

# FDACS PEANUT MARKETING ORDER QUARTERLY REPORT

2022-2023 Q 3

JANUARY, FEBRUARY, MARCH 2023



APRIL 13, 2023





## SNAPSHOT

2023	JAN	FEB	MAR	TOTAL
<b>CORE PROGRAMS</b>				
ADVOCACY	10	12	13	35
PROMOTION	10	11	13	34
EDUCATION	10	12	13	35
PHILANTHROPY	15	9	10	34
PARTNERSHIPS	16	91	10	117
<b>ACTIVITIES</b>				
CONSUMER FOCUSED	17	9	10	36
INDUSTRY FOCUSED	2	5	4	11
NEW	4	5	3	12
ONGOING	15	9	11	35
<b>REACH</b>				
IN PERSON	7,899	456,010	814,467	1,278,376
MEDIA	44,350	89,250	85,550	219,150
<b>DISTRIBUTION</b>				
PACKS PEANUTS	300	1,350	3,750	5,400
JARS PEANUT BUTTER	5,036	912	150	6,098
CANS PEANUTS	0	422	0	422
PROMOTION ITEMS	6,600	2,215	2,647	11,462

*Quarterly Total Reach  
1,497,526*



# NATIONAL FFA WEEK PODCASTS

To celebrate future agriculture industry leaders, FPF hosted 10 podcast episodes each featuring an FFA chapter in a peanut producing county in Florida. The podcasts allowed listeners/viewers to learn more about FFA and the student members, and gave opportunity to the students in a relevant media platform.



10:47

5G

Bell Agriscience Academy & FFA  
Feb 19

Check out our students Braley Hines and Ashlee Thomas wherever you get your podcasts. Thank you Florida Peanut Federation!!!



**Florida Peanut Federation**

Posted by Loomly:  
Feb 19

A new episode of the Florida Peanut Podcast is out NOW! Join Noah, Laura and their guests from the Bell High School FFA Chapter for another FFA Week episode! In this episode, our guests Ashlee Thomas and Brayley Hines share with us their favorite contests, the categories that make up the FFA, FFA's purpose/goal for its members and so much more!

View the full episode to learn more and we will see you again tomorrow as we continue to celebrate National FFA Week! 🍌🥜 #FFAWeek

<https://youtu.be/cMKIMJMjW0>

Watch the podcast on YouTube or find it on your favorite podcast platform



Florida Peanut Podcast Episode 40  
45 views • 1 month ago



Florida Peanut Podcast Episode 39  
9 views • 1 month ago



Florida Peanut Podcast Episode 38  
45 views • 1 month ago



Florida Peanut Podcast Episode 37  
13 views • 1 month ago



Florida Peanut Podcast Episode 36  
45 views • 1 month ago



Florida Peanut Podcast Episode 35  
9 views • 1 month ago



Florida Peanut Podcast Episode 34  
50 views • 1 month ago



Florida Peanut Podcast Episode 33  
27 views • 1 month ago

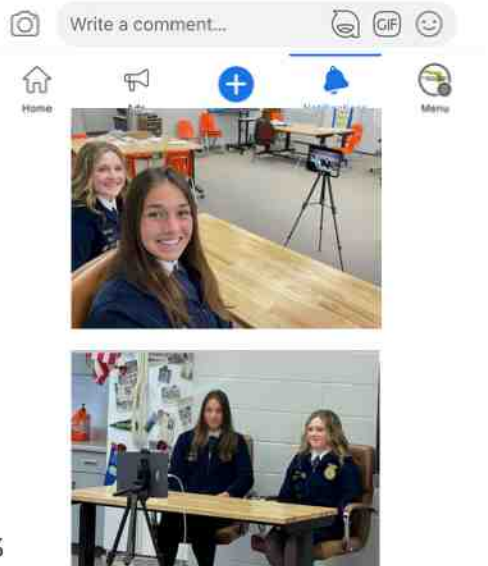


Florida Peanut Podcast Episode 32  
35 views • 1 month ago



Florida Peanut Podcast Episode 31  
20 views • 1 month ago

15 FFA chapters, including 60 students, reaching 12,000 consumers, published during National FFA Week, February '23





# FLORIDA STRAWBERRY FESTIVAL

Florida Peanut Federation provided sponsorship for the Florida Strawberry Festival. This year the festival had record breaking attendance, 608,000 festivalgoers!

Through the partnered advertising, FPF gained more than 2 million media impressions. Our branded cargo trailer 'static billboard' was on display at the primary entrance gate each day of the festival. Additionally, on "Peanut Federation Twosday" we gave out 2500+ packs of roasted peanuts at the gate. It was a fantastic event!



FLORIDA PEANUT FEDERATION





# UNIVERSITY OF FLORIDA FLAVORS OF FLORIDA EVENT



We were delighted to be invited to participate in the Flavors of Florida event at Ben Hill Griffin Stadium on UF campus in March '23. Our booth featured live peanut plants, a peanut cheesecake trio dish, and honey roasted peanut butter latte. Surprisingly, people also choose to enjoy packs of roasted peanuts, truly, one of life's most simple pleasures. Attendance was estimated to be 450 guests.

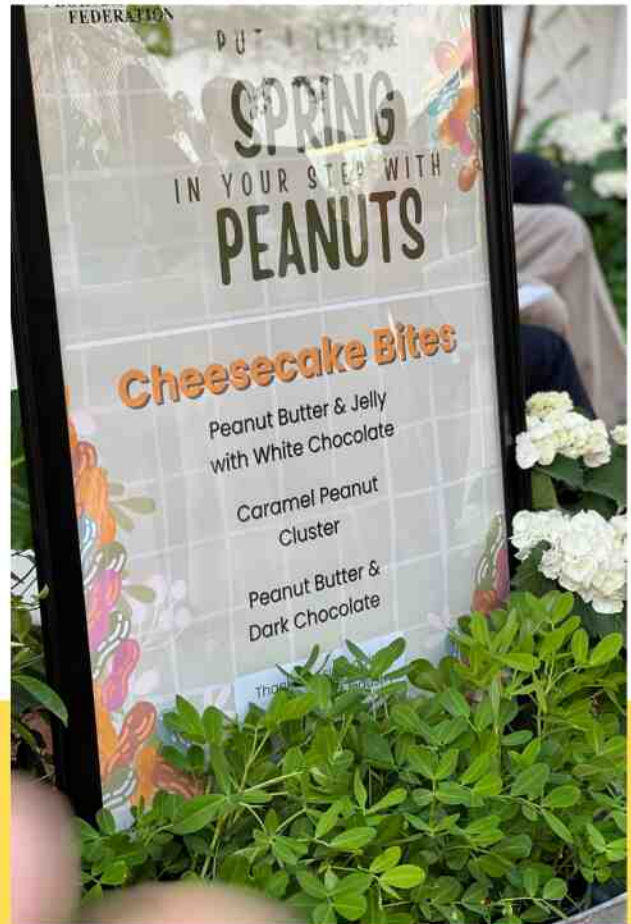




# TASTE OF FLORIDA AGRICULTURE

## AN EVENT OF FLORIDA FARM BUREAU THE CAPITOL COURTYARD TALLAHASSEE, FLORIDA

March 8, 2023  
600 in attendance  
4000 media reach  
400 packs of peanuts distributed  
12 peanut plants given out  
100 promotional items provided





# FLORIDA PEANUT FEDERATION ANNUAL MEMBERSHIP MEETING





# FPF ANNUAL MEMBERSHIP MEETING





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# PEANUT BUTTER DONATIONS

14 groups received Peanut Butter donations from FPF this quarter. Of those, four were student weekend backpack programs, accounting for 2,732 jars of Peanut Butter. Church and Community groups that received Peanut Butter were nine, receiving 3,278 jars, these groups are located in North Central Florida. It is our pleasure to commit dollars to serving the food insecure in Florida.

Peanut Proud is to be commended for their philanthropic efforts making the Peanut Industry a leader in commodity products donated by the industry. Please find the Peanut Proud annual letter here. We are most thankful for the partnership built between PP & FPF.



February 1, 2023

I want to take this opportunity to summarize Peanut Proud's relief efforts in 2022, made possible by the help of many partners and generous donors.

Peanut Proud had a record year with regards to the number of jars of peanut butter delivered for humanitarian and disaster relief. In total, 617,388 jars were delivered to relief agencies in 8 different states in the U.S. and to Haiti, Moldova, and Ukraine.

The first delivery of the year, in January, totaling 30,240 jars, was to Haiti in response to the earthquake that hit the country in 2021. Peanut Proud worked with World of Giving and Food for the Poor to coordinate delivery and distribution of the peanut butter. World of Giving also made it possible to deliver 66,240 jars to Ukraine and Moldova in an effort to support Ukrainian refugees and displaced citizens from the war with Russia.

Peanut Proud also worked with the South Carolina Peanut Board (18,720 jars), Virginia Peanut Growers (33,080 jars), Alabama Peanut Producers (18,960 jars), North Carolina Peanut Growers (10,080 jars), Georgia Peanut Commission (78,000 jars), Florida Peanut Producers (17,280 jars), Florida Peanut Federation (11,568 jars), Arkansas Peanut Growers (30,240 jars), National Peanut Buying Point Association (14,400 jars), National Peanut Board (33,080 jars) and Texas Peanut Producers (21,040 jars) to deliver peanut butter in response to both natural disaster and for more systematic hunger relief in the United States.

Smaller, local agencies, some of which have worked with Peanut Proud for over ten years, also participated in 2022. These included Meigs and Jones (Maconville, Georgia), Methodist Church of Cane, Georgia, the Miller County (Georgia) Food Bank, First Baptist Church of Pensacola, Florida, Peanut Butter and Jams (Tifton, Georgia), Lagrange (Georgia) Food Bank and the Bakery (Georgia) Food Bank. A total of 43,770 jars were delivered to these local organizations.

6,640 jars were sent to Kentucky in response to flooding and 60,840 jars were sent to southeast Florida in response to Hurricane Ian.

Bringing Peanuts, Wilburton Peanuts and the American Peanut Shellers Association made significant donations to Peanut Proud in 2022.

Peanut Proud also started new partnerships with large, regional foodbanks. These included Feeding the Valley (Milledale, Georgia), Foodbank of Northeast Arkansas (Camden, Arkansas), Second Harvest of Coastal Georgia (Savannah, Georgia), Feeding the Gulf Coast (Mobile, Alabama), Second Harvest of Valdosta, Georgia, Foodbank of North Alabama (Huntsville, Alabama), Many Chaps Foodbank of Northwest Florida (St. Mary, Florida) and the Atlanta Community Foodbank. These partnerships should allow Peanut Proud to deliver more peanut butter to more people in need.

Peanut Proud is still a grain room organization staffed only by volunteers. Because of this, almost all donated money goes to the purchase and delivery of peanut butter.

Once again, thanks for all of your support.

Best Regards,

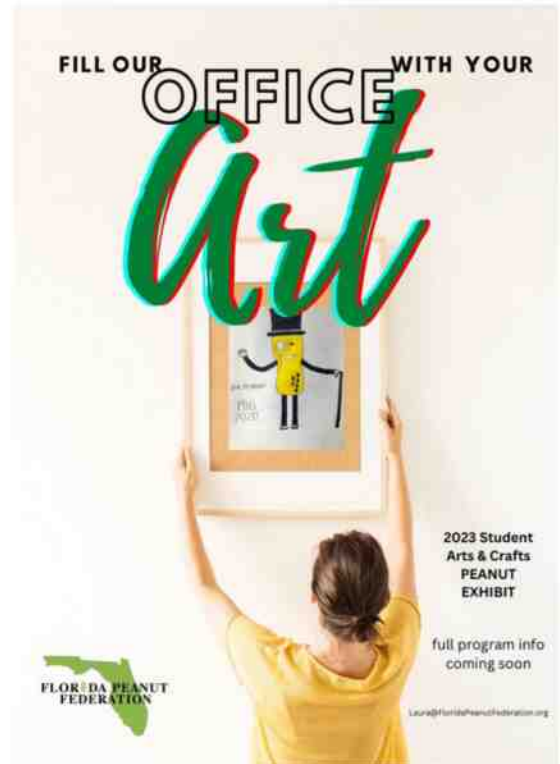
*Greg Grimsley*

Greg Grimsley  
President, Peanut Proud, Inc.





## STUDENT ART EXHIBIT



## SPRING AG DAYS





# FLORIDA PEANUT FEDERATION BOARD OF DIRECTORS MEETINGS



Florida Peanut Federation leadership takes the business of running the organization very seriously. The Board of Directors hold periodic meetings, and once a year, the entire membership comes together for an Annual Meeting and Banquet.

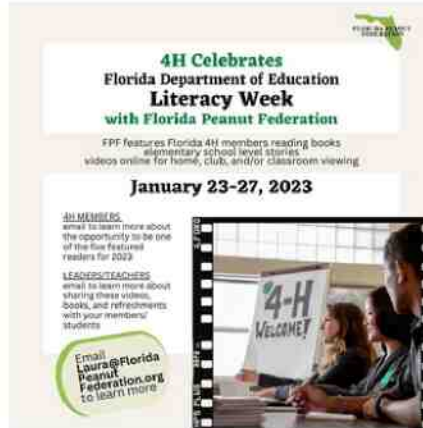
FPF BOD meetings held the quarter were on  
January 10, 2023  
February 7, 2023  
March 14, 2023



In addition to the farmer member elected Board of Directors, there are committees made up of members, and a newly formed Advisory Council to the Board, created to ensure industry leaders and allied partners the opportunity to provide suggestions and ideas to the BOD for voting.

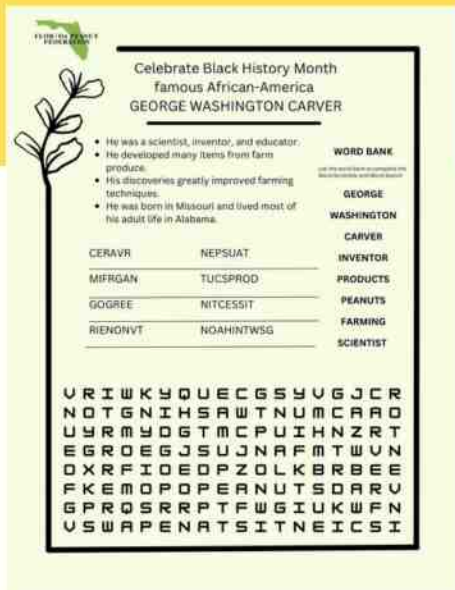


# FLORIDA DEPARTMENT OF EDUCATION LITERACY WEEK



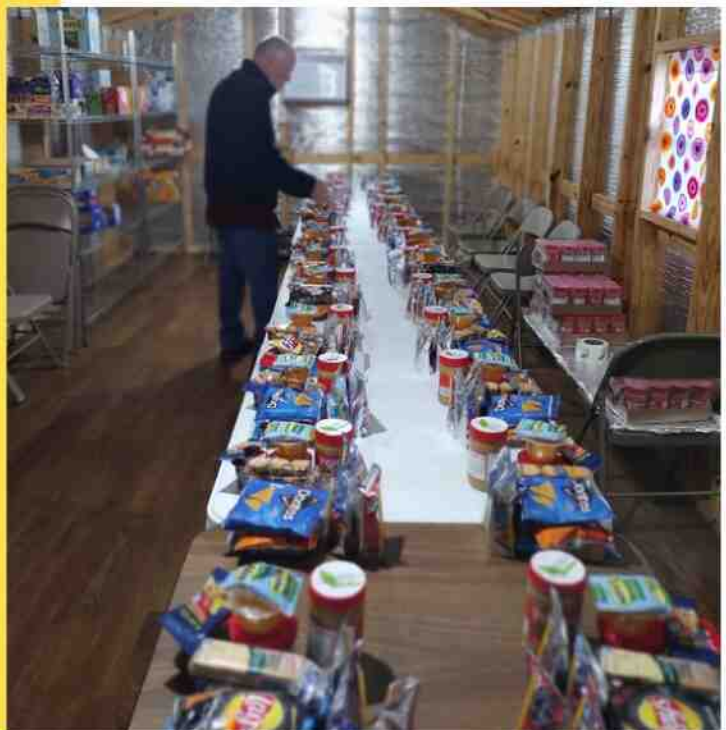
## GEORGE WASHINGTON CARVER

FLORIDA PEANUT FEDERATION CELEBRATES  
GWC'S BIRTHDAY IN JANUARY  
&  
BLACK HISTORY MONTH IN FEBRUARY





# STUDENT WEEKEND BACKPACK PROGRAMS





# MARCH IS PEANUT MONTH

**MARCH:**  
**National Peanut Month**

1 2 3 4

**THERE ARE FOUR DIFFERENT TYPES OF PEANUTS:**  
THE RUNNER, VALENCIA, VIRGINIA, AND SPANISH.

**REALLY?** The **PEANUT** or (*Arachis Hypogaea*), isn't Actually a Nut—it's a **LEGUME**, in the same family as beans and peas.

Peanuts have been called "Ground Nuts" and "Ground Peas" because they grow underground. They have also been referred to as Goobers, Coober Peas, Pickers, Earth Nuts, Monkey Nuts, and Grass Nuts.

**FLORIDA PEANUT FEDERATION**

[www.FloridaPeanutFederation.com](http://www.FloridaPeanutFederation.com)



**POWER OF PEANUTS FOR HEALTH**

**1 PEANUTS ARE GOOD FOR THE PLANET.**  
Here are some of the environmental benefits of peanuts.

**2 PEANUTS ARE BIOACTIVE SUPERFOODS.**  
Bioactive compounds in peanuts support heart health, reduce inflammation, and improve gut health.

**THEY'RE SUSTAINABLE.**  
Peanuts require 30 times less water to produce than beef and generate 20 times less greenhouse gas emissions.

**THEY IMPROVE THE SOIL.**  
Peanuts add nitrogen—a key nutrient for growth—back into the soil, which other crops require it.

**THEY'RE ENVIRONMENTALLY FRIENDLY.**  
Peanuts require less water for crop production than any other nut.

**ABSORB:** Peanuts absorb nitrogen from the soil, reducing the need for synthetic fertilizers.

**REDUCE:** Peanuts reduce greenhouse gas emissions by 30% compared to other crops.

**IMPROVE:** Peanuts improve soil health by adding nitrogen, which other crops need.

**FLAVORFUL:** Peanuts are a delicious and healthy snack.



**PEANUTS:**  
**The Unshelled Facts**

**MARCH NATIONAL PEANUT MONTH**

**FACT:** IT TAKES ABOUT **540 PEANUTS** TO MAKE A 12-OUNCE JAR OF PEANUT BUTTER.

Florida farmers generate an annual production value of roughly \$145 million for peanuts.

**FLORIDA PEANUT FEDERATION**

[www.FloridaPeanutFederation.com](http://www.FloridaPeanutFederation.com)

## NATIONAL PEANUT BUTTER DAY



Celebrations of National Peanut Butter Day in January and National Peanut Month in March - our Social Media Campaigns inspired teachers and community student groups to celebrate in ways special and meaningful to them - sharing recipes and nutritional facts is one highlight that was thoroughly enjoyed.



# FLORIDA STATE FAIR



The annual Florida State Fair runs February 12-26, and welcomed 450,000 guests. Florida Peanut Federation provided sponsorship to the FSF and was therefore promoted on all sponsor paraphernalia and media marketing for the fair. We agreed to list 50,000 as the media reach, but know that the consumer impressions were over 1,000,000. During the fair we provided recipe preparation demonstrations and completed one of our favorite programs, Power Up Patrol, giving 150 peanut protein packed goodie bags to officers, security staff, and first responders on duty at the fair.





# PEANUT BUTTER & JELLY TIME VALENTINE'S DAY PARTY

Florida Peanut Federation  
Feb 14 · 🌐  
Happy Valentines Day

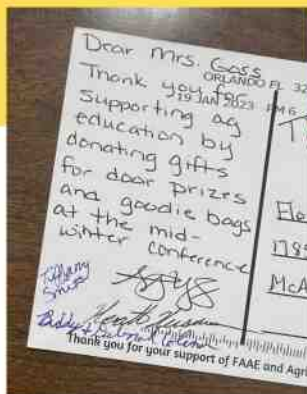


A pilot program of Peanut Butter and Jelly Party plans and décor was hosted at Branford Love'N'Care Preschool on Valentine's Day 2023. The Preschool teachers, along with FPF promotional staff, planned the Valentine's party with the PB&J theme. This party was very well received by students, school administration, teachers, and families.

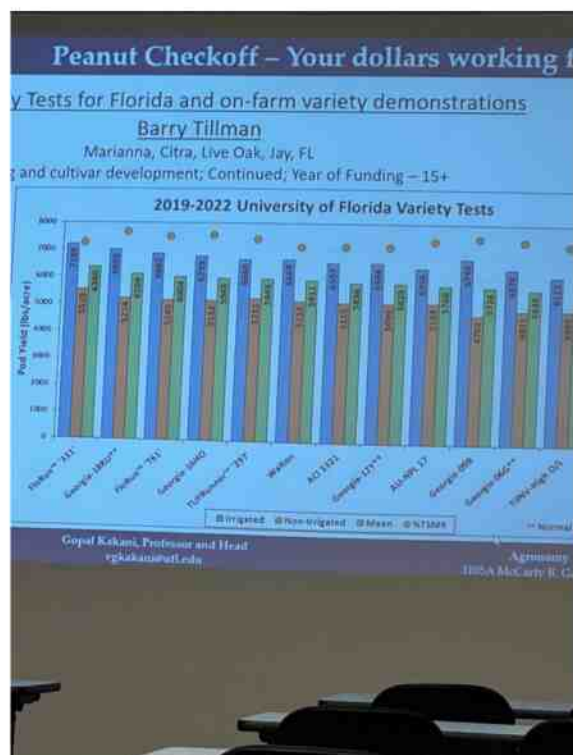
It is with this plan that we will format future parties to celebrate addition holidays. One of the most important facets of this style party, is to promote fun, education, sensory experiences, hands-on learning, health and nutritional discussion, and a great snack all rolled in to one - at a very affordable cost. This example showcases the value and enjoyment of a simple thing - PB&J sandwich - as a distinct counterpoint to the over commercialization of holidays. The time spent in hands-on activities, that are affordable, in creating a life skill proved to be of far greater effect than simply buying a gift item for such an occasion. The heartstrings that were touched was very special.



# INDUSTRY ACTIVITIES



## FDACS PEANUT ADVISORY COUNCIL MEETING WITH UF IFAS





## SPRING AG DAYS



## SOCIAL MEDIA POSTINGS



# LIVESTOCK FAIRS BUYERS SUPPORT



Through the offering of light refreshments, the livestock animal buyers, many of whom are FPF members, and basically all of which are community leaders and connected with the rural agricultural way of life, enjoyed a small token of appreciation from Florida Peanut Federation. Through the three Livestock Show & Sale Fairs, FPF served about 2000 people, with an estimated total reach of 9000, thanks to the social media posts.



Three Spring Livestock Fairs,  
including the Sale of Market  
Animals.

Madison County Fair  
Suwannee Valley Fair  
Suwannee River Fair





# PEANUT SHIRTS



The bottom right photo shows the 'Original' Florida Peanut Federation shirt, with peanut plant on front and Florida peanut facts on back, shirt circa 2020.

2021 came with the creation of the 'Pink Peanuts' event and shirt - celebrating the fact that peanuts can help prevent breast cancer. The amazing statistic loud and proud on the back of the shirt serves to share the good news with lots of people.

October 2022, hosted the same shirt.

In February of 2022, the simple, yet effective, 'Big Peanut' shirt was created, with the FPF logo on the back top, and the big peanut on the front. Several colors of this shirt were produced and distributed.

This quarter, February 2023, the new design was launched. A photo depicting a peanut field with emphasis on the peanuts, "Greetings from Florida's peanut country" on the front in a postcard style; the shirt has the larger design on the back and FPF logo on the front. This is the first shirt that has been specifically created to be worn by men, as well as women.



# FLORIDA PEANUT FEDERATION 2022-2023 Q3

DATE	ACTIVITY NAME		OVERVIEW	CO NUMBER FOCUSED	INDUSTRY FOCUSED	AUDIENCE	REACH LOCAL	PARTNERSHIPS	TOTAL PARTNERS	ADVOCACY	PROMOTION	EDUCATION	PHILANTHROPY	1M PERSON REACH	MEDIA REACH	TOTAL REACH	PACKS PEANUTS	JARS PB	CANS PEANUTS	PROMOTION IT BARS	NEW	ONCOWING
January 1-31, 2023	Podcast Episodes	Podcast		1	Industry	Worldwide			1	1	1				1,500	1,500					1	
January 1-31, 2023	Recipe Posts on Social Media	Social Media		1	Consumers	Worldwide			1	1	1				1,000	1,000					1	
January 1-31, 2023	GW Carver Birthday Celebration	Social Media/Teacher R		1	Consumers	Worldwide			1	1	1				8,000	8,000				500	1	
January 10, 2023	Hamilton Co. Schools Backpack Program	Peanut Butter Donation		1	Consumers	Hamilton Co. area	HCSD		1			1		840	800	1,640		840			1	
January 10, 2023	Union Baptist Backpack Program	Peanut Butter Donation		1	Students	South Suwannee Co	Union Baptist C		1			1		192	300	492		192			1	
January 10, 2023	Worship Room Food Bank	Peanut Butter Donation		1	Consumers	Lake City	Worship Room		1			1		504	300	804		504			1	
January 10, 2023	Board of Dir Meeting	BOD Meeting		1	FFF Leaders	FFF 11			1	1	1	1		20	450	470					1	
January 11, 2023	Dixie Rotary PB Challenge	Peanut Butter Donation		1	Students	Dixie Co.	Dixie Rotary		1	1	1	1		254	400	654		254			1	
January 11, 2023	New Prospect Dixie Co. Backpacks Prog	Peanut Butter Donation		1	Students	Dixie Co.	New Prospect		1			1		180	300	480		180			1	
January 12, 2023	Mt. Gilead Baptist Food Bank	Peanut Butter Donation		1	Students	East Madison/Wes	Mt. Gilead Bap		1				1	720	400	1,120		720			1	
January 12, 2023	Food for KID \$ Backpack Program	Peanut Butter Donation		1	Students	Alachua Co.	Food for Kids		1			1		1,440	550	1,990		1,440			1	
January 12, 2023	Evergreen Baptist Food Bank	Peanut Butter Donation		1	Consumers	South Columbia/ S	Evergreen Bap		1			1		360	250	610		360			1	
January 12, 2023	Birdfeeder Art Project	Student Education		1	Students	Suwannee Co.	BES/Love N Cr	2	1	1	1	1		230	600	830		72		65	1	
January 18, 2023	United Way Homeless	Peanut Butter Donation		1	Consumers	Columbia Co.	United Way Of		1				1	500	2,500	3,000		500			1	
January 18, 2023	Joyce Spradley Donation	Peanut Butter Donation		1	Consumers	Columbia Co.							1	24	0	24		24			1	
January 23, 2023	FL DOE Literacy Week	Student Education		1	Students	Statewide	4H groups	4	1	1	1	1		2,500	5,000	7,500	300			2,500	1	
January 24, 2023	National Peanut Butter Day	Social Media		1	Consumers	Worldwide			1	1	1			60	15,000	15,060				1,500	1	
January 24, 2023	Marketing Workshop	Network		1	Local Leaders	North Florida	Lake City Char		1	1	1	1		30	3,500	3,530				35	1	
January 31, 2023	National Peanut Butter Day	Social Media		1	Consumers	Worldwide			1	1	1	1		45	3,500	3,545				2,000	1	
	TOTAL \$			17	2				16	10	10	10	15	7,899	44,950	52,849	300	5,036	0	6,600	4	15
February 1-28, 2023	Podcast Episodes	Podcast		1	Industry	Worldwide			1	1	1				1,500	1,500					1	
February 1-28, 2023	Recipe Posts on Social Media	Social Media		1	Consumers	Worldwide			1	1	1				1,000	1,000					1	
February 1-28, 2023	GW Carver Black History Month Teacher	Social Media		1	Students	Worldwide			1	1	1				4,800	4,800					1	
February 7, 2023	Board of Dir Meeting	BOD Meeting		1	FFF leaders	FFF 11			1	1	1	1		20	450	470					1	
February 9, 2023	Hamilton Co. Peanut Meeting	Advocacy		1	Industry	North Florida	UF IFAS		1	1	1	1	1	100	450	550	100		36	100	1	
February 9, 2023	Peanut Art Day	Student Education		1	Students	Branford	Branford Elem		1	1	1	1	1	130	400	530					1	
February 12-26, 2023	Florida State Fair	Sponsor		1	Consumers	Statewide	Florida State F		1	1	1	1	1	450,000	50,000	500,000	150			150	1	
February 13, 2023	Citrus Co. Blessings	Peanut Butter Donation		1	Students	Citrus Co.	Citrus Co. Blas		1			1		840	4,000	4,840		840			1	
February 14, 2023	Valentines Party Pre-K	Student Education		1	Students	Branford	Branford Lowe		1	1	1	1	1	30	200	230	50	48			1	
February 17-25, 2023	National FFA Week	Social Media		1	Consumers	Worldwide	FFA chapters	15	1	1	1			60	12,000	12,060					1	
February 23, 2023	Mayo Ag Services Expo	Sponsor		1	Farmers	Statewide	Mayo Ag Svc		1	1	1	1	1	450	2,500	2,950	450		36	15	1	
February 24, 2023	Dixie Co. Ag Day	Advocacy		1	Students	Cross City, FL	Dixie FFA	2	1	1	1	1	1	800	2,450	3,250	150			800	1	
February 25, 2023	FFF Annual Meeting & Banquet	Meeting		1	Industry	FFF 11	Sponsors	67	1	1	1	1	1	380	2,500	2,880	450	24	370	1,050	1	
February 26, 2023	Williston Hay Sale	Community Event		1	Consumers	Williston, FL	Williston FFA		1					3,200	7,000	10,200				100	1	
	TOTAL \$			9	5				91	12	11	12	9	459,010	89,250	548,260	1,350	8,112	402	3,215	5	9
March 1-31, 2023	Podcast Episodes	Podcast		1	Industry	Worldwide			1	1	1				1,500	1,500					1	
March 1-31, 2023	Recipe Posts on Social Media	Social Media		1	Consumers	Worldwide			1	1	1				1,000	1,000					1	
March 1-31, 2023	Nation Peanut Month Advertiser	Advertise Peanut Facts		1	Consumers	North Florida	Advertiser		1	1	1	1		200,000	1,000	201,000					1	
March 2-12, 2023	FL Strawberry Festival	Sponsor/Trailer		1	Consumers	Southeast US	FL Strawberry F		1	1	1	1	1	608,000	50,000	658,000	2,550			300	1	
March 4, 2023	Tri Co. Spring Fling	Peanut Butter Donation		1	Consumers	Levy County	TriCo Commun		1			1		450	600	1,050		150		300	1	
March 8, 2023	Taste of Ag Tallahassee	Booth/Food Samples		1	Politicians	Statewide	FFB		1	1	1	1	1	500	4,000	4,500	400			100	1	
March 9, 2023	Hamilton Co. Ag Day	Student Presentation		1	Students	Jasper	UFFASHamilt		1	1	1	1	1	97	2,000	2,097				97	1	
March 10, 2023	Branford Ag Day	Student Presentation		1	Students	Branford	Branford FFA		1	1	1	1	1	1,400	5,000	6,400				950	1	
March 14, 2023	Board of Dir Meeting	BOD Meeting		1	FFF leaders	FFF 11			1	1	1	1		20	450	470					1	
March 17, 2023	Charlie Horse Polcoroso	Sponsor		1	Consumers	North Central Florida			1	1	1			400	2,500	2,900					1	
March 20-27, 2023	Suwannee Co. Fair- Ag Ventures	Promo Items		1	Students	North Florida	Suwannee Co.		1	1	1	1	1	1,750	5,000	6,750				400	1	
March 22, 2023	Fanning Springs Livestock Sale	Promo Items		1	Community Le	North Florida	Fanning Spring		1	1	1	1	1	800	3,000	3,800	300			200	1	
March 23, 2023	Suwannee Co. Fair- Livestock Sale	Promo Items		1	Community Le	North Florida	SCYLSS		1	1	1	1	1	500	3,000	3,500	150			200	1	
March 23, 2023	UF Flavors of Florida	Booth/Food Samples		1	Industry	Statewide	UFFAS		1	1	1	1	1	450	6,500	6,950	350			100	1	
	TOTAL \$			10	4				10	13	13	13	10	814,467	83,550	900,017	3,750	1,190	0	2,647	3	11
	QUARTER TOTAL \$			36	11				117	35	34	35	34	1,279,275	215,150	1,497,525	5,400	6,008	422	11,462	12	35



FLORIDA PEANUT FEDERATION  
POST OFFICE BOX 163  
MCALPIN, FLORIDA 32062

REPORT DATE 4/14/2023

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[WWW.FLORIDAPEANUTFEDERATION.ORG](http://WWW.FLORIDAPEANUTFEDERATION.ORG)

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