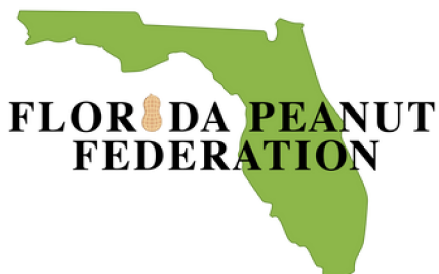


FDACS PEANUT MARKETING ORDER QUARTERLY REPORT

2022-2023 Q 4
APRIL, MAY, JUNE 2023



JUNE 29, 2023





SNAPSHOT

2023	APR	MAY	JUN	TOTAL
CORE PROGRAMS				
ADVOCACY	11	19	11	41
PROMOTION	11	11	6	28
EDUCATION	11	10	7	28
PHILANTHROPY	11	4	3	18
PARTNERSHIPS	46	18	8	72
ACTIVITIES				
CONSUMER FOCUSED	19	10	8	37
INDUSTRY FOCUSED	2	10	4	16
NEW	14	12	4	30
ONGOING	7	8	8	23
REACH				
IN PERSON	160,190	15,128	25,490	200,808
MEDIA	48,300	33,675	391,300	473,275
DISTRIBUTION				
PACKS PEANUTS	2,340	1,625	675	4,640
JARS PEANUT BUTTER	3,885	50	264	4,199
CANS PEANUTS	36	195	72	303
PROMOTION ITEMS	3,820	3,845	725	8,390

Quarterly Total Reach
674,083

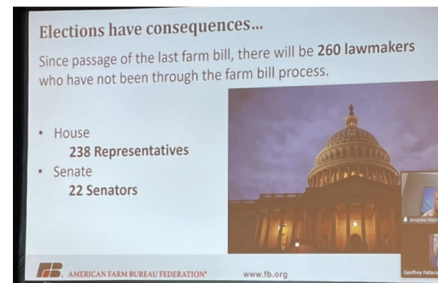
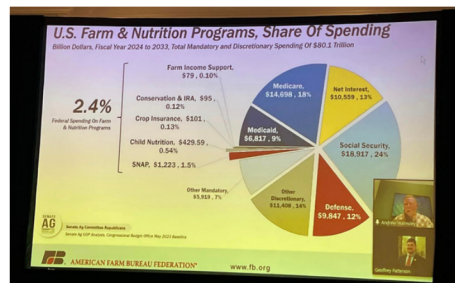
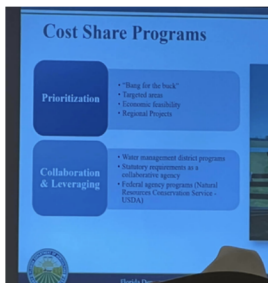
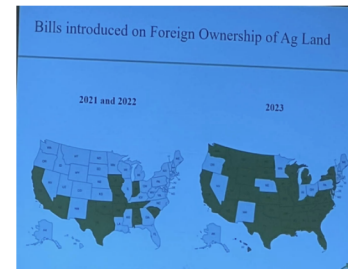
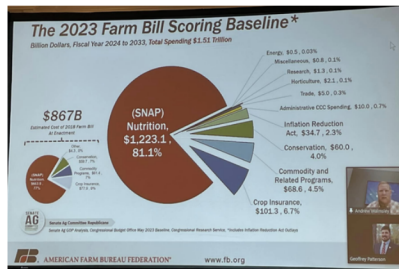
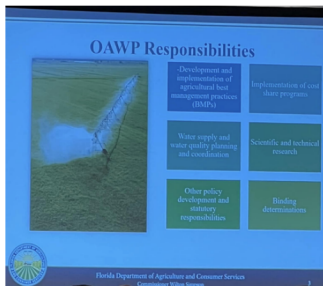
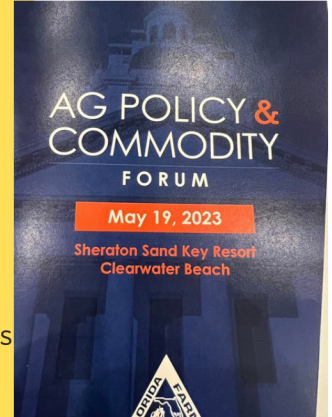
SPRINGTIME TALLAHASSEE

The annual Springtime Tallahassee Festival, held in downtown Tallahassee, Florida, was held on a perfect Spring day, April 1, 2023. This festival rivals any in the Southeast. Florida Peanut Federation shared the many products made with Florida peanuts, festival goers was astonished, much to our surprise. This was a wonderful day.



FLORIDA FARM BUREAU AG POLICY FORUM

Replacing the Spring Committee Meetings of each individual commodity group, the first annual Ag Policy Forum was a great event. The work of Florida Farm Bureau to put on this conference was highlighted in the high level of attendees and speakers. Laura Goss, FPF Executive Director served as Technical Advisor for the Peanut/Cotton Committee; FPF Board of Director Arlene Bell, Peanut/Cotton Committee Member were in attendance.



UNIVERSITY OF FLORIDA FLAVORS OF FLORIDA EVENT



The Internet of Things for Precision Agriculture, an NSF Engineering Research Center, held a conference in Gainesville, Florida. On the last day of the convention, the group traveled in charter busses to a peanut field in Northwest Suwannee County. FPF was on hand with refreshments and to thank the group for visiting the peanuts. The demonstrations were enlightening and the group was a joy.



FLORIDA PEANUT FEDERATION 2022-2023 Q4

DATE	ACTIVITY NAME	OVERVIEW	CONSUMER FOCUSED	INDUSTRY FOCUSED	AUDIENCE	REACH/LOCALE	PARTNERSHIPS	TOTAL PARTNERS	ADVOCACY	PROMOTION	EDUCATION	PHILANTHROPY	IN PERSON REACH	MEDIA REACH	TOTAL REACH	PACKS PEANUTS	JARS PB	CANS PEANUTS	PROMOTION ITEMS	NEW	ONGOING
April 1-31, 2023	Podcast Episodes	Podcast		1	Industry	Worldwide			1	1	1			1,500	1,500						1
April 1-31, 2023	Recipe Posts on Social Media	Social Media	1		Consumers	Worldwide			1	1	1			1,000	1,000						1
April 1, 2023	Springtime Tallahassee Festival	Festival	1		Consumers	North Florida			1	1	1		150,000	4,000	154,000	500		36	2,500	1	
April 3, 2023	State Science Fair Students	Goodie Bags	1		Students	FL White, FL	FWHS	1		1	1	1	40	150	190	30			90	1	
April 11, 2023	Cornith Baptist Church	Peanut Butter Donation	1		Consumers	Europe	Corinth Baptist	1				1	540	400	940		540			1	
April 11, 2023	Chiefland FFB Womens Committee	Peanut Butter Donation	1		Consumers	FFB Levy Co	FFB Womens C	1				1	300	400	700		300			1	
April 11, 2023	Cedar Key Food Pantry	Peanut Butter Donation	1		Consumers	Cedar Key, FL	Cedar Key FP	1				1	200	400	600		200			1	
April 11, 2023	Dispatcher Appreciation Week	Goodie Bags	1		Dispatchers	North Central FL	Sheriff /Police	6	1	1	1	1	105	1,000	1,105	210	105		315	1	
April 14, 2023	Meeting with Dr. Barry Tillman	Meeting	1		Farmers	FFP 11 Primary Co	UF/IFAS	1			1		15	300	315					1	
April 19, 2023	Gilchrist Co Sheriff's Luncheon	Dessert	1		Officers	Trenton, FL	GCSO	1			1	1	150		150					1	
April 20, 2023	Rural County Day at the Capitol	Promo Penauts	1		FL residents	Statewide	Columbia Co, L	3	1	1	1		3,000	2,000	5,000	600			400	1	
April 20, 2023	Evergreen Church Food Pantry	Peanut Butter Donation	1		Consumers	Lake City, FL	Evergreen Chu	1				1	300		300		300			1	
April 21, 2023	Mt Gilliland Food Pantry	Peanut Butter Donation	1		Consumers	Live Oak, FL	MtGilliland Churc	1				1	1,440	2,000	3,440		1,440			1	
April 22, 2023	Maxine Parrish Festival	Festival	1		Consumers	Trenton, FL	Gilchrist Chamli	1	1	1	1		750	1,500	2,250	50			50	1	
April 22, 2023	Community Day at the Farm	Festival	1		Consumers	North Central FL	NFREC-SV	1	1	1	1		500	6,000	6,500	150			150	1	
April 22, 2023	Earth Day Celebration	Donation	1		Students	Branford, FL	Branford FFA	1	1	1	1		180		180				90	1	
April 24, 2023	Farm Bill Field Hearing	Set Up, Host	1		FL residents	Statewide	Legislative, Org	18	1	1	1		700	4,500	5,200	500			200	1	
April 26, 2023	Lafayette Co AgVentures	Ag Day	1		Students	Mayo, FL	FFB, LCFB, IF/	5	1	1	1		300	2,650	2,950	150				1	
April 27, 2023	Florida 4H Foundation	Donation	1		Consumers	Statewide	Florida 4H	1			1	1	20	15,000	15,020				15	1	
April 29, 2023	Ocklochnee Bay U M Church	Peanut Butter Donation	1		Consumers	Panacea, FL	Ocklochnee Ba	1				1	1,000	1,500	2,500		1,000			1	
April 29, 2023	Pins & Fins Event	Donation	1		Consumers	Lake City, FL	CCSO	1	1			1	650	4,000	4,650	150			10	1	
		TOTALS	19	2				46	11	11	11	11	160,190	48,300	208,490	2,340	3,885	36	3,820	14	7

DATE	ACTIVITY NAME	OVERVIEW	CONSUMER FOCUSED	INDUSTRY FOCUSED	AUDIENCE	REACH/LOCALE	PARTNERSHIPS	TOTAL PARTNERS	ADVOCACY	PROMOTION	EDUCATION	PHILANTHROPY	IN PERSON REACH	MEDIA REACH	TOTAL REACH	PACKS PEANUTS	JARS PB	CANS PEANUTS	PROMOTION ITEMS	NEW	ONGOING
May 1-31, 2023	Podcast Episodes	Podcast		1	Industry	Worldwide			1	1	1			1,500	1,500						1
May 1-31, 2023	Recipe Posts on Social Media	Social Media	1		Consumers	Worldwide			1	1	1			1,000	1,000						1
May 1-31, 2023	Sponsor FFA Chapter Banquets	Sponsorship	1					3	1			1	900	3,000	3,900						1
May 1-5, 2023	Cindo de Mayo Recipes	Social Media	1							1	1			4,500	4,500					1	
May 2, 2023	Stewardship Week	Social Media	1					1	1	1				500	500						1
May 2, 2023	CARE S	Event	1	Industry		North Central FL	UFIFAS, FFB	2	1	1	1		600	3,500	4,100	350		150	1,800		1
May 8, 2023	Nurses Appreciation Week	Donation	1	Nurses		Lake City, FL	HCA	1	1	1	1	1	400	1,500	1,900	500			900		1
May 8-12, 2023	Teacher Appreciation Week	Social Media	1	Consumers		Statewide		2	1	1			100	6,000	6,100	150	50	8	400		1
May 10, 2023	FDACS Peanut Advisory Council Meeting	Meeting	1	Farmers, FDAC		Statewide	FDACS	1	1				25	25	50	25			25	25	1
May 15-21, 2023	Natinal Police Week	Social Media	1						1			1		1,500	1,500						1
May 16-17, 2023	AgriTech Conference	Conference	1					1	1	1			200	1,200	1,400						1
May 18, 2023	Chiefland 4H Meeting	Student Meeting	1					1	1	1	1	1	50	850	900	50			150		1
May 18, 2023	Suwannee County FFB YFR Meeting	Meeting	1					1	1	1	1		30	600	630	50		12	100		1
May 18, 2023	FI Federation Fairs & Livestock Shows	Conference	1					1	1				150	1,000	1,150						1
May 18-19, 2023	FFB Ag Policy Forum	Conference	1					1	1				250	2,000	2,250						1
May 19, 2023	Gilchrist Day at Bell Elementary	Student Presentation	1	Students		Bell, FL	Bell Elementar	2	1	1	1		400	2,000	2,400	400			400		1
May 20, 2023	Newberry Watermelon Festival	Event	1					1	1	1	1		12,000	2,000	14,000	100			50		1
May 24, 2023	Meeting with Feeding Florida	Meeting	1					1	1				1	450	451						1
May 30, 2023	Meeting with NFREC-SC Regional Row C	Meeting	1					1					4	150	154						1
May 31, 2023	Meeting with Local County Extension Ag	Meeting	1					1					18	400	418				20		1
		TOTALS	10	10				18	19	11	10	4	15,128	33,675	48,803	1,625	50	195	3,845	12	8

DATE	ACTIVITY NAME	OVERVIEW	CONSUMER FOCUSED	INDUSTRY FOCUSED	AUDIENCE	REACH/LOCALE	PARTNERSHIPS	TOTAL PARTNERS	ADVOCACY	PROMOTION	EDUCATION	PHILANTHROPY	IN PERSON REACH	MEDIA REACH	TOTAL REACH	PACKS PEANUTS	JARS PB	CANS PEANUTS	PROMOTION ITEMS	NEW	ONGOING
June 1-30, 2023	Podcast Episodes	Podcast		1	Industry	Worldwide			1	1	1			1,500	1,500						1
June 1-30, 2023	Recipe Posts on Social Media	Social Media	1		Consumers	Worldwide			1	1	1			1,000	1,000						1
June 3, 2023	Chiefland Watermelon Festival	Event	1					1	1	1	1		6,000	3,000	9,000	50			50		1
June 7, 2023	Bell Football/Cheer Camp	Donation	1					1	1		1	1	200	6,000	6,200	150					1
June 9, 2023	Williston Methodist Church	Donation						1				1	240	200	440		240				1
June 14, 2023	FI Assoc Ag Educators Conference	Donation		1				1	1	1	1		150	2,500	2,650	150			36	150	1
June 16, 2023	UF IOT4Ag Tour	Event		1				1	1	1	1		108	9,000	9,108	150	24	36	300	1	
June 19-23, 2023	Florida FFA Convention	Event		1				1	1	1			15,000	350,000	365,000	150					1
June 24, 2023	Summer Mailouts - Boiled Peanut Kit	Mailing		1					1				225		225				225		1
June 26, 2023	Legislative Dinner Meeting	Meeting		1					1				17		17	25					1
June 28, 2023	National Ag in the Classroom Conference	Sponsor		1				1	1	1	1		550	2,500	3,050						1
June 29, 2023	4H Legislature Conference	Sponsor		1				1	1			1	3,000	15,600	18,600						1
		TOTALS	8	4				8	11	6	7	3	25,490	391,300	416,790	675	264	72	725	4	8

FLORIDA PEANUT FEDERATION
POST OFFICE BOX 163
MCALPIN, FLORIDA 32062

REPORT DATE 6/29/2023

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2022-2023 Q 4
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