

# FDACS PEANUT MARKETING ORDER QUARTERLY REPORT

2023-2024 Q 3  
JANUARY, FEBRUARY, MARCH 2024



APRIL 15, 2024

FLORIDA PEANUT  
FEDERATION





FPF President of the Board, Dwight Stansel, and Executive Director, Laura Goss, met with a small group Round Table discussion on campus at University of Florida, with USDA Deputy Secretary Xochitl Torres Small and Under Secretary Dr. Chavendra Jacobs-Young, January 26, 2024.

## SNAPSHOT

2024	JAN	FEB	MAR	TOTAL
<b>PROMOTIONAL EVENTS/ ACTIVITIES</b>	<b>24</b>	<b>27</b>	<b>10</b>	<b>61</b>
<b>JARS OF PEANUT BUTTER DONATED</b>	<b>3,936</b>		<b>48</b>	<b>3,984</b>
<b>TOTAL REACH</b>	<b>40,941</b>	<b>663,612</b>	<b>1,006,225</b>	<b>1,710,778</b>



# JANUARY 2024

## ACTIVITIES & IMPACT REPORT

### Sponsorships & Events

January 1-31. Social Media Posts “Did You Know” series of Peanut Facts

January 1-31. Social Media Posts Peanut Recipes and Nutritional Information

January 5. Christmas Card winners celebration online recognition

January 9. Peanuts Help Brains Work school teacher program providing posters of how the nutrition in peanuts increase brain health, and providing pencils imprinted with “Peanuts Help Brains Work”, program available for teachers in Florida

January 10. Presentation to Ft White FFA Chapter, \$250 check from FPF, for their social media work on National Peanut Day, making multiple posts, reaching over 10,000 consumers, check presentation received over 7000 online reach

January 10. Healthy Farms - Healthy Bays Meeting, Laura Goss serves on the Stakeholder group; meeting to discuss furthering the mission

January 11. FPF promo video “Day in the Life”, released on social media, 8000 media reach



## JANUARY 2024 ACTIVITIES & IMPACT REPORT

### Sponsorships & Events

January 11. Peanut Butter donation delivered to Lecanto, FL, Citrus County Blessings backpack program warehouse

January 12. Florida Association of Agricultural Educators conference in Haines City, FPF provided 70 favor bags

January 15. Sponsor of Dixie Middle FFA State Ag Tour

January 16. Florida Farm Bureau presented Taste of Florida Agriculture in the Capitol Courtyard in Tallahassee, FPF provided a booth with Peanut Butter Oreo Cheesecake Bites and Honey Roasted Peanut Latte

January 18. Provided 1440 jars of Peanut Butter to Food4Kids Backpack Program that serves students in four counties

January 19. FPF meeting discussing Farm Bill and political issues arising for the peanut industry





## JANUARY 2024 ACTIVITIES & IMPACT REPORT

### Sponsorships & Events

January 22. FPF Board of Directors Meeting, including the Advisory Council to the Board



January 22-26. Florida Literacy Week, FL Dept Education, FPF celebrated by hosting 4H members reading peanut books to elementary aged students

January 24 FPF celebrated National Peanut Butter Day by donating Peanut Butter to the Food Pantry of Gilchrist County, 24 cases, Levy County Women's Farm Bureau group, 6 cases, and 45 cases to students in Wakulla County



January 25 FPF representatives attended the meeting of FDACS PAC winter research meeting in Quincy

January 26. Peanut Butter Donation to school students in Gainesville, via FPF supporter Craig Mikell

January 26. Dwight & Laura attended the round table meeting with USDA

January 31 George Washington Carver Lending Library presented to Lafayette County Elementary School





# FEBRUARY 2024

## ACTIVITIES & IMPACT REPORT

### Sponsorships & Events

February 4 World Cancer Day, FPF hosted social media blitz, presenting how Peanuts Prevent Cancer, January 29 through February 5

February 1-29. Heart Month, FPF showcased how Peanuts are heart healthy

February 1-29. February is Black History Month, FPF specifically brought the life and work of George Washington Carver

February 2. FPF offered match for Peanut Butter donations to the Children's Table high need, high priority Food Drive

February 10-14. Valentines Day treats featuring Peanuts on social media

February 8-19. Florida State Fair, FPF sponsored peanut 'digging' display in the Little Farm Hands interactive area, in the Florida Ag Hall of Fame Building

February 20. National FFA Week, FPF sponsored several activities at several FFA chapters throughout the state



## **FEBRUARY 2024 ACTIVITIES & IMPACT REPORT**

### **Sponsorships & Events**

February 21. Dixie Middle FFA hosted Anderson Elementary School students for Ag Day, nearly 500 students enjoyed more than a dozen booths, including a great photo op and learning experience with a Peanut Combine Harvester

February 22. FPF sponsored Williston FFA chapter's Ag Day festivities

February 23. Laura Goss was a special guest speaker, as an FFA alumnus, to the Dixie Middle FFA Chapter in Cross City, Florida

February 26. FPF presented Lake City Middle School FFA chapter with peanuts to include in their bags, distributed at the local homeless shelter

beginning Feb 2024. Laura Goss member of the Columbia County FFA Advisory Board

beginning Feb 2024. Laura Goss Board of Director of Food4Kids Backpack Program of North Florida



## **FEBRUARY 2024 ACTIVITIES & IMPACT REPORT**

### **Sponsorships & Events**

February 2. Bell Elementary Science Day, FPF wrapped cargo trailer gave a firsthand look at how a peanut plant grows and produces, from planting through germination and all the way to fruit production, Two FPF high school student interns presented the science of growing peanuts to 500 students

February 4 Trenton Elementary Science Day, same as Bell, with 600 elementary students in attendance

February 2. 6 Gen Ag Services Farmer Appreciation Dinner, FPF provided favors and door prizes for the 100+ attendees

February 4. Mayo Ag Services TradeShow and Vendor Expo, FPF provided Tent for reception and entry way, along with packs of peanuts and door prizes for the 300+ participants

February 8. FPF Board of Directors met to set goals for 2024

February 22. Hamilton County Peanut Producers pre-planting season seminar



## **FEBRUARY 2024 ACTIVITIES & IMPACT REPORT**

### **Sponsorships & Events**

February 22. Gathering in Gilchrist is a law enforcement appreciation event, enjoyed by 600+ people each year. FPF was delighted to sponsor the Sheriff Thank You VIP booth, with more than 30 Florida sheriff's attending, and our peanut packs at the welcome table were a hit

February 10, 12, 24. #BuildingBlocks Challenge was a huge success. The first year of this program, teaching how peanuts are building blocks to a healthy body, the lego building contest was spectacular reaching 540 people in person, 35,556 through social media, and nearly half a million consumers via our news broadcast on WCJB TV-20 news

February 24. FPF Annual Membership Meeting and Banquet was attended by 300 guests from throughout the state.



FLORIDA PEANUT FEDERATION  
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# VERSION 1

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