



January 15, 2026

Dear Valued Partner,

As we step into 2026, I want to take a moment to reflect on the incredible successes we achieved together in 2025. Thanks to the unwavering support of our sponsors and partners, the

**Florida Peanut Federation reached nearly 3,000,000 consumers,
donated 40,320 jars of peanut butter,**

and increased visibility across social media, local news outlets, and through community events.

Our marketing efforts continued to grow, with an average of 50 activities per quarter! Each month we introduce about 6 new activities and continue our many recurring promotional efforts. On the legislative front, we deepened relationships at both the state and federal levels, ensuring the voices of Florida peanut growers remain heard and respected.

These achievements are a direct result of your generosity and investment in our shared mission. As we prepare for 2026, our focus turns to sustainability, youth engagement, and elevating Florida's role in national peanut conversations.

You are cordially invited to attend the Annual Membership Meeting & Banquet on Saturday, February 28, 2026, in Lake City, Florida. This event is an opportunity to:

- **Connect & Network**
 - Showcase the support of sponsors like you.
 - Fellowship with growers, allied partners, and industry advocates.
 - Build meaningful relationships with professionals across the peanut industry.
- **Gain Industry Insight**
 - Celebrate the achievements of the past year.
 - Learn about FPF's plans and priorities for 2026.
 - Hear an informative peanut industry update and market outlook.
 - Gain insights into national legislative efforts and expectations ahead.

By becoming a 2026 Florida Peanut Federation Sponsor, you'll enjoy exclusive benefits tailored to amplify your presence and strengthen your connection to Florida's peanut industry- an industry that we all recognize goes far beyond a field of peanuts.

The sponsorship commitment deadline is February 10, 2026, to ensure full inclusion in all promotional materials and the Annual Membership Meeting and Banquet on February 28, 2026, at Florida Gateway Fairgrounds in Lake City.

Your support not only strengthens the Florida peanut industry but also demonstrates your commitment to advancing agriculture, supporting our communities, and creating lasting impact. Together, we can achieve even greater milestones in 2026.



Sponsorship Levels and Benefits

- Platinum Sponsor \$5000: Comprehensive recognition and opportunities, including Allied Membership, exclusive branding at events, promotional item placement in mailings, and invitations to key FPF programs and activities. This level also includes tickets for a table of 8 at the Annual Membership Meeting, with prominent recognition throughout the evening.
New for 2026: Exclusive Pre-Banquet Sponsor Reception and enhanced digital exposure on the FPF website and social media channels.

- Gold Sponsor \$3000 - Silver Sponsor \$1500 - Bronze Sponsor \$1000 - Emerald Sponsor \$500

Each level offers valuable benefits, including recognition on our website, social media, and printed materials, with increasing opportunities for visibility and involvement. We are happy to discuss how your sponsorship can be tailored to meet your needs and ensure a meaningful return on investment.

Easy Re-Commitment

Recommittting to your sponsorship is simple.

Complete the attached form and return it by mail, email, or text a photo to us:

Florida Peanut Federation PO Box 163, McAlpin, FL 32062
Laura@FloridaPeanutFederation.org 386-362-2077 (office) 386-249-9017 (cell)

We invite you to continue to stand with us in supporting initiatives that align with your business values and priorities. To ensure your contributions have the greatest impact, we offer several opportunities for you to direct your support.

- **Florida Peanut Federation:** Support programs focused on research, education, and the promotion of Florida peanuts, as well as peanut butter donations to those in need.
- **US Peanut PAC:** Contribute to the Political Action Committee advocating for peanuts.
- **Congresswoman Kat Cammack:** Support our #1 Congressional ally.

You have the option to allocate your support among these entities to match your preferences and priorities. This flexibility ensures your generosity directly impacts the causes that matter most to you.

If you have any questions, and to confirm your sponsorship, please reach out 386-362-2077 // 386-249-9017 or Laura@FloridaPeanutFederation.org.

Thank you for your consideration and for being an essential part of our success. It is through your generosity that we have been able to make a tangible difference in the industry we all care so deeply about. We look forward to partnering with you for another remarkable year.

With gratitude,

Laura Fowler Goss
Executive Director

Enclosures:
*2024-25 Peanut Marketing
Order Impact Report
*Sponsor Benefits table
*2026 Sponsorship Form

2025 Impact Report



nearly 3,000,000 consumers reached

- donated 40,320 jars of Peanut Butter



FloridaPeanuts.org



Goals deliverables

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

Reach FL consumers

| | | |
|---|---------------------|-------------|
|  support for or recommendation of PEANUTS | Advocacy | 129 |
|  publicization to provide support to increase sales of PEANUTS | Promotion | 123 |
|  imparting knowledge of PEANUTS and peanut industry in Florida | Education | 120 |
|  concern for others demonstrated by Peanut Butter DONATIONS | Philanthropy | 79 |
|  joint interest, being a PARTNER with a group/organization | Partnerships | 1094 |

LOOKING FORWARD

Innovative & Collaborative

1. BUILD ON PAST SUCCESSES
2. FOCUS ON SUSTAINABILITY
3. SUPPORT THE FARMERS

report date 12/30/2025

Intentionality

Maximum Growth



Did we foster growth in each area of programming?

Return on Investment



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

Disappointments



Did we handle disappointments well and make strategic pivots?

Accomplishments



Did we celebrate accomplishments with our audience?

Use of Resources



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

Culture & Identity



Is our group recognizable and well respected?



activity reach
throughout
the state