

FDACS PEANUT MARKETING ORDER

report to the

PEANUT ADVISORY COUNCIL

April 30, 2025

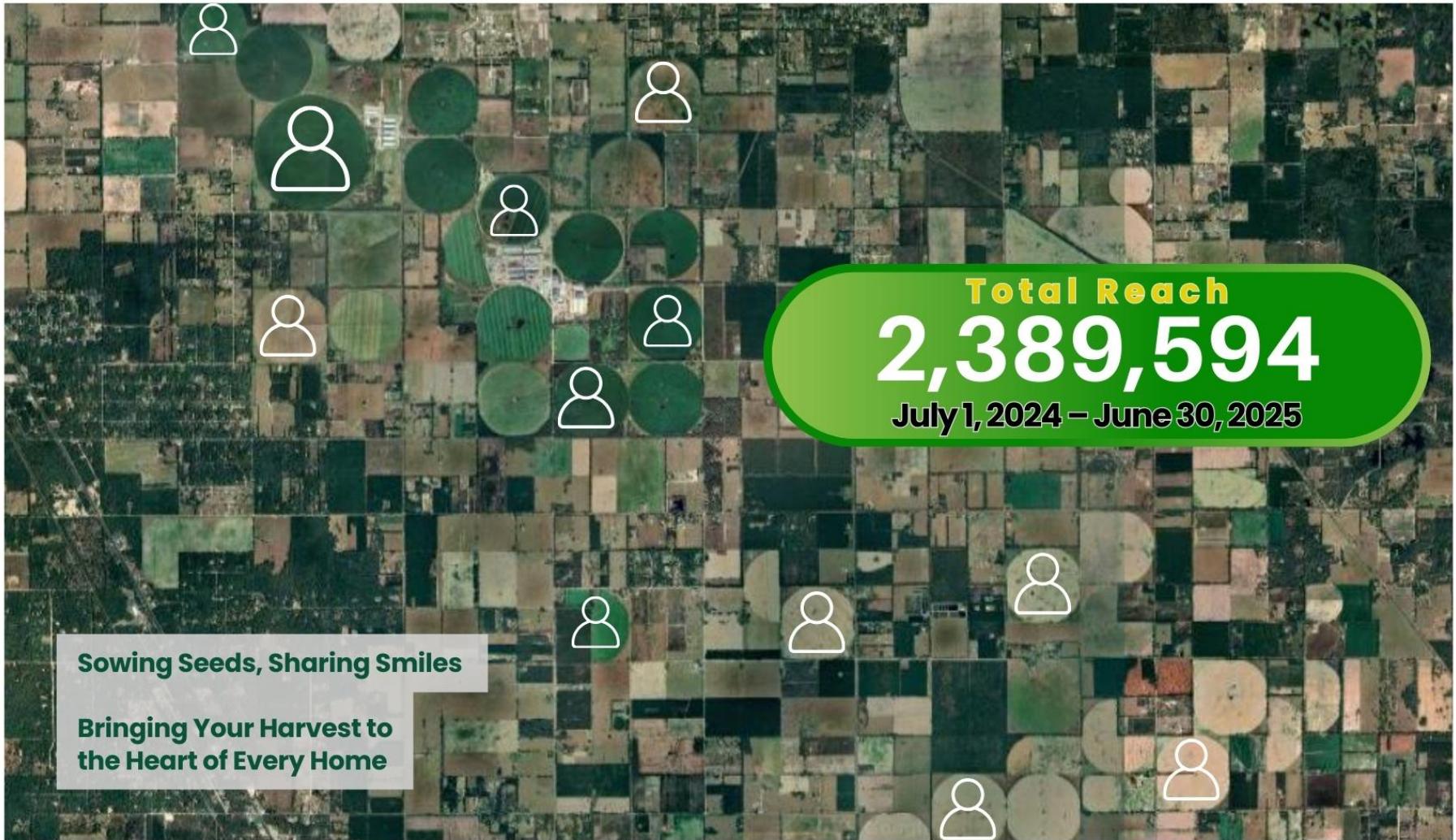
2024 - 2025



FLORIDA PEANUT
FEDERATION



FloridaPeanuts.org



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FloridaPeanuts.org





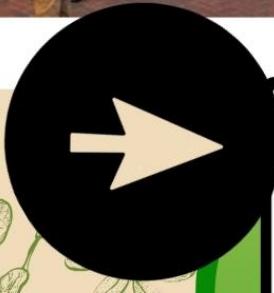
Connections
1.6 million
people through in-person outreach

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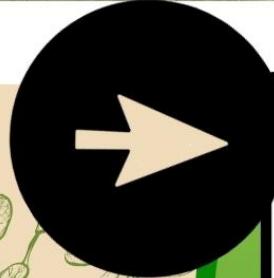
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 **FloridasFarmers**



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 OneJar



FPF Highlights

MISSION

Through Education, Promotion, and Marketing of Florida peanuts, the Florida Peanut Federation strives to improve and develop a thriving and sustainable peanut industry - Ensuring All of Florida's peanut producers and allied partners the greatest opportunity to be successful.

over 15 Million total impressions

in the past ten years

more than 20 promotional activities

per quarter consistently since 2021

over 200,000 pounds of peanut butter

donated to Food Banks, pantries, programs

tripled the number of partner organizations

and collaborations between 2020 & 2025

over 3 Million student encounter hours

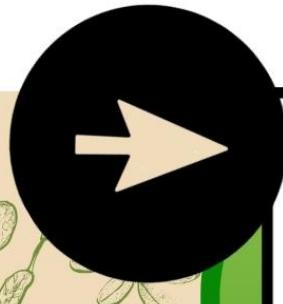
through peanut education programs

tens of thousands of promotional items

given to consumers, building loyalty and Love for Peanuts



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Next Generation



Dear Farmers

April 25, 2025

Dear Farmers,

As we close another marketing year, I want to take a moment to reflect on the successes we've shared and express my excitement for the future ahead. Your dedication to Florida agriculture and your unwavering support of the Florida Peanut Marketing Order continue to inspire and drive everything we do.

In the 2024-25 year, Florida Peanut Federation proudly carried out 123 promotional activities across education, philanthropy, marketing, advocacy, and industry relations. Through FPF, **45,359 jars of peanut butter** were donated, 86% supporting student weekend backpack programs, providing nourishment to thousands of children facing food insecurity and highlighting the generosity and heart of Florida's peanut farmers. Through these efforts, we connected with nearly **2.5 million consumers**, proudly telling the story of Florida peanuts across communities near and far.

Looking ahead to 2025-26, I am energized to build on this momentum. Together, we will strengthen our advocacy, deepen industry partnerships, and create even more opportunities to promote Florida peanuts and support the farmers who make it all possible.

Thank you for trusting me with the honor of representing you and for your commitment to growing a stronger future for our industry. I look forward to all we will accomplish together in the year ahead.

Sincerely,

Laura Fowler Goss, Executive Director
386-249-9017 Laura@FloridaPeanutFederation.org

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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

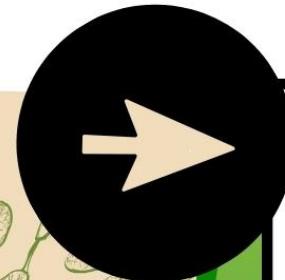
79



joint interest, being a PARTNER with a group/organization

Partnerships

1094



GrowTogether





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



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INDUSTRY

- research funding
- research reporting
- grower education
- encouragement
- partnerships

CONSUMERS

- community outreach
- mass consumer direct
- students
- media reach

HUMANITARIANISM

- nutritional information
- philanthropic donations
- allergy education
- homelessness support
- partnerships



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2024 Highlights

July - Aug - Sep

July was a full month of revamped and upgraded activities. One of the most prominent, launched at Florida Farm Bureau Young Farmer's & Rancher's conference was the #FloridaPeanuts 'You are an Influencer' campaign, encouraging social media users to hashtag peanut posts.

August, as school was taking in, FPF broadcast the Elementary Education Guide, a program filled with peanut activities, holiday celebration guides, educational worksheets, and lesson plans, a resource free to elementary school teachers, Family Consumer Extension agents, 4H club leaders, and the like throughout Florida.

September saw Hurricane Helene hit the Suwannee River Valley region of Florida to the extreme detriment of agricultural producers. FPF provided resources to the ag community, while providing peanut butter donations to hurricane victims, first responders, emergency operations staff, and volunteers; specifically the distribution of 'Quick Lunch Comfort Kits' was of great success!

38 Activities

17 New
21 Recurring

23 Consumer-focused
17 Industry-focused



Oct - Nov - Dec

October held many coalition and individual farmer meetings centered around the LSFIR MFL Draft Rule. The public comment period closed 10/31/24, FPF submitted a thorough letter, provided information for the ag community to share personal comments, and widely discussed the impact of the potential rule. Meetings were far and wide, aiming to keep FL Ag in production.

November was the month of FFB AEST LINC conference in St. Augustine. Laura Goss served as a featured industry leader in the panel discussion linking agricultural classroom students with ag industry for the benefit of both, while hosting a refreshment booth for conference attendees.

December, as it usually does, played host to FPF Christmastime Coloring Contest for students. This year, the contest was expanded to include a graphic design contest and a writing contest. More than 9400 students participated from schools and 4H groups throughout the state, with the top three winners enjoying a custom Christmas peanut gift basket and peanut butter taste test kit.

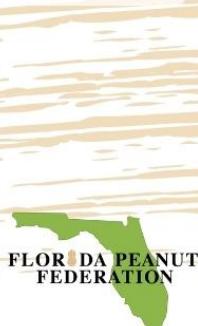
70 Activities

29 New
41 Recurring

53 Consumer-focused
30 Industry-focused



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2025 Highlights

Jan - Feb - Mar

January was filled with student Peanut Education Programs, pre-season meetings, industry conferences, and meetings that set the tone for the year. FPF sponsored and presented at each row crop meeting, showcasing research, legislative efforts, and the hope of a successful season for our all time most favorite crop - peanuts.



February hosted the Annual Membership Meeting & Banquet for Florida Peanut Federation. The evening was filled with allied members, stakeholders, peanut farmers, and supporters from across Florida. Membership updates, marketing activity reports, and special recognition made for a grand event of over 300 guests.

March saw the Florida Strawberry Festival reach record attendance, with the Florida Peanuts static display and promo team at the main gate, more than 600,000 folks passed by our booth, many receiving peanuts, a cookie, and or a recipe card with nutritional information - showcasing that peanuts and strawberries are 'Better Together'. This annual promotion is a highlight of the year.

51 Activities

12 New
39 Recurring

26 Consumer-focused
33 Industry-focused

💡 37

📱 32

👉 34

🌐 12

🤝 395

Apr - May - Jun

April saw celebrations for Earth Day, Every Kid Healthy Week, and Student Health Fairs. As schools begin statewide testing, snacks were offered because 'Peanuts Help Brains Work.' Additionally, thousands of jars of peanut butter were distributed to our partners in the fight against food insecurity.



May will bring celebrations for Nurse Appreciation Week, Teacher Appreciation Week, and Memorial Day will kick off the summertime festivities. Several festivals are planned for this month, including everyone's favorite CARES dinner that will showcase the sustainability efforts of North Florida's elite farm families.

June is when we celebrate National Peanut Butter Cookie Day, when Florida 4H hosts camps and conferences, including Peanut Day Camps, which we are so proud to have founded. Florida FFA gathers for annual convention in June.

45 Activities

9 New
36 Recurring

41 Consumer-focused
9 Industry-focused

💡 34

📱 31

👉 30

🌐 24

🤝 85

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Performance Summary & Investment

At Florida Peanut Federation, we believe that every program and initiative must demonstrate real value for Florida's peanut industry. We track a wide range of performance metrics – including consumer reach, media impressions, industry engagement, event participation, and philanthropic impact to measure our effectiveness. We conduct a thorough review of each activity to evaluate outcomes, identify areas for improvement, and ensure that every investment supports the long-term success of Florida peanut farmers. Success isn't just about numbers – it's about meaningful results, smart stewardship, and continuous progress.

EFFECTIVENESS METRICS POINTS DETAIL

| | | |
|--|----|--|
| Output Metrics | 20 | Assess the immediate results, number of activities, products delivered, services provided, understand volume and scale of program |
| Outcome & Impact Metrics | 40 | Changes or benefits that occur as a result, example: increased knowledge, changes in behavior, improvements in quality of life; Broader, long-term effects of program on target audience, include economics, improved health, reduced stress, etc. |
| Participant Feedback & Social Return on Investment | 20 | Participant satisfaction, perception of program, suggestions for improvement & Social value generated by program in relation to resources invested, impact on society |
| Stakeholder Engagement | 10 | Engagement and satisfaction level of stakeholders, positive relationships |
| Future Sustainability | 10 | Program's ability to continue impact over time, assessing expenses, support, adaptability |

FDACS Peanut Marketing Order 2024-25 Investment

\$ 200,000

Florida Peanut Federation raised funds invested

\$ 22,000

Total \$ 222,000

COST PER CONSUMER REACHED 2024-2025 9.29¢

2023-2024 9 CENTS
2022-2023 10 CENTS
2021-2022 11 CENTS

2024-25 MEDIA IMPRESSIONS
2,120,800

2024-25 EARNED MEDIA
6,173,500

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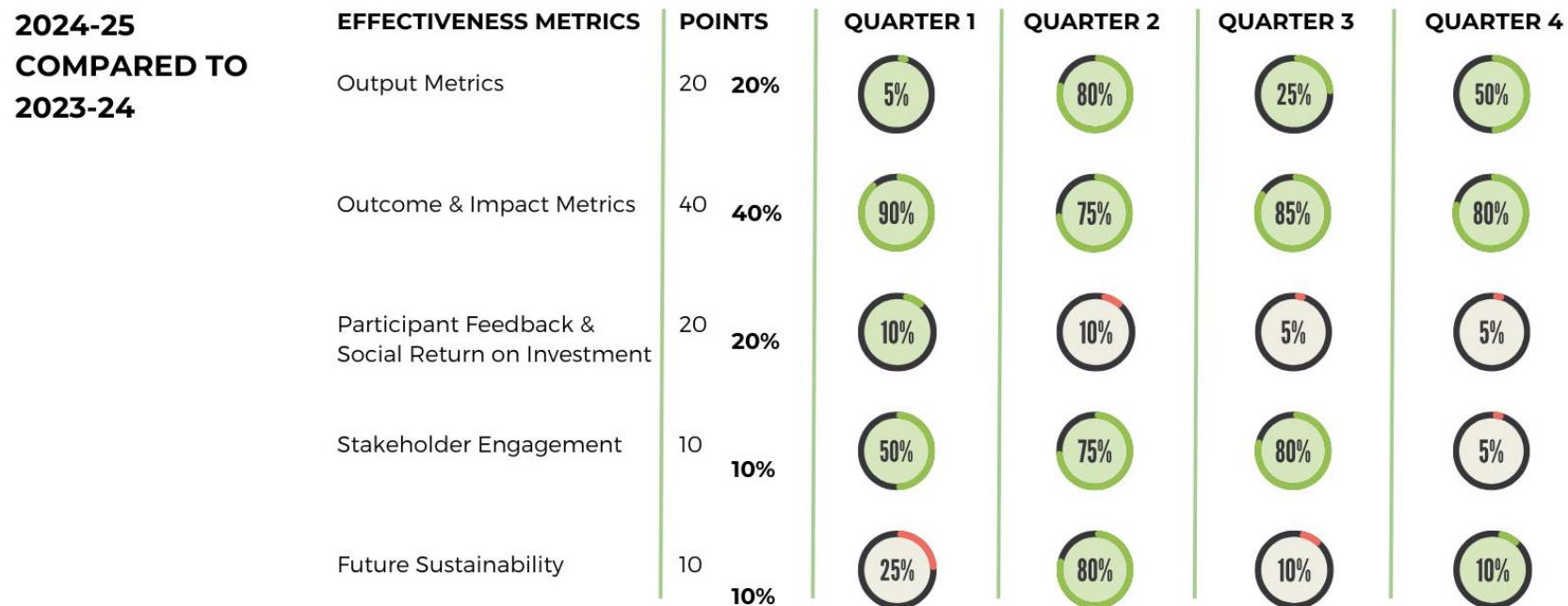


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Effectiveness Metrics

The following chart compares key performance metrics from this year's activities to last year's, highlighting growth in reach, engagement, and impact across our promotional, educational, and advocacy efforts. This review helps demonstrate year-over-year progress and ensures accountability in our mission to support Florida's peanut farmers.



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Marketing Order Activities

| TITLE | FOCUS | # REA... | # N. | CORE PROGRAM |
|---|-------------------|-------------|---------|--|
| 202502 | 21 | Sum 975,296 | Sum 172 | |
| Black History Month GWCarver Lending Lib... | Consumer | 2,500 | 2 | Education Advocacy Philanthropy Partnerships |
| Consumer Interaction Online | Consumer | 14,584 | 1 | Advocacy Promotion Education |
| Peanut Recipes Online | Consumer | 2,000 | 1 | Advocacy Philanthropy Promotion Education |
| Farmer Encouragement | Industry | 1,500 | 1 | Advocacy |
| Research Support | Industry | 15 | 1 | Philanthropy Advocacy Partnerships |
| Suwannee & Columbia Co UF IFAS Row Cro... | Industry | 36 | 3 | Education Partnerships |
| Little Farm Hands @ Florida State Fair | Consumer | 200,000 | 2 | Promotion Advocacy Education |
| National FFA Week | Consumer | 550 | 4 | Advocacy Promotion Education |
| FPF Board of Directors Meeting | Industry | 21 | 1 | Partnerships Advocacy Education |
| Chiefland 4H Club Meeting | Consumer | 40 | 2 | Education Partnerships |
| USDA Ag Auditor Training at FDACS | Industry | 45 | 2 | Education |
| Soil Health and Cover Crop Day- Sponsor D... | Industry Consumer | 120 | 1 | Promotion Education Partnerships |
| Power Up Patrol - Florida State Fair | Consumer | 500 | 3 | Philanthropy |
| National Peanut Buying Points Association ... | Industry | 250 | 6 | Partnerships Promotion |
| Hamilton Co Peanut Pre-Season Grower M... | Industry | 67 | 2 | Education Partnerships |
| Mayo Ag Services Trade Show | Industry | 290 | 17 | Promotion Partnerships |
| FPF Annual Membership Meeting & Banquet | Industry | 490 | 118 | Advocacy Promotion Education |
| Lafayette Co Peanut Pre-Season Grower M... | Industry | 81 | 5 | Education Partnerships |
| Branford Elementary Cooking Club | Consumer | 560 | 2 | Education Promotion Advocacy |
| Florida Strawberry Festival | Consumer | 651,647 | 1 | Promotion Education Advocacy |
| St. Lucie County Fair poster fun facts | Consumer | 100,000 | 2 | Advocacy Promotion Education |

www.FloridaPeanuts.org
Post Office Box 163, McAlpin, FL 32062
Laura@FloridaPeanutFederation.org

FLORIDA PEANUT FEDERATION

ACTIVITY REPORT

ACTIVITY NAME: Fall Harvest Experience

ACTIVITY DATE(S): 10/23/2024 - 11/1/2024 Annual

FIELD DELETED DELIVERED

FOCUS: Consumer

AUDIENCE: Students - Elementary

OVERVIEW: Students learned from experts in peanuts, pumpkins, and cover crops. This 2 week program invited elem students from N. Florida to hands on learning at the research farm. This year, Peanuts were featured; FPF presented in the field, with games, digging, candy, and the Peanut Butter process each day of the festival.

REACH FL Peanut Grow Region

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

REACH ACTUAL: 3,850

MATERIALS PROVIDED: 59

PROMO ITEMS: 300

FOOD: Peanut Candy, variety

FORMAT: Visual Element Presentation Materials Provided Sponsor School Program Peanut Products Provided

PARTNERSHIP(S): UF IFAS INREC Nutrien

TAGS: Elementary ED

CORE PROGRAMS: Education Partnerships Advocacy Promotion

PROJECT COMPONENTS:

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Laura@FloridaPeanutFederation.org

FLORIDA PEANUT FEDERATION

ACTIVITY REPORT

ACTIVITY NAME: Post Hurricane Helene Peanut Butter Donations

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

FIELD DELETED DELIVERED

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 Florida

LOCATION: North Central Florida

REACH ACTUAL: 21,000

MATERIALS PROVIDED:

PROMO ITEMS:

FORMAT: Distribute - PB

PARTNERSHIP(S): Many

TAGS: PB Donation

CORE PROGRAMS: Philanthropy

PROJECT COMPONENTS:

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ACTIVITY REPORT

ACTIVITY NAME: FPF SUCCESS SPOTLIGHT

ACTIVITY DATE(S): 10/1/2024 - 10/31/2024 As Requested

FIELD DELETED DELIVERED

FOCUS: Consumer

AUDIENCE: All People

OVERVIEW: We had the opportunity to meet student and FPF Promotion Team member Jamie Jerralls in front of the MCJS PV-30 campus to be interviewed by the MCJS PV-30 Florida's peanut industry & center. Jamie participated in the Ag-Vocary talk show on WFLA-TV 8 in 2023. This interview aired XE 8 and was published on social media platforms & MCJS website.

REACH Location Specific

LOCATION: Biloxi, Virtual

FORMAT: Booth Presentation Social Media

REACH ACTUAL: 400,000

MATERIALS PROVIDED:

PROMO ITEMS:

FOOD:

PACKS PEANUTS: 250

CANS OF PEANUTS: 1,200

JARS PEANUT BUTTER: 4,200

PROMO PEANUTS: 100

CANS OF PEANUTS: 100

JARS PEANUT BUTTER: 100

PROJECT COMPONENTS:

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Marketing Order Activities

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Laura@FloridaPeanutFederation.org



ACTIVITY REPORT 568

ACTIVITY NAME: Florida Farm Bureau Peanut/Cotton Advisory Meeting

ACTIVITY DATES: 7/11/2024 - 7/11/2024 **Annual** **REMOVED** **DELETED**

FOCUS: **Industry** **Consumer** **Community** **Education** **Research** **Marketing** **Policy** **Public Relations** **Other**

AUDIENCE: **Adults** **Students - High** **Students - Middle** **Students - Early** **Children - Early** **Children - Middle** **Children - High**

REACH: **Florida** **Worldwide**

LOCATION: Tallahassee, FL **Virtual**

REACH ACTUAL: 30 **FORMAT:** Meeting

MATERIALS PROVIDED: 15 **PARTNERSHIP(S):** Florida Farm Bureau

PROMO ITEMS: **Food** **Food** **Food**

PROJECT COMPONENTS: Annual Briefing to Committee

PACKS PEANUTS: **CANS OF PEANUTS:** **JARS PEANUT BUTTER:**

ACTIVITY REPORT 217

ACTIVITY NAME: Peanut Recipes Online

ACTIVITY DATES: 9/1/2024 - 9/30/2024 **Monthly** **REMOVED** **DELETED**

FOCUS: **Consumer** **Industry** **Community** **Education** **Research** **Marketing** **Policy** **Public Relations** **Other**

AUDIENCE: **All People** **Student - High** **Student - Middle** **Student - Early** **Children - Early** **Children - Middle** **Children - High**

REACH: **Worldwide** **Florida**

LOCATION: **Virtual** **FFF website, McAlpin, FL**

REACH ACTUAL: 856 **FORMAT:** Social Media **Website Download** **Youtube Video** **Product Products Provided** **Materials Provided**

MATERIALS PROVIDED: **PARTNERSHIP(S):** Schools **UF/Florida-H**

TAGS: **Online/Virtual** **PEP** **High School** **4H** **Recipes** **Food Safety** **Training** **Allergen Aware**

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

FOOD: **Food** **Food** **Food**

PROJECT COMPONENTS: **PACKS PEANUTS:** **CANS OF PEANUTS:** **JARS PEANUT BUTTER:**

ACTIVITY REPORT 24

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

ACTIVITY DATES: 7/1/2024 - 7/1/2024 **Annual** **REMOVED** **DELETED**

FOCUS: **Consumer** **Industry** **Community** **Education** **Research** **Marketing** **Policy** **Public Relations** **Other**

AUDIENCE: **Adults** **Students - High** **Students - Middle** **Students - Early** **Children - Early** **Children - Middle** **Children - High**

REACH: **Florida** **Worldwide**

LOCATION: **Virtual** **FFF website, McAlpin, FL**

REACH ACTUAL: 27 **FORMAT:** F2F Host **Pred** **Press** **Program** **Presentation** **Website Download** **Youtube Video** **Meeting** **Press Release** **Social Media**

MATERIALS PROVIDED: 130 **PARTNERSHIP(S):** Many

TAGS: **Training** **Online/Virtual**

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

FOOD: **Food** **Light Refreshments**

PROJECT COMPONENTS: **PACKS PEANUTS:** **CANS OF PEANUTS:** **JARS PEANUT BUTTER:**

ACTIVITY REPORT 547

ACTIVITY NAME: UF IFAS Gilchrist Co Extension Ground Breaking

ACTIVITY DATES: 8/9/2024 - 8/9/2024 **New Project** **REMOVED** **DELETED**

FOCUS: **Industry** **Consumer** **Community** **Education** **Research** **Marketing** **Policy** **Public Relations** **Other**

AUDIENCE: **Adults** **Students - High** **Students - Middle** **Students - Early** **Children - Early** **Children - Middle** **Children - High**

REACH: **Location Specific** **Florida**

LOCATION: Trivette, FL **Virtual**

REACH ACTUAL: 5,000 **FORMAT:** **Program** **Booth** **Meeting** **Peanut Products Provided** **Product Products Provided** **Goodie Bag**

MATERIALS PROVIDED: **PARTNERSHIP(S):** UF/Florida-H

TAGS: **GH** **Community**

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

FOOD: **Food** **Trail Mix** **Other**

PROJECT COMPONENTS: **PACKS PEANUTS:** **CANS OF PEANUTS:** **JARS PEANUT BUTTER:**

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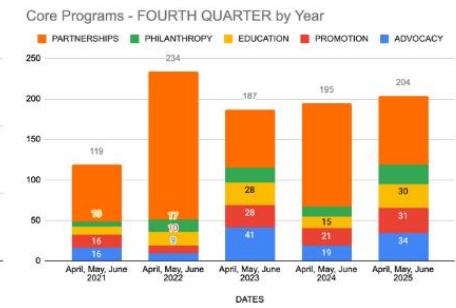
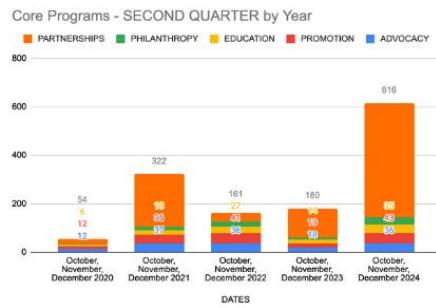
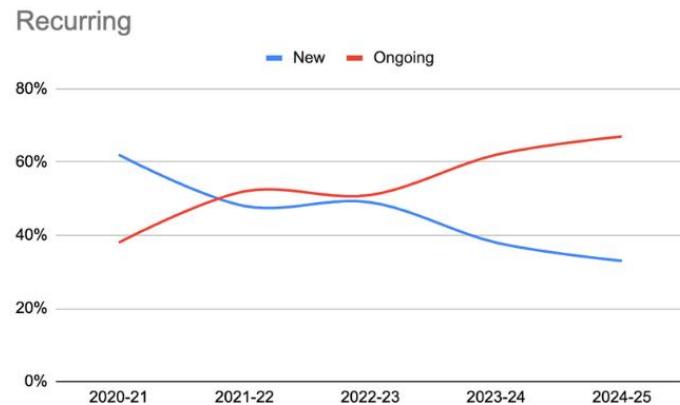
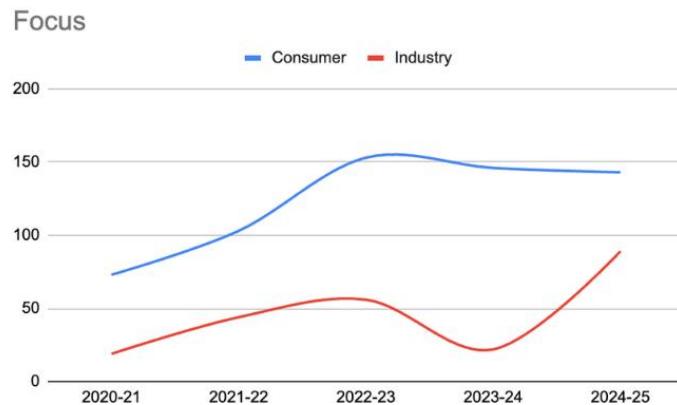


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Activities Year over Year

Tracking activities year over year shows our continued investment in high-impact programs, stronger advocacy, and greater consumer engagement- ensuring that every dollar works harder for Florida's peanut industry.



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Peanut Research

| # B.. | A Research To... | A Project description | ⊕ Institution | A Investigat... | ⊕ Category | A Seemingly... | A Seemingly... | ⊕ State | A Y... | A O... | ⊕ T... | \$ Project ... | A NPB Web Link 1/22/... |
|-------|-------------------|---|------------------------------|-----------------|-------------------|--------------------|------------------|--------------|---------|--------|---------|----------------|--|
| 2100 | Peanut Production | Optimizing Seed Maturity and Grade Through... | University of Florida | Esquivel | Pest/Disease | 2108, 2021 | 2024, 2023 | Southeast | 2024 | NPB | 2025... | \$22,000.00 | https://nationalpeanutboard.org/... |
| 2103 | Peanut Production | Characterizing Breeding Germplasm and P... | University of Florida | Tillman | Breeding/Gene... | 2004, 2103 | 2024, 2023 | Southeast | 2024 | NPB | 2025... | \$22,000.00 | https://nationalpeanutboard.org/... |
| 2109 | Peanut Production | Calculating Zinc Toxicity Thresholds for Pe... | University of Florida | Matcham | Other | 2023, 2109 | 2024, 2023 | Southeast | 2024 | NPB | 2025... | \$8,000.00 | https://nationalpeanutboard.org/... |
| 2112 | Peanut Production | Calcium Fertilization for Florida Peanut Pro... | University of Florida | Singh | Production/Agr... | 2045, 2112 | 2024, 2023 | Southeast | 2024 | NPB | 2025... | \$22,000.00 | https://nationalpeanutboard.org/... |
| 2104 | Peanut Production | Establish the Single Cell RNAseq Technolo... | University of Florida | Wang | Breeding/Gene... | 2104, 2005 | 2024, 2023 | Southeast | 2024 | NPB | 2025... | \$22,000.00 | https://nationalpeanutboard.org/... |
| 2108 | Peanut Production | Effects of Climate and Landscape Structur... | University of Florida | Esquivel | Pest/Disease | 2108, 2021 | 2024, 2023 | Southeast | 2024 | NPB | 2025... | \$22,000.00 | https://nationalpeanutboard.org/... |
| 10000 | Peanut Production | Blanching Characteristics and Evaluation o... | University of Florida | MacDonald | Agronomy | 10001, 10000 | | Florida | | | 2025... | \$22,000.00 | https://nationalpeanutboard.org/... |
| 10001 | Peanut Production | Blanching Characteristics and Evaluation o... | University of Florida | MacDonald | Agronomy | 10001, 10000 | | Florida | 2018-19 | | 2025... | \$22,000.00 | https://nationalpeanutboard.org/... |
| 2122 | Peanut Production | Occurrence and Performance of Chmical ... | Florida State University | Paula-Moraes | | | | Southeast | 2024 | NPB | 2025... | \$22,000.00 | https://nationalpeanutboard.org/... |
| 2123 | Peanut Production | Effect of Different Rates and Split Applicat... | Florida State University | Sidhu | | | | Southeast | 2024 | NPB | 2025... | \$22,000.00 | https://nationalpeanutboard.org/... |
| 1563 | Peanut Production | Molecular & Conventional Breeding to Impr... | Texas A&M AgriLife Res... | Baring | Breeding/Gene... | 2068, 1982, 18... | 2024, 2023, ... | Texas | 2018 | NPB | 2025... | \$22,000.00 | https://nationalpeanutboard.org/... |
| 2133 | Peanut Production | Seed increase of wild peanut accessions f... | Texas A&M AgriLife Res... | Simpson | Breeding/Gene... | 2133, 2054, 18... | 2024, 2023, ... | Other | 2024 | NPB | 2025... | \$22,000.00 | https://nationalpeanutboard.org/... |
| 2134 | Peanut Production | Preservation and maintenance of the U.S. ... | USDA-ARS | Tallury | Breeding/Gene... | 2134, 1971, 187... | 2024, 2023, ... | Other | 2024 | NPB | 2025... | \$22,000.00 | https://nationalpeanutboard.org/... |
| 1971 | Peanut Production | Preservation and maintenance of the U.S. ... | USDA-ARS | Tallury | Breeding/Gene... | 2134, 1971, 187... | 2024, 2023, ... | Other | 2023 | NPB | 2025... | \$22,000.00 | https://nationalpeanutboard.org/... |
| 2053 | Peanut Production | Peanut Genome Initiative - Phase 2 goals: ... | The Peanut Foundation | TBD | Breeding/Gene... | 2053, 1875, 1864 | 2023, 2022, 2... | Genomic | 2023 | NPB | 2025... | \$22,000.00 | https://nationalpeanutboard.org/... |
| 1878 | Peanut Production | New Answers for Insect Control in the Abs... | North Carolina State Un... | Brandenburg | Pest/Disease | 1990, 1878, 179... | 2023, 2022, 2... | Virginia-... | 2022 | NPB | 2025... | \$22,000.00 | https://nationalpeanutboard.org/... |
| 1964 | Peanut Production | Evaluation of new runner peanut lines for r... | Clemson University | Anco | Breeding/Gene... | | | Virginia-... | 2023 | NPB | 2025... | \$22,000.00 | https://nationalpeanutboard.org/... |
| 1965 | Peanut Production | Mobile App Development for Image-Assist... | Clemson University | Kirk | Other | | | Virginia-... | 2023 | NPB | 2025... | \$22,000.00 | https://nationalpeanutboard.org/... |
| 1968 | Peanut Production | Investigating the Effect of Heat Stress on ... | Clemson University | Rustgi | Food Science | | | Virginia-... | 2023 | NPB | 2025... | \$22,000.00 | https://nationalpeanutboard.org/... |
| 1967 | Peanut Production | Gene expression analysis to determine the... | Clemson University | Narayanan | Production/Agr... | 1967, 1891, 1797 | 2023, 2022, 2... | Virginia-... | 2023 | NPB | 2025... | \$22,000.00 | https://nationalpeanutboard.org/... |
| 1972 | Peanut Production | Development of Disease Management Stra... | University of Arkansas | Faske | Pest/Disease | 2067, 1972, 187... | 2024, 2023, ... | Central ... | 2023 | NPB | 2025... | \$30,330.00 | https://nationalpeanutboard.org/... |
| 1877 | Peanut Production | Development of Disease Management Stra... | University of Arkansas | Faske | Pest/Disease | 2067, 1972, 187... | 2024, 2023, ... | Central ... | 2022 | NPB | 2025... | \$35,605.00 | https://nationalpeanutboard.org/... |
| 1974 | Peanut Production | Valencia Peanut Breeding for Drought Tole... | New Mexico State Univ... | Puppala | Breeding/Gene... | 2070, 1974, 195... | 2024, 2023, ... | At-Large | 2023 | NPB | 2025... | \$15,200.00 | https://nationalpeanutboard.org/... |
| 1976 | Peanut Production | Toward a smartphone tool for peanuts wat... | Virginia Polytechnic Inst... | Chandel | Production/Agr... | | | Virginia-... | 2023 | NPB | 2025... | \$17,663.00 | https://nationalpeanutboard.org/... |
| 1978 | Peanut Production | Effect of digging early to reduce losses to ... | Virginia Polytechnic Inst... | Langston | Production/Agr... | | | Virginia-... | 2023 | NPB | 2025... | \$11,300.00 | https://nationalpeanutboard.org/... |
| 1975 | Peanut Production | Dry and hot mid-season weather effect on... | Virginia Polytechnic Inst... | Balota | Production/Agr... | 1975, 1897, 1804 | 2023, 2022, 2... | Virginia-... | 2023 | NPB | 2025... | \$18,123.00 | https://nationalpeanutboard.org/... |

Project Details (for Project 2108)

| | |
|------------------------------------|--|
| A Research Topic | Peanut Production |
| A Project description | Effects of Climate and Landscape Structure on Thrips Population Dynamics and Tomato Spotted Wilt Virus Incidence Within Fields Across the Florida Pan Handle |
| D Institution | University of Florida |
| D Investigator | Esquivel |
| D Category | Pest/Disease |
| D Seemingly Same Project as Budget | 2108, 2021 |
| D Seemingly Same Project Years | 2024, 2023 |
| D State | Southeast |
| D Year | 2024 |
| D Organization | NPB |
| D This data from | 2025-01-22 |
| D Project NPB Budget | \$13,979.00 |
| D NPB Web Link | https://nationalpeanutboard.org/... |
| D Project ID | 661 |
| D Report BID | 2108 |

FDACS Peanut Marketing Order
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Peanut Butter Donations

| A Name | | Status | Date | P/U or D/O | A Base Loca... | A Primary... | A Notes | # FP... | # F... | f _x Pa... |
|------------------|--|-----------|-----------|-------------|-------------------|-------------------|-----------------|-----------|---------|----------------------|
| STANDING | | Count 2 | | | | | | Sum 0 | Sum 0 | Sum 0.00 |
| 1 | Promised Land Family Ministries | STANDING | | | | | | | | 0.00 |
| 2 | OBrien Baptist Church | STANDING | | | | | | | | 0.00 |
| + | | | | | | | | | | |
| SCHEDULED | | Count 4 | | | | | | Sum 3,330 | Sum 240 | Sum 2.31 |
| 3 | Westwood Christian Church | Scheduled | 4/22/2025 | Self Pickup | Live Oak, FL | Carmen Frier | | 1,440 | 120 | 1.00 |
| 4 | Blessings of Citrus County | Scheduled | 5/6/2025 | Delivered | Lecanto, FL | Rachelle Garr... | Matt deliv... | 1,440 | 120 | 1.00 |
| 5 | Hamilton County School District | Scheduled | 5/8/2025 | Delivered | Jasper, FL | Patrick Howell | Patrick will... | 400 | | 0.28 |
| 6 | Clay County Botique | Scheduled | 4/24/2025 | Self Pickup | Green Cove Spr... | Maggie Mosley | Waiting to ... | 50 | | 0.03 |
| + | | | | | | | | | | |
| COMPETED | | Count 6 | | | | | | Sum 2,712 | Sum 106 | Sum 1.88 |
| 7 | The Worship Room | Competed | 4/10/2025 | Self Pickup | Lake City, FL | April Ganskop | | 156 | 13 | 0.11 |
| 8 | Bag of Blessings by Mt Carmel Baptist Church | Competed | 4/10/2025 | Self Pickup | Lake City, FL | Josh Fuller | | 156 | 13 | 0.11 |
| 9 | First Baptist Church of Live Oak | Competed | 4/11/2025 | Self Pickup | Live Oak, FL | Toby Brock | | 300 | 25 | 0.21 |
| 10 | Sunshine Bend Community Dev Corp | Competed | 4/12/2025 | Self Pickup | Madison, FL | Clyde Alexan... | | 420 | 35 | 0.29 |
| 11 | Evergreen Baptist Church | Competed | 4/11/2025 | Delivered | Branford, FL | Renee Williams | She is tryi... | 240 | 20 | 0.17 |
| 12 | Mount Gilead Church Food Pantry | Competed | 4/11/2025 | Self Pickup | Dowling Park, FL | | Angela gol... | 1,440 | | 1.00 |
| + | | | | | | | | | | |
| PLANNING | | Count 7 | | | | | | Sum 8,904 | Sum 162 | Sum 6.18 |
| 13 | Food Pantry of Gilchrist County | Planning | 7/1/2025 | Self Pickup | Trenton, FL | Rick Clark | | 996 | 83 | 0.69 |
| 14 | Hamilton County School District | Planning | 7/1/2025 | Delivered | Jasper, FL | Patrick Howell | | 1,200 | | 0.83 |
| 15 | Blessings of Citrus County | Planning | 7/1/2025 | Delivered | Lecanto, FL | Rachelle G B | | 1,440 | | 1.00 |
| 16 | Blessings of Citrus County | Planning | 9/1/2025 | Delivered | Lecanto, FL | Rachelle G B | | 1,440 | | 1.00 |
| 17 | Food 4 Kids | Planning | 7/1/2025 | | Gainesville, FL | Margo & Dawn | | 2,880 | | 2.00 |
| 18 | Altrusa & Mt Carmel for Columbia Co Stud... | Planning | 7/1/2025 | | Lake City, FL | Shellie at Hop... | | 948 | 79 | 0.66 |



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OneJar





Peanut Policy

Representing Florida peanut farmers, the Florida Peanut Federation invested in advancing legislative priorities, focusing on two critical policy issues — one at the state level and one at the federal level. Through this work, we are helping to sustain and strengthen the future of agriculture in Florida.



PEANUT INDUSTRY
ENGAGEMENT



FDACS Peanut Marketing Order
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FLORIDA PEANUT
FEDERATION



OneJar



INTENTIONALITY

Maximum Growth

Did we foster growth in each area of programming?

Accomplishments

Did we celebrate accomplishments with our audience?

Return on Investment

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

Use of Resources

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

Disappointments

Did we handle disappointments well and make strategic pivots?

Culture & Identity

Is our group recognizable and well respected?

LOOKING FORWARD

Innovative & Collaborative

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



FloridaPeanuts.org



FDACS PEANUT MARKETING ORDER

report to the

PEANUT ADVISORY COUNCIL

April 30, 2025

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FLORIDA PEANUT
FEDERATION



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