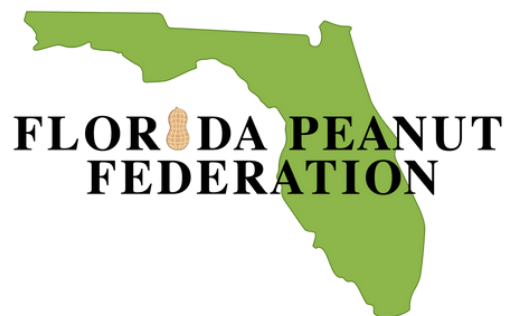


FDACS PEANUT MARKETING ORDER QUARTERLY REPORT

2021-2022 Q 3
JANUARY, FEBRUARY, MARCH 2022





SNAPSHOT

2022	JAN	FEB	MAR	TOTAL
CORE PROGRAMS				
ADVOCACY	4	0	4	8
PROMOTION	5	4	5	14
EDUCATION	5	6	6	17
PHILANTHROPY	1	1	4	6
PARTNERSHIPS	0	165	79	244
ACTIVITIES				
CONSUMER FOCUSED	4	2	7	13
INDUSTRY FOCUSED	5	7	3	15
NEW	4	2	4	10
ONGOING	3	7	4	14
REACH				
IN PERSON	1,870	352,200	348,288	702,358
MEDIA	5,144	109,313	510,376	624,833
DISTRIBUTION				
PACKS PEANUTS	0	1,300	4,450	5,750
JARS PEANUT BUTTER	0	472	972	1,444
CANS PEANUTS	0	448	236	684
PROMOTION ITEMS	1,364	4,650	7,905	13,919

Creating new activities allows us to reach new audiences. Continuing recurring programs, monthly, annually, provides for information updates and redundancy in fact presentation.

Quarterly Total Reach
1,327,191

By having materials on hand, we are generally able to fulfil requests for promotion items, peanuts, and peanut butter. Thank you for providing the support to make these supplies readily available to consumers, as well as industry peers.

SPRING LIVESTOCK FAIRS

Throughout the Spring, FPF provided awards and peanut tee shirts to students found exhibiting excellent character and exemplary work ethic. The Fair Boards were tasked with selecting students throughout the fair weeks. Further, the buyers at the fairs were welcomed with bottled water, roasted poeanuts, and peanut snacks, complimentary of Florida Peanut Federation. Community members who support today's 4-H & FFA students are to be commended, the least we could do was provide snacks and pens during their service.



NUTRITIONAL LESSON

MARCH IS NATIONAL PEANUT MONTH NATIONAL NUTRITION MONTH

We held a five day blitz of student group activity lessons comparing the nutrition labels of many kid friendly foods. Turns out - Peanut Butter won the contest for best nutritionally sound food item.

We hosted this lesson with homeschool groups, 4-H clubs, Hamilton County Ag Ventures Day, and elementary school classrooms. Not only a fun lesson, but the hands on learning was interactive and impressive to the students - leaving them with an undeniable resource in learning to read and understand nutrition labels. Of course, we followed up with giving the students peanuts and peanut butter to take home. We are sure they will share information about reading nutrition labels with their families. Hopefully, as we encouraged, the students will choose food items in their homes and review the nutrition labels against the peanut butter!

FLORIDA PEANUT FEDERATION LESSON PLAN

Date: 2022
Time: vary as needed (15-60 min)

Grade: Elem (2nd-4th) Subject: Nutrition/Health Topic: Nutrition Label

Lesson Focus & Goals

- Students learn to read and understand Nutrition Label
- Students understand terms on label
- Students identify health aspects of items listed on label

Expectations

Explore aspects of Nutrition Label, familiarize relationships between body and nutrition facts depicted, make healthy food choices

Materials

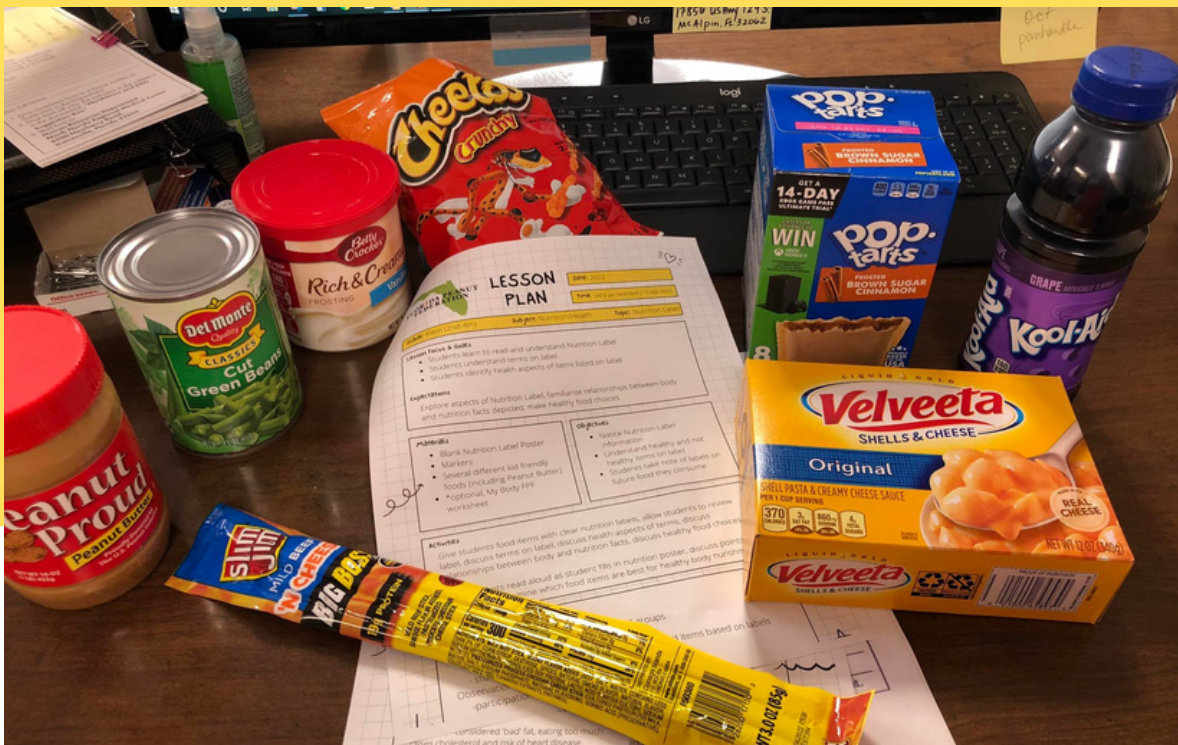
- Blank Nutrition Label Poster
- Markers
- Several different kid friendly foods (including Peanut Butter)
- *optional, My Body PFF worksheet

Objectives

- Notice Nutrition Label information
- Understand healthy and not healthy items on label
- Students take note of labels on future foods they consume

Activities

Give students food items with clear nutrition labels, allow students to review label, discuss terms on label, discuss health aspects of terms, discuss relationships between body and nutrition facts, discuss healthy food choices



FPF ANNUAL MEMBERSHIP MEETING



Hosted in Lake City, Florida, FPF held the annual membership meeting, with over three hundred guests in attendance.

Providing Peanut Market Updates, Peanut Research Reports, and Industry wide notable events and activities - this banquet was enjoyed by all. The meal, fellowship, networking, allied partner activities and displays, along with the information provided throughout the meeting was second to none.

