

FDACS PEANUT MARKETING ORDER QUARTERLY REPORT

2024-2025 Q 2

OCTOBER, NOVEMBER, DECEMBER 2024

REPORT DATE 1/15/2025





Quarterly Total Reach
499,507

SNAPSHOT

2024		OCT	NOV	DEC	TOTAL
CORE PROGRAMS					
ADVOCACY		16	5	6	22
PROMOTION		17	4	7	30
EDUCATION		10	5	7	22
PHILANTHROPY		13	4	5	22
PARTNERSHIPS		255	124	84	463
ACTIVITIES					
CONSUMER FOCUSED		26	6	10	42
INDUSTRY FOCUSED		18	5	4	27
=53 ACTIVITIES THIS QUARTER	NEW	6	4	3	13
	ONGOING	27	3	10	40
REACH		454,396	17,773	27,338	499,507
DISTRIBUTION					
JARS PEANUT BUTTER		8878	0	1440	10,318



ACTIVITY REPORT

618

ACTIVITY NAME: **FPF supports FFA members competing at Nationals**

ACTIVITY DATE(S): 10/1/2024 - 10/1/2024

New Project

Quarter 2 24-10

FOCUS: Consumer

AUDIENCE: Student - High

OVERVIEW: FPF specifically sought out Florida FFA members who were slated to compete at the National FFA Convention. FPF representatives hosted meetings with all the students who were interested to help them practice and refine their contest skills to provide the best opportunity for them to represent Florida and themselves on the national stage.

REACH
LOCALE: Florida

LOCATION:

Branford, FL & Gainesville, FL

FORMAT: Program Presentation Goodie Bag

REACH ACTUAL: 15

PARTNERSHIP(S): FL FFA chapters

TAGS: FFA

MATERIALS PROVIDED:

PROMO ITEMS:

CORE PROGRAM(S): Partnerships

FOOD: Meal

PROJECT COMPONENTS:

PACKS PEANUTS:

CANS OF PEANUTS:

JARS PEANUT BUTTER:



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ACTIVITY REPORT

623

ACTIVITY NAME: **FPF Social Media Presence**

ACTIVITY DATE(S): 10/1/2024 - 10/1/2024 Monthly Quarter 2 24-10

FOCUS: Industry Consumer

AUDIENCE: All People

REACH: Worldwide
LOCALE:

LOCATION:
Online, Virtual

REACH ACTUAL: 46,527

MATERIALS PROVIDED:

PROMO ITEMS:

FOOD:

PACKS PEANUTS:

CANS OF PEANUTS:

JARS PEANUT BUTTER:

OVERVIEW: FPF consistently utilizes their social media platforms to build brand visibility, promote peanuts, and support agricultural groups. Social media serves as a low-cost, highly effective tool for engaging a wide audience, fostering connections with consumers, and amplifying their message in a budget-friendly way.

FORMAT: Website Download Social Media

PARTNERSHIP(S): Peanut Trade Organizations

TAGS: Online/Virtual

CORE PROGRAM(S): Advocacy Philanthropy Promotion
Education Partnerships

PROJECT COMPONENTS:





ACTIVITY REPORT

81

ACTIVITY NAME: **Peanut Butter Challenge**

ACTIVITY DATE(S): 10/1/2024 - 10/31/2024 Annual Quarter 2 24-10

FOCUS: Consumer

AUDIENCE: All People

OVERVIEW: Peanut Butter Challenge & Incentives & Winning Co Award

Groups work together in a huge collaborative to market the "Peanut Butter Challenge" during October. A contest for the county IFAS offices in collecting the most peanut butter.

REACH LOCALE: Florida

LOCATION: throughout Florida

FORMAT: Social Media Goodie Bag FPF Host

REACH ACTUAL: 40,000

PARTNERSHIP(S): UF IFAS FAMU FPPA

TAGS: PB Donation Online/Virtual

MATERIALS PROVIDED:

PROMO ITEMS:

CORE PROGRAM(S): Philanthropy Partnerships

FOOD:

PROJECT COMPONENTS:

PACKS PEANUTS:

CANS OF PEANUTS:

JARS PEANUT BUTTER:





ACTIVITY REPORT

85

ACTIVITY NAME: **Breast Cancer Awareness Month**

ACTIVITY DATE(S): 10/1/2024 - 10/31/2024 Annual Quarter 2 24-10

FOCUS: Consumer

AUDIENCE: All People

OVERVIEW: In 2024, we promoted the power of peanuts when it comes to fighting breast cancer by sharing social media posts with links to peanut facts as well as peanut recipes that can be used. Our breast cancer focused research and event website is www.PinkPeanuts.org.

REACH: Worldwide
LOCALE:

LOCATION:
Online, Virtual

FORMAT: Social Media Website Download

REACH ACTUAL: 4,100

PARTNERSHIP(S):

TAGS: Online/Virtual

MATERIALS PROVIDED:

PROMO ITEMS:

CORE PROGRAM(S): Promotion Philanthropy

FOOD:

PROJECT COMPONENTS:

PACKS PEANUTS:

CANS OF PEANUTS:

JARS PEANUT BUTTER:





ACTIVITY REPORT

555

ACTIVITY NAME: **Hurricane Relief through Donations**

ACTIVITY DATE(S): 10/1/2024 - 10/31/2024 As Scheduled Quarter 2 24-10

FOCUS: Consumer

AUDIENCE: Families

OVERVIEW: FPF was a part of providing donations throughout Coastal Florida for Hurricane Relief for families, first responders, and volunteers. This activity is a heart-strings program that is very important to FPF Board of Directors who are always eager to assist when friends and neighbors are suffering.

REACH: Location Specific
LOCALE:

LOCATION:
throughout North Central
Florida

FORMAT: Peanut Products Provided Donation Distribute - PB

REACH ACTUAL: 4,000

PARTNERSHIP(S): Many

TAGS: Community

MATERIALS PROVIDED:

PROMO ITEMS:

CORE PROGRAM(S): Philanthropy Partnerships Promotion

FOOD:

PROJECT COMPONENTS:

PACKS PEANUTS:

CANS OF PEANUTS:

JARS PEANUT BUTTER: 1,440



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ACTIVITY REPORT

556

ACTIVITY NAME: **Hurricane Relief Donations in Madison County**

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

As Scheduled

Quarter 2 24-10

FOCUS: Consumer

OVERVIEW: Donations throughout Coastal Florida for Hurricane Relief for families, first responders and volunteers.

AUDIENCE: Families

REACH: Location Specific
LOCALE:

LOCATION:
Madison, FL

FORMAT: Peanut Products Provided Donation Distribute - PB

REACH ACTUAL: 800

PARTNERSHIP(S): Schools

TAGS: Community

MATERIALS PROVIDED:

CORE PROGRAM(S): Philanthropy Partnerships Promotion

PROMO ITEMS:

PROJECT COMPONENTS:

FOOD:

PACKS PEANUTS: 50

CANS OF PEANUTS:

JARS PEANUT BUTTER: 450





ACTIVITY REPORT

583

ACTIVITY NAME: **Hurricane Relief - FFA**

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

As Scheduled

Quarter 2 24-10

FOCUS: Consumer

AUDIENCE: Families

OVERVIEW: We partnered with local FFA chapters to create peanut butter lunch donations for areas impacted by the hurricane. This included donations for hurricane victims, first responders, linemen, and volunteers. These donations were distributed in Horseshoe Beach, FL.

REACH: Location Specific
LOCALE:

LOCATION:
throughout North Central
Florida

REACH ACTUAL:
2,800

MATERIALS PROVIDED:

PROMO ITEMS:

FOOD:

PACKS PEANUTS: 500

CANS OF PEANUTS:

JARS PEANUT BUTTER: 1,200



FORMAT: Distribute - PB Peanut Products Provided Donation

PARTNERSHIP(S): FL FFA chapters

TAGS: Community

CORE PROGRAM(S): Philanthropy Partnerships Promotion

PROJECT COMPONENTS:





ACTIVITY REPORT

587

ACTIVITY NAME: **Hurricane Relief - 4H**

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

As Scheduled

Quarter 2 24-10

FOCUS: Consumer

AUDIENCE: Families

OVERVIEW: We partnered with local 4H to create peanut butter lunch donations for areas impacted by the hurricane. This included donations for hurricane victims, first responders, linemen, and volunteers.

REACH: Location Specific

LOCALE:

LOCATION:

Horseshoe Beach, FL

FORMAT: Distribute - PB Peanut Products Provided Donation

REACH ACTUAL:

750

PARTNERSHIP(S): UF/Florida4-H

TAGS: Community

MATERIALS PROVIDED:

PROMO ITEMS:

CORE PROGRAM(S): Philanthropy Partnerships Promotion

PROJECT COMPONENTS:

FOOD:

PACKS PEANUTS: 100

CANS OF PEANUTS:

JARS PEANUT BUTTER: 300



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ACTIVITY REPORT

588

ACTIVITY NAME: **Peanut Fast Facts**

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

Monthly

Quarter 2

24-10

FOCUS: Consumer

AUDIENCE: All People

OVERVIEW: Using our social media platform, we share peanut facts. This improved our overall social media engagement as well as just being a cost-effective way to promote knowledge of peanuts.

REACH: Worldwide

LOCALE:

LOCATION:

Online, Virtual

FORMAT: Social Media

REACH ACTUAL:

1,000

PARTNERSHIP(S):

TAGS: Online/Virtual

MATERIALS PROVIDED:

PROMO ITEMS:

CORE PROGRAM(S): Promotion

FOOD:

PROJECT COMPONENTS:

PACKS PEANUTS:

CANS OF PEANUTS:

JARS PEANUT BUTTER:





ACTIVITY REPORT

590

ACTIVITY NAME: **Peanut Recipes Online**

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

Monthly

Quarter 2

24-10

FOCUS: Consumer

OVERVIEW: We utilized the FPF Facebook page to post and share peanut recipes regularly.

AUDIENCE: All People

REACH: Worldwide

LOCALE:

LOCATION:

Online, Virtual

REACH ACTUAL:

1,000

MATERIALS PROVIDED:

PROMO ITEMS:

FOOD:

PACKS PEANUTS:

CANS OF PEANUTS:

JARS PEANUT BUTTER:

FORMAT: Social Media Website Download Youtube Video

Peanut Products Provided Materials Provided

PARTNERSHIP(S): Peanut Trade Organizations

TAGS: Online/Virtual PEP High School ED 4H Recipes

Food Safety Training Allergen Aware

CORE PROGRAM(S): Advocacy Philanthropy Promotion

Education Partnerships

PROJECT COMPONENTS:





ACTIVITY REPORT

615

ACTIVITY NAME: **Letter to FL DEP regarding LSFIR MFL Draft Rule**

ACTIVITY DATE(S): 10/1/2024 - 10/31/2024 As Scheduled Quarter 2 24-10

FOCUS: Industry

AUDIENCE: Adults

OVERVIEW: More than 200 hours were poured into meetings, research, and drafting a letter to state agencies to share FPF member views on the pending regulation as written in the Draft Rule for the Lower Santa Fe & Ichetucknee Rivers Minimum Flows and Levels. The letter was submitted on October 31, 2024.

REACH
LOCALE: Florida

LOCATION:
Online, Virtual

FORMAT: Presentation

REACH ACTUAL: 20

PARTNERSHIP(S): Governmental Leaders

TAGS:

MATERIALS PROVIDED:

PROMO ITEMS:

CORE PROGRAM(S): Partnerships

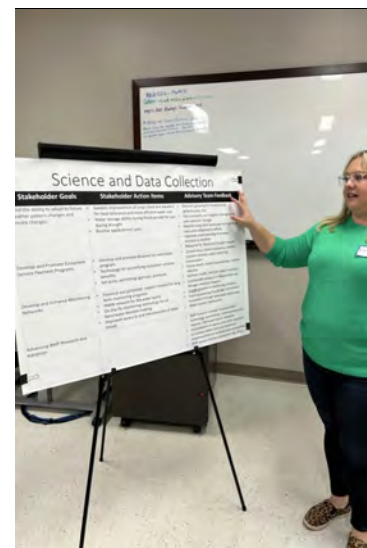
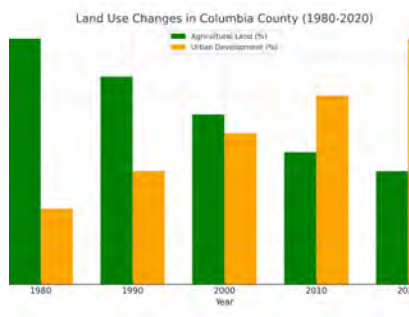
FOOD:

PROJECT COMPONENTS:

PACKS PEANUTS:

CANS OF PEANUTS:

JARS PEANUT BUTTER:





ACTIVITY REPORT

616

ACTIVITY NAME: **Branford FFA sponsored Community Scarecrow Row**

ACTIVITY DATE(S): 10/1/2024 - 10/31/2024 Annual Quarter 2 24-10

FOCUS: Consumer

AUDIENCE: All People

OVERVIEW: For several years, FPF has set up fall decorations in cities across North Florida. This year, Branford FFA was the only group that reached out to us. We are thankful to have the opportunity to participate, the theme "Don't be Board, Eat Peanuts!"

REACH: Location Specific
LOCALE:

LOCATION:
Branford, FL

FORMAT: School Program Donation Visual Element

REACH ACTUAL:
10,000

PARTNERSHIP(S): FL FFA chapters

TAGS: Community Sponsorship FFA

MATERIALS PROVIDED:

CORE PROGRAM(S): Partnerships

PROMO ITEMS:

PROJECT COMPONENTS:

FOOD:

PACKS PEANUTS:

CANS OF PEANUTS:

JARS PEANUT BUTTER:





ACTIVITY REPORT

554

ACTIVITY NAME: **Hurricane Relief - Valdosta North Rotary Club**

ACTIVITY DATE(S): 10/3/2024 - 10/3/2024 As Scheduled Quarter 2 24-10

FOCUS: Consumer

AUDIENCE: Families

OVERVIEW: Valdosta North Rotarians partnered with the Florida Peanut Federation to hand out Peanut Butter and Jelly Care Packs in our community.

200 PB&J care packs were delivered to community members in Hahira.

REACH: Location Specific

LOCALE:

LOCATION:

Valdosta, GA

FORMAT: Peanut Products Provided Donation Distribute - PB

REACH ACTUAL: 500

PARTNERSHIP(S): Valdosta Rotary Club

TAGS: Community

MATERIALS PROVIDED:

PROMO ITEMS:

CORE PROGRAM(S): Philanthropy Partnerships Promotion

FOOD:

PROJECT COMPONENTS:

PACKS PEANUTS:

CANS OF PEANUTS:

JARS PEANUT BUTTER: 200





ACTIVITY REPORT

585

ACTIVITY NAME: **Mike Johnson visit**

ACTIVITY DATE(S): 10/3/2024 - 10/3/2024 As Scheduled Quarter 2 24-10

FOCUS: Industry

AUDIENCE: Adults

OVERVIEW: Speaker of the House Mike Johnson visited and took time to listen to farmers and their needs. This meeting was enlightening and inspiring as Speaker Johnson spent a good deal of time talking with each table of farmers present. This is the first time, at least in recent history, that a speaker has visited with farmers in such great detail.

REACH LOCALE: FL Peanut Grow Region

LOCATION: Gainesville, FL

FORMAT: Meeting

REACH ACTUAL: 300

PARTNERSHIP(S): Governmental Leaders

TAGS:

MATERIALS PROVIDED:

CORE PROGRAM(S): Partnerships

PROMO ITEMS:

PROJECT COMPONENTS:

FOOD:

PACKS PEANUTS:

CANS OF PEANUTS:

JARS PEANUT BUTTER:





ACTIVITY REPORT

617

ACTIVITY NAME: **Congresswoman Kat Cammack visit Post-Hurricane**

ACTIVITY DATE(S): 10/3/2024 - 10/3/2024 As Scheduled Quarter 2 24-10

FOCUS: Industry

AUDIENCE: Adults

OVERVIEW: Within only a few days after Hurricane Helene ripped through North Central Florida, Congresswoman Kat Cammack hosted a meeting, a listening session, and legislative update, with ag producers.

REACH: FL Peanut Grow Region
LOCALE:

LOCATION:
Mayo, FL

FORMAT: Program Presentation Meeting

REACH ACTUAL: 50

PARTNERSHIP(S): Governmental Leaders

TAGS: Tour

MATERIALS PROVIDED:

PROMO ITEMS:

CORE PROGRAM(S): Advocacy

FOOD:

PROJECT COMPONENTS:

PACKS PEANUTS:

CANS OF PEANUTS:

JARS PEANUT BUTTER:





ACTIVITY REPORT

553

ACTIVITY NAME: **Hurricane Relief - Old Town Elementary Jr BETA**

ACTIVITY DATE(S): 10/4/2024 - 10/4/2024

As Scheduled

Quarter 2 24-10

FOCUS: Consumer

AUDIENCE: Students - Elementary

Families

OVERVIEW: Creating lunch packages for Suwannee residents, relief personnel and volunteers with FPF Peanut Butter Donations. FPF assisted in three missions to deliver peanut butter to folks in need in the town of Suwannee.

REACH: Location Specific

LOCALE:

LOCATION:

Suwannee, FL

FORMAT: Peanut Products Provided Donation Distribute - PB

REACH ACTUAL:

1,100

PARTNERSHIP(S): Schools

TAGS: Community

MATERIALS PROVIDED:

PROMO ITEMS:

CORE PROGRAM(S): Philanthropy Partnerships Promotion

PROJECT COMPONENTS:

FOOD:

PACKS PEANUTS: 100

CANS OF PEANUTS:

JARS PEANUT BUTTER: 248



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ACTIVITY REPORT

586

ACTIVITY NAME: **FPF SUCCESS SPOTLIGHT**

ACTIVITY DATE(S): 10/5/2024 - 10/5/2024

New Project

Quarter 2 24-10

FOCUS: Consumer

AUDIENCE: All People

OVERVIEW: We had the opportunity to put student and FPF Promotions Team member Jimmie Jerrells in front of the WCJB TV-20 camera where he shared about the (FPF) Florida's peanut industry & Central Florida Peanut Festival in Williston. Jimmie participated in the Ag-Vocacy training by FPF in Sept 2023. The news interview aired 3X & was published on social media platforms & WCJB website.

REACH: Location Specific

LOCALE:

LOCATION:

Online, Virtual

FORMAT: Booth Presentation Social Media

REACH ACTUAL: 400,000

PARTNERSHIP(S): FL FFA chapters

TAGS: High School ED Community

MATERIALS PROVIDED:

PROMO ITEMS:

CORE PROGRAM(S): Promotion Education Partnerships

FOOD:

PROJECT COMPONENTS:

PACKS PEANUTS:

CANS OF PEANUTS:

JARS PEANUT BUTTER:





ACTIVITY REPORT

62

ACTIVITY NAME: **Central FL Peanut Festival**

ACTIVITY DATE(S): **10/5/2024 - 10/6/2024** **Annual** **Quarter 2** 24-10

FOCUS: **Consumer**

AUDIENCE: **All People**

OVERVIEW: Williston Central FL Peanut Festival with more than 10,000 visitors to this annual festival. This year we shared facts about the superpower of "peanuts" and hosted a challenge to get fair goers involved in our booth.

REACH **Location Specific**

LOCALE:

LOCATION:

Williston, FL

FORMAT: **Booth** **Peanut Products Provided** **Materials Provided**

Promo Items Provided **Sponsor**

PARTNERSHIP(S): **Williston Chamber of Commerce**

TAGS: **Sponsorship** **FFA** **Community**

REACH ACTUAL: **14,000**

MATERIALS PROVIDED:

PROMO ITEMS:

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

PROJECT COMPONENTS:

FOOD:

PACKS PEANUTS: **500**

CANS OF PEANUTS:

JARS PEANUT BUTTER:





ACTIVITY REPORT

594

ACTIVITY NAME: **UF IFAS Row Crop Meeting**

ACTIVITY DATE(S): 10/9/2024 - 10/9/2024 As Scheduled Quarter 2 24-10

FOCUS: Industry

AUDIENCE: Adults

OVERVIEW: UF IFAS hosted Row Crop Meeting online, Peanut harvest discussed in detail. This meeting led to additional discussions to the benefit of the Suwannee Valley Peanut industry.

REACH LOCALE: FL Peanut Grow Region

LOCATION: Online, Virtual

FORMAT: Meeting

REACH ACTUAL: 21

PARTNERSHIP(S): UF IFAS

TAGS: Online/Virtual

MATERIALS PROVIDED:

PROMO ITEMS:

CORE PROGRAM(S): Advocacy Partnerships

FOOD:

PROJECT COMPONENTS:

PACKS PEANUTS:

CANS OF PEANUTS:

JARS PEANUT BUTTER:



ACTIVITY REPORT

595

ACTIVITY NAME: **UF IFAS NFREC Outreach & Engagement Meeting**

ACTIVITY DATE(S): 10/11/2024 - 10/11/2024 As Scheduled Quarter 2 24-10

FOCUS: Industry Consumer

AUDIENCE: Adults

OVERVIEW: Including Bob Hochmuth, Shivendra Kumar, Kim Glasscock, the UF IFAS NFREC-SV held an Outreach and Community engagement meeting, FPF available to provide resources and host information/promotion booths at all events and meetings held at the research center.

REACH LOCATION: Location Specific

LOCATION:

UF IFAS NFREC-SV, Live Oak, FL

FORMAT: Meeting

REACH ACTUAL: 15

PARTNERSHIP(S): UF IFAS

TAGS: Tour Training Community

MATERIALS PROVIDED: 100

PROMO ITEMS:

CORE PROGRAM(S): Advocacy Promotion Education Partnerships

FOOD:

PROJECT COMPONENTS:

PACKS PEANUTS: 100

CANS OF PEANUTS:

JARS PEANUT BUTTER:



ACTIVITY REPORT

596

ACTIVITY NAME: **Sunbelt Ag Expo - Florida Spotlight State**

ACTIVITY DATE(S): **10/15/2024 - 10/17/2024** **Annual** **Quarter 2** 24-10

FOCUS: **Industry** **Consumer**

AUDIENCE: **All People**

OVERVIEW: Packs of Peanuts for folks who visit the Florida building as Florida was the Spotlight State at the 2024 Sunbelt Ag Expo - we have been thankful to provide student activity books, worksheets, and packs of peanuts.

REACH **Location Specific**

LOCALE:

LOCATION:

Sunbelt Ag Expo, Moultrie, GA

FORMAT: **Promo Items Provided** **Peanut Products Provided** **Booth**

Materials Provided

REACH ACTUAL: **8,500**

PARTNERSHIP(S): **UF IFAS** **FAMU** **FDACS**

TAGS: **Community**

MATERIALS PROVIDED: **250**

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

PROMO ITEMS: **500**

Pencils

Education **Partnerships**

FOOD:

PROJECT COMPONENTS:

PACKS PEANUTS: **3,000**

CANS OF PEANUTS:

JARS PEANUT BUTTER:



Florida Shined as Spotlight State During Sunbelt Ag Expo

by Florida Farm Bureau
October 18, 2024



Photo credit: Florida Farm Bureau

The 2024 Sunbelt Ag Expo, held Oct. 15-17 in Moultrie, Georgia, and welcoming nearly 70,000 attendees, highlighted Florida as the Spotlight State. Florida Farm Bureau, Florida Department of Agriculture and Consumer Services, and University of Florida Extension, among other state agricultural commodities, were on-site to tell the story of Florida agriculture at the





ACTIVITY REPORT

589

ACTIVITY NAME: **RMA Bunger Hurricane Tour**

ACTIVITY DATE(S): 10/16/2024 - 10/16/2024

New Project

Quarter 2 24-10

FOCUS: Industry

AUDIENCE: Adults

OVERVIEW: RMA administrator Bunger visited farmers in the fields and took time to listen to farmers and listen to their comments regarding Hurricane Damage and opportunities for RMA to be more supportive to ag producers.

REACH: Nationwide

LOCALE:

LOCATION:

Lake Park, GA

FORMAT: Meeting

REACH ACTUAL:

150

PARTNERSHIP(S): USDA Governmental Leaders

TAGS: Tour

MATERIALS PROVIDED:

PROMO ITEMS:

CORE PROGRAM(S): Advocacy Partnerships

FOOD:

PROJECT COMPONENTS:

PACKS PEANUTS:

CANS OF PEANUTS:

JARS PEANUT BUTTER:





ACTIVITY REPORT

597

ACTIVITY NAME: **International Produce & Floral Show**

ACTIVITY DATE(S): 10/17/2024 - 10/19/2024

New Project

Quarter 2 24-10

FOCUS: Industry Consumer

AUDIENCE: Adults

OVERVIEW: Laura attended the (PMA) International Produce and Floral show in Atlanta to gather promotional display ideas, meet with companies that provide consumer focused peanut products, and meet with FPF industry allies/sponsors, and southern state Departments of Agriculture & met with Peanut hired Nutritionists.

REACH: Worldwide
LOCALE:

LOCATION:
Georgia World Congress
Center, Atlanta, GA

FORMAT: Meeting Program

REACH ACTUAL: 100

PARTNERSHIP(S): Many

TAGS: Training

MATERIALS PROVIDED: 10

PROMO ITEMS: 10

Pens

CORE PROGRAM(S): Partnerships Promotion

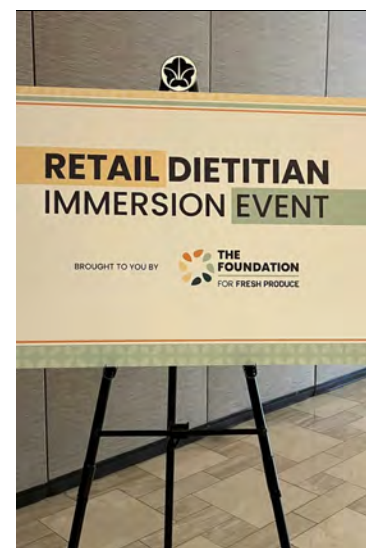
FOOD:

PROJECT COMPONENTS:

PACKS PEANUTS:

CANS OF PEANUTS:

JARS PEANUT BUTTER:





ACTIVITY REPORT

598

ACTIVITY NAME: **Feeding Florida Buyers Meeting**

ACTIVITY DATE(S): 10/21/2024 - 10/21/2024

New Project

Quarter 2 24-10

FOCUS: Industry Consumer

AUDIENCE: Adults

OVERVIEW: Feeding Florida leadership hosted a buyers meeting at UF IFAS NFREC-SV, FPF has served as a parter and liaison between Peanut Farmers - Peanut Manufacturers - Peanut Butter Philanthropic organization 'Peanut Proud' - and Feeding Florida to include Peanut Butter as a critical source of protein in the Feeding Florida food bank program.

REACH
LOCALE: Florida

LOCATION:

UF IFAS NFREC-SV, Live Oak,
FL

FORMAT: Presentation Meeting

REACH ACTUAL: 37

PARTNERSHIP(S): Feeding Florida

TAGS: PB Donation Sponsorship

MATERIALS PROVIDED:

PROMO ITEMS:

CORE PROGRAM(S): Philanthropy Partnerships

FOOD:

PROJECT COMPONENTS:

PACKS PEANUTS:

CANS OF PEANUTS:

JARS PEANUT BUTTER:





ACTIVITY REPORT

230

ACTIVITY NAME: **Peanut Butter Donations**

ACTIVITY DATE(S): 10/22/2024 - 10/31/2024

As Requested

Quarter 2 24-10

FOCUS: Consumer

OVERVIEW: Peanut Butter Donations (based on evaluation of requests received), provided to partner organizations.

AUDIENCE: Families

REACH: Florida

LOCALE:

LOCATION:

throughout North Central
Florida

FORMAT: Distribute - PB

REACH ACTUAL: 12,000

PARTNERSHIP(S): Many

TAGS: PB Donation

MATERIALS PROVIDED:

CORE PROGRAM(S): Philanthropy Partnerships

PROMO ITEMS:

PROJECT COMPONENTS:

FOOD:

PACKS PEANUTS:

CANS OF PEANUTS:

JARS PEANUT BUTTER: 5,000





ACTIVITY REPORT

79

ACTIVITY NAME: **Fall Harvest Experience**

ACTIVITY DATE(S): 10/23/2024 - 10/23/2024

Annual

Quarter 2

24-10

FOCUS: Consumer

AUDIENCE: Students - Elementary

REACH LOCALE: FL Peanut Grow Region

LOCATION:

UF IFAS NFREC-SV, Live Oak, FL

REACH ACTUAL: 3,850

MATERIALS PROVIDED: 50

PROMO ITEMS: 300

Pencils

FOOD: Peanut Candy, variety

PACKS PEANUTS: 100

CANS OF PEANUTS:

JARS PEANUT BUTTER: 40



OVERVIEW: Students learned from experts in peanuts, pumpkins, and cover crops. This 2 week program invites 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.

FORMAT: Visual Element Presentation Materials Provided Sponsor

School Program Peanut Products Provided

PARTNERSHIP(S): UF IFAS NFREC Nutrien

TAGS: Elementary ED

CORE PROGRAM(S): Education Partnerships Advocacy

Promotion

PROJECT COMPONENTS:





ACTIVITY REPORT

599

ACTIVITY NAME: **National FFA Convention**

ACTIVITY DATE(S): 10/23/2024 - 10/26/2024

Annual

Quarter 2

24-10

FOCUS: Consumer

AUDIENCE: Student - High

Students - Middle

OVERVIEW: FPF provided refreshments for Florida FFA members as they traveled to Indianapolis, IN, to the National FFA Convention. We are grateful that FFA chapters know they can rely on FPF to provide for the students.

REACH: Florida

LOCALE:

LOCATION:

Indianapolis, IN

FORMAT: Goodie Bag

REACH ACTUAL:

2,000

PARTNERSHIP(S): FL FFA chapters

TAGS: High School ED Middle School ED FFA

MATERIALS PROVIDED:

PROMO ITEMS:

CORE PROGRAM(S): Advocacy Promotion Partnerships

FOOD:

PROJECT COMPONENTS:

PACKS PEANUTS:

CANS OF PEANUTS:

JARS PEANUT BUTTER:





ACTIVITY REPORT

600

ACTIVITY NAME: **Robert Bonnie Post-Hurricane Meeting**

ACTIVITY DATE(S): 10/24/2024 - 10/24/2024

As Scheduled

Quarter 2 24-10

FOCUS: Industry

AUDIENCE: Adults

OVERVIEW: Laura Goss was delighted to be invited to a meeting hosted by Robert Bonnie. The meeting brought together ag industry representatives from throughout the state to discuss program updates and needs as producers continue to face damages from hurricanes.

REACH: Nationwide

LOCALE:

LOCATION:

Bartow, FL

FORMAT: Meeting

REACH ACTUAL:

47

PARTNERSHIP(S): USDA Governmental Leaders

TAGS:

MATERIALS PROVIDED:

PROMO ITEMS:

CORE PROGRAM(S): Partnerships

FOOD:

PROJECT COMPONENTS:

PACKS PEANUTS:

CANS OF PEANUTS:

JARS PEANUT BUTTER:





ACTIVITY REPORT

601

ACTIVITY NAME: **UF IFAS STEP Corn Contest Banquet**

ACTIVITY DATE(S): 10/24/2024 - 10/24/2024

New Project

Quarter 2 24-10

FOCUS: Industry

AUDIENCE: Adults

OVERVIEW: FPF was delighted to have many members participate in the STEP corn contest. We are working with UF IFAS to develop a similar contest for peanut production. The new program will help peanut farmers be more sustainable and successful in their operations.

REACH: FL Peanut Grow Region

LOCALE:

LOCATION:

UF IFAS NFREC-SV, Live Oak, FL

FORMAT: Program Meeting

REACH ACTUAL:

80

PARTNERSHIP(S): UF IFAS

TAGS: Sponsorship

MATERIALS PROVIDED:

PROMO ITEMS:

CORE PROGRAM(S): Education Partnerships

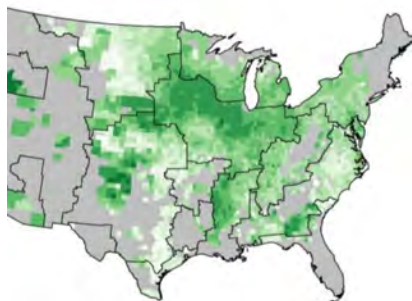
FOOD:

PROJECT COMPONENTS:

PACKS PEANUTS:

CANS OF PEANUTS:

JARS PEANUT BUTTER:



duce a commodity, in North Florida, farmers use n to supplement Rainfall

18-20" Corn
16-30" Peanuts
1-5" Hay
1-5" Watermelons
1-5" Carrots

Stage, Climate, Soil Type, transpiration, Variety Genetics are play into the required t of water for production

ACTIVITY REPORT

602

ACTIVITY NAME: **FDACS / FDEP Meeting regarding MFL & BMP**

ACTIVITY DATE(S): **10/28/2024 - 10/28/2024** **As Scheduled** **Quarter 2** 24-10

FOCUS: **Industry**

AUDIENCE: **Adults**

OVERVIEW: Staff of FDACS & FDEP hosted a meeting, inviting all local farmers, to learn important information about the MFL and BMP programs, paying specific attention to pending and upcoming regulations.

REACH **FL Peanut Grow Region**

LOCALE:

LOCATION:

UF IFAS NFREC-SV, Live Oak,
FL

FORMAT: **Meeting** **Presentation**

REACH ACTUAL: **64**

PARTNERSHIP(S): **Governmental Leaders** **FDACS**

TAGS:

MATERIALS PROVIDED:

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

PROMO ITEMS:

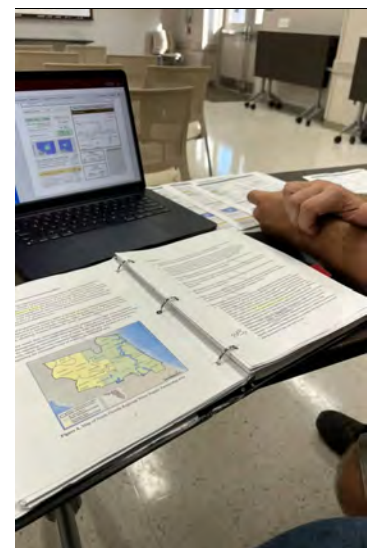
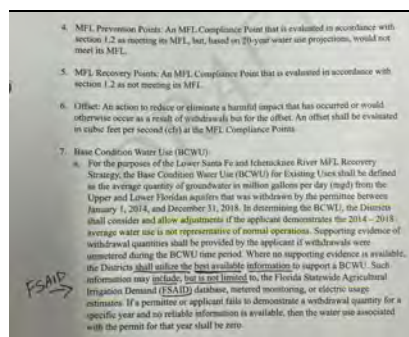
PROJECT COMPONENTS:

FOOD:

PACKS PEANUTS:

CANS OF PEANUTS:

JARS PEANUT BUTTER:





ACTIVITY REPORT

592

ACTIVITY NAME: **Kat Cammack visit**

ACTIVITY DATE(S): 10/29/2024 - 10/29/2024

As Scheduled

Quarter 2 24-10

FOCUS: Industry

AUDIENCE: Adults

OVERVIEW: Congresswoman Kat Cammack visited a Florida peanut warehouse and shared social media videos of her experience promoting peanuts.

REACH: FL Peanut Grow Region

LOCALE:

LOCATION:

throughout North Central
Florida

FORMAT: Meeting Social Media

REACH ACTUAL:

200

PARTNERSHIP(S): Governmental Leaders

TAGS:

MATERIALS PROVIDED:

PROMO ITEMS:

CORE PROGRAM(S): Partnerships

FOOD:

PROJECT COMPONENTS:

PACKS PEANUTS:

25

CANS OF PEANUTS:

JARS PEANUT BUTTER:



ACTIVITY REPORT

604

ACTIVITY NAME: **Suwannee River Basin Mgmt Action Plan Meeting**

ACTIVITY DATE(S): 10/30/2024 - 10/30/2024

As Scheduled

Quarter 2 24-10

FOCUS: Industry

AUDIENCE: Adults

OVERVIEW: An open forum meeting was held to allow producers to learn from a poster session showcasing BMAPs that are relevant to the North Central Florida area and their production practices specifically.

REACH: FL Peanut Grow Region
LOCALE:

LOCATION:

UF IFAS NFREC-SV, Live Oak, FL

FORMAT: Meeting

REACH ACTUAL: 45

PARTNERSHIP(S): SRWMD FDACS

TAGS:

MATERIALS PROVIDED:

CORE PROGRAM(S): Partnerships Education Advocacy

PROMO ITEMS:

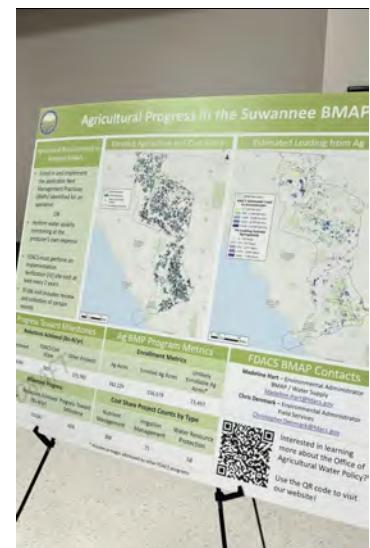
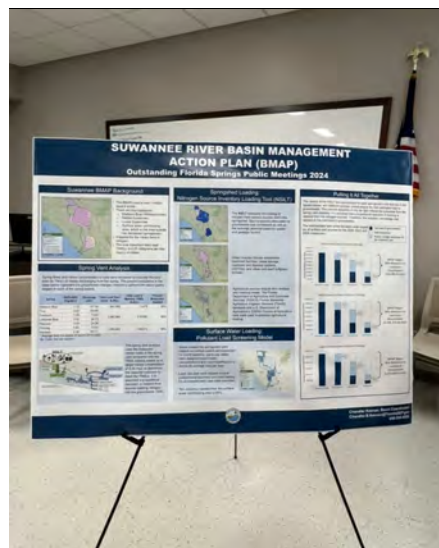
PROJECT COMPONENTS:

FOOD:

PACKS PEANUTS:

CANS OF PEANUTS:

JARS PEANUT BUTTER:





ACTIVITY REPORT

82

ACTIVITY NAME: **Florida Farm Bureau Conference**

ACTIVITY DATE(S): 10/30/2024 - 11/1/2024 Annual Quarter 2 24-10

FOCUS: Industry

AUDIENCE: Adults

OVERVIEW: Florida Farm Bureau Conference is held annual in the fall. FPF has long been a sponsor, exhibitor, donor, judge representative, and friend to the conference participants.

REACH
LOCALE: Florida

LOCATION:
Destin, FL

REACH ACTUAL: 325

MATERIALS PROVIDED:

PROMO ITEMS:

FOOD:

PACKS PEANUTS:

CANS OF PEANUTS:

JARS PEANUT BUTTER:

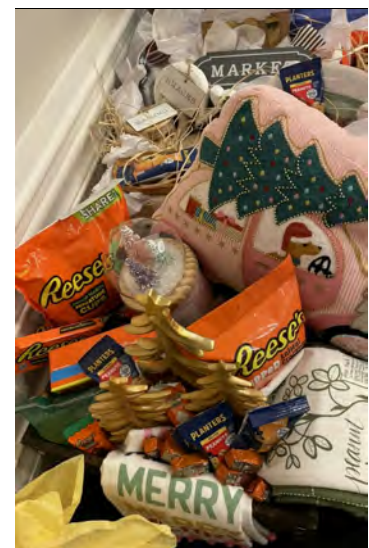
FORMAT: Sponsor Booth Presentation Materials Provided
Promo Items Provided Peanut Products Provided

PARTNERSHIP(S): Florida Farm Bureau

TAGS: Sponsorship

CORE PROGRAM(S): Partnerships

PROJECT COMPONENTS:





ACTIVITY REPORT

591

ACTIVITY NAME: **FPF Social Media Presence**

ACTIVITY DATE(S): 11/1/2024 - 11/30/2024 Monthly Quarter 2 24-11

FOCUS: Industry Consumer

AUDIENCE: All People

REACH: Worldwide
LOCALE:

LOCATION:
Online, Virtual

REACH ACTUAL: 9,378

MATERIALS PROVIDED:

PROMO ITEMS:

FOOD:

PACKS PEANUTS:

CANS OF PEANUTS:

JARS PEANUT BUTTER:

OVERVIEW: FPF consistently utilizes their social media platforms to build brand visibility, promote peanuts, and support agricultural groups. Social media serves as a low-cost, highly effective tool for engaging a wide audience, fostering connections with consumers, and amplifying their message in a budget-friendly way.

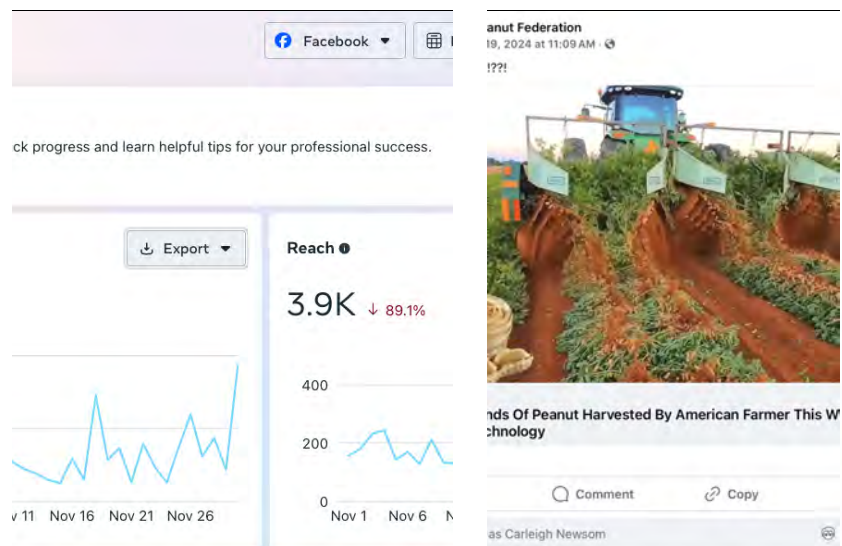
FORMAT: Website Download Social Media

PARTNERSHIP(S): Peanut Trade Organizations

TAGS: Online/Virtual

CORE PROGRAM(S): Advocacy Philanthropy Promotion
Education Partnerships

PROJECT COMPONENTS:



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Laura@FloridaPeanutFederation.org

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ACTIVITY REPORT

619

ACTIVITY NAME: **Peanut Fast Facts**

ACTIVITY DATE(S): 11/1/2024 - 11/30/2024 Monthly Quarter 2 24-11

FOCUS: Consumer

AUDIENCE: All People

OVERVIEW: Using our social media platform, we share peanut facts. This improved our overall social media engagement as well as just being a cost-effective way to promote knowledge of peanuts.

REACH: Worldwide
LOCALE:

LOCATION:
Online, Virtual

FORMAT: Social Media

REACH ACTUAL: 1,000

PARTNERSHIP(S):

TAGS: Online/Virtual

MATERIALS PROVIDED:

PROMO ITEMS:

CORE PROGRAM(S): Promotion

FOOD:

PROJECT COMPONENTS:

PACKS PEANUTS:

CANS OF PEANUTS:

JARS PEANUT BUTTER:





ACTIVITY REPORT

621

ACTIVITY NAME: **Peanut Recipes Online**

ACTIVITY DATE(S): 11/1/2024 - 11/30/2024 Monthly Quarter 2 24-11

FOCUS: Consumer

OVERVIEW: We utilized the FPF Facebook page to post and share peanut recipes regularly.

AUDIENCE: All People

REACH: Worldwide
LOCALE:

LOCATION:
Online, Virtual

REACH ACTUAL: 1,000

MATERIALS PROVIDED:

PROMO ITEMS:

FOOD:

PACKS PEANUTS:

CANS OF PEANUTS:

JARS PEANUT BUTTER:

FORMAT: Social Media Website Download Youtube Video

Peanut Products Provided Materials Provided

PARTNERSHIP(S): Peanut Trade Organizations

TAGS: Online/Virtual PEP High School ED 4H Recipes

Food Safety Training Allergen Aware

CORE PROGRAM(S): Advocacy Philanthropy Promotion

Education Partnerships

PROJECT COMPONENTS:



ACTIVITY REPORT

570

ACTIVITY NAME: **Florida Climate Week podcast**

ACTIVITY DATE(S): 11/11/2024 - 11/11/2024 New Project Quarter 2 24-11

FOCUS: Industry Consumer

AUDIENCE: Adults

OVERVIEW: The VoLo Foundation sponsored content for Florida Climate Week podcasts. Laura Goss participated in a production agriculture focused podcast that aired during Climate Week. The HF-HB along with Solutions from the Land, Florida Climate SmartAg, SRP, & UF IFAS, are committed to maintaining the best agricultural operations in Florida.

REACH: Worldwide

LOCALE:

LOCATION:

Online, Virtual

FORMAT: Meeting Website Download Presentation Social Media Visual Element Program

REACH ACTUAL: 6,000

PARTNERSHIP(S): Many

TAGS: STEAM Online/Virtual Community

MATERIALS PROVIDED:

CORE PROGRAM(S): Advocacy Promotion Education Partnerships

PROMO ITEMS:

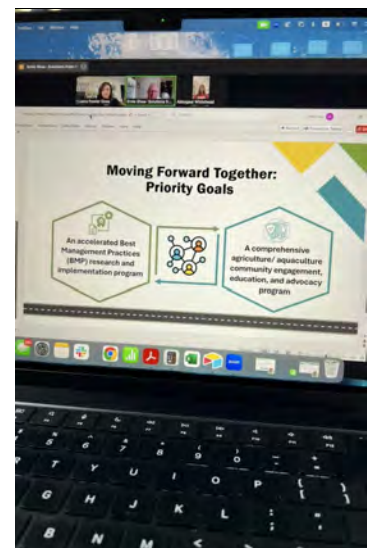
PROJECT COMPONENTS:

FOOD:

PACKS PEANUTS:

CANS OF PEANUTS:

JARS PEANUT BUTTER:





ACTIVITY REPORT

605

ACTIVITY NAME: **FFB LINC Conference**

ACTIVITY DATE(S): **11/12/2024 - 11/14/2024**

New Project

Quarter 2 24-11

FOCUS: **Industry Consumer**

AUDIENCE: **Adults**

Students - Middle

Student - High

REACH **Florida**

LOCALE:

LOCATION:

St. Augustine, FL

REACH ACTUAL: **300**

MATERIALS PROVIDED:

PROMO ITEMS:

FOOD: **Light Refreshments**

PACKS PEANUTS: **50**

CANS OF PEANUTS:

JARS PEANUT BUTTER:



OVERVIEW: Florida Farm Bureau subsidiary, AEST hosted the LINC conference where classroom ag teachers joined industry representatives to better understand and to develop partnerships, cooperations, and projects that benefit both groups, along with focusing on student success.

FORMAT: **Sponsor Booth Presentation School Program Materials Provided**

Promo Items Provided Peanut Products Provided Visual Element

PARTNERSHIP(S): **Florida Farm Bureau FL FFA chapters**

TAGS: **PEP Middle School ED High School ED STEAM STEM**

FFA Field-trip Training Online/Virtual Tour Recipes

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

Education Partnerships

PROJECT COMPONENTS:



ACTIVITY REPORT

606

ACTIVITY NAME: **NRLI Hurricane Damage Panel**

ACTIVITY DATE(S): 11/14/2024 - 11/14/2024

New Project

Quarter 2 24-11

FOCUS: **Industry** **Consumer**

AUDIENCE: **Adults** **College**

OVERVIEW: Natural Resources Leadership Institute toured locations in North Central Florida and invited Laura Goss to a panel discussion of the recent Hurricane damages and the effect on farmers, farm buildings/equipment, and production agriculture in the area.

REACH **Florida**

LOCALE:

LOCATION:

Live Oak, FL

FORMAT: **Presentation** **Meeting**

REACH ACTUAL:

45

PARTNERSHIP(S): **UF IFAS**

TAGS: **Community**

MATERIALS PROVIDED:

PROMO ITEMS:

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

Education **Partnerships**

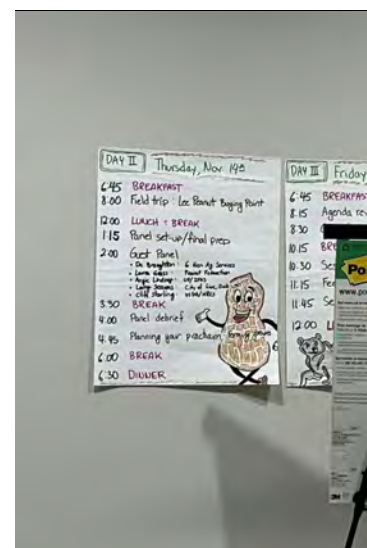
PROJECT COMPONENTS:

FOOD:

PACKS PEANUTS:

CANS OF PEANUTS:

JARS PEANUT BUTTER:



ACTIVITY REPORT

614

ACTIVITY NAME: **US House Ag Com Hurricane Producer Roundtable**

ACTIVITY DATE(S): 11/16/2024 - 11/16/2024 New Project Quarter 2 24-11

FOCUS: Industry

AUDIENCE: Adults

OVERVIEW: Five members of the House Ag Committee toured North Central Florida in November, after the hurricanes damaged numerous buildings, crops, and farming operations. It was a special treat to have a candid roundtable discussion with the members, and an impressive opportunity to host them for tours with FPF farmer members.

REACH: FL Peanut Grow Region
LOCALE:

LOCATION:

Tour, North Central Florida

FORMAT: Meeting

REACH ACTUAL: 50

PARTNERSHIP(S): Governmental Leaders

TAGS:

MATERIALS PROVIDED:

PROMO ITEMS:

CORE PROGRAM(S): Partnerships

FOOD:

PROJECT COMPONENTS:

PACKS PEANUTS:

CANS OF PEANUTS:

JARS PEANUT BUTTER:





ACTIVITY REPORT

611

ACTIVITY NAME: **Christmas on the Greenway Festival**

ACTIVITY DATE(S): **12/1/2024 - 12/14/2024** **Annual** **Quarter 2** 24-12

FOCUS: **Consumer**

AUDIENCE: **All People**

OVERVIEW: A small town Christmas celebration, including five weeks of Christmas lights, trees, and decorations throughout the downtown park, as well as a festival and parade - we are grateful to be included in such local fun festivities!

REACH **Location Specific**

LOCALE:

LOCATION:

Branford, FL

FORMAT: **Donation** **Booth** **Sponsor** **School Program** **Visual Element**

REACH ACTUAL: **6,500**

PARTNERSHIP(S): **FL FFA chapters**

TAGS: **High School ED** **STEAM** **FFA** **Sponsorship** **Community**

MATERIALS PROVIDED:

PROMO ITEMS:

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

FOOD:

PROJECT COMPONENTS:

PACKS PEANUTS:

CANS OF PEANUTS:

JARS PEANUT BUTTER:



2024 The Joy of Christmas Festival
at the Greenway in Branford, FL
Set-up 8-8:45 am
Saturday, December 14, 2024 9:00am - 4:30

NAME:

PHONE:

(Vendor contact)

"T-shirts, Signs, Bows" by multiple sellers will be permitted, will be limited to one vendor. Duplicate food items, on a case by case basis. Example: Multiple baked (be permitted for meal items such as BBQ sandwiches (be specified.)



ACTIVITY REPORT

613

ACTIVITY NAME: **JTR Memorial Toy Drive Donations & Admin Support**

ACTIVITY DATE(S): **12/1/2024 - 12/19/2024** **Annual** **Quarter 2** 24-12

FOCUS: **Consumer**

AUDIENCE: **Families**

OVERVIEW: FPF leadership lends a heart-felt hand to provide Administrative Support to the volunteer committee that leads the Jackson Timothy Roberts Memorial Toy Drive for needy students in a number of North Central Florida communities.

REACH **Location Specific**

LOCALE:

LOCATION:

Branford, FL

FORMAT: **Donation** **Program**

REACH ACTUAL: **350**

PARTNERSHIP(S): **Many**

TAGS: **Community** **Sponsorship**

MATERIALS PROVIDED:

PROMO ITEMS:

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

FOOD: **Other**

PROJECT COMPONENTS:

PACKS PEANUTS:

CANS OF PEANUTS:

JARS PEANUT BUTTER:



ACTIVITY REPORT

115

ACTIVITY NAME: **Student Christmas Peanut Coloring Contest**

ACTIVITY DATE(S): 12/1/2024 - 12/31/2024

Annual

Quarter 2 24-12

FOCUS: Consumer

AUDIENCE: Students - Elementary

REACH: Florida

LOCALE:

LOCATION:

Online, Virtual

REACH ACTUAL: 9,400

MATERIALS PROVIDED:

PROMO ITEMS:

FOOD:

PACKS PEANUTS:

CANS OF PEANUTS:

JARS PEANUT BUTTER:

especially proud to announce the overall Winner is
AVA C. of HAMILTON CO 4-H with the exceptional
poem she wrote



OVERVIEW: Christmas Time Contests - competition was open to all Florida students from PreK-5th grade. Participants submitted coloring, digital image, or poem/short story entries, with prizes provided for each category. Participation was incentivized by including a teacher prize drawings for group participation.

FORMAT: Student Contests Program Sponsor Presentation

Website Download School Program Social Media Goodie Bag

PARTNERSHIP(S): Schools

TAGS: PEP Elementary ED STEAM 4H Online/Virtual

Sponsorship Community

CORE PROGRAM(S): Promotion Education Partnerships

PROJECT COMPONENTS:



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Laura@FloridaPeanutFederation.org

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ACTIVITY REPORT

620

ACTIVITY NAME: **Peanut Fast Facts**

ACTIVITY DATE(S): 12/1/2024 - 12/31/2024 Monthly Quarter 2 24-12

FOCUS: Consumer

AUDIENCE: All People

OVERVIEW: Using our social media platform, we share peanut facts. This improved our overall social media engagement as well as just being a cost-effective way to promote knowledge of peanuts.

REACH: Worldwide
LOCALE:

LOCATION:
Online, Virtual

FORMAT: Social Media

REACH ACTUAL: 1,000

PARTNERSHIP(S):

TAGS: Online/Virtual

MATERIALS PROVIDED:

PROMO ITEMS:

CORE PROGRAM(S): Promotion

FOOD:

PROJECT COMPONENTS:

PACKS PEANUTS:

CANS OF PEANUTS:

JARS PEANUT BUTTER:





ACTIVITY REPORT

622

ACTIVITY NAME: **Peanut Recipes Online**

ACTIVITY DATE(S): 12/1/2024 - 12/31/2024

Monthly

Quarter 2 24-12

FOCUS: Consumer

OVERVIEW: We utilized the FPF Facebook page to post and share peanut recipes regularly.

AUDIENCE: All People

REACH: Worldwide

LOCALE:

LOCATION:

Online, Virtual

FORMAT: Social Media Website Download Youtube Video

Peanut Products Provided Materials Provided

PARTNERSHIP(S): Peanut Trade Organizations

TAGS: Online/Virtual PEP High School ED 4H Recipes

Food Safety Training Allergen Aware

CORE PROGRAM(S): Advocacy Philanthropy Promotion

Education Partnerships

PROJECT COMPONENTS:

REACH ACTUAL: 1,000

MATERIALS PROVIDED:

PROMO ITEMS:

FOOD:

PACKS PEANUTS:

CANS OF PEANUTS:

JARS PEANUT BUTTER:



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ACTIVITY REPORT

624

ACTIVITY NAME: **FPF Social Media Presence**

ACTIVITY DATE(S): 12/1/2024 - 12/31/2024 Monthly Quarter 2 24-12

FOCUS: Industry Consumer

AUDIENCE: All People

OVERVIEW: FPF consistently utilizes their social media platforms to build brand visibility, promote peanuts, and support agricultural groups. Social media serves as a low-cost, highly effective tool for engaging a wide audience, fostering connections with consumers, and amplifying their message in a budget-friendly way.

REACH: Worldwide
LOCALE:

LOCATION:
Online, Virtual

FORMAT: Website Download Social Media

REACH ACTUAL: 5,601

PARTNERSHIP(S): Peanut Trade Organizations

TAGS: Online/Virtual

MATERIALS PROVIDED:

PROMO ITEMS:

CORE PROGRAM(S): Advocacy Philanthropy Promotion
Education Partnerships

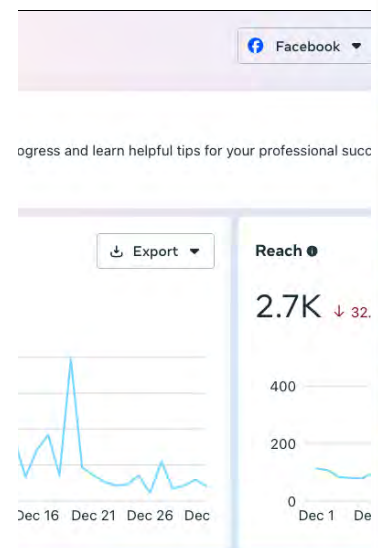
FOOD:

PROJECT COMPONENTS:

PACKS PEANUTS:

CANS OF PEANUTS:

JARS PEANUT BUTTER:



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ACTIVITY REPORT

612

ACTIVITY NAME: **Peanut Butter Donation to Citrus County Blessings**

ACTIVITY DATE(S): 12/3/2024 - 12/3/2024

As Requested

Quarter 2 24-12

FOCUS: Consumer

AUDIENCE: Students - Elementary

Students - Middle

Student - High

OVERVIEW: Serving thousands of kids, FPF is always happy to keep Citrus County Blessings student weekend backpack program stocked with kid-friendly, shelf-stable peanut butter.

REACH: Location Specific

LOCALE:

LOCATION:

Citrus County, FL

FORMAT: Distribute - PB

REACH ACTUAL: 2,880

PARTNERSHIP(S): Citrus County Blessings

TAGS: PB Donation

MATERIALS PROVIDED:

PROMO ITEMS:

CORE PROGRAM(S): Philanthropy Partnerships

FOOD:

PROJECT COMPONENTS:

PACKS PEANUTS:

CANS OF PEANUTS:

JARS PEANUT BUTTER: 1,440





ACTIVITY REPORT

607

ACTIVITY NAME: **Watermelon Institute Conference**

ACTIVITY DATE(S): **12/4/2024** - **12/4/2024** **Annual** **Quarter 2** 24-12

FOCUS: **Industry**

AUDIENCE: **Adults**

OVERVIEW: The largest gathering of farmers from the Suwannee Valley area happens at the annual Watermelon Institute Conference each December. FPF accepted the opportunity to provide water usage data and information regarding the MFL Draft Rule to farmers at this meeting.

REACH **FL Peanut Grow Region**
LOCALE:

LOCATION:

Fairgrounds, Fanning Springs,
FL

FORMAT: **Booth** **Presentation** **Meeting**

REACH ACTUAL: **225**

PARTNERSHIP(S): **UF IFAS**

TAGS: **Sponsorship** **Community**

MATERIALS PROVIDED:

PROMO ITEMS:

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

FOOD: **Other**

PROJECT COMPONENTS:

PACKS PEANUTS:

CANS OF PEANUTS:

JARS PEANUT BUTTER:





ACTIVITY REPORT

610

ACTIVITY NAME: **Chiefland FFA Teacher Appreciation Event**

ACTIVITY DATE(S): 12/16/2024 - 12/16/2024

New Project

Quarter 2 24-12

FOCUS: Consumer

AUDIENCE: Adults

Student - High

OVERVIEW: Mrs. George, the new ag teacher at Chiefland High School invited us to participate in their Christmastime Teacher Appreciation display. FPF provided trail mix ingredients for a DIY snack bag; the school staff enjoyed mixing up their favorites for a yummy trail mix!

REACH: Location Specific

LOCALE:

LOCATION:

Chiefland, FL

FORMAT: Donation Sponsor Goodie Bag Visual Element

Peanut Products Provided School Program

REACH ACTUAL:

91

PARTNERSHIP(S): FL FFA chapters

TAGS: PEP Middle School ED High School ED STEAM FFA

Recipes Food Safety Allergen Aware Sponsorship

MATERIALS PROVIDED:

PROMO ITEMS:

CORE PROGRAM(S): Promotion Education Partnerships

FOOD: Trail Mix

PROJECT COMPONENTS:

PACKS PEANUTS:

CANS OF PEANUTS:

JARS PEANUT BUTTER:



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ACTIVITY REPORT

593

ACTIVITY NAME: **School Pantry Program**

ACTIVITY DATE(S): 12/17/2024 - 12/17/2024

New Project

Quarter 2 24-12

FOCUS: Consumer

AUDIENCE: Students - Middle

Student - High

OVERVIEW: FPF partnered with Feeding Florida to provide peanut butter in their school food pantries.

REACH: Florida

LOCALE:

LOCATION:

Lake City, FL

FORMAT: Donation Distribute - PB

REACH ACTUAL:

200

PARTNERSHIP(S): Feeding Florida Schools

TAGS: PB Donation Food Safety Allergen Aware Sponsorship

MATERIALS PROVIDED:

PROMO ITEMS:

CORE PROGRAM(S): Philanthropy Partnerships

FOOD:

PROJECT COMPONENTS:

PACKS PEANUTS:

CANS OF PEANUTS:

JARS PEANUT BUTTER:



ACTIVITY REPORT

608

ACTIVITY NAME: **Gilchrist County Extension Advisory Council Meeting**

ACTIVITY DATE(S): **12/17/2024 - 12/17/2024** **As Scheduled** **Quarter 2** 24-12

FOCUS: **Industry** **Consumer**

AUDIENCE: **Adults**

OVERVIEW: As a member of the Gilchrist Extension Advisory Council, Laura Goss attends meetings. This group is proud of the work accomplished in advancing this small county with a new building that will provide immense value to the agricultural community. That along with general oversight, input, and suggestions for a plethora of other programs.

REACH **Location Specific**

LOCALE:

LOCATION:

Trenton, FL

FORMAT: **Meeting**

REACH ACTUAL: **16**

PARTNERSHIP(S): **UF IFAS**

TAGS: **4H** **STEAM** **Elementary ED** **Field-trip** **Training**
Sponsorship **Community**

MATERIALS PROVIDED:

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

PROMO ITEMS:

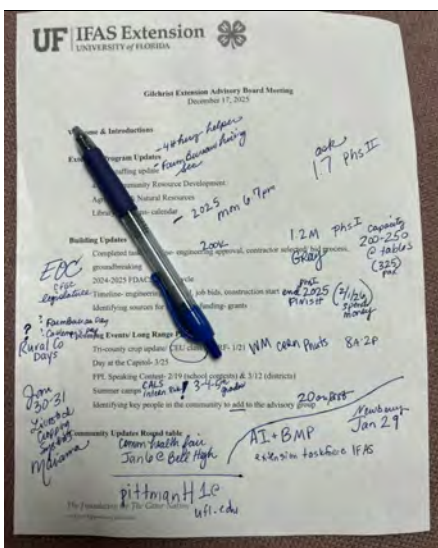
PROJECT COMPONENTS:

FOOD:

PACKS PEANUTS:

CANS OF PEANUTS:

JARS PEANUT BUTTER:





ACTIVITY REPORT

609

ACTIVITY NAME: **Farm Resource TradeShow UF/IFAS Suwannee Co**

ACTIVITY DATE(S): 12/17/2024 - 12/17/2024

New Project

Quarter 2 24-12

FOCUS: Industry

AUDIENCE: Adults

OVERVIEW: As the first of what will become an annual event, the new Ag Extension Agent teamed up with the Livestock Agent to host a Farm Resource Tradeshow. FPF was delighted to sponsor the event and provide dinner refreshments for guests.

REACH: Location Specific

LOCALE:

LOCATION:

UF IFAS Extension Office,
Live Oak, FL

REACH ACTUAL:

75

MATERIALS PROVIDED:

PROMO ITEMS:

FOOD: Meal

FORMAT: Donation Program Sponsor Meeting Visual Element

Peanut Products Provided

PARTNERSHIP(S): UF IFAS

TAGS: Community Sponsorship

CORE PROGRAM(S): Advocacy Promotion Education

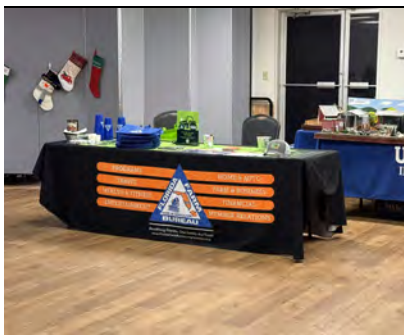
Partnerships

PROJECT COMPONENTS:

PACKS PEANUTS: 50

CANS OF PEANUTS:

JARS PEANUT BUTTER:



FDACS PEANUT MARKETING ORDER QUARTERLY REPORT

2024-2025 Q 2

OCTOBER, NOVEMBER, DECEMBER 2024

REPORT DATE 1/15/2025

