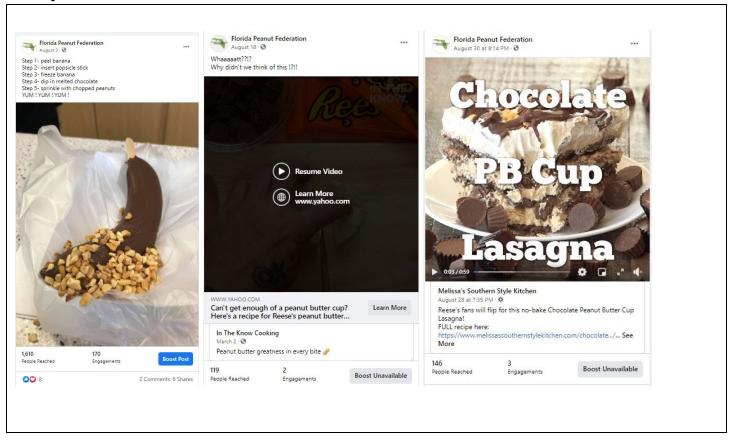
Issues

Activity Overview	/							
Activity Date(s)	Mor	nth of A	ugust 2020		New Project		Recurring Proje	rct rterly ■ Monthly □ Other
Project Number	202	21-1-802		■	Ongoing			
						1		
Activity Title	Pea	anut Bas	ed Recipes					
Location	Onl	line						
Activity Summary	wit	th recipo peanuts	e images, links	, a nt	and reference and used in	e in	nformation; r citing and un	, posted to facebook ecipes that are focused usual ways, yet, easy
				1				
■ Consumer Focu	sed	□ Inc	lustry Focused		Audience		Online Consu	mers
				T				
Project Manager	Laura	a Fowler	Goss		Steering Team			
Activity Involvem	ent							
Project Partners								
Resources								
Project Compone	ents							
Status	Categ	jory	Details				Commentary	
Complete	Media	a	Peanut Based R	lec:	ipes			
Activity Mileston	es							
Status	Milest	one					Target Date	Commentary
Goal Not Met	2 Po	sts on f	acebook				8/15/20	Completed 1 posts
Complete	2 Po	sts on f	acebook				8/30/20	Completed 2 posts
Activity Details	•							

Results Conclusions	<pre>> 3 posts > 1,875 people reached</pre>	TOTAL 1,875
Conclusions	1,070 people reached	1,013

Activity Components

Component	Status	Commentary
Budget	Under	
Resources	Under	
Timeline	On Time	
Scope	75% Complete	





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Activity Overview

Activity Overvier	•									
Activity Date(s)	Aug	gust 6, 2	6, 2020		■ New Project		Recurring Proje	ect arterly □ Monthly □ Other		
Project Number	202	21-1-803		o	Ongoing		— Aillidally D Qua			
Activity Title	Pea	anut Butt	ter Donation to	La	fayette Coun	tу				
Location		Lafayette County School District, Mayo, Fl								
				_						
Activity Summary			t peanut butter n; PB will go in					Operation Sting' back to kpacks		
■ Consumer Focu	ised	□ Ind	ustry Focused		Audience		Students			
	11									
Project Manager	Laura	a Fowler	Goss		Steering Team		Kevin Barrir	ngton		
Activity Involven	nent									
Project Partners	>	Lafaye	tte County Scho	ool	District, Ma	ayo	, Fl			
Resources	>	► 600 ja	ars of Peanut Bu	ıtt	er					
Project Compone	ents									
Status	Catego	ry	Details				Commentary			
Complete	Philar	nthropy	600 jars of PB							
Activity Mileston	es						•			
Status	Milest	one					Target Date	Commentary		
Complete	1 Del	livery					8/6/20	Complete		

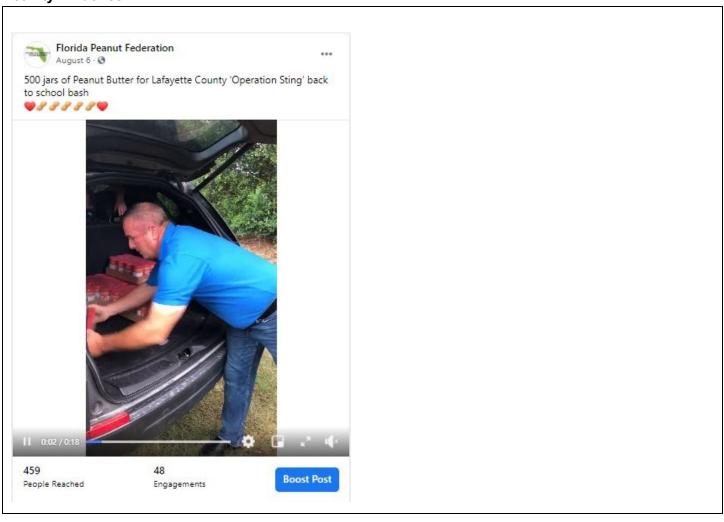
Activity Details

Processes	
Issues	

Results Conclusions > 600 students reached > 18 volunteers reached > 459 online reach	TOTAL 1,077
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Activity Components

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





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Activity Overview

Activity Date(s)	Aug	gust 28, 2020		□ New Project		■ Recurring Project □ Annually ■ Quarterly □ Monthly □ Other		
Project Number	202	21-1-804		Ongoing				
Activity Title	Pea	nut Butter Donation to	Fl	orida Gatewa	y E	Food Bank		
Location		Catholic Charities, Fl Gateway Food Bank, Lake City, Fl						
Activity Summary	pea Col	Donation of 400 jars of peanut butter to Catholic Charities food bank. This peanut butter will specifically go to Beginning of School Backpack programs in Columbia County. Additionally, we provided lunch and treat bags for the staff and volunteers at the food bank.						
■ Consumer Focus	ed	d ☐ Industry Focused		Audience		Consumers		
Project Manager	Laura	aura Fowler Goss		Steering Team				
Activity Involvem	ent							
Project Partners	>	Florida Gateway Food	Ва	nk, Lake City	γ,	Fl		
Resources	Resources > 400 jars Peanut Butter > 15 Peanut Goodie Bags > 15 Lunches for Staff/Volunteers							
Project Compone	nts							

Status	Category	Details	Commentary
Complete	Philanthropy	400 jars PB	

Activity Milestones

Status	Milestone	Target Date	Commentary
Complete	1 Delivery	8/28/20	Complete

Activity Details

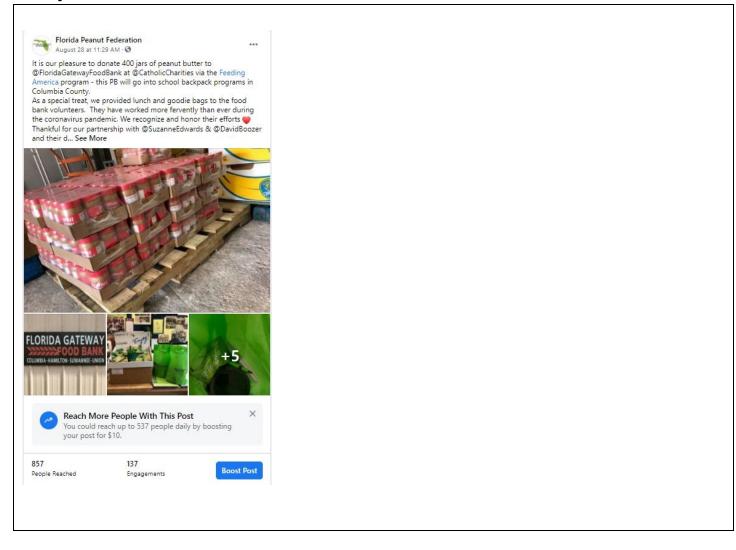
Processes ➤ Pack Goodie Bags ➤ Order Lunch

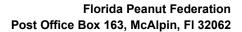
Activity Results

Results Conclusions	➤ 400 Consumers served a jar of PB ➤ 15 Staff/Volunteers	TOTAL 1,272
	➤ 857 online reach	

Activity Components

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







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Activity Overview

Activity Overview	V									
Activity Date(s)	Au	gust 30,	2020		New Project		Recurring Project Annually Quarterly Monthly Other			
Project Number	20	21-1-805		□	Ongoing					
	•									
Activity Title	Pe	eanut Butter Donation to New Life Christian Fellowship								
Location	Ne	New Life Christian Fellowship, Lake City, Fl								
Activity Summary	do: FP:	uble mato F 'Spreac	ch to their 72 d	jar d d	s of jelly campaig	oll n.	ected throug The PB & Je	stian Fellowship, as a n our joint effort, via lly will go to needy and ed by NLCF church.		
■ Consumer Focu	ısed	□ Ind	lustry Focused		Audience		Consumers			
Project Manager	Laur	a Fowler	Goss		Steering Team		Michelle Heaviland			
Activity Involven	nent									
Project Partners	>	► New Li	fe Christian Fe	11	owship, Lake	Ci	ty, Fl			
Resources			ars Peanut Butte ervings of Peanu		Refreshments	as	thank you to	o church congregation		
Project Compone	ents									
Status	Catego	ory	Details				Commentary			
Complete	Phila	nthropy	150 jars PB							
Activity Mileston	es									
Status		Milestone Target					Target Date	Commentary		
Complete	1 De	Delivery				8/30/20	Complete			

Activity Details

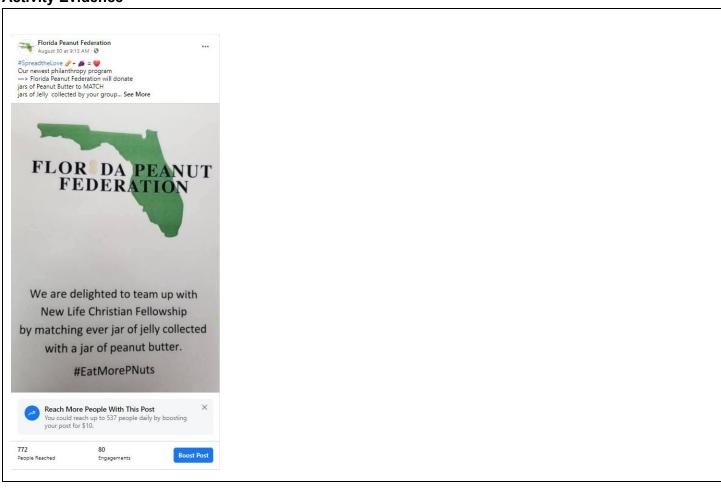
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Issues

Results Conclusions	 150 Consumers served a jar of PB 100 volunteers reached 1,772 online reach 	TOTAL 2,022
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Activity Components

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





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Activity Overview

Activity Overview	'					
Activity Date(s)	Moi	nth of September 2020		New Project		Recurring Project
Project Number	202	21-1-901		Ongoing		BAIlidaily Bedatterly Bivortilly Bottlet
Activity Title	Fa	rmer Encouragement				
Location	Oni	line				
Activity Summary	Photos of Peanut Fields in Florida, posting encouragement with quotes and weather observations, asking farmers to post pictures of their fields and growing peanuts; Sixteen posts in total, all with photos of peanuts, including farm families, weather encouragement, and opportunities to show off farmer fields and build a social media bond that is seen/felt by those reached					
□ Consumer Focus	ed	■ Industry Focused		Audience		Online Industry Peers
1						
Project Manager	ct Manager Laura Fowler Goss			Steering Team		
Activity Involvem	ent					
Project Partners						

Project Partners	
Resources	

Project Components

Status	Category	Details	Commentary
Complete	Media	Photos of Peanut Fields	
Complete	Media	Photos of Harvesting in Progress	
Complete	Media	Post Shares with Farmers	

Activity Milestones

Status	Milestone	Target Date	Commentary
Complete	5 Posts on facebook	9/15/20	Completed 7 posts
Complete	5 Posts on facebook	9/30/20	Completed 9 posts

Activity Details

Processes	➤ Request Farmers to post their pictures
	➤ Video Progress Harvesting, Share facts, info, Live Video Feeds

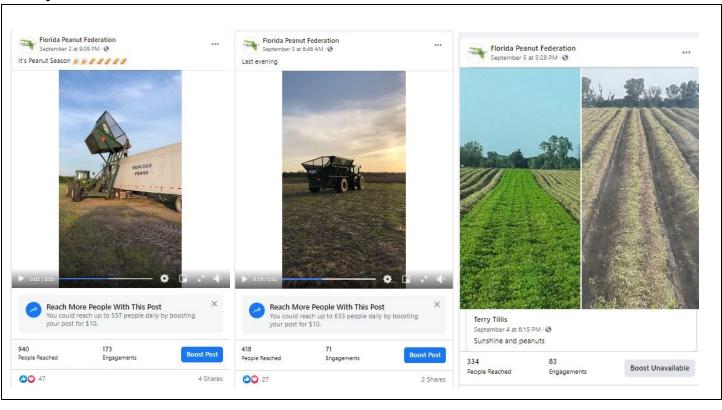
Issues			
100000			

Activity Results

Results Conclusions	16 posts11,827 people reached7 videos	TOTAL 11,827
	<pre>➤ 44 post shares >> 34 member harvest photos shared</pre>	

Activity Components

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





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Activity Date(s)	Mor	Month of September 2020		□	☐ New Project		■ Recurring Project □ Annually □ Quarterly ■ Monthly □ Other			
Project Number	202	21-1-902		■ Ongoing						
Activity Title	ctivity Title Peanut Based Recipes									
Location	Onl	ine								
Activity Summary	vity Summary A variety of recipes featuring and highlighting peanuts, posted to facebook with recipe images, links, and reference information; recipes that are focused on peanuts at the forefront and used in exciting and unusual ways, yet, easy and comfortable for the average home cook to prepare									
■ Consumer Focuse	ed	□ Ind	ustry Focused		Audience		Online Consu	mers		
Project Manager	Laura	Fowler	Goss		Steering Team					
Activity Involveme	nt									
Project Partners										
Resources										
1100001000										
Project Componen	ts									
Status	Categ	ory	Details	etails			Commentary			
Complete	Media	à	Peanut Based Recipes							
Activity Milestones	S									
Status	Milest	one					Target Date	Commentary		
Goal Not Met	2 Pos	sts on fa	acebook				9/15/20	Completed 0 posts		
Complete	plete 2 Posts on facebook						9/30/20	Completed 2 posts		

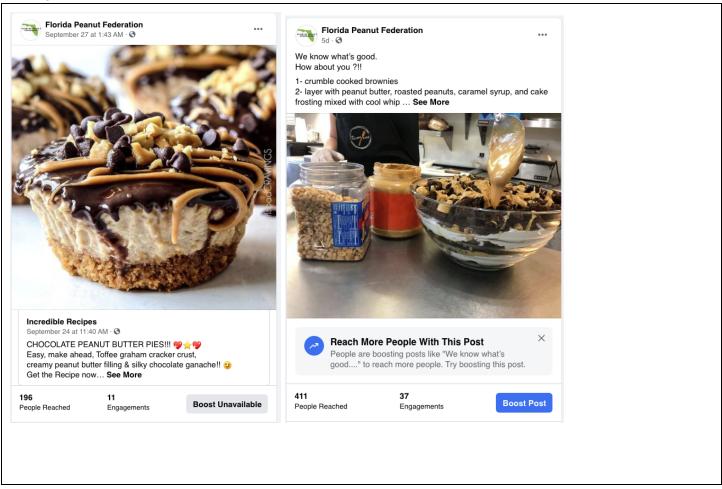
A	ct	İ۷	ity	De	tai	S
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Processes	
Issues	

Results	➤ 2 posts	TOTAL
Conclusions	➤ 607 people reached	607

Activity Components

Component	Status	Commentary
Budget	Under	
Resources	Under	
Timeline	On Time	
Scope	50% Complete	





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Activity Date(s)	Sept	tember 3	3, 2020		New Project		Recurring Project			
Project Number	2023	1-1-903			Ongoing					
Activity Title	Done	ell Gwir	nn - EPAF / FAC <i>F</i>	λA	Award Winner					
Location	Floi	rida								
Activity Summary Donell Gwinn brought notoriety to the Florida Peanut Federation with his win as the Outstanding Agriculturalist Award. As the Secretary-Treasurer of FPF, this was a great way to shine a light on peanuts and we have used this award as a marketing tool to spread the word about the many benefits of peanuts in Florida.										
☐ Consumer Focus	ed	I ■ Industry Focused			Audience		Industry Pee	rs		
Project Manager	Laura	Fowler	Goss		Steering Team					
Activity Involveme	ent									
Project Partners			ion Professiona a Association o	_						
Resources										
Project Compone	nts									
Status	Category	y	Details				Commentary			
Complete N	Media		3 Posts with A	rti	icle and Phot	.0				
Activity Milestone	es						•			
Status	Milestone						Target Date	Commentary		
Complete	3 Pos	ts on fa				9/21/20	Complete			

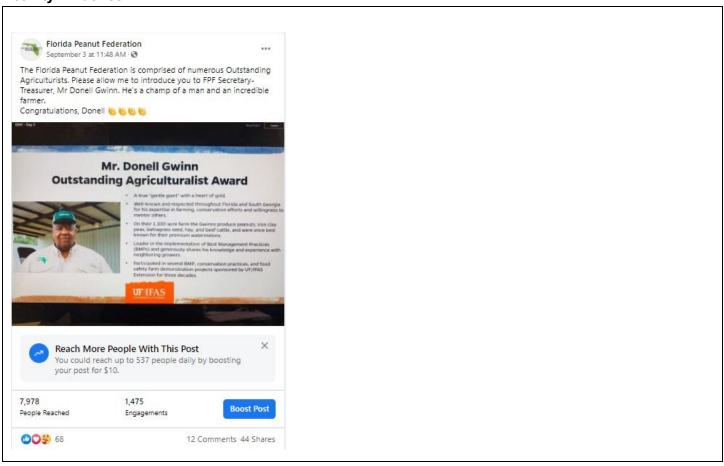
Activity Details

Processes	
Issues	

Results Conclusions → 3 posts → 92 shares → 19,659 online reach	TOTAL 19,659
------------------------------------------------------------------	------------------------

Activity Components

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





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Activity Overview

Activity Overviev	N					
Activity Date(s)	Sej	ptember 5, 2020		New Project	■ Recurring Project ■ Annually □ Quarterly □ Monthly □ Other	
Project Number	20:	21-1-904		Ongoing	— Allitudity Disquarterly Districtly Dottler	
	•		•			
Activity Title	Pea	anut Butter Donation	to Fo	od4Kids Back	pack Program	
Location	Fo	od4Kids, Gainesville	, Fl			
Activity Summary	loo Bar to a o peo at the	Through a strong marketing effort to get the word out, FPF hosted a four location, drive-through Food Drive in North Florida. Branding, Balloons, Banners, and local news encouragement - brought people with food bank donations to benefit Food4Kids Backpack program of North Florida. FPF offered each donor a goodie bag, provided gifts to volunteer workers, and gave 1500 pounds of peanut butter and 1000 pounds of jelly to F4K. WCJB TV20 news was live on site at two of the drop off locations, provided coverage on the 6 oclock news and the 11 oclock news on the day of the event, as well as posted article on social media outlets and is currently still on their webpage as an active news article.				
■ Consumer Focu	used	☐ Industry Focused		Audience	Consumers	
Project Manager	Laura Fowler Goss Steering Team					
Activity Involvement						
Project Partners	rtners ➤ Food4Kids, Gainesville, Fl ➤ Anthem Church, Gainesville, Fl ➤ Suncoast Credit Union, Chiefland, Fl					

Project Components

Resources

Status	Category	Details	Commentary
Complete	Philanthropy	1500 jars PB	
Complete	Philanthropy	1000 jars of Jelly	

➤ 1500 jars Peanut Butter
➤ 1000 jars of Grape Jelly

➤ 25 Volunteer gifts

➤ 250 Peanut Goodie Bags to donors

Activity Milestones

Status	Milestone	Target Date	Commentary
Complete	Pre-Ads	9/4/20	Complete
Complete	Encouraging Displays for Food Drive	9/5/20	Complete
Complete	Post Event Thank You & Recap	9/10/20	Complete

Activity Details

Processes	<pre>Pack Goodie Bags Prepare Volunteer Gifts Organize Advertising Organize Displays Send Press Release, follow up</pre>
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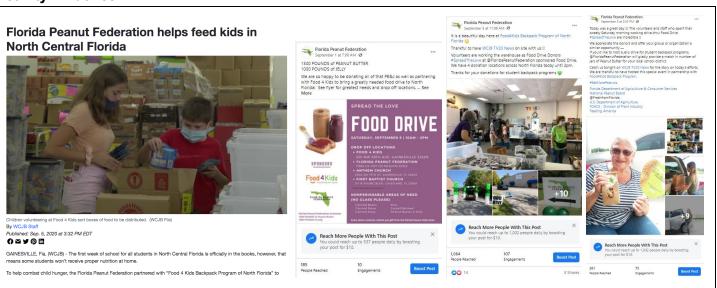
Issues

Activity Results

Conclusions	1500 Consumers served a jar of PB 25 Staff/Volunteers 250 donors 11,613 online reach, via FPF 17 posts WCJB social+webpage+tv broadcast ~ 102,300	TOTAL 115,688
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Activity Components

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





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Activity Overview

Activity Date(s)	September 7, 2020	■ New Project	■ Recurring Project ■ Annually □ Quarterly □ Monthly □ Other		
Project Number	2021-1-905	☐ Ongoing			
Activity Title	Harvest Safety Video - Public Service Announcement				
Location	Florida				

Activity Summary	FPF partnered with Gilchrist County Sheriff's Office to produce a four and a half minute public service announcement, sharing safety tips for rural roadways, while Peanut Harvest Season is in. The video produced in a joint effort by FPF and GCSO, garnered more than 25 thousand views on facebook alone. Commissioned by local farmers, FPF stepped up and made the video happen. Over the course of 5 posts, including 11 photos, and one video, in addition to the 'primary video', we are thankful to have reached over 28,000 consumers.
	'primary video', we are thankful to have reached over 28,000 consumers.

■ Consumer Focused		☐ Industry Focused	Audience	Consumers
Project Manager Laura Fowler Goss		Steering Team	Rachelle Philmon	

Activity Involvement

Project Partners	➤ Gilchrist County Sheriff's Office, Fl	
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|--|

Project Components

Status	Category	Details	Commentary
Complete	Media	5 posts	

Activity Milestones

Status	Milestone	Target Date	Commentary
Complete	Facts and Script for the Video	9/5/20	Complete
Complete	Video Production	9/10/20	Complete

Activity Details

Processes	
_	

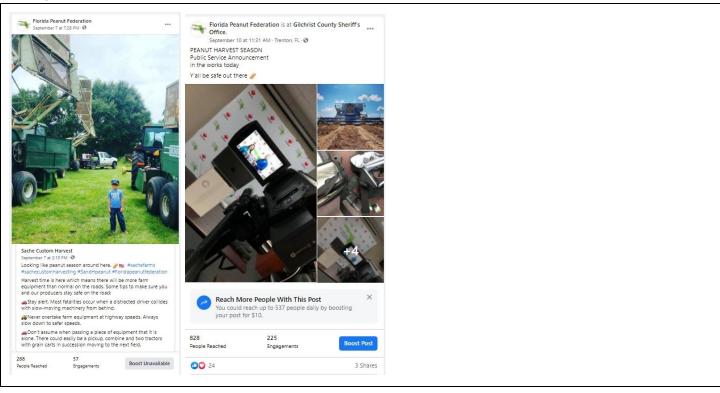
Issues	
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Activity Results

Results	> 55 GCSO staffers, thank you lunch	TOTAL	
1		28,300	
➤ 11 photos ➤ 2 videos			
	➤ 28,245 online reach		

Activity Components

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





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Activity Overview									
Activity Date(s)	Septem	mber 7	, 2020		New Project		Recurring Proje	oject Quarterly □ Monthly □ Other	
Project Number	2021-1	2021-1-906			Ongoing			Therry Distribution Distribution	
Activity Title	Labor	Day s	ocial media pos	st					
Location	Online	9							
Activity Summary	staff.	. Pho	tos captured or	n I	abor Day dep	ict	ing the cont	ut farmers and their ributions and e peanut industry.	
3 Canadanas Fastina	- 4	العامان	vater Canada		Audionas		Online Indus	try Doors	_
☐ Consumer Focuse	eu	■ Indi	ustry Focused		Audience		Online indus	ctly reets	_
Project Manager Laura Fowler Goss			Goss		Steering Team				_
Activity Involveme	ent					•			
Project Partners									_
Resources									
Project Componer	nts								
Status	Category		Details			Commentary			
Complete	Media		Photos of Pean	ut	Harvesting				_
Activity Milestone	s	•							
Status	Milestone						Target Date	Commentary	
Complete	1 Post o	Post on facebook					9/7/20	Completed 1 posts	
Activity Details									_
Processes									_
Issues									

Activity Results

Results Conclusions	<pre>➤ 1 post</pre>	TOTAL 3,789
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Activity Components

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





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Activity Overview

Activity Date(s)	Sep	tember 9	9, 2020	■ New Project			Recurring Project Annually Quarterly Monthly Other
Project Number	202	2021-1-907			Ongoing		——————————————————————————————————————
				1			
Activity Title	Pea	nuts fea	atured in Food S	Ser	vice		
Location	Flo	rida					
Activity Summary "Featuring Peanuts" is our new campaign that we will run once a qualis encouraging food service businesses to 'feature peanuts' in the and we will, in turn, feature their business as a spotlight feature media. This quarter, Arise Coffee bar and Roaster in Live Oak, Flatered for their Chocolate Peanut Butter coffee concoction with spice kick; they call it "the Pumpkin Delight'. Across the Live of enjoyed tasting and sharing reviews of Arise Coffee Bar's Pumpkin sharing the delicious 'feature' with many.						feature peanuts' in their recipes s as a spotlight feature in our Roaster in Live Oak, Florida, was coffee concoction with a pumpkin ht'. Across the Live oak area, FPF	
■ Consumer Focus	sed	□ Ind	ustry Focused		Audience		Online Consumers
Project Manager	Laura	Fowler	Goss	Steering Team			
Activity Involvem	ent						
Project Partners	>	Arise	Coffee Bar and	Ro	aster, Live ()ak,	, Fl
Resources							
Project Compone	ents						
Status	Categor	Υ	Details				Commentary
Complete	Media	edia Post share with		h Photo		_	
Activity Milestone	es						

Status	Milestone	Target Date	Commentary
Complete	1 Post on facebook	9/9/20	Complete

Processes	esses		
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|--|

Activity Results

Results Conclusions	<pre>➤ 1 post > 20 engagements > 263 online reach</pre>	TOTAL 263
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Activity Components

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





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Issues

Activity Overvie	w								
Activity Date(s)	Se	September 11, 2020			New Project		■ Recurring Project ■ Annually □ Quarterly □ Monthly □ Other		
Project Number	20	2021-1-908			■ Ongoing				
Activity Title	Pe	anut Butt	ter Donation to	Fo	od Pantry of	Gi	lchrist Coun	ty	
Location	Fo	od Pantry	y of Gilchrist (Cou	nty, Trenton	, F	1		
Activity Summary	se Co an do:	FPF's partnership with local food banks continues to grow. For the past several years, FPF has donated peanut butter to the Food Pantry of Gilchrist County. An all-volunteer organization, the Food Pantry provides peanut butter and other kid friendly items to the Backpack Programs in Gilchrist County. FPF donated on pallet, 1440 pounds, of PB to the program for the 2020-21 school year.							
		<u> </u>							
Consumer Foc	used	□ Ind	ustry Focused		Audience		Students		
	1								
Project Manager	Laura	a Fowler	Goss		Steering Team				
Activity Involver	nent								
Project Partners	>	Food F	antry of Gilchr	is	t County, Tre	ento	on, Fl		
_									
Resources		► 1440 <u>-</u>	ars Peanut Butt	er					
Project Compon	ents								
Status	Catego	ory	Details	Commentary					
Complete	Phila	nthropy	1440 jars PB	s PB					
Activity Milestor	nes								
Status	Miles	tone					Target Date	Commentary	
Activity Details	•						•		
Processes									

Activity Results

Results	➤ 1440 Consumers served a jar of PB	TOTAL
Conclusions	➤ 1 post	2,219
	➤ 779 online reach	

Activity Components

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





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Activity Overview

Activity Date(s)	September 13, 2020	☐ New Project	■ Recurring Project ■ Annually □ Quarterly □ Monthly □ Other
Project Number	2021-1-909	Ongoing	

Activity Title	National Peanut Day - Did You Know
Location	Online

Activity Summary	In Celebration of National Peanut Day, FPF produced a video that was shared 30 times on facebook. Photos of peanut fields, peanut facts, and images of Florida's peanut industry made up the video production. In advance of National Peanut Day, FPF promoted the 'History of Peanuts' a media publication from the National Peanut Board. Following up from National Peanut Day, 9 facebook posts, in the 'DYK' style, garnered thousands of likes, shares, and other engagements.
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■ Consumer Focu	onsumer Focused		Audience	Online Consumers
Project Manager	Laura Fowler Goss		Steering Team	Jordan Regar

Activity Involvement

Project Partners	
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Resources	esources						
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Project Components

Status	Category	Details	Commentary
Complete	Media	11 posts	

Activity Milestones

Status	Milestone	Target Date	Commentary
Complete	Pre - National Peanut Day - media	9/12/20	Complete
Complete	Day of - National Peanut Day - media	9/13/20	Complete
Complete	Post - National Peanut Day - media	9/30/20	Complete

Processes	

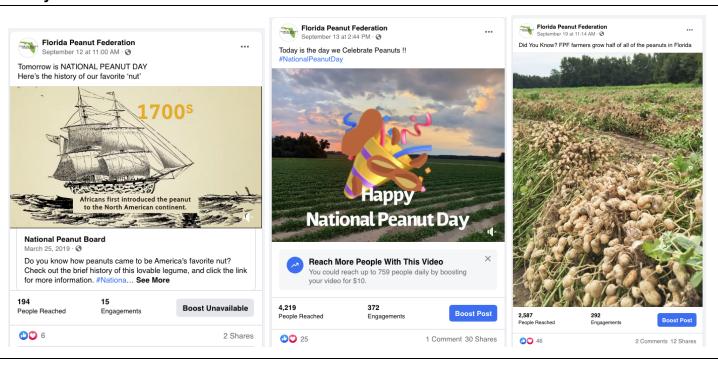
issues	

Activity Results

Results	➤ 11 posts	TOTAL
Conclusions	➤ 2 videos	10,093
	➤ 54 shares	
	➤ 10,093 online reach	

Activity Components

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





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Activity Overview

Activity Date(s)	September 20, 2020	■ New Project	■ Recurring Project ■ Annually □ Quarterly □ Monthly □ Other
Project Number	2021-1-910	☐ Ongoing	

Activity Title	National Truck Driver's Appreciation Week
Location	Florida

Activity Summary	For National Truck Driver's Appreciation Week, FPF celebrated drivers by providing hundreds of peanut protein packed goodie bags to the hard working men
	and women who keep American rolling. Each box included packs of Florida
	peanuts, mini cups of peanut butter, roasted in-shell peanuts, and a writing
	pen. Each driver was very grateful for the small token of our appreciation for
	the work they do.

☐ Consumer Focu	sed	■ Industry Focused	Audience	Industry Peers
Project Manager	Laura	a Fowler Goss	Steering Team	

Activity Involvement

|--|

Resources	Packs of PeanutMini Peanut Butter dipping cups
	➤ Writing Pens
	➤ Roasted Peanuts

Project Components

Status	Category	Details	Commentary
Complete	Philanthropy	Boxes of Healthy Peanut Snacks	

Activity Milestones

Status	Milestone	Target Date	Commentary
Complete	1 Delivery Day	9/20/20	Completed

Processes	➤ Pack Healthy Protein Boxes
	➤ Delivery to Trucking Companies➤ Produce Video for Social Media

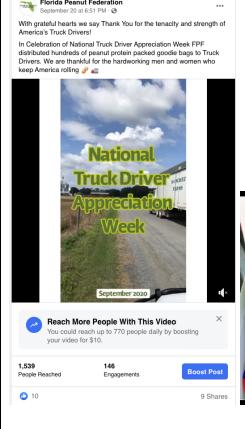
Issues	➤ Could have celebrated all week and given out thousands of boxes

Activity Results

Results Conclusions	<pre>➤ 1 post ➤ 1,533 online reach ➤ 250 boxes distributed</pre>	TOTAL 1,783
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Activity Components

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









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Activity Overview

Activity Date(s)	September 24, 2020	■ New Project	■ Recurring Project ■ Annually □ Quarterly □ Monthly □ Other	
Project Number	2021-1-911	☐ Ongoing		
Activity Title	Florida Ag Class students growing Peanuts			
Location	Branford High School, Branford, Fl			
Activity Summary	As we continue to develop relationships with Florida Agriculture teachers, we have launched this pilot program to connect Ag Teachers with local Peanut Producers, who can help their school program plant and tend and harvest peanuts on school Ag Land Labs. Branford High School planted 4 acres of peanuts, with			

have launched this pilot program to connect Ag Teachers with local Peanut
Producers, who can help their school program plant and tend and harvest peanuts
on school Ag Land Labs. Branford High School planted 4 acres of peanuts, with
the help of a local peanut farmer. The students were an integral part of the
process, even harvesting by hand, washing and boiling to sell as a fund raiser
at a local rivalry home football game. FPF sponsored refreshments while the
students were picking peanuts, and will follow up with post-harvest curriculum
to reinforce the lessons and techniques learned while the crop was growing.
Stacy Young, Ag Ed Teacher and FFA Advisor, has been instrumental in her
efforts to combine with FPF to create a program that can be duplicated
throughout Florida's peanut growing region.

■ Consumer Focu	sed	☐ Industry Focused	Audience	Students
Project Manager	Laura	a Fowler Goss	Steering Team	Stacy Young

Activity Involvement

Project Partners	➤ Branford High School, Branford, Fl	
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Resources	Resources
-----------	-----------

Project Components

Status	Category	Details	Commentary
Complete	Media	Post shares with Photo	
In Progress	Education	Peanut Curriculum	Developing, Beta Testing

Activity Milestones

Status	Milestone	Target Date	Commentary
Complete	Peanut Planting	4/12/20	
Complete	Peanut Growing Photos & Videos	9/24/20	
In Progress	Peanut Harvesting	10/10/20	
Upcoming	Peanut Curriculum	12/20/20	

Activity Details

Processes

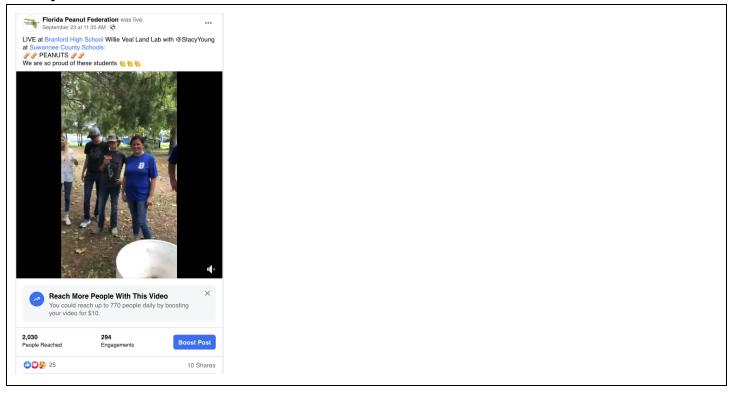
Issues	> Could have featured in blog on website and or in newspaper
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Activity Results

Results Conclusions > 7 posts > 950 students > 5017 online reach > 2 videos, 1 interview	TOTAL 5,067
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Activity Components

Component	Status	Commentary
Budget	On Target	
Resources	On Target	
Timeline	On Time	
Scope	In Progress	





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Activity Overview

Activity Date(s)	Seg	otember 30, 2020	•	New Project		Recurring Project ■ Annually □ Quarterly □ Monthly □ Other
Project Number	202	21-1-912	□	☐ Ongoing		——————————————————————————————————————
Activity Title	Hor	Homecoming Celebrations - Packs of Peanuts				
Location	Flo	orida				
Activity Summary	Cel thi of ind agr har will der	FPF donated packs of peanuts to be given during local Homecoming Parade Celebrations. Ten high schools were very happy to receive packs of peanuts to throw/give away during their fall homecoming celebrations. The 1 ounce packs of peanuts, FPF branded, will undoubtedly bring awareness of Florida's peanut industry and will serve as a great tool for those who are not engaged in agriculture nor peanuts. 4800 packs of peanuts will be landing in consumer hands over the next few weeks. What's more, the students giving the peanuts, will be wearing FPF shirts with a list of 8 peanut facts on the back and photo depicting growing peanuts on the front. We are excited for this to be an annual activity.				
■ Consumer Focuse	ed	☐ Industry Focused		Audience		Consumers
			ı			
Project Manager	Laura	a Fowler Goss		Steering Team		

Activity Involvement

Project Partners	 Suwannee County High School, Live Oak, Fl Williston High School, Williston, Fl Chiefland High School, Chiefland, Fl
	Jefferson Preparatory School, Monticello, Fl
	Dixie County High School, Cross City, Fl
	➤ Branford High School, Branford, Fl
	➤ Columbia County High School, Lake City, Fl

Resources	➤ 4800 packs of peanuts ➤ 7 FPF promo awareness T-Shirts
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Project Components

Status	Category	Details	Commentary
Complete	Awareness	4800 packs of peanuts	

Activity Milestones

Status	Milestone	Target Date	Commentary

Activity Details

Processes	<pre>> Offer Program, Advertise > Deliver/Mail Peanuts & Shirts</pre>

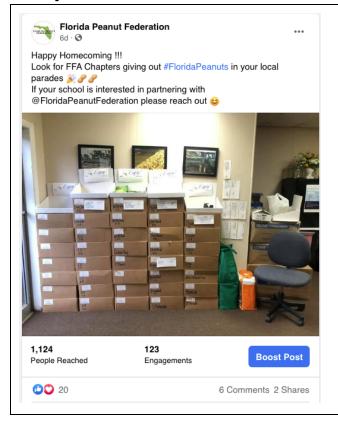
Issues	➤ Could have offered to more schools
	➤ Could have offered more in advance of fall homecoming activities

Activity Results

Results Conclusions	<pre>> 4800 Consumers served a pack of peanuts > 1 post > 1124 online reach</pre>	TOTAL 5,924
Conclusions		5 , 924

Activity Components

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





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Activity Overview

Status

Milestone

Activity Date(s)	September 3	30, 2020		New Project		Recurring Project Annually Quarterly Monthly Other
Project Number	2021-1-913			Ongoing		
	_					
Activity Title	Peanut Educational Materials to Teachers					
Location	Florida					
Activity Summary	During past years, FPF has been proud to go into schools (preschool, elementary, middle, high, collegiate) and present peanut education and awareness programs. During the Spring of 2020, many of our scheduled 'Peanut Education Programs' (PEP) were cancelled. We have visited with those teachers and administrators – in lieu of in-person demonstrations (which, most times included hands on student snack creation) we are providing Peanut Educational Materials to school personnel who have requested it. As of the date of this report, FPF has mailed packages to 17 schools, reaching an estimated 8500 students. As an encouragement to educational staff, we are offering incentives to them, upon their use of the PEP materials and review/report submission to FPF.					
■ Consumer Focused ☐ Industry Focused			Audience		Students	
			1 1			
Project Manager Laura Fowler Goss			Steering Team		Porsche Neal	
Activity Involveme	nt					
Project Partners	Project Partners ➤ 17 schools in Florida					
Resources	➤ Peanut Educational Materials					
Project Componen	ıts					
Status	Category	Category Details			Commentary	
Complete I	Education 17 schools				PEP materials	
Activity Milestones						

Target Date

Commentary

Processes	

Activity Results

Issues

Results Conclusions	<pre>> 17 schools > 8500 students, estimated > 1 post > 1 video > 186 online reach</pre>	TOTAL 8 , 686
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Activity Components

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

