

# FDACS PEANUT MARKETING ORDER

report to the

## PEANUT ADVISORY COUNCIL

April 30, 2025

2024 - 2025

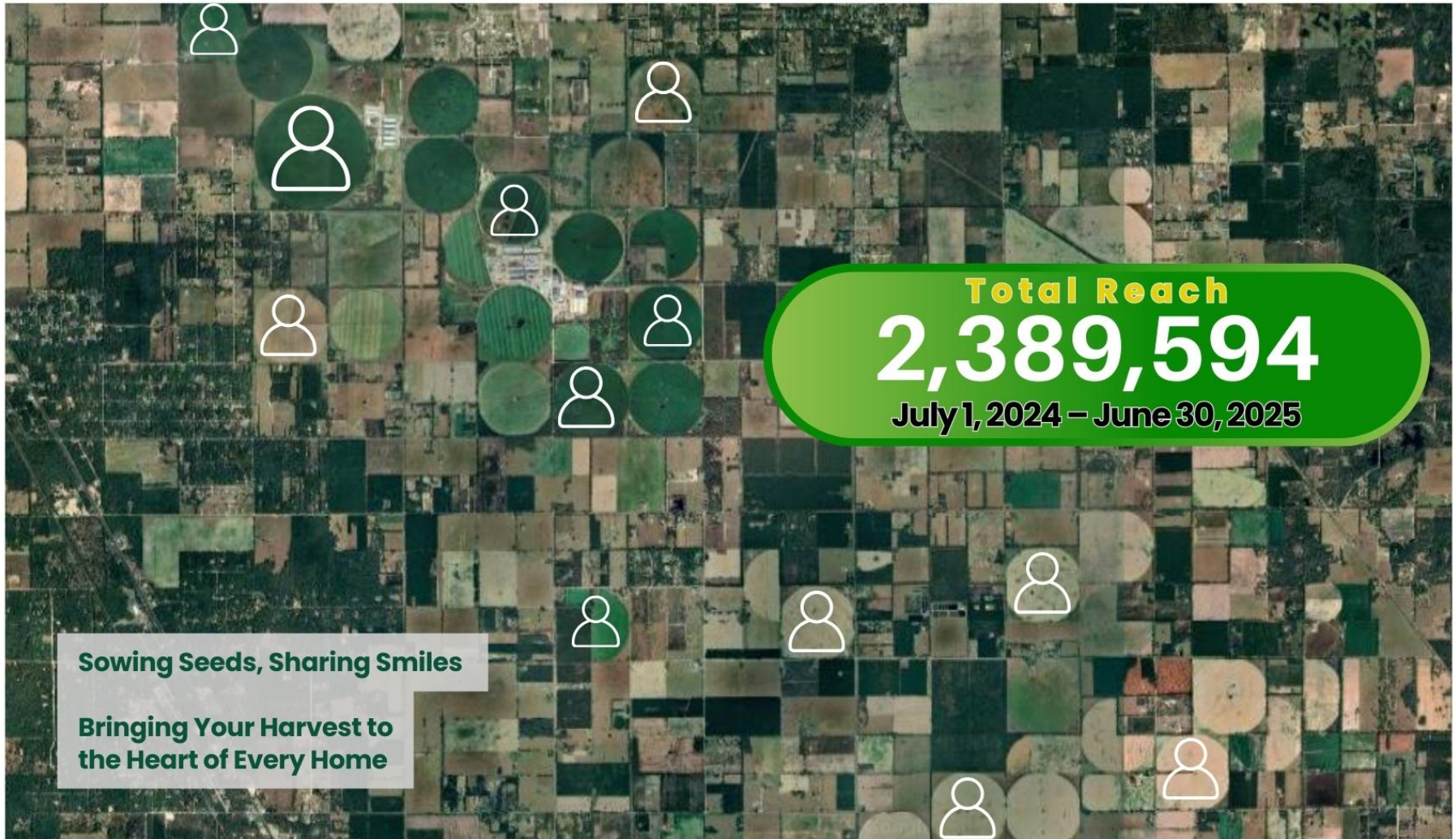


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**From Field to Festival**

**Bringing Your Harvest to  
the Heart of Every Home**



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Peanuts  
Policy  
Progress

Advocacy Impact  
**320 hours**  
advancing agriculture policy

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FloridasFarmers



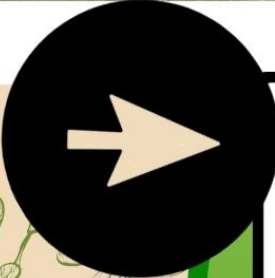


**Peanut Butter**  
**45,359**  
pounds donated this year

Spreading more than Peanut Butter  
Spreading Hope

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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



### from Milton to Okeechobee

Florida Peanut Federation

has balanced

**investment**

across

**Consumer & Industry**

focused promotions

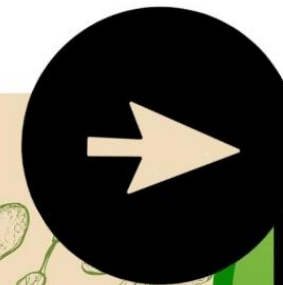
for **comprehensive**

**outreach** for

**#FloridaPeanuts**

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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](mailto:Laura@FloridaPeanutFederation.org)



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**

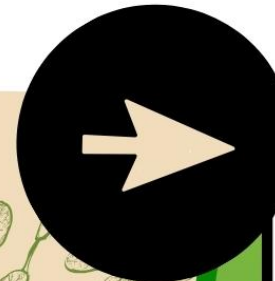


joint interest, being a PARTNER  
with a group/organization

**Partnerships 1094**

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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

### 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

💡 22

📺 17

💡 21

🌐 13

🤝 142

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.



Florida Peanut Federation discuss guidelines with Florida Department of Environmental Protection



**70 Activities**

29 New  
41 Recurring

53 Consumer-focused  
30 Industry-focused

💡 36

📺 43

💡 35

🌐 30

🤝 472

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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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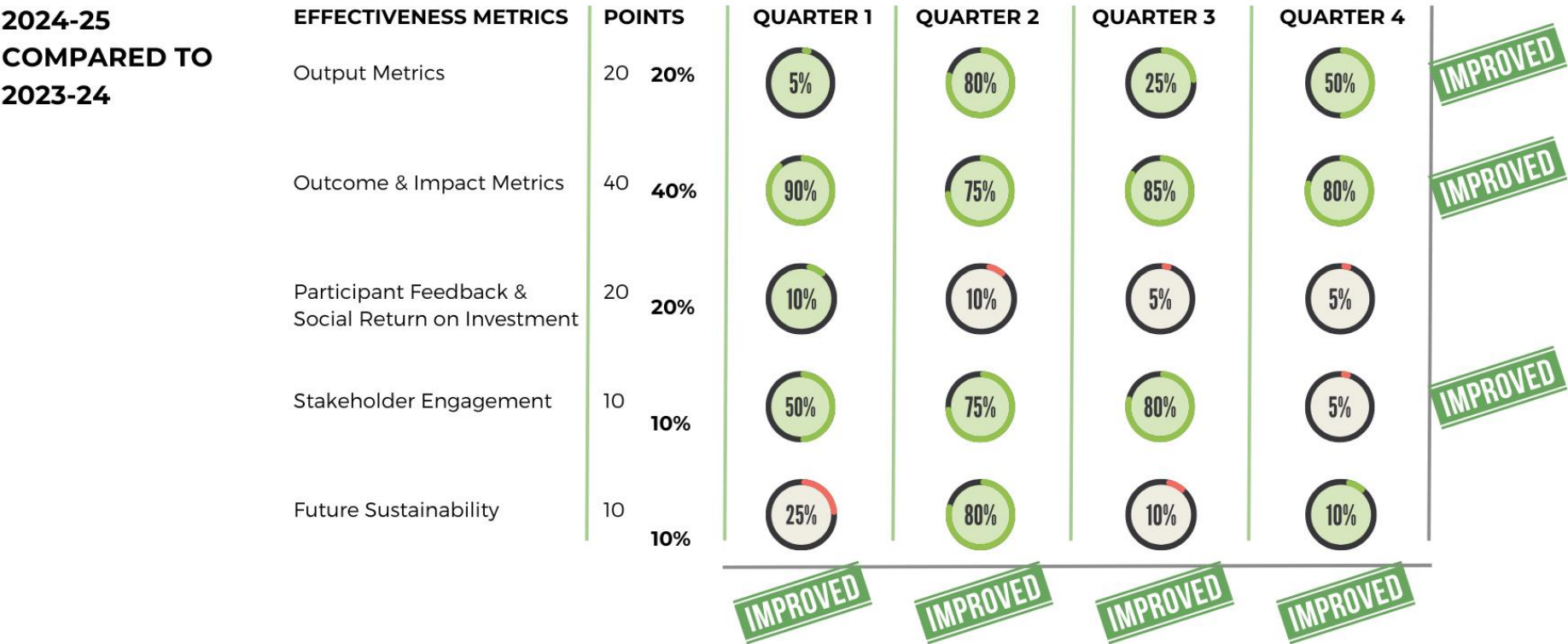
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# Effectiveness Metrics

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		Advocacy Promotion Education
Peanut Recipes Online	Consumer	2,000		Advocacy Philanthropy Promotion Education
Farmer Encouragement	Industry	1,500		Advocacy
Research Support	Industry	15		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		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 Fairposter fun facts	Consumer	100,000	2	Advocacy Promotion Education

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### ACTIVITY REPORT

ACTIVITY NAME: **Fall Harvest Experience**  
ACTIVITY DATES: 10/23/2024 - 11/1/2024 **Annual** FIELD DELETED FIELD  
FOCUS: **Consumer** OVERVIEW: Students learned from experts in peanuts, pumpkins, and cover crops. This 2 week program invites alien students from N. Florida to hands on learning at the research farm. This year, Peanuts were featured; PPF presented in the field, with games, digging, candy, and the Peanut Butter process each day of the festival.  
AUDIENCE: **Students - Elementary**  
REACH: **FL Peanut Grow Region**  
LOCATION: **UF IFAS NFREC-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 NFREC Nutrition**  
TAGS: **Elementary ED**  
CORE PROGRAM(S): **Education Partnerships Advocacy**  
PROMOTION  
PROJECT COMPONENTS:

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### ACTIVITY REPORT

ACTIVITY NAME: **Post Hurricane Helene Peanut Butter Donations**  
ACTIVITY DATES: 9/28/2024 - 9/30/2024 **Disaster Relief** FIELD DELETED FIELD  
FOCUS: **Consumer** OVERVIEW: Peanut butter donated to disaster relief victims, first responders, emergency operations staff, & volunteers - created "Quick Lunch Comfort Packs" including peanut butter, jelly, bread and/or crackers - delivery  
AUDIENCE: **All People**  
REACH: **Florida**  
LOCATION: **North Central Florida**  
REACH ACTUAL: **21,000**  
MATERIALS PROVIDED: **0**  
PROMO ITEMS: **0**  
FOOD: **0**  
PARTNERSHIP(S): **Utility**  
TAGS: **Disaster Relief**  
CORE PROGRAM(S): **Philanthropy**  
PROJECT COMPONENTS:  
PACKS PEANUTS: **250**  
CANS OF PEANUTS:  
JARS PEANUT BUTTER: **4,308**

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### ACTIVITY REPORT

ACTIVITY NAME: **FPF SUCCESS SPOTLIGHT**  
ACTIVITY DATES: 10/1/2024 - 10/1/2024 **New Project** FIELD DELETED FIELD  
FOCUS: **Consumer** OVERVIEW: We had the opportunity to put students and FPF frontlines from under 210000 acres in front of the WFLA TV-35 camera where he shared about the FPF's Florida's peanut industry & Central Florida Peanut Festival in Williston, Florida participated in the Ag Week celebration by FPF in Sept 2023. The news interview aired to 4 was published on social media platform & WFLA website.  
AUDIENCE: **All People**  
REACH: **Local (State)**  
LOCATION: **Williston, Florida**  
REACH ACTUAL: **400,000**  
MATERIALS PROVIDED: **0**  
PROMO ITEMS: **0**  
FOOD: **0**  
PARTNERSHIP(S): **TV, Radio, Newspaper**  
TAGS: **High School ED Community**  
CORE PROGRAM(S): **Promotion Education Partnerships**  
PROJECT COMPONENTS:  
PEANUTS: **0**  
CANS OF PEANUTS:  
JARS PEANUT BUTTER:

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# Marketing Order Activities

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**ACTIVITY REPORT** 344

ACTIVITY NAME: **Florida Farm Bureau Peanut/Cotton Advisory Meeting**  
ACTIVITY DATES: 7/11/2024 - 7/11/2024 **Annual** **FIELD** **PEANUT**  
FOCUS: **Industry** OVERVIEW: Laura Goss, stakeholder group liaison, member of Florida Farm Bureau Peanut/Cotton Advisory Group met in Tallahassee for annual committee meeting  
AUDIENCE: **Adults**

REACH LOCALS: **Florida**  
LOCATION: Tallahassee, FL  
FORMAT: **Meeting**  
PARTNERSHIP(S): **Florida Farm Bureau**  
TAGS: **Advocacy Partnerships Promotion**  
CORE PROGRAM(S): **Advocacy Partnerships Promotion**  
PROJECT COMPONENTS: **Building to Committee**

REACH ACTUAL: **30**  
MATERIALS PROVIDED: **19**  
PROMO ITEMS: **19**  
FOOD: **Light Refreshments**

PACKS PEANUTS: **0**  
CANS OF PEANUTS: **0**  
JARS PEANUT BUTTER: **0**



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**ACTIVITY REPORT** 347

ACTIVITY NAME: **Peanut Recipes Online**  
ACTIVITY DATES: 9/1/2024 - 9/30/2024 **Monthly** **FIELD** **PEANUT**  
FOCUS: **Consumer** 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  
AUDIENCE: **All People**  
**Adults** **Student - High**

REACH LOCALS: **Worldwide**  
LOCATION: **Online**  
FORMAT: **Social Media Website Download Youtube Video**  
PARTNERSHIP(S): **Schools UF/IFAS/FSU/FS**  
TAGS: **Online/Virtual PEP High School ED 4H Recipes Food Safety Training Allergen Aware**  
CORE PROGRAM(S): **Advocacy Partnerships Promotion Education Partnerships**  
PROJECT COMPONENTS: **Education Partnerships**

REACH ACTUAL: **856**  
MATERIALS PROVIDED: **130**  
PROMO ITEMS: **130**  
FOOD: **Light Refreshments**

PACKS PEANUTS: **0**  
CANS OF PEANUTS: **0**  
JARS PEANUT BUTTER: **0**



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**ACTIVITY REPORT** 348

ACTIVITY NAME: **Marketing Year Kickoff Party "Donuts w the Director"**  
ACTIVITY DATES: 7/1/2024 - 7/1/2024 **Annual** **FIELD** **PEANUT**  
FOCUS: **Consumer Industry** 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 leaders, etc  
AUDIENCE: **Adults**

REACH LOCALS: **Florida**  
LOCATION: FPF office, McAlpin, FL  
FORMAT: **FPF Host PEP Program Presentation Website Download Youtube Video Meeting Press Release Social Media**  
PARTNERSHIP(S): **Many**  
TAGS: **Training Online/Virtual**  
CORE PROGRAM(S): **Advocacy Partnerships Promotion Education Partnerships**  
PROJECT COMPONENTS: **Education Partnerships**

REACH ACTUAL: **27**  
MATERIALS PROVIDED: **130**  
PROMO ITEMS: **130**  
FOOD: **Light Refreshments**

PACKS PEANUTS: **0**  
CANS OF PEANUTS: **0**  
JARS PEANUT BUTTER: **0**



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**ACTIVITY REPORT** 349

ACTIVITY NAME: **UF IFAS Gilchrist Co Extension Ground Breaking**  
ACTIVITY DATES: 8/9/2024 - 8/9/2024 **New Project** **FIELD** **PEANUT**  
FOCUS: **Industry Consumer** OVERVIEW: FPF sponsored refreshments for Groundbreaking ceremony for new Extension Office Building complex  
AUDIENCE: **Adults**  
**Student - High**

REACH LOCALS: **Location Specific**  
LOCATION: **Treasure, FL**  
FORMAT: **Program Booth Meeting Peanut Products Provided Photo Items Provided Google Bag**  
PARTNERSHIP(S): **UF/IFAS/FSU**  
TAGS: **Ag Community**  
CORE PROGRAM(S): **Partnerships Promotion**  
PROJECT COMPONENTS: **Partnerships Promotion**

REACH ACTUAL: **5,000**  
MATERIALS PROVIDED: **130**  
PROMO ITEMS: **130**  
FOOD: **Thel Mtn Dinner**

PACKS PEANUTS: **0**  
CANS OF PEANUTS: **0**  
JARS PEANUT BUTTER: **0**



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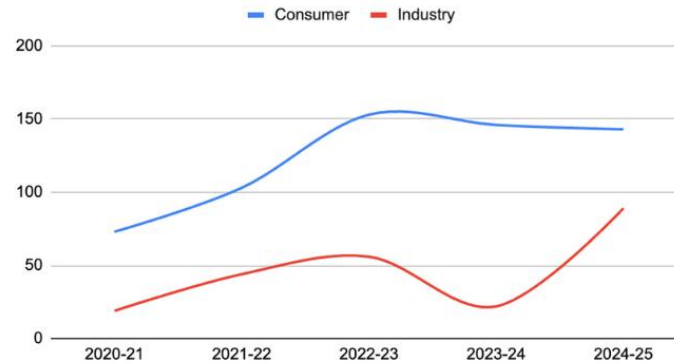




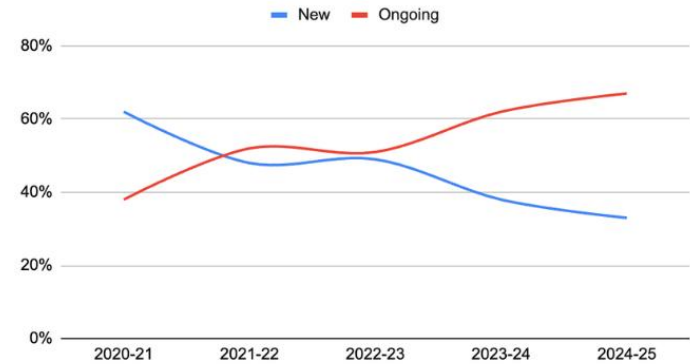
## Activities Year over Year

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.

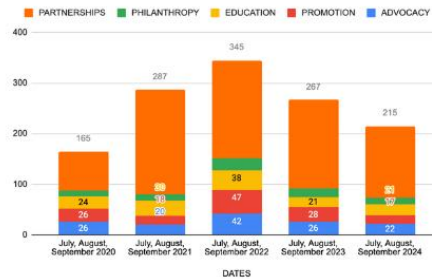
### Focus



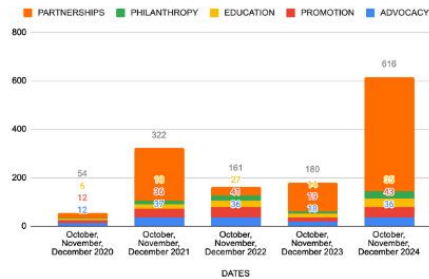
### Recurring



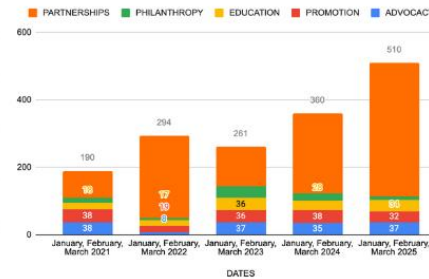
Core Programs - FIRST QUARTER by Year



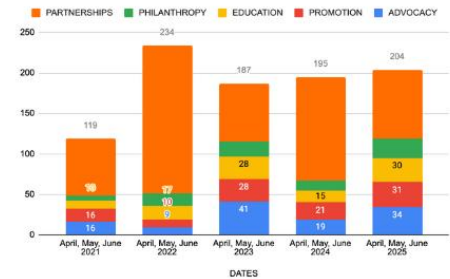
Core Programs - SECOND QUARTER by Year



Core Programs - THIRD QUARTER by Year



Core Programs - FOURTH QUARTER by Year



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A. Research Topic	Penal 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
A. Investigator	Enquist
D. Category	Pest/Disease
A. Seemingly Same Project as Budget?	2108, 2021
A. Seemingly Same Project Years	2024, 2023
D. State	Southwest
A. Year	2024
A. Organization	NPB
D. This data from	2025-01-22
D. Project NPB Budget	\$13,979.00
A. NPB Web Link	<a href="https://affairs.vesumbeard.org/products-research/cirrhous/54536-2308/">https://affairs.vesumbeard.org/products-research/cirrhous/54536-2308/</a>
E. Project ID	661
E. Report BID	2108

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# Peanut Butter Donations

<input type="checkbox"/>	Name	Status	Date	P/U or D/O	Base Loca...	Primary...	Notes	# FP...	# F...	f <sub>s</sub> Pa...
✓	<b>STANDING</b>	Count 2						Sum 0	Sum 0	Sum 0.00
1	Promised Land Family Ministries	STANDING								0.00
2	OBrien Baptist Church	STANDING								0.00
+										
✓	<b>Scheduled</b>	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
+										
✓	<b>Completed</b>	Count 6						Sum 2,712	Sum 106	Sum 1.88
7	The Worship Room	Completed	4/10/2025	Self Pickup	Lake City, FL	April Ganskop		156	13	0.11
8	Bag of Blessings by Mt Carmel Baptist Church	Completed	4/10/2025	Self Pickup	Lake City, FL	Josh Fuller		156	13	0.11
9	First Baptist Church of Live Oak	Completed	4/11/2025	Self Pickup	Live Oak, FL	Toby Brock		300	25	0.21
10	Sunshine Bend Community Dev Corp	Completed	4/12/2025	Self Pickup	Madison, FL	Clyde Alexan...		420	35	0.29
11	Evergreen Baptist Church	Completed	4/11/2025	Delivered	Branford, FL	Renee Williams	She is tryi...	240	20	0.17
12	Mount Gilliad Church Food Pantry	Completed	4/11/2025	Self Pickup	Dowling Park, FL	Angela goi...		1,440		1.00
+										
✓	<b>Planning</b>	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 Caramel for Columbia Co Stude...	Planning	7/1/2025		Lake City, FL	Shellie at Hop...		948	79	0.66



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**April 30, 2025**

**FLORIDA PEANUT**  
**FEDERATION**



**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



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## 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



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FloridaPeanuts.org





# FDACS PEANUT MARKETING ORDER

report to the

## PEANUT ADVISORY COUNCIL

April 30, 2025

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