



2020-2021 Marketing Order Year

# Report to the FDACS Peanut Advisory Council

**Meeting Date**  
**May 18, 2021**

[www.FloridaPeanutFederation.org](http://www.FloridaPeanutFederation.org)  
P. O. Box 163, McAlpin, FL 32062  
386-362-2077

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Part 1:

# Introduction

# Goals



## PEANUTS IN THE HANDS OF CONSUMERS

*Contract deliverable requirement  
to reach 100,000 Floridians  
through 5 events*



FPF 2020-2021  
1,711,765 consumers reached  
through 92 events



## SUPPORT THE FARMERS RESEARCH & INITIATIVES

*Contract deliverable requirement  
to sponsor/support 5 industry  
focused activities*



FPF 2020-2021  
20 industry activities  
\$49,612 research dollars



## PROVIDE NOURISHMENT SPREAD GOOD

*Organizational commitment to  
provide 20,000 pounds of peanut  
butter to those in need*



FPF 2020-2021  
23,331 pounds donated  
through 251 partnerships



# Core Programs



ad-vo-ca-cy  
*noun* /'advekeese/

support for or recommendation of PEANUTS



ed-u-ca-tion  
*noun* /ej-oo-key-shuhn/

act or process of imparting general knowledge of PEANUTS and developing powers of reasoning and judgement



pro-mo-tion  
*noun* /pre'moSH(e)n/

activity that supports or provides active encouragement for PEANUTS

publicization of PEANUTS to increase sales and public awareness



phi-lan-thro-py  
*noun* /fi-lan-thruh-pee/

altruistic concern for human welfare and advancement, manifested by donations of PEANUT BUTTER and generosity to others



part-ner-ship-s  
*noun* /pahrt-ner-ships/

the state or condition of being a partner; participation association; joint interest



Q1 26 activities  
 Q2 12 activities  
 Q3 38 activities  
 Q4 16 activities

**92 Activities this year**



Q1 64 activities  
 Q2 6 activities  
 Q3 18 activities  
 Q4 10 activities

**98 Activities this year**



Q1 26 activities  
 Q2 12 activities  
 Q3 38 activities  
 Q4 16 activities

**92 Activities this year**



Q1 11 activities  
 Q2 3 activities  
 Q3 15 activities  
 Q4 6 activities

**35 Activities this year**



Q1 78 partners  
 Q2 21 partners  
 Q3 81 partners  
 Q4 71 partners

**251 Partners this year**



*Reach*

1,711,765

**FLORIDA CONSUMERS  
MARKETING ORDER YEAR 2020-2021**

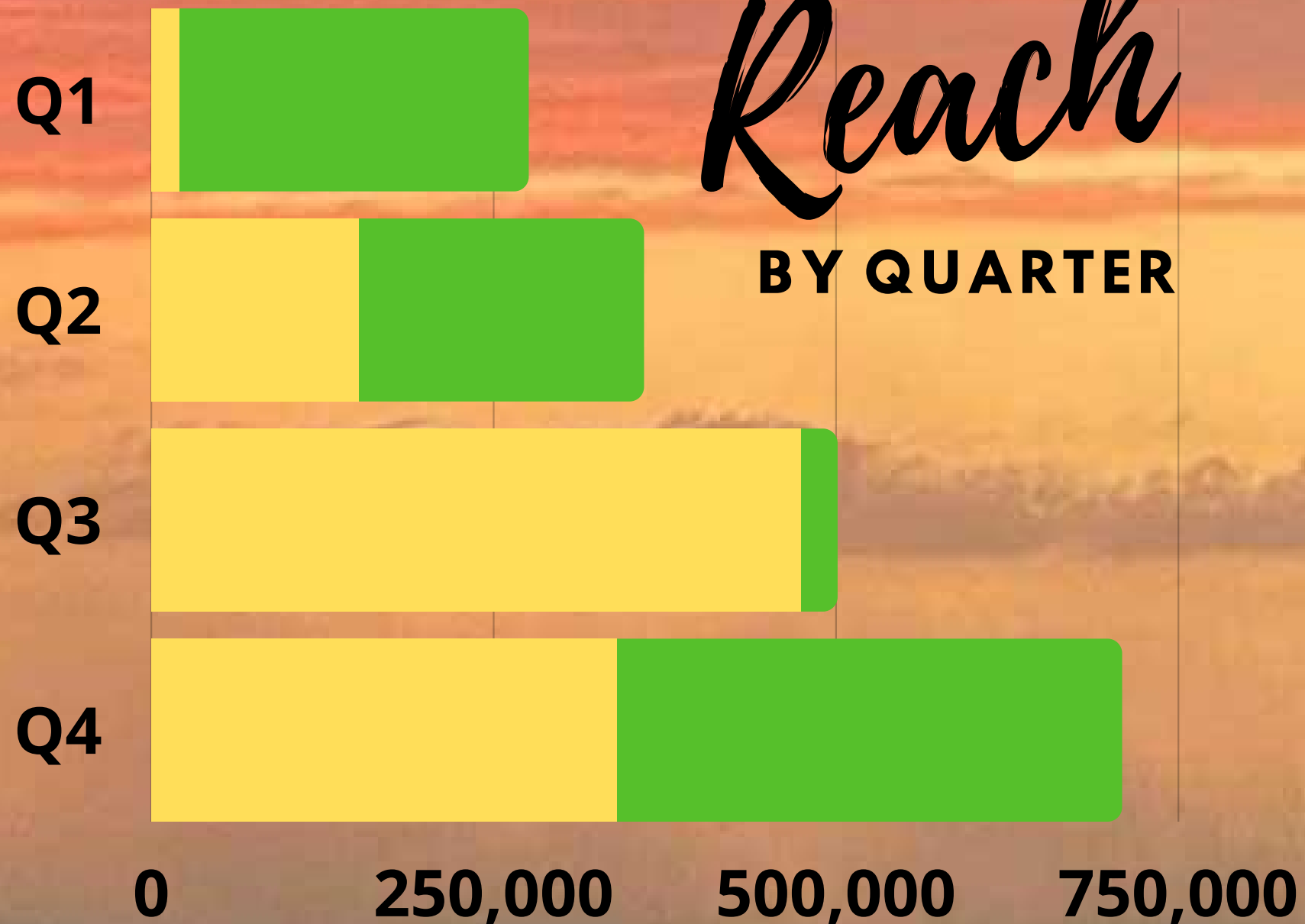
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COST PER CONSUMER REACHED

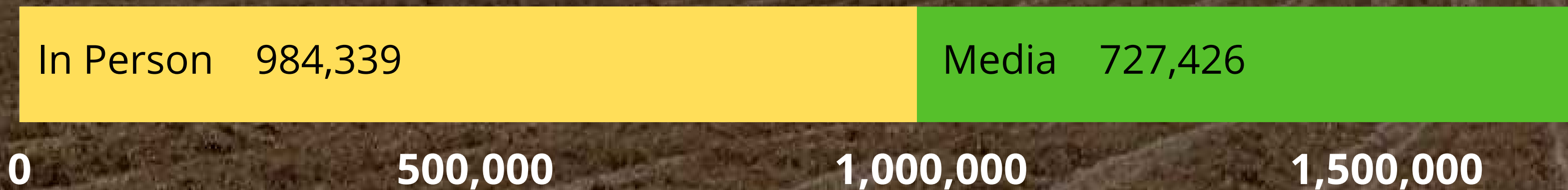


# Reach

BY QUARTER



2020-2021  
TOTAL



May 11, 2021

Florida Peanut Federation is dedicated to the mission, "through education, promotion, and marketing of Florida peanuts, FPF 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."

It is through strategic partnerships, creative innovation, and strong leadership, FPF ensures promotional dollars are spent in line with the goals of FDACS Peanut Marketing Order and with careful consideration to further Florida's peanut industry.

We recognize the investment and appreciate the responsibility of making the Marketing Order successful for all of Florida's peanut growers.

*Dwight Stansel, President of the Board*

*Laura Fowler Goss, Executive Director*

*Mike Adams, Region 1*

*Murray Tillis, Region 2*

*Kelly Philmon, Region 3*

*Donell Gwinn, Region 4*

*Kevin Barrington, Region 5*

*Herman Sanchez Jr, Region 6*

*Clif Townsend, Region 7*

*Arlene Bell, Region 8*



2016



Florida Peanut Federation  
Founded by a group of North Central Florida peanut farmers (Suwannee Valley Region)

2017



Florida Peanut Federation  
Active organization, reaching more than 100,000 Floridians and donating more than \$10,000 to peanut research

2018



Florida Peanut Federation  
FDACS Peanut Marketing Order enabled FPF to reach over 500,000 consumers, held 12 industry focused activities, and quite a number of consumer focused events. 36,000 jars of peanut butter donated through Hurricane Michael relief efforts; live broadcasts through Harvesting Process for National Peanut Day

# FOUNDATION

2019



Florida Peanut Federation  
Encourages further research and commits funding to increase the study on Peanut Collapse, an FPF commissioned project from 2018. Media reach grew to over 135,000, and student education programs skyrocketed in impact and student impressions

2020



Florida Peanut Federation  
hosted 11 industry events reaching a record shattering 322,062 individuals. First ever North Florida Peanut Harvest Tour was held on National Peanut Day, state-of-the-art research plot planter was donated to UF/IFAS, and more than one million consumers were reached through FPF promotional activities

2021



Florida Peanut Federation  
expands activity growth through core programs and strategic goals and objectives; over a million and a half Floridians are reached through promotions, investments are continually made to further peanut research for a sustainable and successful Florida peanut industry

# Initiatives

## industry

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



## consumers

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- community outreach
- mass consumer direct
- first responder support
- students
- media reach



## humanitarianism

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



# Covid-19 Response

- Opportunity in Adversity
- Treasuring Every Moment
- The Cup is Half-Full
- Awareness of Challenges
- Reconnection
- Reflection



Part 2:

# Industry



## Peanut Research Technical Videos

With limited in person meetings, FPF sponsored a series of peanut technical videos for grower information. This grouping of videos demonstrates not only the strong partnership with the peanut researchers of UF/IFAS, but also a commitment that FPF will provide for information dissemination to peanut growers throughout the state. We are very proud of this video series and look forward to this becoming an annual project. Breaking barriers and allowing farmers to view these videos on any internet connected device, on their own time, is monumental.

## Peanut Diagnostic Survey

Continuation of the Peanut Survey that FPF commissioned in 2018, we are committed to providing funding for related research. The bulk of this work is at the UF/IFAS NFREC-SV, however, on farm plots are also being taken into consideration. This continual project is very important to the future of the peanut industry in the Suwannee River Valley Region of Florida.

## Peanut Decline & Leathery Hull

Upon the advice of peanut friend De Broughton, FPF committed to funding a large project to work toward determinations and a solution for Peanut Decline and Leathery Hull. This project has many facets and we are eager to hear back from the research as data is received and reviewed.

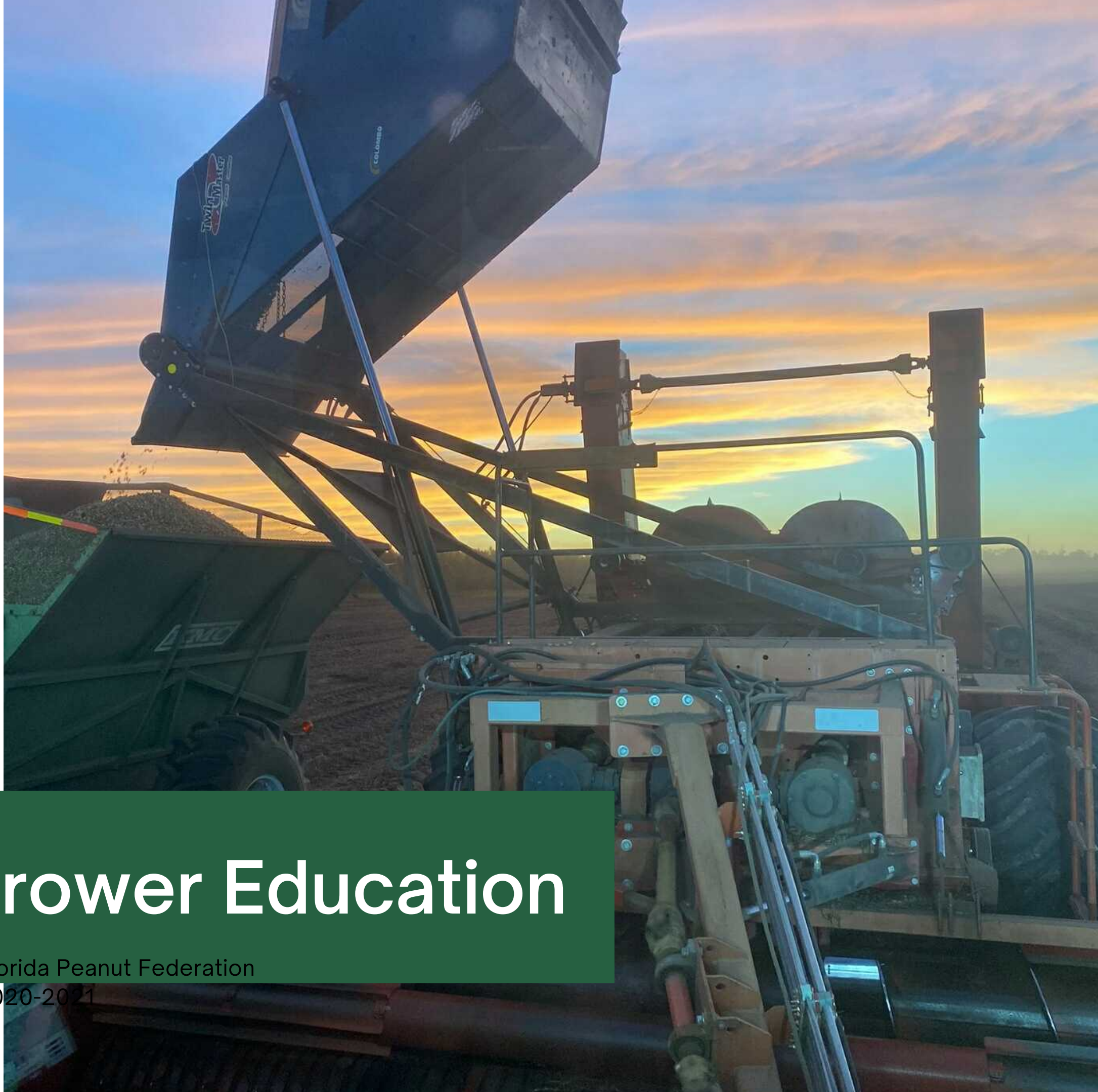
# Research Funding



Longtime stance of FPF has been 'get the info to the farmers'. This year we have activated a robust website, empowered with capabilities to host online tools for producers. Hard mail outs became more frequent and videos aired providing information that farmers found helpful in producing their crops.

# Research Reporting





Opportunities seemed slim this year, yet, the tenacity of peanut growers is unyielding. Farmers achieved their continuing education goals, maintained contact with extension staff, and often called on specialized research staff for more information.

# Grower Education



Lately, especially in the middle and end of 2020, it seemed all the world was downtrodden. FPF was sure to encourage farmers with witty social media posts, encouragement through letters and post cards, as well as inspiration found online and in their inboxes. We are a triumphant group and perseverance was a top priority.

# Encouragement



Through cooperative relationships, businesses, organizations, and groups are strengthened. FPF members worked diligently to maintain relationships and grow partnerships. Especially with UF/IFAS, Allied Partners, and resource organizations, FPF members utilized the partnerships of the past and bonded with new partners that will be long lasting into the future.

# Partnerships



# Successes

**\$49,612**  
research contributions

New Research Objectives - advancement and funding

Research Reporting - video series and mail outs

Allied Partners - strengthened relationships



FLORIDA PEANUT  
FEDERATION

94%  
of Americans  
have a jar of  
peanut butter  
at home

Peanut  
have more  
than any other  
7 grams of  
per serv

Peanut  
are packed  
nutrient  
Vitamin E,  
protein, mag

Part 3:

# Consumers

A white sign with a green outline of Florida. The text "FLORIDA PEANUT FEDERATION" is printed in black, with a small peanut icon replacing the letter 'O' in "FLORIDA". A large black arrow points to the left. The sign is set against a background of green grass and several green balloons.

**FLORIDA PEANUT  
FEDERATION**


**Highlights from this past year are:**

- National Peanut Day
- High School Homecoming Celebrations
- Peanut Butter Lover's Month
- Christmas on the Square Festival
- Florida Welcome Center Celebration of Peanuts
- Peanut Recipes in IFAS Florida Commodity Cookbook
- UF Board of Trustees Meeting
- Hamilton County Schools Business Partner of the Year
- Dixie County Centennial Fly In Exposition
- Northstar Family Resource Center Festival

# Consumer Outreach



# Mass Consumer Direct

 Florida Peanut Federation  
2020-2021

## Highlights from this past year are:

- Peanut Butter Donation to Food4Kids Backpack Program
  - TV20 News Report reached 110,000 viewers
- Breast Cancer Awareness Month
  - Events and Promotions, sharing the health benefits, and cancer fighting properties of peanuts, reached 54,686 consumers
- Florida Gateway Fair Promo Booth
  - The fair garnered 42,000 consumers, our promo hand outs helped too
- Florida Strawberry Festival
  - Festival Asst General Manager records 400,000 consumers visited the festival, our billboard promotion trailer was proudly displayed at the front (main) gate, directly across from the info booth
- Florida State Fair midway and expo
  - Just shy of 300,000 visitors enjoyed the fair this year, albeit later than usual, the fair was a resounding success
- Florida FFA Convention LiveStream
  - During and after the convention general sessions, more than 350,000 people will tune into the livestream video feed



FPF 'Power Up Patrol' program, initiated a few years back, has ramped up operations and encouragement to first responders, security staff, LEO's, and the like. Beginning the year with School Resource Officers, including security staff at each festival/expo we attend, and especially the large gatherings like Strawberry Festival and State Fair; along with special goodie bags we made for Law Enforcement Appreciation Day - we are proud to support those who maintain our daily safety and security.

## First Responder Support





# Students

Student programs look quite a bit different this past school year - however, we would not let our 'Peanut Education Programs' fizzle out. In the fall, we sent Peanut Education Resources to over 50 elementary school teachers. Further, we provided Peanut Party boxes for end of the school year celebrations in May, within each box the teacher found instructions for curriculum and products with information to complete peanut crafts, along with peanut party hats for the students to decorate and enjoy!

Additionally, during February, FPF opened a George Washington Carver lending library, and during FL Dept of Education Literacy Week, we provided 100 books to elementary school classes and libraries. Not to mention the peanut butter that has been donated and specifically earmarked for students.



727,426+ consumers reached via our media efforts; including online, press, radio, and television. FPF holds a belief that people respond to multiple forms of communication and we work diligently to hit all the marks in order for our message and information to be received and retained.

# Media Reach



Each time FPF hosts a booth, info table, or otherwise, we provide hand outs with the Nutritional Benefits of Peanuts.

Young people, seniors, mothers, caretakers, and seemingly all people are constantly impressed with the strong nutritional benefit peanuts hold.

Humanitarianism  
**Nutritional Information**



23,331 jars of peanut butter were donated this year - the picture here is of a church food pantry, only one of the many groups we partner with to distribute peanut butter. In a few instances, we have provided jelly to go along with the PB donations during the Covid-19 Pandemic. We are thankful to have the opportunity to continually provide this shelf-stable, nutrient rich, family friendly food as part of our commitment to 'Spread Good.'

## Humanitarianism Philanthropic Donations



The peanut allergy threat is something that worries consumers. We are waging war on the misconceptions surrounding peanut allergy and celebrating research that is consistently being performed to lessen the effects. FPF promotional team is equipped with informational hand outs, education, FAQ studies, and resources to share with those who are interested.

Humanitarianism

# Allergy Education



A pilot program, small this year, FPF has donated peanut butter, peanut granola bars, and peanut crackers, along with packs of roasted peanuts to Salvation Army and United Way organizations in support of their homelessness programs. We are eager to expand this support service and will keep you in tune to advancements.

Humanitarianism  
**Homelessness Support**



Including corporate partners, school teachers, community organizations, and food bank operations, FPF has an astounding 251 partners involved in the 2020-21 year. It is through strength in numbers that the message of Florida peanuts can be heard loud and clear, and far reaching. We are thankful for the groups, businesses, and programs that come along side us in our work.

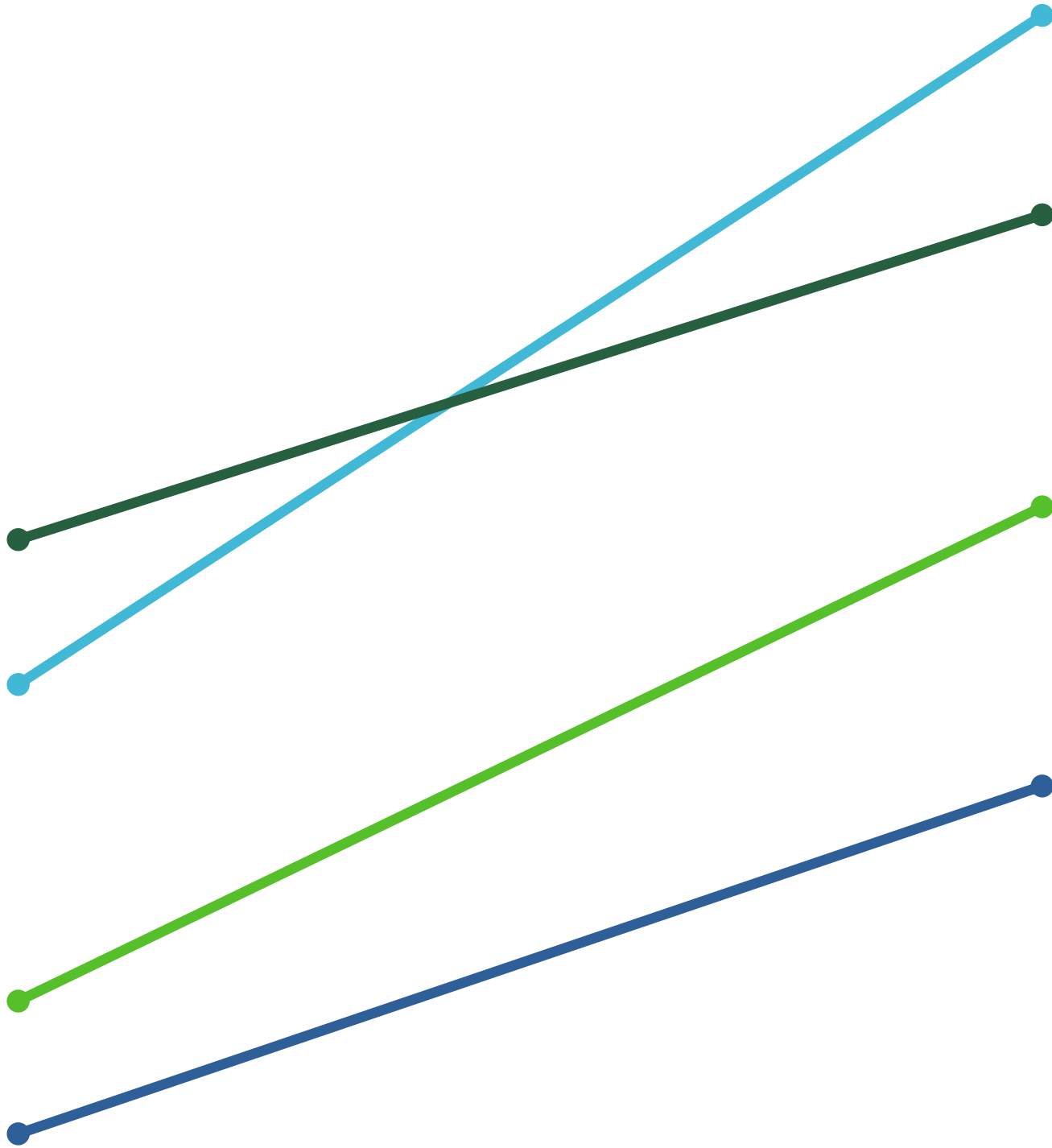
# Humanitarianism Partnerships

# Peanut Butter Donations

Each quarter saw an increase in peanut butter donations from FPF over the previous year. We consider this a resounding success and look to build upon this growth year after year.

# 23,331

**POUNDS DONATED IN 2020-2021**







# Successes

**150,968**  
FPF distributed items

43,600 branded packs of peanuts given out

810 cans of roasted peanuts delivered

& 83,227 promotional items distributed

through 57 new activities and 35 recurring activities



Part 3:

# Quantification

DATE	NAME	ADVOCACY	PROMOTION	EDUCATION	PHILANTHROPY	PARTNERSHIP	IN PERSON REACH	ONLINE REACH	TOTAL REACH	PACKS PEANUTS	JARS PB	CANS PEANUTS	PROMOTION ITEMS	NEW	ONGOING
July 2020	Farmer Encouragement, Online	1	1				0	2,345	2,345						1
July 2020	Consumer Interaction, Online	1	1				0	1,012	1,012						1
July 2020	Peanut Based Recipes, Online	1	1				0	379	379						1
July 4, 2020	Fourth of July Celebration	1	1				0	1,743	1,743						1
Jul 9, 2020	Bell High School Career Camp	1	1	1	1		36	122	161						1
Jul 23, 2020	FFP Promotion Team Training	1	1	1			6	544	550						1
Jul 24, 2020	Peanut Butter Donation to Ochookee Bay United Method	1	1	1	1		0	237	237	600					1
Jul 30, 2020	Peanut for Back to School Backpacks	1	1	1	1		265	689	1,034	300			700		1
<b>JULY TOTALS</b>		11	11	3	3		1,027	7,064	8,891	900	600	0	700	4	4
August 2020	Farmer Encouragement, Online	1	1				0	11,160	11,160						1
August 2020	Peanut Based Recipes, Online	1	1				0	1,875	1,875						1
August 6, 2020	Peanut Butter Donation to Lafayette County	1	1	1	1		0	616	616	800					1
August 26, 2020	Peanut Butter Donation to Florida Gateway Food Bank	1	1	1	1		0	415	415	400					1
August 30, 2020	Peanut Butter Donation to New Life Christian Fellowship	1	1	1	1		0	260	260	180					1
<b>AUGUST TOTALS</b>		5	5	3	3		1,293	16,125	17,408	1,800	0	0	0	0	3
September 2020	Farmer Encouragement, Online	1	1				0	11,827	11,827						1
September 2020	Peanut Based Recipes, Online	1	1				0	607	607						1
Sept 3, 2020	Donal Quinn - EPA / FSCAA Award Winner	1	1	1	1		0	16,686	16,686						1
Sept 5, 2020	Peanut Butter Donation to FoodKIDS Backpack Program	1	1	1	1		1,775	113,913	115,688	300	1,500	25	600		1
Sept 7, 2020	Harvest safety video - Public Service Announcement	1	1	1	1		56	42,645	42,800						1
Sept 7, 2020	Labor Day social media post	1	1	1	1		0	3,789	3,789						1
Sept 8, 2020	Peanuts featured in Food Service	1	1	1	1		0	263	263						1
Sept 11, 2020	Peanut Butter Donation to Food Pantry of Gilchrist County	1	1	1	1		1,440	779	2,219	1,440					1
Sept 13, 2020	National Peanut Day - Old You Know	1	1	1	1		0	10,083	10,083						1
Sept 20, 2020	National Truck Driver's Appreciation Week	1	1	1	1		250	1,533	1,783	800	250				1
Sept 24, 2020	Florida Ag Class students growing peanuts	1	1	4	1		950	5,017	5,967						1
Sept 30, 2020	Homecoming Celebrations - Packs of Peanuts	1	1	1	1		4,800	1,124	5,924	4,800					1
Sept 30, 2020	Peanut Educational Materials to Teachers	1	1	50	50		8,500	136	8,636						1
<b>SEPTEMBER TOTALS</b>		15	15	62	62		17,770	211,638	229,408	5,600	3,190	25	600	8	8
July 2020	Facebook analytics reporting - Total Daily Impressions							6,880							
August 2020	Facebook analytics reporting - Total Daily Impressions							16,502							
September 2020	Facebook analytics reporting - Total Daily Impressions							71,656							
<b>QUARTER TOTALS</b>		31	31	114	114		20,060	234,922	254,902	5,900	4,940	25	1,200	7	7

DATE	NAME	ADVOCACY	PROMOTION	EDUCATION	PHILANTHROPY	PARTNERSHIP	IN PERSON REACH	ONLINE REACH	TOTAL REACH	PACKS PEANUTS	JARS PB	CANS PEANUTS	PROMOTION ITEMS	NEW	ONGOING
Dec 30, 2020 - Jan 15, 2021	Happy & Healthy New Year	1	1				0	1,050	1,050						1
Jan 9, 2021	Thank You Box in honor of Nat'l Law Enforcement Day	1	1	1	1		150	216	366	450			800		1
Jan 13, 2021	FFP hosted meeting with FDC&S Ag Water Policy	1	1	1	1		991	1,098	1,151	500		100	400		1
Jan 19, 2021	January MailOut	1	1	1	1		300	912	912						1
Jan 25, 2021	Peanut Butter Donation - Hamilton County	1	1	1	1		1,000	457	1,457	1,000					1
Jan 25, 2021	FL Dept Education Literacy Week Videos & Book Donations	1	1	1	1		300	216	516						1
Jan 29, 2021	Peanut Butter Donation - United Way homeless program	1	1	1	1		600	414	1,014	400			2,000		1
<b>JANUARY TOTALS</b>		7	7	23	23		2,251	4,297	6,548	300	1,400	100	3,000	8	8
Feb 5, 2021	#PBCChallenge - Levy County Collected the Most	1	1	1	1		0	1,628	1,628						1
Feb 5, 2021	Peanut Butter Donation - Levy County Farm Bureau	1	1	1	1		1,000	1,188	2,188			398			1
Feb 6, 2021	UFIFA's Peanut Racecar Video	1	1	1	1		500	85	585						1
Feb 12, 2021	1-76 South, FL Welcome Center, Celebrate FL Peanut Industr	1	1	1	1		50,000	364	50,364	6,000			6,000		1
Feb 13-14, 2021	Strawberry Fest in Live Oak	1	1	1	1		5,000	349	5,349	2,000	50		3,000		1
Feb 17, 2021	FDA/CFR + USDA RMA Crop Insurance Roundtable	1	1	1	1		300	419	719						1
Feb 18, 2021	FFP allied partners and farmers - visitation tour	1	1	1	1		500	503	1,003	400			1,700		1
Feb 19, 2021	Peanut Butter Donation - InnChattas NW Florida	1	1	1	1		1,200	465	1,665	1,200					1
Feb 21, 2021	Peanut Recipes - February	1	1	1	1		0	122	122						1
Feb 22, 2021	Peanut Butter Donation - Pilot International Tallahassee Ch	1	1	1	1		1,200	132	1,332	1,200					1
Feb 22, 2021	FFP meeting with UFIFA's Extension Agents	1	1	1	1		500	156	656						1
Feb 23, 2021	FFP peanut recipes included in FFA's Cookbook	1	1	1	1		5,000	234	5,234						1
Feb 25, 2021	Peanut Butter Donation - Suwannee Elementary School	1	1	1	1		372	290	662	500					1
Feb 26, 2021	Farm Day at Anderson Elementary School	1	1	1	1		600	1,171	1,771	600					1
<b>FEBRUARY TOTALS</b>		14	14	61	61		65,772	7,111	72,883	6,000	3,509	0	13,700	12	12
Mar 1, 2021	Peanut Butter Donation - Tallahassee Elementary School	1	1	1	1		500	433	933	500					1
March 9-17, 2021	Florida Strawberry Festival Sponsor	1	1	1	1		490,000	2,763	492,763	6,000			6,000		1
March 10, 2021	George Washington Carver Library at FFP	1	1	1	1		200	196	396						1
March 11, 2021	Power Up Patrol at FL Strawberry Festival	1	1	1	1		200	321	521	600			1,800		1
March 12, 2021	Ag Day for Branford Elementary School	1	1	1	1		800	443	1,243	800					1
March 18, 2021	UF Board of Trustees Meeting, cupcakes	1	1	1	1		500	917	1,017	200			200		1
March 18, 2021	Hamilton County Schools Business Partner of the Year	1	1	1	1		500	148	648						1
March 19, 2021	Peanut Butter Donation - Salvation Army	1	1	1	1		300	249	549	300					1
March 20, 2021	Peanut Butter Donation - Moore Elementary	1	1	1	1		300	116	416	300					1
March 22, 2021	Peanut Education Program - Suwannee Riverside	1	1	1	1		200	96	296	200			200		1
March 22, 2021	National Ag Week / Day - Social Media	1	1	1	1		0	893	893						1
March 24, 2021	Peanut Education Program - Suwannee Elementary	1	1	1	1		300	96	396	300			300		1
March 25, 2021	Peanut Butter Donation - Hegeles and Highways	1	1	1	1		500	102	602	500					1
March 25, 2021	Peanut Recipes - March	1	1	1	1		0	243	243						1
March 29, 2021	Peanut Education Programs - Books to Elem Schools	1	1	1	1		1,000	86	1,086				1,000		1
March 30, 2021	Peanut Education Program - Branford Elementary	1	1	1	1		500	188	688				100		1
March 31, 2021	Peanut Butter Donation - FoodKIDS Backpack Program	1	1	1	1		500	516	1,016	500					1
<b>MARCH TOTALS</b>		17	17	69	69		405,900	7,810	413,710	8,100	2,100	0	12,400	10	10
Jan-March 2021	Additional Facebook Posts (16)														
January 2021	Facebook analytics reporting - Total Daily Impressions							6,310							
February 2021	Facebook analytics reporting - Total Daily Impressions							9,187							
March 2021	Facebook analytics reporting - Total Daily Impressions							11,468							
<b>QUARTER TOTALS</b>		34	34	124	124		472,522	26,993	500,505	17,050	7,068	100	28,900	28	28

DATE	NAME	ADVOCACY	PROMOTION	EDUCATION	PHILANTHROPY	PARTNERSHIP	IN PERSON REACH	ONLINE REACH	TOTAL REACH	PACKS PEANUTS	JARS PB	CANS PEANUTS	PROMOTION ITEMS	NEW	ONGOING
Apr 9, 2021	FFP Sponsor Visitation	1	1				50	210	260	200	50	100	200		1
Apr 12, 2021	Peanut Series Video - UF IFAS NFREC-SV	1	1	1	1		0	80	80						1
Apr 14, 2021	Peanut Butter Donation to Big Bend Hospice	1	1	1	1		1,000	141	1,141			1,000			1
Apr 15, 2021	Peanut Butter Donation to Salvation Army Tallahassee	1	1	1	1		1,440	372	1,812			1,440			1
April 16-30, 2021	Planting Season - Highway Safety - Radio Ads	1	1	1	5		0	40,000	40,000						1
April 18 - May 2, 2021	Florida State Fair	1	1	1	1		292,369	5,000	297,369	8,000			12,000		1
Apr 24, 2021	Dixie County Fly in Festival	1	1	1	1		8,000	678	8,678	1,500	48	48	2,500		1
Apr 30, 2021	Branford LoveNCare Preschool Visit	1	1	1	1		100	124	224	50	50	12	120		1
Apr 30, 2021	Peanut Series Video - UF IFAS NFREC-SV	1	1	1	1		0	107	107						1
<b>APRIL TOTALS</b>		9	9	6	17		302,959	46,712	349,671	9,750	2,598	160	14,820	5	4
May 1, 2021	Power Up Patrol, Florida State Fair	1	1	1	1		200	583	783	400			400		1
May 1, 2021	Northstar Family Resource Center Festival	1	1	1	1		500	99	599				2,000		1
May 7, 2021	Peanut Planting online post	1	1	1	1		0	271	271						1
May 8, 2021	Peanut Party box to Elementary Schools	1	1	1	35		15,000	735	15,735	500	175	175	1,750		1
May 14, 2021	Peanuts for Therapy	1	1	1	20		10,000	200	10,200				500		1
<b>MAY TOTALS</b>		5	5	2	35		25,700	1,886	27,586	900	175	175	4,650	3	2
June 2020	Sponsor LiveFeed of Florida FFA Convention	1	1	1	1		7,000	350,000	357,000	2,000	100	100	2,000		1
June 2020	Florida 4-H Legislature Camp Sponsor	1	1	1	1		4,000	10,000	14,000	500	100	50	500		1
<b>JUNE TOTALS</b>		2	2	2	2		11,000	360,000	371,000	2,500	200	150	2,500	0	2
April 2021	facebook analytics reporting - Total Daily Impressions							estimated	5,000						
May 2021	facebook analytics reporting - Total Daily Impressions							estimated	10,000						
June 2021	facebook analytics reporting - Total Daily Impressions							estimated	15,000						
<b>QUARTER TOTALS</b>		16	16	10	57										

DATE	ADVOCACY	PROMOTION	EDUCATION	PHILANTHROPY	PARTNERSHIPS	IN PERSON REACH	ONLINE REACH	TOTAL REACH	PACKS PEANUTS	JARS PB	CANS PEANUTS	PROMOTION ITEMS		
												NEW	ONGOING	
July 2020	8	8	2	3	3	1,027	7,064	8,091	300	600	0	700	4	4
August 2020	5	5	0	3	3	1,283	16,123	17,406	0	1,150	0	0	2	3
September 2020	13	13	62	5	72	17,770	211,635	229,405	5,600	3,190	25	607	8	5
<b>FIRST QUARTER TOTALS</b>	<b>26</b>	<b>26</b>	<b>64</b>	<b>11</b>	<b>78</b>	<b>20,080</b>	<b>234,822</b>	<b>254,902</b>	<b>5,900</b>	<b>4,940</b>	<b>25</b>	<b>1,307</b>	<b>14</b>	<b>12</b>
October 2020	5	5	2	1	19	78,407	46,408	124,815	1,500	7,920	200	9,550	3	2
November 2020	5	5	2	1	1	42,670	8,379	51,049	4,000	500	0	10,000	3	2
December 2020	2	2	2	1	1	30,000	608	30,608	2,000	0	0	10,500	1	1
<b>SECOND QUARTER TOTALS</b>	<b>12</b>	<b>12</b>	<b>6</b>	<b>3</b>	<b>21</b>	<b>151,077</b>	<b>57,021</b>	<b>208,098</b>	<b>7,500</b>	<b>8,420</b>	<b>200</b>	<b>30,050</b>	<b>7</b>	<b>5</b>
January 2021	7	7	3	3	17	2,251	4,257	6,508	950	1,400	100	3,600	6	1
February 2021	14	14	6	5	28	65,772	7,117	72,889	8,000	3,508	0	13,700	12	2
March 2021	17	17	9	7	36	405,500	7,815	413,315	8,100	2,100	0	12,600	10	7
<b>THIRD QUARTER TOTALS</b>	<b>38</b>	<b>38</b>	<b>18</b>	<b>15</b>	<b>81</b>	<b>473,523</b>	<b>26,983</b>	<b>500,506</b>	<b>17,050</b>	<b>7,008</b>	<b>100</b>	<b>29,900</b>	<b>28</b>	<b>10</b>
April 2021	9	9	6	3	13	302,959	46,712	349,671	9,750	2,588	160	14,820	5	4
May 2021	5	5	2	3	56	25,700	1,888	27,588	900	175	175	4,650	3	2
June 2021	2	2	2	0	2	11,000	360,000	371,000	2,500	200	150	2,500	0	2
<b>FOURTH QUARTER TOTALS</b>	<b>16</b>	<b>16</b>	<b>10</b>	<b>6</b>	<b>71</b>	<b>339,659</b>	<b>408,600</b>	<b>748,259</b>	<b>13,150</b>	<b>2,963</b>	<b>485</b>	<b>21,970</b>	<b>8</b>	<b>8</b>
<b>YEAR TOTALS</b>	<b>92</b>	<b>92</b>	<b>98</b>	<b>35</b>	<b>251</b>	<b>984,339</b>	<b>727,426</b>	<b>1,711,765</b>	<b>43,600</b>	<b>23,331</b>	<b>810</b>	<b>83,227</b>	<b>57</b>	<b>35</b>

# Initiative ACHIEVEMENTS

## farmers

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

## consumers

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- community outreach
- mass consumer direct
- first responder support
- students
- media reach

## humanitarianism

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

Although this year provided challenges, FPF rose and met them, with creativity, flexibility, and endurance. Farmers received the support they are due, consumers received the message of peanuts, and our fellow Floridians were provided with resources they needed. Did we do it all, no. Did we do what we could, definitely! And we are proud of the most successful year yet!

January 22, 2021

Board of Directors of Florida Peanut Federation  
Post Office Box 163, McAlpin, FL 32062

I am pleased to confirm audit services for the Florida Peanut Federation, for the years ending December 31, 2019, as well as an audit in progress for the year ending December 31, 2020. And anticipate providing future audits, as I have completed audits for 2017 and 2018.

The objective of the audit is the expression of an opinion about whether the financial statements are fairly presented, in all material respects, in conformity with U. S. generally accepted accounting principles and to report on the fairness of the supplementary information.

My responsibility is to express an opinion on these financial statements based on my audit. I conduct audits in accordance with auditing standards applicable to financial audits contained in Government Auditing Standards, issued by the Comptroller General of the United States. Those standards require that I plan and perform the audit to obtain reasonable assurance about whether the financial statements are free of material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. An audit includes evaluating the appropriateness of accounting policies used, as well as evaluating the overall presentation of the financial statements.

In my opinion, the financial statements present fairly the financial position of the Florida Peanut Federation, Inc., as of December 31, 2019, and the changes in net assets and its cash flows for the period (365 days) then ended in accordance with accounting principles generally accepted in the United States of America.

Kenneth M. Daniels  
Certified Public Accountant

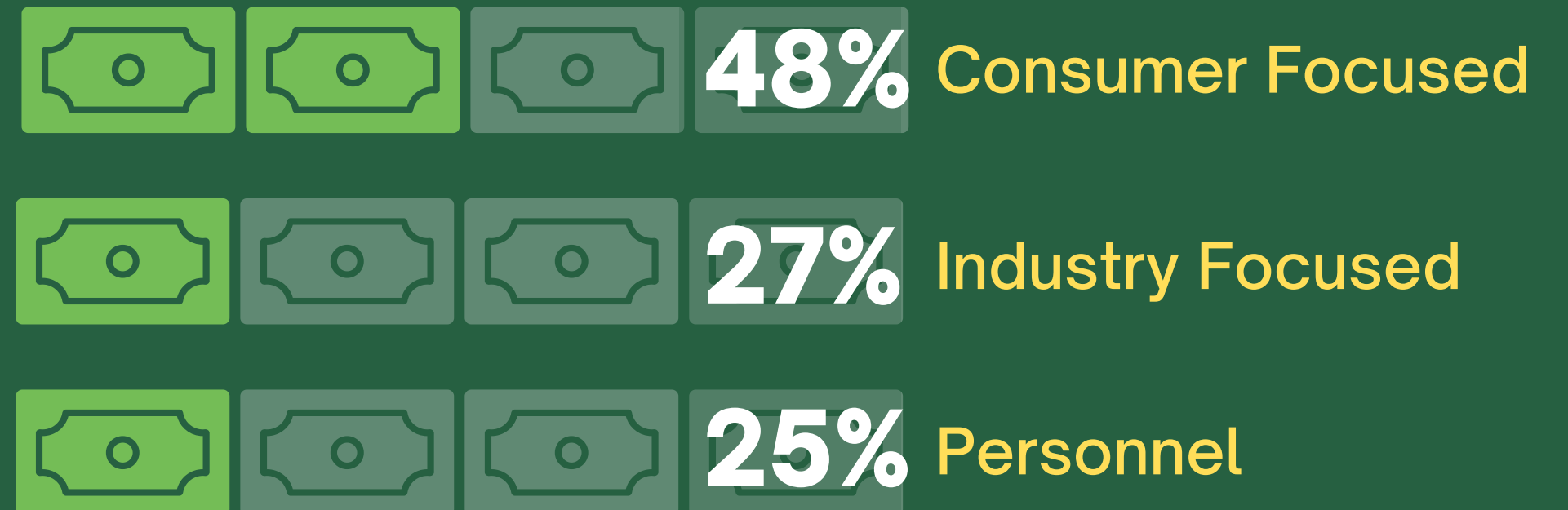
# Financial Snapshot

FDACS Marketing  
Order Trust Fund  
Dollars Received  
7/1/2020 - 5/11/2021



Contracted \$216,666  
Received \$152,748

## Operating Expenses



### FINANCIAL HIGHLIGHTS

70% of Marketing Order Funding has been received, as of 5/11/2021

Personnel Expense is 25% of Marketing Order Funding

On target to finish year as Budgeted, Financial Goals Met

# Intentionality

## Maximum Growth

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Did we foster growth in each area of programming ?  
YES, proven by data

## Accomplishments

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Did we celebrate accomplishments with our audience ? YES, somewhat

## Return on Investment

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Was our time and money invested properly as for a profitable return ?  
YES, very well

## Use of Resources

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

## Disappointments

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Did we handle disappointments well ?  
YES, made strategic pivots

## Culture & Identity

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Is our group recognizable and well respected ? YES, definitely



# Future

## Build on Past Successes

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Work to strengthen and create robust programs to be effective long into the future



## Focus on Sustainability

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Consumers are focused on Sustainability, we have the same goals - share farmer perspective



## Support the Farmers

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Barriers upon barriers face today's producers, support in all possible ways





# Contact Us

For any questions or clarifications on our report.

## Website

[FloridaPeanutFederation.org](https://FloridaPeanutFederation.org)

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## Phone Number

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## Email Address

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