



# 443,153 consumers reached

**July through December 2020, saw Florida Peanut Federation reach nearly half a million Floridians through our work as a part of FDACS Peanut Marketing Order**

The Florida Peanut Marketing Order was established in 1975 for the purpose of supporting research, promotion and education for the state's peanut industry. The self-imposed assessment generates funds on a per-ton basis for the purpose of increasing awareness, funding research and supporting educational initiatives.

*First Quarter of the Marketing Order Year  
July-August-September 2020*

**Consumers Reached: 239,409**

In Person Reach 20,077 / Media Reach 219,332

**Activities 26**

New Activities 14 / OnGoing Activities 12

4690 pounds of peanut butter

1200 jars of jelly

*Second Quarter of the Marketing Order Year  
October-November-December 2020*

**Consumers Reached: 203,744**

In Person Reach 147,723 / Media Reach 56,021

**Activities 11**

New Activities 6 / OnGoing Activities 5

**Resources Distributed 11,740**

7500 packs of peanuts

8420 pounds of peanut butter

21,950 promo items





It is our pleasure to donate 400 jars of peanut butter to @FloridaGatewayFoodBank at @CatholicCharities via the [Feeding America](#) program - this PB will go into school backpack programs in Columbia County.

As a special treat, we provided lunch and goodie bags to the food bank volunteers. They have worked more fervently than ever during the coronavirus pandemic. We recognize and honor their efforts ❤️

Thankful for our partnership with @SuzanneEdwards & @DavidBoozer and their d... [See More](#)



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857  
People Reached

137  
Engagements

[Boost Post](#)

Gail and her team at @OchlockoneeBayUnitedMethodistChurch are truly 'the hands' 🙌  
It's a blessing for @FloridaPeanutFederation to be able to make a small contribution to this bi-monthly food bank.  
600 jars of Peanut Butter and nearly 200 jars of Jelly 🥜🍇🍌🍎🍓  
We are thankful for their service to their community and we are grateful to partner with them in this special project.  
Along with the products they will share with those who visit the food bank- we wanted to provide a... See More



250  
People Reached

83  
Engagements

Boost Post

Did You Know? FPF has donated nearly 200,000 pounds of peanut butter to school backpack programs and Florida food banks?



232  
People Reached

26  
Engagements

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🥜 It's that special time of year 🥜  
Early mornings, Late nights, and lots of peanuts  
Members of @FloridaPeanutFederation are already digging peanuts!  
Nearly everyone is in high gear getting the equipment ready for a long  
harvest season. Prayers for health & safety & a bountiful crop 🙏



2,350  
People Reached

484  
Engagements

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