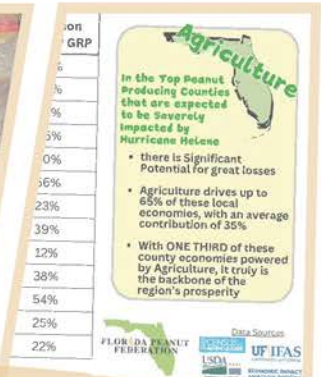


FDACS PEANUT MARKETING ORDER QUARTERLY REPORT

2024-2025 Q 1

JULY, AUGUST, SEPTEMBER 2024

REPORT DATE 10/15/2024





Quarterly Total Reach
593,822

SNAPSHOT

2024	JULY	AUG	SEPT	TOTAL
CORE PROGRAMS				
ADVOCACY	9	5	7	15
PROMOTION	4	6	6	16
EDUCATION	6	7	7	20
PHILANTHROPY	4	6	4	14
PARTNERSHIPS	79	28	25	132
ACTIVITIES				
CONSUMER FOCUSED	5	9	8	22
INDUSTRY FOCUSED	7	3	5	15
NEW	0	2	1	3
ONGOING	11	9	12	32
REACH	22,345	478,694	92,783	593,822
DISTRIBUTION				
JARS PEANUT BUTTER	3000	8150	4200	15,350

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ACTIVITY REPORT

24

ACTIVITY NAME: **Marketing Year Kickoff Party "Donuts w the Director"**

ACTIVITY DATE(S): 7/1/2024 - 7/1/2024 Annual Quarter 1 24-07

FOCUS: Consumer Industry

AUDIENCE: Adults

OVERVIEW: FPF Industry & Community Contact - meeting, orientation - review key programs and activities anticipated for the coming Marketing Order Year, gather feedback on priorities and opportunities from members, stakeholders, industry

REACH LOCALE: Florida

FORMAT: FPF Host Print Program Presentation Website Download Youtube Video Meeting

LOCATION: FPF office, McAlpin, FL

PARTNERSHIP(S): Many

TAGS: Training Online/Virtual

REACH ACTUAL: 27

CORE PROGRAM(S): Advocacy Philanthropy Promotion Education Partnerships

MATERIALS PROVIDED: 120

PROMO ITEMS: 120

Pens Pencils

PROJECT COMPONENTS: Presentation review of annual activities, overall key programs, and specialty events for the coming year

FOOD: Light Refreshments

PACKS PEANUTS: 60

CANS OF PEANUTS: 27

JARS PEANUT BUTTER: 30



ACTIVITY REPORT

3

ACTIVITY NAME: **Peanut Recipes Online**

ACTIVITY DATE(S): 7/1/2024 - 7/31/2024 Monthly Quarter 1 24-07

FOCUS: Consumer

AUDIENCE: All People

Student - High

OVERVIEW: Social Media Posts & Shares of Peanut Recipes & Recipes posted on FPF website - culinary & ag high school students prepare and promote recipes online, UF IFAS Family Consumer Agent prepare and promote online

REACH: Worldwide

LOCALE:

LOCATION:
online

FORMAT: Social Media Website Download Youtube Video

Peanut Products Provided Materials Provided

PARTNERSHIP(S): Schools UF/Florida4-H

TAGS: Online/Virtual PEP High School ED 4H Recipes

Food Safety Training Allergen Aware

REACH ACTUAL: 5,421

CORE PROGRAM(S): Advocacy Philanthropy Promotion

Education Partnerships

MATERIALS PROVIDED:

PROJECT COMPONENTS:

Demo Video and/or Live Demo available upon request

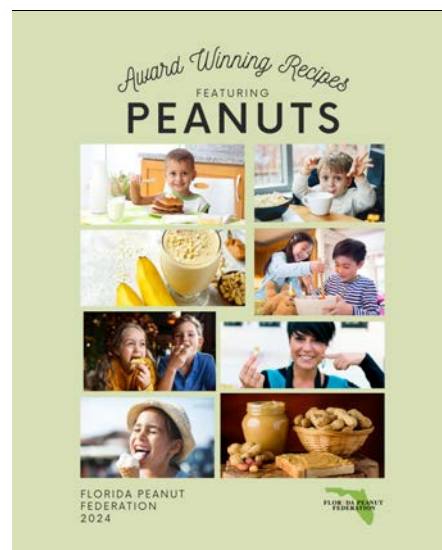
PROMO ITEMS:

FOOD:

PACKS PEANUTS:

CANS OF PEANUTS:

JARS PEANUT BUTTER:





ACTIVITY REPORT

5

ACTIVITY NAME: **Peanut Butter Donations**

ACTIVITY DATE(S): 7/1/2024 - 7/31/2024 As Requested Quarter 1 24-07

FOCUS: Consumer

OVERVIEW: Peanut Butter Donations (based on evaluation of requests received)

AUDIENCE: Families

REACH LOCALE: Florida

FORMAT: Distribute - PB

LOCATION: throughout Florida

PARTNERSHIP(S): Many

TAGS: PB Donation

REACH ACTUAL: 9,000

CORE PROGRAM(S): Philanthropy Partnerships

MATERIALS PROVIDED:

PROMO ITEMS:

PROJECT COMPONENTS:

July holds annual Back to School Peanut Butter Donations, with deliveries to schools and pick ups by church and group organizations

FOOD:

PACKS PEANUTS:

CANS OF PEANUTS:

JARS PEANUT BUTTER: 3,000



ACTIVITY REPORT

2

ACTIVITY NAME: **Consumer Interaction Online**

ACTIVITY DATE(S): 7/1/2024 - 7/31/2024 Monthly Quarter 1 24-07

FOCUS: **Consumer** OVERVIEW: Social Media Posts encouraging Consumer Interaction

AUDIENCE: **All People**

REACH: **Worldwide**
LOCALE:

FORMAT: **Social Media**

LOCATION:
online

PARTNERSHIP(S):

TAGS: **Online/Virtual**

REACH ACTUAL: **2,839**

CORE PROGRAM(S): **Advocacy** **Promotion** **Education**

MATERIALS PROVIDED:

PROJECT COMPONENTS:

PROMO ITEMS:

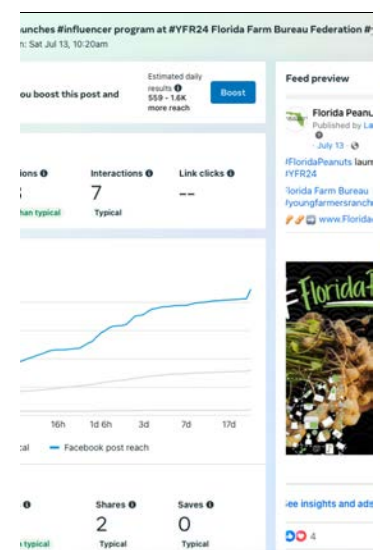
11 planned, programmed posts in the month of July; The high reaching post of the month was on July 13th, Reach of 886, Impressions of 928, Interactions of 7; Reach Total 2839, Interactions 163, Followers 3.2K

FOOD:

PACKS PEANUTS:

CANS OF PEANUTS:

JARS PEANUT BUTTER:



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ACTIVITY REPORT

564

ACTIVITY NAME: **Florida Farm Bureau Peanut/Cotton Advisory Meeting**

ACTIVITY DATE(S): 7/11/2024 - 7/11/2024 Annual Quarter 1 24-07

FOCUS: Industry

AUDIENCE: Adults

OVERVIEW: Laura Goss, stakeholder group liaison, member of Florida Farm Bureau Peanut/Cotton Advisory Group met in Tallahassee for annual committee meeting

REACH LOCALE: Florida

FORMAT: Meeting

LOCATION: Tallahassee, FL

PARTNERSHIP(S): Florida Farm Bureau

TAGS:

REACH ACTUAL: 30

CORE PROGRAM(S): Advocacy Partnerships Promotion

MATERIALS PROVIDED: 15

PROJECT COMPONENTS:
Annual Organization Briefing to Committee

PROMO ITEMS:

FOOD:

PACKS PEANUTS:

CANS OF PEANUTS:

JARS PEANUT BUTTER:





ACTIVITY REPORT

28

ACTIVITY NAME: **Florida Farm Bureau Young Farmers & Ranchers**

ACTIVITY DATE(S): 7/12/2024 - 7/14/2024 Annual Quarter 1 24-07

FOCUS: Industry

AUDIENCE: Adults

OVERVIEW: Florida Farm Bureau Young Farmers & Ranchers conference, Laura attended as a Discussion Meet judge and provided goodie bags for a winner of each workshop

REACH LOCALE: Florida

LOCATION:
PGA Hotel Convention Center,
Palm Beach, FL

FORMAT: Peanut Products Provided Meeting
Promo Items Provided Materials Provided

PARTNERSHIP(S): Florida Farm Bureau

TAGS: Sponsorship

REACH ACTUAL: 4,280

CORE PROGRAM(S): Partnerships Advocacy

MATERIALS PROVIDED: 100

PROMO ITEMS: 50

Pens

FOOD:

PROJECT COMPONENTS:

10 Goodie bags for winners of development workshops (presenters chose 1 winner from their workshop), really nice goodie bags with peanut theme - and special invitation to be a #FloridaAgvocate #Influencer -- substantiated by website with homepage popup, homepage video, and influencer page

PACKS PEANUTS: 0

CANS OF PEANUTS: 0

JARS PEANUT BUTTER: 0





ACTIVITY REPORT

545

ACTIVITY NAME: **Ag 2040/2070 Board Member**

ACTIVITY DATE(S): **7/22/2024 - 7/31/2024**

Monthly

Quarter 1

24-07

FOCUS: **Industry**

OVERVIEW: Laura sit as Board Member for Group

AUDIENCE: **Adults**

REACH: **Florida**

LOCALE:

LOCATION:

Orlando, FL

FORMAT: **Meeting**

PARTNERSHIP(S): **Ag2040/2070**

TAGS: **Online/Virtual**

REACH ACTUAL:

17

CORE PROGRAM(S): **Partnerships Advocacy**

MATERIALS PROVIDED:

PROJECT COMPONENTS:

PROMO ITEMS:

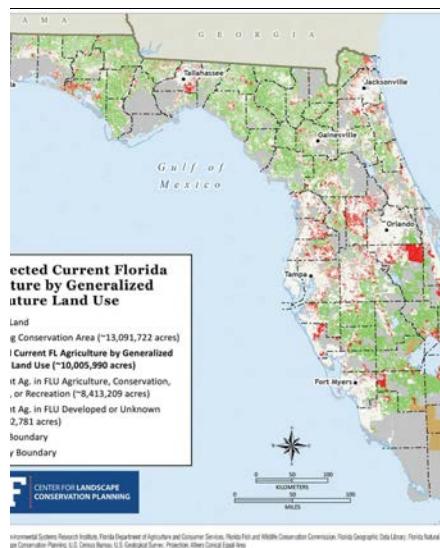
frequent meetings, Laura attended via Zoom

FOOD:

PACKS PEANUTS:

CANS OF PEANUTS:

JARS PEANUT BUTTER:





ACTIVITY REPORT

542

ACTIVITY NAME: **Reverse Field Day - Levy Co**

ACTIVITY DATE(S): 7/24/2024 - 7/24/2024

Annual

Quarter 1

24-07

FOCUS: Industry

OVERVIEW: UF/IFAS Staff & Researchers visit Peanut Farmers on their Farms

AUDIENCE: Adults

REACH
LOCALE: Florida

FORMAT: Sponsor Meeting

LOCATION:
Levy County, FL

PARTNERSHIP(S): UF IFAS Peanut Farmers

TAGS: Tour Sponsorship

REACH ACTUAL: 35

CORE PROGRAM(S): Education Partnerships Advocacy

MATERIALS PROVIDED:

PROMO ITEMS: 4

FPF Caps

PROJECT COMPONENTS:

FOOD: Meal

PACKS PEANUTS:

CANS OF PEANUTS:

JARS PEANUT BUTTER:





ACTIVITY REPORT

543

ACTIVITY NAME: **Reverse Field Day - Columbia & Suwannee Co**

ACTIVITY DATE(S): 7/25/2024 - 7/25/2024 Annual Quarter 1 24-07

FOCUS: Industry

OVERVIEW: UF/IFAS Staff & Researchers visit Peanut Farmers on their Farms

AUDIENCE: Adults

REACH: Florida
LOCALE:

FORMAT: Sponsor Press Release Promo Items Provided

LOCATION:
Columbia & Suwannee Counties,
FL

PARTNERSHIP(S): UF IFAS Peanut Farmers

TAGS: Tour Sponsorship

REACH ACTUAL: 41

CORE PROGRAM(S): Education Partnerships Advocacy

MATERIALS PROVIDED:

PROJECT COMPONENTS:

PROMO ITEMS:

FOOD:

PACKS PEANUTS:

CANS OF PEANUTS:

JARS PEANUT BUTTER:





ACTIVITY REPORT

547

ACTIVITY NAME: **Back to School Bash Tri-County**

ACTIVITY DATE(S): **7/27/2024 - 7/27/2024** **Annual** **Quarter 1** 24-07

FOCUS: **Consumer**

AUDIENCE: **Families**

OVERVIEW: **Provide Peanut Butter for TriCounty Partnership for Stronger Families Back to School Bash**

REACH **Location Specific**
LOCALE:

FORMAT: **Distribute - PB** **Donation**

LOCATION:
Chiefland, FL

PARTNERSHIP(S): **Partnership for Strong Families**

TAGS: **PB Donation** **Recipes**

REACH ACTUAL: **650**

CORE PROGRAM(S): **Advocacy** **Partnerships** **Philanthropy**

MATERIALS PROVIDED:

PROJECT COMPONENTS:

PROMO ITEMS:

FOOD:

PACKS PEANUTS: **100**

CANS OF PEANUTS:

JARS PEANUT BUTTER: **204**



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ACTIVITY REPORT

565

ACTIVITY NAME: **meeting**

ACTIVITY DATE(S): **7/29/2024** - **7/29/2024** **As Scheduled** **Quarter 1** 24-07

FOCUS: **Industry**

AUDIENCE: **Adults**

OVERVIEW: From FFB: Peanut/Cotton Advisory Committee meeting, it was brought up that Florida peanut producers pay IDC fees on research dollars through the National Peanut Board check-off, as well as IDC on the Florida check-off research

REACH **FL Peanut Grow Region**
LOCALE:

FORMAT: **Meeting**

LOCATION:
Zoom

PARTNERSHIP(S): **Florida Farm Bureau**

TAGS:

REACH ACTUAL: **5**

CORE PROGRAM(S): **Partnerships** **Education**

MATERIALS PROVIDED:

PROJECT COMPONENTS:

PROMO ITEMS:

FOOD:

PACKS PEANUTS:

CANS OF PEANUTS:

JARS PEANUT BUTTER:





ACTIVITY REPORT

31

ACTIVITY NAME: **Elementary Education Guide**

ACTIVITY DATE(S): **8/1/2024** - **8/31/2024** **Quarterly** **Quarter 1** 24-08

FOCUS: **Consumer**

AUDIENCE: **Students - Elementary**

OVERVIEW: **Elementary Education Guide**
Packet prepares for year long learning about Florida's peanut Industry and peanuts overall.

REACH **Florida**
LOCALE:

FORMAT: **Mailout** **Website Download**

LOCATION:
throughout Florida

PARTNERSHIP(S): **Schools**

TAGS: **Elementary ED**

REACH ACTUAL:
10,000

CORE PROGRAM(S): **Education** **Advocacy**

MATERIALS PROVIDED:

PROMO ITEMS:

PROJECT COMPONENTS:

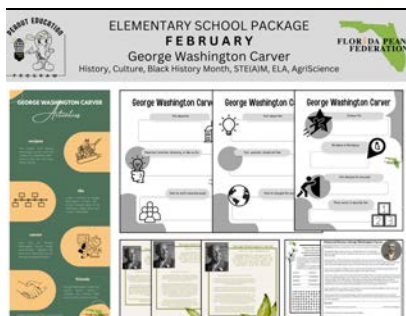
Peanut Education Program emailed to elementary school teachers, Family Consumer Extension Agents, 4H club leaders, and community group leadership throughout Florida

FOOD:

PACKS PEANUTS:

CANS OF PEANUTS:

JARS PEANUT BUTTER:





ACTIVITY REPORT

36

ACTIVITY NAME: **Student Backpack Program Toolkit**

ACTIVITY DATE(S): **8/1/2024** - **8/31/2024** **Annual** **Quarter 1** 24-08

FOCUS: **Consumer**

AUDIENCE: **Adults**

OVERVIEW: Student Backpack Program Toolkit, pdf download and briefing emailed to FPF e-blast mailing list

REACH **Florida**
LOCALE:

LOCATION:
throughout Florida

REACH ACTUAL:
2,000

MATERIALS PROVIDED: **50**

PROMO ITEMS:

FOOD:

PACKS PEANUTS:

CANS OF PEANUTS:

JARS PEANUT BUTTER:

FORMAT: **Website Download** **Presentation** **Press Release**

PARTNERSHIP(S): **Schools**

TAGS: **Community**

CORE PROGRAM(S): **Philanthropy**

PROJECT COMPONENTS:





ACTIVITY REPORT

203

ACTIVITY NAME: **Consumer Interaction Online**

ACTIVITY DATE(S): **8/1/2024** - **8/31/2024** **Monthly** **Quarter 1** **24-08**

FOCUS: **Consumer** OVERVIEW: **Social Media Posts encouraging Consumer Interaction**

AUDIENCE: **All People**

REACH: **Worldwide**
LOCALE:

FORMAT: **Social Media**

LOCATION:
online

PARTNERSHIP(S):

TAGS: **Online/Virtual**

REACH ACTUAL: **6,541**

CORE PROGRAM(S): **Advocacy** **Promotion** **Education**

MATERIALS PROVIDED:

PROJECT COMPONENTS:

PROMO ITEMS:

10 planned, programmed posts in the month of August; The high reaching post of the month was on August 26th, Reach of 19,674, Impressions of 4319; Reach Total 2.5K, Interactions 147, Followers 3.2K

FOOD:

PACKS PEANUTS:

CANS OF PEANUTS:

JARS PEANUT BUTTER:



real. and they are real heartbreaking. Dear Lord,

but 🙏 Something you might not have thought al stop after the peanuts leave the field) means th main in the field. 📍 That's no good. It's actually

Farmers are heavy on our hearts today, as Farm idafarmers

ld be my pleasure to come help you take photo can up and repair receipts. I am happy to help se : cloud', and or, save them to PPF online data stc

rible Timing. #GoAwayHelene #MiraclesDoHapp

ACTIVITY REPORT

216

ACTIVITY NAME: **Peanut Recipes Online**

ACTIVITY DATE(S): **8/1/2024 - 8/31/2024** Monthly Quarter 1 24-08

FOCUS: **Consumer**

AUDIENCE: **All People**

Student - High

OVERVIEW: Social Media Posts & Shares of Peanut Recipes & Recipes posted on FPF website - culinary & ag high school students prepare and promote recipes online, UF IFAS Family Consumer Agent, along with 4H members, prepare and promote online

REACH: **Worldwide**

LOCALE:

LOCATION:

online

FORMAT: **Social Media Website Download Youtube Video**

Peanut Products Provided Materials Provided

PARTNERSHIP(S): **Schools UF/Florida4-H**

TAGS: **Online/Virtual High School ED 4H Recipes**

Food Safety Training Allergen Aware

REACH ACTUAL: **261**

CORE PROGRAM(S): **Advocacy Philanthropy Promotion**

Education Partnerships

MATERIALS PROVIDED:

PROMO ITEMS:

PROJECT COMPONENTS:

FPF provided recipe card, FPF provided/supported ingredients & equipment, FPF encouraged video creation/sharing

FOOD:

PACKS PEANUTS:

CANS OF PEANUTS:

JARS PEANUT BUTTER:





ACTIVITY REPORT

228

ACTIVITY NAME: **Peanut Butter Donations**

ACTIVITY DATE(S): 8/1/2024 - 8/31/2024 As Requested Quarter 1 24-08

FOCUS: Consumer

OVERVIEW: Peanut Butter Donations (based on evaluation of requests received)

AUDIENCE: Families

REACH
LOCALE: Florida

FORMAT: Distribute - PB

LOCATION:
throughout Florida

PARTNERSHIP(S): Many

TAGS: PB Donation

REACH ACTUAL:
32,000

CORE PROGRAM(S): Philanthropy Partnerships

MATERIALS PROVIDED: 250

PROJECT COMPONENTS:

PROMO ITEMS:

FOOD:

PACKS PEANUTS:

CANS OF PEANUTS:

JARS PEANUT BUTTER: 8,150



ACTIVITY REPORT

562

ACTIVITY NAME: **Ministries**

ACTIVITY DATE(S): **8/1/2024** - **8/31/2024** **Annual** **Quarter 1** 24-08

FOCUS: **Consumer**

AUDIENCE: **Families**

OVERVIEW: **Backpacks for School, provided peanut butter to be distributed at the Back to School event**

REACH **Worldwide**
LOCALE:

FORMAT: **Social Media** **Donation** **Distribute - PB**

LOCATION:
Providence, FL

PARTNERSHIP(S): **Promised Land Family Ministries**

TAGS: **PB Donation** **Elementary ED**

REACH ACTUAL:
1,612

CORE PROGRAM(S): **Advocacy** **Philanthropy** **Promotion**
Education **Partnerships**

MATERIALS PROVIDED: **100**

PROJECT COMPONENTS:

PROMO ITEMS:

FOOD:

PACKS PEANUTS:

CANS OF PEANUTS:

JARS PEANUT BUTTER: **204**



ed Land Family Ministries, Inc. ▶ Backpacks & Blessings



ACTIVITY REPORT

566

ACTIVITY NAME: **FPF hosted LSFIR MFL Farmer Workshop with SRWMD**

ACTIVITY DATE(S): **8/8/2024 - 8/8/2024** **New Project** **Quarter 1** **24-08**

FOCUS: **Industry**

AUDIENCE: **Adults**

OVERVIEW: FPF hosted a meeting for farmers to learn about the FLDEP Draft Rule regarding Minimum Flows and Levels of the Santa Fe & Ichetucknee Rivers that will potentially limit water use

REACH **Location Specific**
LOCALE:

FORMAT: **Meeting** **Presentation**

LOCATION:
UF IFAS NFREC-SV, Live Oak,
FL

PARTNERSHIP(S): **Suwannee River Water Management District**

TAGS: **Training**

REACH ACTUAL: **400,150**

CORE PROGRAM(S): **Education**

MATERIALS PROVIDED:

PROMO ITEMS: **20**

Pens **FPF Caps**

PROJECT COMPONENTS:

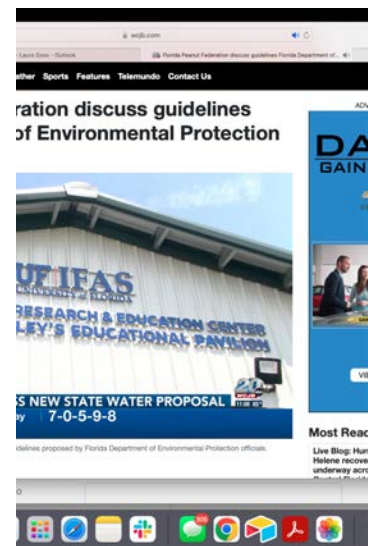
Meeting Space at UF IFAS NFREC-SV, Refreshments

FOOD: **Light Refreshments**

PACKS PEANUTS: **50**

CANS OF PEANUTS:

JARS PEANUT BUTTER:





ACTIVITY REPORT

307

ACTIVITY NAME: **Chiefland Quarterback Club Annual Peanut Boil**

ACTIVITY DATE(S): **8/9/2024** - **8/9/2024** **Annual** **Quarter 1** 24-08

FOCUS: **Consumer**

AUDIENCE: **Students - Middle**

Student - High

Families

OVERVIEW: Boiled Peanuts provided by FPF farmer, for Chiefland Football Quarterback Club kick off party for the season

REACH **Location Specific**

LOCALE:

LOCATION:

CHS Football Fieldhouse,
Chiefland, FL

FORMAT: **Peanut Products Provided** **Sponsor**

PARTNERSHIP(S): **Chiefland High School**

TAGS: **Middle School ED** **High School ED** **Food Safety**

Sponsorship

REACH ACTUAL: **160**

CORE PROGRAM(S): **Philanthropy** **Promotion** **Education**

Partnerships

MATERIALS PROVIDED:

PROJECT COMPONENTS:

PROMO ITEMS:

FOOD: **OTHER**

PACKS PEANUTS:

CANS OF PEANUTS:

JARS PEANUT BUTTER:



ACTIVITY REPORT

567

ACTIVITY NAME: **UF IFAS Gilchrist Co Extension Ground Breaking**

ACTIVITY DATE(S): **8/9/2024** - **8/9/2024** **New Project** **Quarter 1** **24-08**

FOCUS: **Industry** **Consumer**

AUDIENCE: **Adults**

Student - High

OVERVIEW: FPF sponsored refreshments for Groundbreaking ceremony for new Extension Office Building complex

REACH **Location Specific**

LOCALE:

LOCATION:

Trenton, Fl

FORMAT: **Program** **Booth** **Meeting** **Peanut Products Provided**

Promo Items Provided

Goodie Bag

PARTNERSHIP(S): **UF/Florida4-H**

TAGS: **4H** **Community**

REACH ACTUAL: **5,000**

CORE PROGRAM(S): **Partnerships** **Promotion**

MATERIALS PROVIDED:

PROJECT COMPONENTS:

PROMO ITEMS:

FOOD: **Trail Mix** **OTHER**

PACKS PEANUTS: **100**

CANS OF PEANUTS:

JARS PEANUT BUTTER:





ACTIVITY REPORT

541

ACTIVITY NAME: **Northeast Florida Fair - Livestock Meeting**

ACTIVITY DATE(S): **8/17/2024 - 8/17/2024** **Annual** **Quarter 1** 24-08

FOCUS: **Consumer**

OVERVIEW: Youth Market Animal Exhibitor Meeting,
FPF provide goodie bags for students

AUDIENCE: **Students - Middle**

Students - Elementary

Student - High

REACH **Location Specific**

LOCALE:

FORMAT: **Materials Provided** **Promo Items Provided**

Peanut Products Provided

LOCATION:

**Northeast Florida Fair,
Callahan, FL**

PARTNERSHIP(S): **Northeast Florida Fair**

TAGS: **4H** **FFA** **Recipes** **Food Safety**

REACH ACTUAL: **320**

CORE PROGRAM(S): **Promotion** **Education** **Partnerships**

Philanthropy

MATERIALS PROVIDED: **80**

PROJECT COMPONENTS:

PROMO ITEMS: **80**

Pens **Pencils**

FOOD:

PACKS PEANUTS: **160**

CANS OF PEANUTS:

JARS PEANUT BUTTER:



*Market Exhibitor
Meeting*
**theast Florida Fairgrou
aturday, August 17, 20
10:00 a.m.
is meeting is mandator
r youth showing marke
animals.**



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FLORIDA PEANUT
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ACTIVITY REPORT

571

ACTIVITY NAME: **FACAA Outstanding Agriculturalist Award**

ACTIVITY DATE(S): 8/27/2024 - 8/27/2024 As Scheduled Quarter 1 24-08

FOCUS: Industry

AUDIENCE: Adults

OVERVIEW: Laura Goss was named Outstanding Agriculturalist of the Year by Florida Association of County Agricultural Agents, as nominated by extension agents in North Florida

REACH
LOCALE: Florida

FORMAT: Meeting

LOCATION:
Daytona Beach, FL

PARTNERSHIP(S): NACAA FACAA UF IFAS

TAGS:

REACH ACTUAL: 20,650

CORE PROGRAM(S): Advocacy Partnerships

MATERIALS PROVIDED:

PROJECT COMPONENTS:

PROMO ITEMS:

FOOD:

PACKS PEANUTS:

CANS OF PEANUTS:

JARS PEANUT BUTTER:



ACTIVITY REPORT

204

ACTIVITY NAME: **Consumer Interaction Online**

ACTIVITY DATE(S): 9/1/2024 - 9/30/2024 Monthly Quarter 1 24-09

FOCUS: Consumer OVERVIEW: Social Media Posts encouraging Consumer Interaction

AUDIENCE: All People

REACH: Worldwide
LOCALE:

FORMAT: Social Media

LOCATION:
online

PARTNERSHIP(S):

TAGS: Online/Virtual

REACH ACTUAL: 38,960

CORE PROGRAM(S): Advocacy Promotion Education

MATERIALS PROVIDED:

PROJECT COMPONENTS:

PROMO ITEMS:

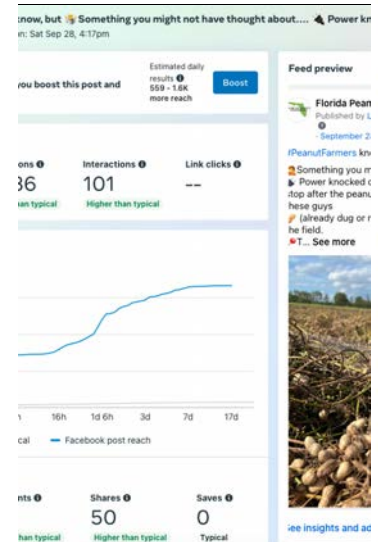
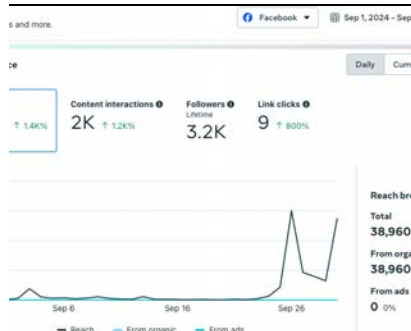
10 planned, programmed posts in the month of September; The high reaching post of the month was on September 28th, Reach of 6660, Impressions of 6886, Interactions of 101; Reach Total 38,960, Interactions 2K, Followers 3.2K

FOOD:

PACKS PEANUTS:

CANS OF PEANUTS:

JARS PEANUT BUTTER:



ACTIVITY REPORT

217

ACTIVITY NAME: **Peanut Recipes Online**

ACTIVITY DATE(S): 9/1/2024 - 9/30/2024 Monthly Quarter 1 24-09

FOCUS: Consumer

AUDIENCE: All People

Student - High

OVERVIEW: Social Media Posts & Shares of Peanut Recipes & Recipes posted on FPF website - culinary & ag high school students prepare and promote recipes online, UF IFAS Family Consumer Agent prepare and promote online

REACH: Worldwide

LOCALE:

LOCATION:

online

FORMAT: Social Media Website Download Youtube Video

Peanut Products Provided Materials Provided

PARTNERSHIP(S): Schools UF/Florida4-H

TAGS: Online/Virtual PEP High School ED 4H Recipes

Food Safety Training Allergen Aware

REACH ACTUAL: 856

CORE PROGRAM(S): Advocacy Philanthropy Promotion

Education Partnerships

MATERIALS PROVIDED:

PROJECT COMPONENTS:

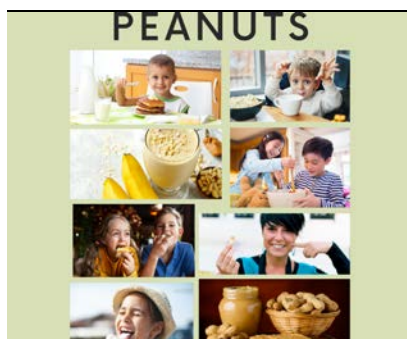
PROMO ITEMS:

FOOD:

PACKS PEANUTS:

CANS OF PEANUTS:

JARS PEANUT BUTTER:



ly with Tasty Peanut Sauce ⓘ





ACTIVITY REPORT

229

ACTIVITY NAME: **Peanut Butter Donations**

ACTIVITY DATE(S): 9/1/2024 - 9/30/2024

As Requested

Quarter 1 24-09

FOCUS: Consumer

OVERVIEW: Peanut Butter Donations (based on evaluation of requests received)

AUDIENCE: Families

REACH
LOCALE: Florida

FORMAT: Distribute - PB

LOCATION:
throughout Florida

PARTNERSHIP(S): Many

TAGS: PB Donation

REACH ACTUAL:
12,500

CORE PROGRAM(S): Philanthropy Partnerships

MATERIALS PROVIDED:

PROJECT COMPONENTS:

PROMO ITEMS:

FOOD:

PACKS PEANUTS:

CANS OF PEANUTS:

JARS PEANUT BUTTER: 4,200



ACTIVITY REPORT

572

ACTIVITY NAME: **Farm to Table workshop at PreSchool**

ACTIVITY DATE(S): 9/5/2024 - 9/5/2024 Quarterly Quarter 1 24-09

FOCUS: Consumer

AUDIENCE: Students - Elementary

OVERVIEW: PreSchool students learned about how peanuts go from Farm to Table, including coloring worksheet

REACH: Location Specific

LOCALE:

LOCATION:

Branford, FL

FORMAT: Donation Presentation School Program

Materials Provided Peanut Products Provided

PARTNERSHIP(S): Schools

TAGS: Elementary ED STEAM

REACH ACTUAL: 57

CORE PROGRAM(S): Advocacy Education Promotion

MATERIALS PROVIDED: 200

PROMO ITEMS: 35

Pencils

PROJECT COMPONENTS:

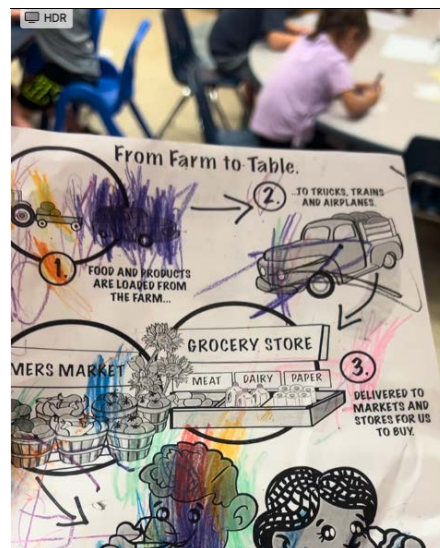
Worksheets, Refreshments, Presentation, Lesson

FOOD: Trail Mix

PACKS PEANUTS: 35

CANS OF PEANUTS:

JARS PEANUT BUTTER: 35





ACTIVITY REPORT

573

ACTIVITY NAME: **Water Use Regulations presentation at Manure Meeting**

ACTIVITY DATE(S): **9/6/2024** - **9/6/2024** **As Scheduled** **Quarter 1** **24-09**

FOCUS: **Industry**

OVERVIEW: Professional, Technical presentation and discussion of potential Water Use Regulations for North Central Florida Farmers

AUDIENCE: **Adults**

REACH **FL Peanut Grow Region**
LOCALE:

FORMAT: **Meeting**

LOCATION:
Gainesville, FL

PARTNERSHIP(S): **Specific FPF Supporter/Member** **Peanut Farmers**

TAGS:

REACH ACTUAL: **26**

CORE PROGRAM(S): **Education**

MATERIALS PROVIDED:

PROJECT COMPONENTS:

PROMO ITEMS: **15**

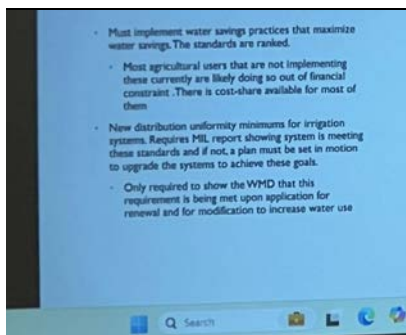
Pens

FOOD: **Meal**

PACKS PEANUTS:

CANS OF PEANUTS:

JARS PEANUT BUTTER:



ACTIVITY REPORT

574

ACTIVITY NAME: **MFL Draft Rule Strategy Meetings**

ACTIVITY DATE(S): 9/9/2024 - 9/9/2024

New Project

Quarter 1 24-09

FOCUS: Industry

OVERVIEW: Multiple Meetings for Strategy and for Liaisons of Farmers and Water Management

AUDIENCE: Adults

REACH: FL Peanut Grow Region
LOCALE:

FORMAT: Meeting

LOCATION:
McAlpin, FL

PARTNERSHIP(S): Peanut Farmers

TAGS:

REACH ACTUAL: 62

CORE PROGRAM(S): Advocacy Education

MATERIALS PROVIDED:

PROMO ITEMS: 15

Pens

PROJECT COMPONENTS:

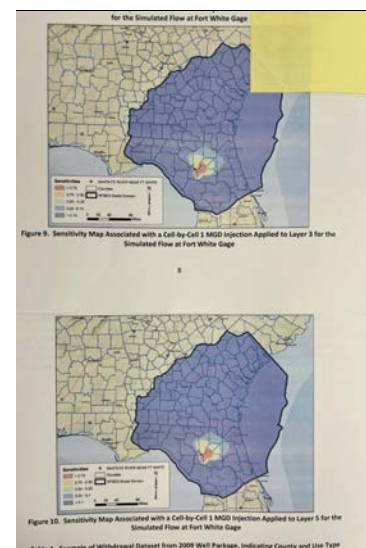
Collaboration of a Strategy Team, with Technical Members, Farmer Liaison Members, and group of people working to understand the Draft Rule and provide guidance for potentially affected water permit users

FOOD:

PACKS PEANUTS:

CANS OF PEANUTS:

JARS PEANUT BUTTER:





ACTIVITY REPORT

549

ACTIVITY NAME: **Columbia County Farm Bureau Annual Dinner Dessert**

ACTIVITY DATE(S): 9/10/2024 - 9/10/2024 Annual Quarter 1 24-09

FOCUS: Industry

OVERVIEW: Columbia County Farm Bureau annual dinner meeting

AUDIENCE: Adults

REACH: Location Specific
LOCALE:

FORMAT: Peanut Products Provided

LOCATION:
Westside Community Center,
Lake City, Florida

PARTNERSHIP(S): Florida Farm Bureau

TAGS: Community

REACH ACTUAL: 350

CORE PROGRAM(S): Partnerships Advocacy

MATERIALS PROVIDED:

PROJECT COMPONENTS:
FPF provide & deliver dessert

PROMO ITEMS:

FOOD: Dessert

PACKS PEANUTS:

CANS OF PEANUTS:

JARS PEANUT BUTTER:

FFA
number 11 - 11

unity FFA members were asked to attend and help serve at the Columbia County Farm Bureau annual meeting last night. We greatly appreciate their continued support and enjoyed the opportunity to serve their members and our community.



ACTIVITY REPORT

44

ACTIVITY NAME: **National Peanut Day**

ACTIVITY DATE(S): 9/13/2024 - 9/13/2024

Annual

Quarter 1

24-09

FOCUS: Consumer

OVERVIEW: National Peanut Day - Celebrate

AUDIENCE: All People

REACH: Worldwide

LOCALE:

FORMAT: Social Media

LOCATION:

online

PARTNERSHIP(S): Many

TAGS: Online/Virtual

REACH ACTUAL:

1,500

CORE PROGRAM(S): Promotion

MATERIALS PROVIDED:

PROJECT COMPONENTS:

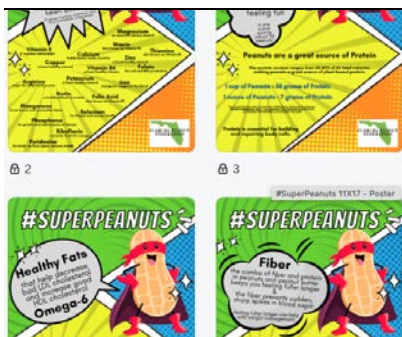
PROMO ITEMS:

FOOD:

PACKS PEANUTS:

CANS OF PEANUTS:

JARS PEANUT BUTTER:





ACTIVITY REPORT

575

ACTIVITY NAME: **Farmer Focused MFL Meetings**

ACTIVITY DATE(S): 9/13/2024 - 9/13/2024 As Scheduled Quarter 1 24-09

FOCUS: Industry

AUDIENCE: Adults

OVERVIEW: Group & Individual Meetings with Farmers and Ag Stakeholders regarding Draft Rule for MFL proposed regulations, discussing potential impact

REACH LOCALE: FL Peanut Grow Region

FORMAT: Meeting

LOCATION: Live Oak, FL

PARTNERSHIP(S): Peanut Farmers Specific FPF Supporter/Member

TAGS:

REACH ACTUAL: 16

CORE PROGRAM(S): Education Advocacy

MATERIALS PROVIDED:

PROJECT COMPONENTS:

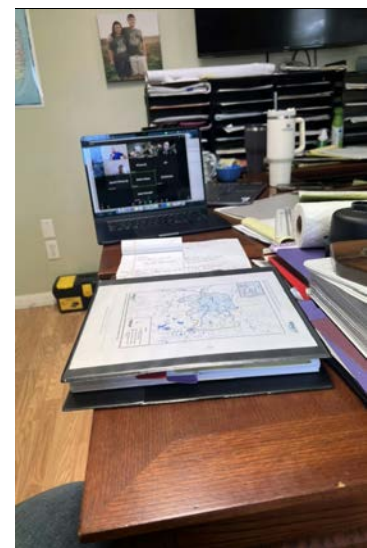
PROMO ITEMS:

FOOD:

PACKS PEANUTS:

CANS OF PEANUTS:

JARS PEANUT BUTTER:



ACTIVITY REPORT

576

ACTIVITY NAME: **Suwannee FFA Roundup**

ACTIVITY DATE(S): 9/16/2024 - 9/16/2024

Annual

Quarter 1 24-09

FOCUS: Consumer

OVERVIEW: Annual Dessert provided to Suwannee FFA community roundup kick off and fundraiser dinner, auction, program

AUDIENCE: Student - High

REACH: Location Specific
LOCALE:

FORMAT: Sponsor Peanut Products Provided

LOCATION:
Live Oak, FL

PARTNERSHIP(S): Schools

TAGS: High School ED FFA Sponsorship

REACH ACTUAL: 550

CORE PROGRAM(S): Promotion Partnerships Philanthropy

MATERIALS PROVIDED:

PROJECT COMPONENTS:

PROMO ITEMS:

FOOD: Dessert

PACKS PEANUTS:

CANS OF PEANUTS:

JARS PEANUT BUTTER:



www.FloridaPeanuts.org

Post Office Box 163, McAlpin, FL 32062

Laura@FloridaPeanutFederation.org



ACTIVITY REPORT

577

ACTIVITY NAME: **Hurricane Helene**

ACTIVITY DATE(S): **9/24/2024 - 9/30/2024**

As Requested

Quarter 1 24-09

FOCUS: **Industry**

OVERVIEW: **Farmer Text & Social Media posts regarding Hurricane Helene, before and after storm**

AUDIENCE: **All People**

REACH
LOCALE: **Florida**

FORMAT: **Donation Social Media**

LOCATION:
North Central Florida

PARTNERSHIP(S): **Many**

TAGS: **Online/Virtual**

REACH ACTUAL:
16,854

CORE PROGRAM(S): **Advocacy Education**

MATERIALS PROVIDED:

PROJECT COMPONENTS:

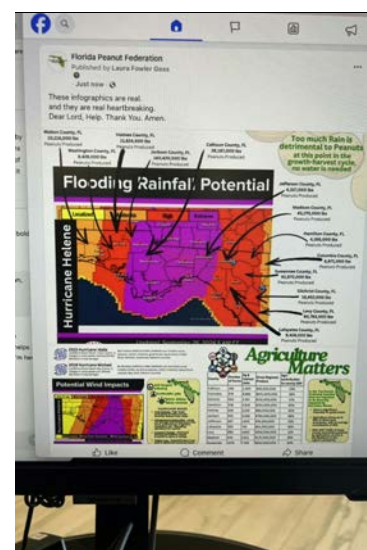
PROMO ITEMS:

FOOD:

PACKS PEANUTS:

CANS OF PEANUTS:

JARS PEANUT BUTTER:





ACTIVITY REPORT

578

ACTIVITY NAME: **Post Hurricane Helene Peanut Butter Donations**

ACTIVITY DATE(S): 9/28/2024 - 9/30/2024

As Requested

Quarter 1 24-09

FOCUS: Consumer

AUDIENCE: All People

OVERVIEW: Peanut Butter donated to Hurricane Helene victims, first responders, emergency operations staff, & volunteers - created 'Quick Lunch Comfort Packs' including peanut butter, jelly, bread and/or crackers - delivery

REACH
LOCALE: Florida

FORMAT: Distribute - PB

LOCATION:
North Central Florida

PARTNERSHIP(S): Many

TAGS: PB Donation

REACH ACTUAL:
21,000

CORE PROGRAM(S): Philanthropy

MATERIALS PROVIDED:

PROJECT COMPONENTS:

PROMO ITEMS:

FOOD:

PACKS PEANUTS: 250

CANS OF PEANUTS:

JARS PEANUT BUTTER: 4,200





ACTIVITY REPORT

579

ACTIVITY NAME: **Florida FFA Support for National Contests**

ACTIVITY DATE(S): **9/30/2024** - **9/30/2024** **Annual** **Quarter 1** **24-09**

FOCUS: **Consumer**

AUDIENCE: **Student - High**

OVERVIEW: **National FFA Contest Prep Day with FPF leaders and community leaders, hosted practice session for Florida state winners as they prepared for the national competitions**

REACH **Florida**
LOCALE:

FORMAT: **Program**

LOCATION:
Branford, FL

PARTNERSHIP(S): **Schools**

TAGS: **High School ED** **FFA**

REACH ACTUAL: **52**

CORE PROGRAM(S): **Partnerships** **Promotion**

MATERIALS PROVIDED:

PROMO ITEMS: **31**

Pencils

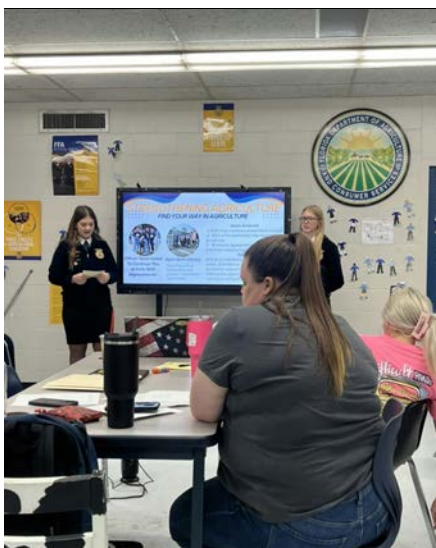
PROJECT COMPONENTS:

FOOD: **Light Refreshments**

PACKS PEANUTS: **50**

CANS OF PEANUTS:

JARS PEANUT BUTTER: **2**



FDACS PEANUT MARKETING ORDER QUARTERLY REPORT

2024-2025 Q 1

JULY, AUGUST, SEPTEMBER 2024

REPORT DATE 10/15/2024

