



POST ACTIVITY REPORT

386-362.2077 / 386-249-9017
FloridaPeanutFederation@gmail.com
www.FloridaPeanutFederation.org

Activity Overview

Activity Date(s)	Month of October 2020	<input type="checkbox"/> New Project	<input type="checkbox"/> Recurring Project <input type="checkbox"/> Annually <input type="checkbox"/> Quarterly <input checked="" type="checkbox"/> Monthly <input type="checkbox"/> Other
Project Number	2021-2-101	<input checked="" type="checkbox"/> Ongoing	_____

Activity Title	Farmer Encouragement
Location	Online

Activity Summary	Photos of Peanut Fields and Photos/Videos of Peanut Harvesting in Progress; asking farmers to post photos and videos of the harvesting process; including all aspects of the final month of peanut harvesting in Florida; great online response to farmer posted photos
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<input type="checkbox"/> Consumer Focused	<input checked="" type="checkbox"/> Industry Focused	Audience	Online Industry Peers
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Project Manager	Laura Fowler Goss	Steering Team	
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Activity Involvement

Project Partners	
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Resources	
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Project Components

Status	Category	Details	Commentary
Complete	Media	Photos of Peanut Harvesting	

Activity Milestones

Status	Milestone	Target Date	Commentary
Complete	5 Posts on facebook	10/31/20	Completed 8 posts

Activity Details

Processes	
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Issues	
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Activity Results

Results	➤ 8 posts	TOTAL
Conclusions	➤ 18,479 people reached	18,479
	➤ 6 members highlighted	

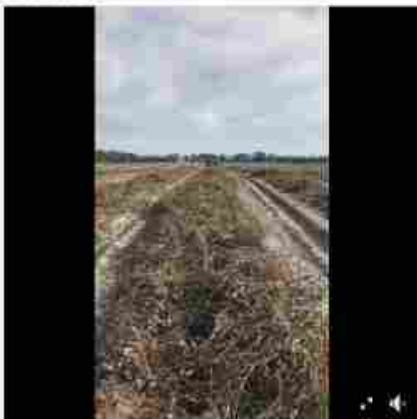
Activity Components

Component	Status	Commentary
Budget	Under	
Resources	Under	
Timeline	On Time	
Scope	Complete	

Activity Evidence

Florida Peanut Federation with **John Silka**
Published by Laura Fowler Goss · October 5, 2020 · 🌐


Harvesting Peanuts in Suwannee County
Say Hey if you Love Peanuts



342 People Reached 104 Engagements [Boost Post](#)

Florida Peanut Federation with **John Silka**
Published by Laura Fowler Goss · October 5, 2020 · 🌐


SEND US YOUR HARVEST PICS 📷



4,150 People Reached 623 Engagements [Boost Post](#)


Florida Peanut Federation
Published by Laura Fowler Goss · October 5, 2020 · 🌐

Michelle Cannon
We L.O.V.E. Harvest pics!
Tag | Comment | Share!



386 People Reached 78 Engagements [Boost Post](#)

Florida Peanut Federation
Published by Laura Fowler Goss · October 12, 2020 · 🌐




Ag-Pro (Chiefland, FL)
October 14, 2020 · 🌐

We had the opportunity to spend some time in the field this afternoon watching peanut harvest at SanRiver Farms...

368 People Reached 112 Engagements [Boost Unavailable](#)

Florida Peanut Federation
Published by Laura Fowler Goss · October 12, 2020 · 🌐




Do Good Media
October 15, 2020 · 🌐

Watching these tractors work so precisely was impressive. The farmers in the agricultural community are some of the most innovative folks! [#peanutsharvest](#) [#peanuts](#)

366 People Reached 90 Engagements [Boost Unavailable](#)

Florida Peanut Federation
Published by Laura Fowler Goss · October 18, 2020 · 🌐

God made a farmer
@SanRiverFarms, OBrien, FI
Virginia Marsh Sanchez, Janie Reed Sanchez, Jillian Sanchez
North Florida Peanut Harvest is wrapping up soon, and we are humbled and thankful for the season ... [See More](#)



9,914 People Reached 1,531 Engagements [Boost Post](#)

👍👍👍 You and 80 others 4 Comments 46 Shares



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Activity Overview

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Project Number	2021-2-102	<input checked="" type="checkbox"/> Ongoing	

Activity Title	Consumer Interaction
Location	Online

Activity Summary	Posts of peanut related 'Did You Know' are always fun, it seems as though people never tire of peanut fun facts. Four posts per month is our target, October we were on point.
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<input checked="" type="checkbox"/> Consumer Focused	<input type="checkbox"/> Industry Focused	Audience	Online Consumers
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Project Manager	Laura Fowler Goss	Steering Team	Jordan Perez
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Activity Involvement

Project Partners	
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Resources	
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Project Components

Status	Category	Details	Commentary
Complete	Media	Facts and Photos	

Activity Milestones

Status	Milestone	Target Date	Commentary
Incomplete	2 Posts on facebook	10/15/20	0 posts
Complete	2 Posts on facebook	10/31/20	Completed 4 posts

Activity Details

Processes	
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Issues	
--------	--

Activity Results

Results	➤ 4 posts	TOTAL
Conclusions	➤ 1,130 people reached	1,130


Activity Components

Component	Status	Commentary
Budget	Under	
Resources	Under	
Timeline	On Time	
Scope	Complete	

Activity Evidence

Florida Peanut Federation
Published by Laura Fowler Gray · October 20, 2020 · 444

How many pounds of peanuts do you think the average person consumes in a year?
Think about it, we have boiled peanuts, peanut butter, roasted peanuts, the list goes on!




360
People Reached

87
Engagements

[Boost Post](#)

Florida Peanut Federation
Published by Laura Fowler Gray · October 22, 2020 · 455

Fun Fact!
Women and children prefer creamy peanut butter, while most men opt for chunky.




154
People Reached

6
Engagements

[Boost Post](#)

Florida Peanut Federation
Published by Laura Fowler Gray · October 23, 2020 · 455

Did You Know?
Peanuts are water-thirsty! It takes more than 6 gallons of water to produce 1 ounce of peanuts. (Bonus fact: 1 ounce of almonds takes 80 gallons)




417
People Reached

15
Engagements

[Boost Post](#)

Florida Peanut Federation
Published by Laura Fowler Gray · October 26, 2020 · 455

Did You Know?
There are four types of peanuts grown in the US: Runner, used primarily for the manufacture of peanut butter; Virginia, marketed mainly as snack peanuts and in-shell peanut products. [See More](#)



199
People Reached

12
Engagements

[Boost Post](#)



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FloridaPeanutFederation@gmail.com
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Activity Overview

Activity Date(s)	Month of October 2020	<input checked="" type="checkbox"/> New Project	<input checked="" type="checkbox"/> Recurring Project <input type="checkbox"/> Annually <input type="checkbox"/> Quarterly <input type="checkbox"/> Monthly <input type="checkbox"/> Other
Project Number	2021-2-103	<input type="checkbox"/> Ongoing	

Activity Title	October Breast Cancer Awareness Month
Location	Online, Event Production, Promotional Booth at Fair

Activity Summary	<p>Exciting new data, from peanut researchers, shows that Girls, ages 9-15, who regularly eat peanuts have a 40% lower chance of developing breast cancer as adults. We believe this is information that should be shouted from the rooftops, and we gave an effort to do just that.</p> <p>FPF hosted an event for girls, "Pink Peanuts", giving out health information, peanut recipes, favor bags with promotional and informational items, and had medical representatives on site to discuss the health benefits of peanuts, samples of peanut recipes were available.</p> <p>FPF hosted a booth Oct 29-30-31, at the Florida Gateway Fairgrounds, promoting Peanuts as a part of a healthy diet, sharing the fantastic research statistic about girls eating peanuts; we gave out t-shirts with Florida peanut facts, along cans of roasted peanuts with specific pink labels, and a representative was on hand to talk with consumers about peanuts.</p>
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<input checked="" type="checkbox"/> Consumer Focused	<input type="checkbox"/> Industry Focused	Audience	Consumers
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Project Manager	Laura Fowler Goss	Steering Team	Wendy, Kathryn, Porsche, Dakota
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Activity Involvement

Project Partners	<ul style="list-style-type: none">➤ Florida Gateway Fair➤ Columbia County Women's Club
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Resources	<ul style="list-style-type: none">➤ 200 cans of peanuts with pink label and statistic sticker➤ 50 pink BC Awareness, peanut shirts➤ 1500 packs of peanuts➤ 2000 stickers➤ 2000 pens➤ 2000 peanut recipes➤ 2000 peanut note pads
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Project Components

Status	Category	Details	Commentary
Complete	Media	Advertising Events, Statistic	
Complete	Nutrition	Recipes, Samples, Information	
Complete	Education	Consumers talk with Medical St	
Complete	Promotion	Booth at Florida Gtwy Fair	3 days of staffed promo booth

Activity Milestones

Status	Milestone	Target Date	Commentary
Complete	6 posts on Facebook	10/31/20	Completed 6 posts
Complete	1 event on Facebook	10/31/20	Completed

Activity Details

Processes	<ul style="list-style-type: none"> ➤ Plan, Organize Event including staff, samples, promo, info items ➤ Plan, Organize Promo Both including staff, promo, info items
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Issues	<ul style="list-style-type: none"> ➤ Could have started advertising Pink Peanuts event in Aug/Sept
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Activity Results

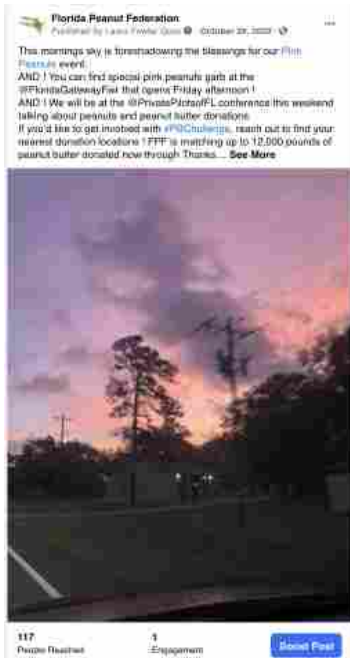
Results	<ul style="list-style-type: none"> ➤ 6 posts 	TOTAL
Conclusions	<ul style="list-style-type: none"> ➤ 54,686 people reached 	54,686

Activity Components

Component	Status	Commentary
Budget	On Target	
Resources	On Target	People love the t-shirts, could have given out many more
Timeline	On Time	
Scope	Complete	

Activity Evidence

The evidence consists of three Facebook posts from the Florida Peanut Federation. The first post is a pink ribbon graphic with the text "Breast Cancer" and "Did you know? GIRL, ages 9-15, who regularly eat peanuts have a 40% lower chance of developing breast cancer as adults." The second post is for a "Pink Peanuts" event on October 29, 2020, featuring a "Peanut Reception" and a photo of a girl holding two peanuts. The third post is a photo of a girl holding two peanuts, with text about the 40% lower chance of breast cancer.



5* Varnish Free in Lap Area

Florida

PEANUTS

NET WT 16 OZ (1 LB) 453g

FLORIDA PEANUT FEDERATION

Nutrition Facts
About 15 servings per container
Serving size 1/4 cup (30g)

Amount per serving	
Calories	180
Total Fat 16g	21%
Saturated Fat 2.5g	13%
Trans Fat 0g	
Polyunsaturated Fat 4.5g	
Monounsaturated Fat 8g	
Cholesterol 0mg	0%
Sodium 120mg	5%
Total Carbohydrate 5g	2%
Dietary Fiber 3g	11%
Total Sugars 1g	
Includes 0g Added Sugars	0%
Protein 8g	
Vit. D 0mcg 0%	Calcium 0mg 0%
Iron 0.5mg 2%	Potas. 220mg 4%

*The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

INGREDIENTS: PEANUTS, VEGETABLE OIL (PEANUT AND/OR SOY), SEA SALT.
MAY CONTAIN: TREE NUTS.
MAY CONTAIN AN OCCASIONAL SHELL FRAGMENT.

FLORIDA PEANUT FEDERATION'S MISSION
Through Education, Promotion and Marketing of Florida peanuts, the Florida Peanut Federation strives to improve and develop a thriving and sustainable peanut industry - Treasuring ALL of Florida's peanut producers and allied partners the greatest opportunity to be successful.

floridapeanutfederation.org





POST ACTIVITY REPORT

386-362.2077 / 386-249-9017
FloridaPeanutFederation@gmail.com
www.FloridaPeanutFederation.org

Activity Overview

Activity Date(s)	October 1 - Nov 25, 2020	<input checked="" type="checkbox"/> New Project	<input checked="" type="checkbox"/> Recurring Project <input checked="" type="checkbox"/> Annually <input type="checkbox"/> Quarterly <input type="checkbox"/> Monthly <input type="checkbox"/> Other
Project Number	2021-2-104	<input type="checkbox"/> Ongoing	

Activity Title	Peanut Butter Challenge
Location	NorthEast IFAS District (& Statewide)

Activity Summary	<p>For many years, the UF/IFAS NorthWest District has hosted the Peanut Butter Challenge, in the fall of 2019, FPF agreed to donate 500 pounds of peanut butter, and actually, thankfully, was able to donate 1240 pounds to Jefferson County as a part of the Peanut Butter Challenge.</p> <p>In the summer of 2020, FPF started planning a strategy to bring the Peanut Butter Challenge (known widely as #PBChallenge) to North Central Florida in 2020, and make it a statewide effort in 2021. We were successful in arranging an IFAS lead person, De Broughton, to help spearhead this effort. We are extremely happy to report that in its inaugural year, in the NE District, the Peanut Butter Challenge brought in 15,000 pounds of Peanut Butter, and it was donated to local counties for local needs to be met. We are very proud of the efforts by all and commend the donors and participants on a job very well done.</p>
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<input checked="" type="checkbox"/> Consumer Focused	<input type="checkbox"/> Industry Focused	Audience	Consumers
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Project Manager	Laura Fowler Goss	Steering Team	De Broughton
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Activity Involvement

Project Partners	➤ UF/IFAS NE District County Offices
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Resources	<ul style="list-style-type: none">➤ Photo Shoot➤ Peanut Education Posters➤ Marketing Materials➤ IFAS Staff Reward Raffle for Peanut Vacation➤ 7920 pounds of Peanut Butter in Match Donation➤ Community Partners - Hoggtown Brewers, Nestle Water Plant, Farm Bureau, etc
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Project Components

Status	Category	Details	Commentary
Complete	Media	16 posts	FPF social media content
Complete	Media	Estimated 45 posts	IFAS social media content
Complete	Media	Ads with Peanut Facts	

Activity Milestones

Status	Milestone	Target Date	Commentary
Complete	Photo Shoot, including FPF children	10/1/20	Completed
Complete	Marketing Materials Distributed	10/5/20	Completed
Complete	Press Releases throughout	11/10/20	Completed
Complete	Peanut Butter Donation Match	11/25/20	Completed
Complete	Peanut Butter Distribution	12/20/20	Completed

Activity Details

Processes	<ul style="list-style-type: none"> ➤ Organize Photo Shoot for Marketing Packet ➤ Organize Incentives and Promote ➤ Schedule Peanut Butter Donation Match ➤ Organize Local Donation Recipients
Issues	<ul style="list-style-type: none"> ➤ Could have started advertising in Aug/Sept

Activity Results

Results Conclusions	<ul style="list-style-type: none"> ➤ 16 posts ➤ 4,454 FPF social media reach ➤ Estimated 6,000 NFREC social media reach ➤ Estimated 10,000 IFAS county social media reach ➤ Partnership development with at least 25 community groups/businesses ➤ Estimated 10,000 reach via donors and bulk recipients ➤ 15,000 jars to consumers 	TOTAL 45,484
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Activity Components

Component	Status	Commentary
Budget	On Target	
Resources	On Target	We still have more PB on hand, if a need arises
Timeline	On Time	
Scope	Complete	

Activity Evidence

Florida Peanut Federation
Published by Laura Fowler Davis · October 27, 2020 · 111

Nearly 600K of PB, already collected in Jacksonville. THANKS, Cynthia! It is our pleasure to provide matching Peanut Butter for the 2020 Challenge! Your group can get in on the action by donating jars of peanut butter or money for this year's Peanut Butter Challenge.



184 People Reached · 2 Engagements · Boost Post

Florida Peanut Federation
Published by Laura Fowler Davis · November 10, 2020 · 111

Way to Go @IFASBakerCounty! 20 cases of Peanut Butter!!!



178 People Reached · 4 Engagements · Boost Post

Florida Peanut Federation
Published by Laura Fowler Davis · November 30, 2020 · 111

So proud!!!!



UF IFAS NFREC - Suwannee Valley
November 10, 2020 · 111

County Extension Offices are continuing to accept donations for the Florida Peanut Butter Challenge through next week! *Thank you Needle Waters of High Spinn... See More

187 People Reached · 5 Engagements · Boost Unavailable

Florida Peanut Federation
Published by Laura Fowler Davis · October 14, 2020 · 111



UF IFAS NFREC - Suwannee Valley
October 12, 2020 · 111

The Florida Peanut Butter Challenge has begun! UF/IFAS Extension is looking for peanut butter donors to feed hungry families during winter 2020. If you are... See More

164 People Reached · 10 Engagements · Boost Unavailable

Florida Peanut Federation
Published by Laura Fowler Davis · November 2, 2020 · 111



UF IFAS NFREC - Suwannee Valley
November 2, 2020 · 111

Calling all local businesses and interested parties! UF/IFAS Extension is looking for peanut butter donors to feed children and hungry families during winter 2... See More

97 People Reached · 3 Engagements · Boost Unavailable

Florida Peanut Federation
Published by Laura Fowler Davis · November 10, 2020 · 111



UF IFAS NFREC - Suwannee Valley
November 5, 2020 · 111

Calling all local businesses and interested parties! UF/IFAS Extension is looking for peanut butter donors to feed children and hungry families during winter 2... See More

127 People Reached · 1 Engagement · Boost Unavailable



Florida Peanut Federation

Published by Laura Fowler Goss · November 12, 2020 ·



#PBChallenge new in the Suwannee Valley Region this year - let's make our first appearance in the challenge a great one!



Join the #PBChallenge
Now through the end of Nov



Donate at your local
UF/IFAS Extension Office

or call to schedule a pick up
Laura 386-349-9017

In the NorthEast District
Donations will be **MATCHED**
ounce for ounce
by the Florida Peanut Federation

172

People Reached

3

Engagements

Boost Post



Florida Peanut Federation

Published by Laura Fowler Goss · November 13, 2020 ·



#PBChallenge all of the peanut butter collected this fall will go to local food banks and backpack programs



Join the #PBChallenge
Now through the end of Nov



Donate at your local
UF/IFAS Extension Office

or call to schedule a pick up
Laura 386-349-9017

In the NorthEast District
Donations will be **MATCHED**
ounce for ounce
by the Florida Peanut Federation

747

People Reached

48

Engagements

Boost Post

Get more people to see and engage



Florida Peanut Federation

Published by Laura Fowler Goss · November 14, 2020 ·



#PBChallenge let us know where to meet you - if you can gather up 50+ jars, we will pick up - and we are going to match every Ounce of PB donated through this drive



Join the #PBChallenge
Now through the end of Nov



Donate at your local
UF/IFAS Extension Office

or call to schedule a pick up
Laura 386-349-9017

In the NorthEast District
Donations will be **MATCHED**
ounce for ounce
by the Florida Peanut Federation

207

People Reached

8

Engagements

Boost Post



Florida Peanut Federation

Published by Laura Fowler Goss · November 15, 2020 ·



#PBChallenge donate and we will match your Peanut Butter offerings - going to local Food Banks!



Join the #PBChallenge
Now through the end of Nov



Donate at your local
UF/IFAS Extension Office

or call to schedule a pick up
Laura 386-349-9017

In the NorthEast District
Donations will be **MATCHED**
ounce for ounce
by the Florida Peanut Federation

907

People Reached

22

Engagements

Boost Post



Florida Peanut Federation

Published by Laura Fowler Goss · November 16, 2020 ·



#PBChallenge help us help others this November. All donations stay local to our area!



Join the #PBChallenge
Now through the end of Nov



Donate at your local
UF/IFAS Extension Office

or call to schedule a pick up
Laura 386-349-9017

In the NorthEast District
Donations will be **MATCHED**
ounce for ounce
by the Florida Peanut Federation

187

People Reached

6

Engagements

Boost Post



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386-362.2077 / 386-249-9017
FloridaPeanutFederation@gmail.com
www.FloridaPeanutFederation.org

Activity Overview

Activity Date(s)	October 14, 2020	<input checked="" type="checkbox"/> New Project	<input checked="" type="checkbox"/> Recurring Project <input type="checkbox"/> Annually <input type="checkbox"/> Quarterly <input type="checkbox"/> Monthly <input type="checkbox"/> Other <u>Every Other Year</u>
Project Number	2021-2-105	<input type="checkbox"/> Ongoing	

Activity Title	FPF Member Children Heritage Photo Shoot
Location	Peanut Field, Suwannee County

Activity Summary	Farming is most certainly a multi-generational family heritage, not just a career. During the Peanut Harvest, fall 2020, we seized the opportunity to provide a memento to our peanut farm families, as well as capture amazing photographs for future marketing use for the federation. Additionally, we used this opportunity to capture great video shots of the peanut harvesting process for future marketing use. 23 children attended the photo shoot afternoon and we enjoyed the photography, harvesting in progress, and, of course, peanut butter and jelly sandwiches!
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<input type="checkbox"/> Consumer Focused	<input checked="" type="checkbox"/> Industry Focused	Audience	Federation members
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Project Manager	Laura Fowler Goss	Steering Team	Janie Sanchez
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Activity Involvement

Project Partners	<ul style="list-style-type: none">➤ C. Hill Photography➤ Do Good Media Videography
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Resources	
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Project Components

Status	Category	Details	Commentary
Complete	Media	Photo Shoot	

Activity Milestones

Status	Milestone	Target Date	Commentary
Complete	5 Posts on facebook	10/31/20	Completed

Activity Details

Processes	
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Issues	
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Activity Results

Results Conclusions	<ul style="list-style-type: none"> ➤ 5 posts ➤ 23 peanut farm children ➤ 5,013 social media reach 	TOTAL 5,058
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Activity Components

Component	Status	Commentary
Budget	On Target	
Resources	On Target	
Timeline	On Time	
Scope	Complete	

Activity Evidence

Florida Peanut Federation
Published by Laura Fowler Goss · October 8, 2020 ·

Special Opportunity!
NEXT WEEK!
Email for details: FloridaPeanutFederation@gmail.com
Call/Text Laura 352-243-9017

253 People Reached 107 Engagements Boost Post

Florida Peanut Federation
Published by Laura Fowler Goss · October 10, 2020 ·

De Good Media
October 14, 2020 · Instagram ·
Thanks for such a fun night with super rule kiddos. Glad to be able to shoot footage for you. #FloridaPeanutFederation #FamilyFun @floridapeanutfederation @carole... See More

292 People Reached 114 Engagements Boost Unavailable

Florida Peanut Federation
Published by Laura Fowler Goss · October 24, 2020 ·

C. Hill Photography is with Janie Reed Sanchez and 3 others.
October 24, 2020 ·
Harvest seasons are a favorite of mine. Add cute kiddos, sprinkle in a dusty golden sunset and it's a recipe for pure magic. | enjoyed this session so very m... See More

278 People Reached 155 Engagements Boost Unavailable

Florida Peanut Federation is with Tiffany Sache and Bj-Dixie Wilkerson.
Published by Laura Fowler Goss · November 2, 2020 ·

"When tillage begins, other arts follow. The farmers, therefore, are the founders of human civilization." – Daniel Webster

Nov 2 - Gratitude

268 People Reached 20 Engagements Boost Post



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Project Number	2021-2-111	<input checked="" type="checkbox"/> Ongoing	_____

Activity Title	Consumer Interaction
Location	Online

Activity Summary	Posts of peanut related 'Did You Know' are always fun, it seems as though people never tire of peanut fun facts. Four posts per month is our goal, and in November we met our goal.
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<input checked="" type="checkbox"/> Consumer Focused	<input type="checkbox"/> Industry Focused	Audience	Online Consumers
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Project Manager	Laura Fowler Goss	Steering Team	Jordan Perez
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Activity Involvement

Project Partners	
------------------	--

Resources	
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Project Components

Status	Category	Details	Commentary
Complete	Media	Facts and Photos	

Activity Milestones

Status	Milestone	Target Date	Commentary
Goal Not Met	2 Posts on facebook	11/15/20	Completed 1 posts
Complete	2 Posts on facebook	11/30/20	Completed 2 posts

Activity Details

Processes	
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Issues	
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Activity Results

Results	➤ 3 posts	TOTAL
Conclusions	➤ 824 people reached	824

Activity Components

Component	Status	Commentary
Budget	Under	
Resources	Under	
Timeline	On Time	
Scope	Complete	

Activity Evidence

Florida Peanut Federation
Published by Justin Fugot · November 6, 2020 · 444

Did you know? It takes about 5400 peanuts to fill a jar of peanut butter.

353 People Reached · 17 Engagements · Boost Post

Florida Peanut Federation
Published by Laura Fowler Goss · November 19, 2020 · 777

Did You Know?
FPF's vendor support system helps to connect industry peers. Growers can search FPF database for partners and vendors to fit the needs of their operation.
<https://floridapeanutfederation.org/>

122 People Reached · 2 Engagements · Boost Post

Florida Peanut Federation
Published by Laura Fowler Goss · November 18, 2020 · 45

Did you know that US peanut producers follow some of the most stringent food safety standards in the industry? Peanuts are inspected for a variety of things like mold, damage, moisture content, and foreign materials. Furthermore, a groundbreaking LEAP Study discovered that introducing peanut products to infants early can reduce the risk of developing a peanut allergy by up to 88 percent.

349 · 6 · Boost Post



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Project Number	2021-2-112	<input type="checkbox"/> Ongoing	

Activity Title	Peanut Butter Lover's Month
Location	Online

Activity Summary	November is Peanut Butter Lover's Month - we could think of no better way to celebrate, than with a series of recipes featuring Peanut Butter. Six posts, each with a unique, yet easy to prepare, peanut butter recipe brought consumers from around the globe to our social media page.
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<input checked="" type="checkbox"/> Consumer Focused	<input type="checkbox"/> Industry Focused	Audience	Online Consumers
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Project Manager	Laura Fowler Goss	Steering Team	
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Activity Involvement

Project Partners	
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Resources	
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Project Components

Status	Category	Details	Commentary
Complete	Media	Peanut Butter Recipes	

Activity Milestones

Status	Milestone	Target Date	Commentary

Activity Details

Processes	
-----------	--

Issues	
--------	--

Activity Results

Results	> 8 posts	TOTAL
Conclusions	> 1,456 People reached	1,456

Activity Components

Component	Status	Commentary
Budget	On Target	
Resources	On Target	
Timeline	On Time	
Scope	Complete	

Activity Evidence

Delish November 13, 2020
Peanut butter anilsids: You're gonna FREAK over this banana pudding.
Full recipe: <https://delish.us/Video>

238 People Reached 13 Engagements Boost Unavailable

amcrauthillshitchcock.com
No Bake Peanut Butter Cup Pie
No Bake Peanut Butter Cup Pie is so easy to make. It has a great...

158 People Reached 18 Engagements Boost Post

Spicy Southern Kitchen October 31, 2020
BUTTERFINGER PIE is a cool and creamy no-bake dessert that is super easy to make. Decent heaven!
Printable Recipe: <https://spicysouthernkitchen.com/butterfinger-pie/>
See More

183 People Reached 6 Engagements Boost Unavailable

Ambitious Kitchen March 18, 2019
PEANUT BUTTER BANANA BAKED OATMEAL CUPS - 11 third little (also pack plenty of protein and are freeze-friendly for the perfect healthy breakfast or snack ❤️
RECIP... See More

172 People Reached 8 Engagements Boost Unavailable

Florida Peanut Federation November 17, 2020

218 People Reached 7 Engagements Boost Post

Delish November 13, 2019
Butter Pie is like a **Flavor**'s day on crack.
Full recipe: <https://delish.us/yglu>

223 People Reached 10 Engagements Boost Unavailable

Florida Department of Agriculture & Consumer Services November 20, 2020

125 People Reached 28 Engagements Boost Unavailable



POST ACTIVITY REPORT

386-362.2077 / 386-249-9017
FloridaPeanutFederation@gmail.com
www.FloridaPeanutFederation.org

Activity Overview

Activity Date(s)	November 1-8, 2020	<input checked="" type="checkbox"/> New Project	<input checked="" type="checkbox"/> Recurring Project <input type="checkbox"/> Annually <input type="checkbox"/> Quarterly <input type="checkbox"/> Monthly <input type="checkbox"/> Other
Project Number	2021-2-113	<input type="checkbox"/> Ongoing	_____

Activity Title	Gratitude - Early November Social Media Posts
Location	Online

Activity Summary	It is trendy and bear well in early November when people and groups post words of thanks on social media pages. FPF joined in this year, posting for the first eight days of the month a farm photo and quote from an agriculturist. These posts were met with very positive responses and even shares.
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<input type="checkbox"/> Consumer Focused	<input checked="" type="checkbox"/> Industry Focused	Audience	Online Industry Peers
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Project Manager	Laura Fowler Goss	Steering Team	
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Activity Involvement

Project Partners	
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Resources	
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Project Components

Status	Category	Details	Commentary
Complete	Media	Ag Photos & Quotes	

Activity Milestones

Status	Milestone	Target Date	Commentary

Activity Details

Processes	
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Issues	
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Activity Results

Results	> 8 posts	TOTAL
Conclusions	> 3,501 People reached	3,501


Activity Components

Component	Status	Commentary
Budget	On Target	
Resources	On Target	
Timeline	On Time	
Scope	Complete	

Activity Evidence

Florida Peanut Federation
Published by Laura Fowler Goss
November 1, 2020

"Agriculture is the wisest pursuit, because it will in the end contribute most to real wealth, good morals, and happiness." - Thomas Jefferson




Nov 1 - Gratitude

140 People Reached 8 Engagements [Boost Post](#)

Florida Peanut Federation
Published by Tiffany Sachs with Bj-Dixie Wilkerson
November 2, 2020

"When tidings begin, other arts follow. The farmers, therefore, are the founders of human civilization." - Daniel Webster




Nov 2 - Gratitude

258 People Reached 20 Engagements [Boost Post](#)

Florida Peanut Federation
Published by Laura Fowler Goss
November 3, 2020

"No country can prosper until it learns there is as much dignity in tilling a field as in writing a poem." - Booker T. Washington

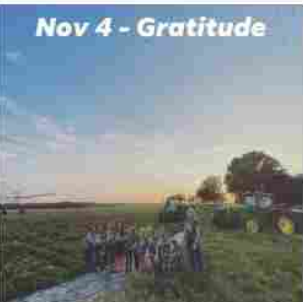


Nov 3 - Gratitude

903 People Reached 63 Engagements [Boost Post](#)

Florida Peanut Federation
Published by Laura Fowler Goss
November 4, 2020

"You know, farming looks mighty easy when your plow is a pencil, and you're a thousand miles from the corn field." - Dwight D. Eisenhower




Nov 4 - Gratitude

923 People Reached 63 Engagements [Boost Post](#)

Florida Peanut Federation
Published by Laura Fowler Goss
November 5, 2020

"The farmer has to be an optimist or he won't still be a farmer." - Voli Rogers




Nov 5 - Gratitude

509 People Reached 39 Engagements [Boost Post](#)

Florida Peanut Federation
Published by Laura Fowler Goss
November 6, 2020

"The story of family farming underscores a legacy of sustainability." - Amanda Zahacki




Nov 6 - Gratitude

226 People Reached 13 Engagements [Boost Post](#)

Florida Peanut Federation
Published by Laura Fowler Goss
November 7, 2020

"Agriculture requires good sense; and good sense is an excellent kind." - Joseph Joubert

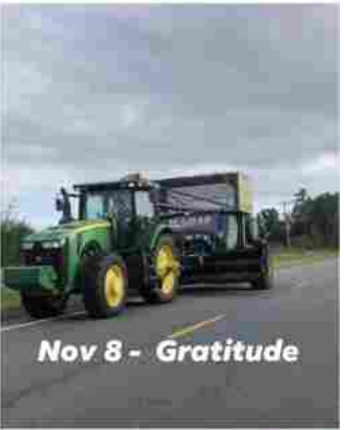


Nov 7 - Gratitude

202 People Reached 16 Engagements [Boost Post](#)

Florida Peanut Federation
Published by Laura Fowler Goss
November 8, 2020

"It isn't good at the end of the day to know you made a product that other people are going to enjoy." - Jancho Sarrz



Nov 8 - Gratitude

312 People Reached 54 Engagements [Boost Post](#)



POST ACTIVITY REPORT

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FloridaPeanutFederation@gmail.com
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Activity Overview

Activity Date(s)	Oct 30; Nov 15-17, 2020	<input checked="" type="checkbox"/> New Project	<input checked="" type="checkbox"/> Recurring Project <input type="checkbox"/> Annually <input type="checkbox"/> Quarterly <input type="checkbox"/> Monthly <input type="checkbox"/> Other
Project Number	2021-2-114	<input type="checkbox"/> Ongoing	_____

Activity Title	Peanut Butter Donation to Pilot International
Location	Panama City, Pensacola, Marianna, Destin, Florida

Activity Summary	The Pilot International organization, Florida chapter, offers food bank and school donations of shelf-stable, family-friendly, foods as a community service project in conjunction with their annual meeting. For the 2020 project, Pilot International Florida chapter partnered with Florida Peanut Federation to provide peanut butter and jelly to groups for distribution to those in need throughout Florida. As the members of Pilot Int'l brought jars of jelly, FPF matched with jars of peanut butter. As the need for food grew during the Covid-19 pandemic, so dwindled the resources for people to provide. As the Pilot International group gathered just under 250 pounds of jelly, FPF stepped up and provided a Double Match of peanut butter, donating 500 pounds of peanut butter and delivering to groups along the I-10 corridor.
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<input checked="" type="checkbox"/> Consumer Focused	<input type="checkbox"/> Industry Focused	Audience	Consumers
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Project Manager	Laura Fowler Goss	Steering Team	
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Activity Involvement

Project Partners	➤ Pilot International
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Resources	➤ 500 pounds/jars of Peanut Butter ➤ 35 goodie bags as thank you to organizers
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Project Components

Status	Category	Details	Commentary
Complete	Philanthropy	500 jars PB	

Activity Milestones

Status	Milestone	Target Date	Commentary
Complete	6 deliveries	11/17/20	Complete

Activity Details

Processes	
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Issues	
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Activity Results

Results Conclusions	<ul style="list-style-type: none"> ➤ 500 consumers serviced a jar of PB ➤ 170 volunteers reached ➤ 2,598 online reach 	TOTAL 3,268
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Activity Components

Component	Status	Commentary
Budget	On Target	
Resources	On Target	
Timeline	On Time	
Scope	Complete	

Activity Evidence

Florida Peanut Federation
Published by Laura Foster Goss · October 28, 2021 ·


Our partnerships are a beautiful thing!! This weekend we celebrate our newest philanthropic partner, PICO International, during their Florida District Conference we will present a peanut butter match to the jelly donations they have collected. The type of rain and coming together is what makes the world go around. Thanks @PFI, see you soon!!



363 People Reached 23 Engagements [Boost Post](#)

Florida Peanut Federation
Published by Laura Foster Goss · November 15, 2021 ·


Mini helping me load up 500 pounds of Peanut Butter handed to West Florida. Our friends at @PICOInternational collected jelly and we are double matching with PB!! Makes a heart happy to provide such good nourishment that most all enjoy 🥰



459 People Reached 46 Engagements [Boost Post](#)

Florida Peanut Federation
Published by Laura Foster Goss · November 15, 2021 ·


It's a blessing to provide PB & J to school backpack programs. We are distributing more than 500 pounds of Peanut Butter down the I-10 corridor this week. On behalf of our members, we are so thankful to be able to provide a DOUBLE MATCH of Peanut Butter to the jelly collected by FL district of a philanthropy organization.



571 People Reached 38 Engagements [Boost Post](#)

Florida Peanut Federation
Published by Laura Foster Goss · November 11, 2021 ·

Delwarrig PB never gets old Makes my heart happy!!



179 People Reached 8 Engagements [Boost Post](#)



POST ACTIVITY REPORT

386-362.2077 / 386-249-9017
FloridaPeanutFederation@gmail.com
www.FloridaPeanutFederation.org

Activity Overview

Activity Date(s)	Oct 30 - Nov 7, 2020	<input type="checkbox"/> New Project	<input checked="" type="checkbox"/> Recurring Project <input type="checkbox"/> Annually <input type="checkbox"/> Quarterly <input type="checkbox"/> Monthly <input type="checkbox"/> Other
Project Number	2021-2-115	<input checked="" type="checkbox"/> Ongoing	

Activity Title	Florida Gateway Fair, Promotional Booth
Location	Lake City, Florida

Activity Summary	The Florida Gateway Fair usually welcomes about 25,000 to 30,000 visitors, this year, amazingly enough, the entrance gate reported that 42,000 consumers visited the fair. FPF hosted an informational booth inside the exhibit space. Our booth space was decorated to coordinate with the fair theme, 'Bushels of Fun', we were awarded a blue ribbon for First Place in the booth decor contest. We staffed the booth during the fair busy hours, talking with people, distributing peanut industry information sheets, recipes, pens and notepads, and everyone's favorite - packs of peanuts.
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<input checked="" type="checkbox"/> Consumer Focused	<input type="checkbox"/> Industry Focused	Audience	Consumers
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Project Manager	Laura Fowler Goss	Steering Team	Wendy, Dakota, Porsche
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Activity Involvement

Project Partners	
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Resources	<ul style="list-style-type: none">➤ 4000 packs of Peanuts➤ 4000 pens➤ 4000 notepads➤ Recipes, Industry Information, Peanut Growing Resources
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Project Components

Status	Category	Details	Commentary
Complete	Media	Posts to share photos	

Activity Milestones

Status	Milestone	Target Date	Commentary

Activity Details

Processes	
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Issues	
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Activity Results

Results Conclusions	<div>➤ 42,000 fair visitors</div> <div>➤ 12,000 promo items distributed</div> <div>➤ 1,500 recipes distributed</div>	TOTAL 42,000
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Activity Components

Component	Status	Commentary
Budget	On Target	
Resources	On Target	
Timeline	On Time	
Scope	Complete	

Activity Evidence

Florida Peanut Federation
Published by Laura Fowler Goss · October 31, 2020 ·

UF IFAS Extension Columbia County
October 31, 2020 ·

Have you visited [Florida Gateway Fairgrounds??](#) Fair opened last night! Be sure to check out this 8' peanut!!!

144

3

Boost Unavailable

Florida Peanut Federation
Published by Laura Fowler Goss · November 4, 2020 ·

We sure were Pretty In Pink for Breast Cancer Awareness Month - but it's All Fall now and Bushels of Fun at the @FloridaGatewayFair in Lake City ! Stop by and see us in the Expo Hall 🥜

154

11

Boost Post



POST ACTIVITY REPORT

386-362.2077 / 386-249-9017
FloridaPeanutFederation@gmail.com
www.FloridaPeanutFederation.org

Activity Overview

Activity Date(s)	December 4-5, 2020	<input type="checkbox"/> New Project	<input checked="" type="checkbox"/> Recurring Project
Project Number	2021-2-121	<input checked="" type="checkbox"/> Ongoing	<input checked="" type="checkbox"/> Annually <input type="checkbox"/> Quarterly <input type="checkbox"/> Monthly <input type="checkbox"/> Other

Activity Title	Christmas on the Square Festival
Location	Live Oak, Florida

Activity Summary	For four years in a row now, FPF has hosted a booth at the Christmas on the Square festival. This year, the festival ran two days with multiple activities and opportunities for guests to experience new booths and offers. As a special treat, FPF gave out 'Santa's Favorite Cookies' for free, along with a recipe for peanut butter cookies. Additionally, we had on hand hats, note pads, pens, cotton bags, and nutritional information for the festivalgoers. But the cookies and the recipes were the star attraction.
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<input checked="" type="checkbox"/> Consumer Focused	<input type="checkbox"/> Industry Focused	Audience	Consumers
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Project Manager	Laura Fowler Goss	Steering Team	Porsche, Wendy, Genovese
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Activity Involvement

Project Partners	
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Resources	
-----------	--

Project Components

Status	Category	Details	Commentary
Complete	Awareness	Peanut Info & Promo Items	

Activity Milestones

Status	Milestone	Target Date	Commentary

Activity Details

Processes	<ul style="list-style-type: none">➤ 2000 packs of peanuts➤ 3000 peanut butter cookies➤ 2000 stickers➤ 2000 pens➤ 1500 peanut butter cookie recipes➤ 2000 peanut note pads
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Issues	
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Activity Results

Results Conclusions	<div> <div>➤ 3 posts</div> <div>➤ 608 online reach</div> <div>➤ 30,000 festival attendees</div> </div> <div> TOTAL 30,608 </div>
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Activity Components

Component	Status	Commentary
Budget	On Target	
Resources	On Target	
Timeline	On Time	
Scope	Complete	


Activity Evidence



Florida Peanut Federation
 Published by Laura Fowler Goss · December 4, 2020 ·

Rain Rain, Go Away !
 We have 2500 Peanut Butter (Santa's Favorite!) Cookies to give away 🍪🍪🍪

Thanks to @EpicEvents for dazdling our booth at [Christmas on the Square Live Oak FL-Suwannee Chamber](#)




136

People Reached

5


Engagements

Boost Post



Florida Peanut Federation is at Christmas on The Square in Live Oak.
 Published by Laura Fowler Goss · December 5, 2020 · Live Oak, FL ·

This is SO MUCH FUN !!
 Thankful to be out and about again- it's been a long while since we've enjoyed visiting with folks about peanuts !! [Christmas on the Square](#)



350

People Reached

43

Engagements

Boost Post



POST ACTIVITY REPORT

386-362.2077 / 386-249-9017
FloridaPeanutFederation@gmail.com
www.FloridaPeanutFederation.org

Activity Overview

Activity Date(s)	December 2, 2020	<input type="checkbox"/> New Project	<input checked="" type="checkbox"/> Recurring Project
Project Number	2021-2-122	<input checked="" type="checkbox"/> Ongoing	<input checked="" type="checkbox"/> Annually <input type="checkbox"/> Quarterly <input type="checkbox"/> Monthly <input type="checkbox"/> Other

Activity Title	Sponsor Dr Barry Tillman Research
Location	NFREC / UF/IFAS

Activity Summary	<p>Dr. Barry Tillman has been a prominent member of the peanut research community for a number of years. FPF is proud to support Dr. Tillman's Programs. This program, in partnership with the American Peanut Shellers Association, is sponsored by FPF.</p> <p><i>This project will utilize existing data from the Uniform Peanut Performance Tests to develop information to predict the shelling rate of runner and Virginia peanut types. This line is for partial salary support (1/3 of salary) for an employee skilled in data analysis and interpretation who will utilize the UPPT data from 2015 thru 2018 to develop equations to predict shelling rate.</i></p>
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<input type="checkbox"/> Consumer Focused	<input checked="" type="checkbox"/> Industry Focused	Audience	Research -> Peanut Growers
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Project Manager	Laura Fowler Goss	Steering Team	
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Activity Involvement

Project Partners	
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Resources	
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Project Components

Status	Category	Details	Commentary
Complete	Research	Peanut Research	

Activity Milestones

Status	Milestone	Target Date	Commentary

Activity Details

Processes	
-----------	--

Issues	
--------	--

Activity Results

Results Conclusions	
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Activity Components

Component	Status	Commentary
Budget	On Target	
Resources	On Target	
Timeline	On Time	
Scope	Complete	

Activity Evidence

<p>From Dr Tillman</p> <p>Although peanut breeders have excellent tools to characterize new peanut cultivars for traits that are important to farmers, the tools breeders need for other segments of the industry, such as shellers are not as robust. This means that peanut cultivars with excellent traits for farmers and seedsmen may fail if they do not meet the criteria for the shelling industry, namely shelling rate, or the time needed to shell a certain mass of farmer stock. When peanut varieties fail for this reason, all segments of the industry are hurt because of the significant investment by the breeding organization (a 10-15 year commitment for a single new cultivar), the farmers (who fund cultivar development and who want to grow improved cultivars), and the shelling industry (who grow and supply seed and invest in large-scale commercial shelling operations with the new cultivar). Results from the Uniform Peanut Performance Tests (UPPT) show significant varietal variation in the first stage shelling rate and total shelling rate of advanced peanut lines that are tested annually. The tests are national in scope and are conducted on a voluntary basis (no external funding) by the peanut breeders from seven states. The breeders collect yield and grade information and submit farmer-stock samples to the UDSA- National Peanut Research Lab where the experimental lines are evaluated for shelling characteristics designed to mimic commercial shelling operations. While this information is excellent for the few lines (around 15 from across the USA) tested annually, it is not economically feasible to physically evaluate all advanced lines from our breeding programs. This project proposes, based on promising preliminary analyses, to develop predictive equations that would assist breeders in identifying new lines with the potential for improved shelling rate in addition to the important traits needed by farmers. The long-term impact would be improved commercial success of newly released peanut cultivars.</p>
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