

# GEORGIA PEANUT COMMISSION

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ANNUAL REPORT FOR 2019



# CHAIRMAN'S REPORT

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As chairman of the Georgia Peanut Commission and a fellow farmer, I want to thank our Georgia peanut farmers for the hard work they put into growing a sustainable, nutritious and affordable product. As challenges and successes are seen on the farm, Georgia peanuts remain a leader in quality across the industry.

When I look back at 2019, I am proud of the work the commission board and staff have done on behalf of Georgia peanut farmers. We continue to work hard at serving farmers well in the areas of research, promotion and education. These three areas have become key to maintaining profitability on the farm.

In the area of research, we continue to fund projects that will help with on-farm production practices and address the challenges that arise throughout the year. Some new areas of interest include sustainability, engineering and new discoveries in genomics. Our efforts in promotion remain strong year to year. Our goal is to provide key messaging to consumers, influencers, health professionals and others through a variety of platforms; all with the intention of selling more peanuts. Providing our farmers, legislative officials, youth and others with the latest relevant education material is also a priority. We want to be a source of accurate information for all audiences when it comes to the many facets of the peanut.

I encourage you to take time to read through this report and learn more about how the Georgia Peanut Commission serves the peanut farmers of Georgia. If there are any questions, comments or concerns, please feel free to contact a board or staff member. We are grateful for the opportunity to serve Georgia peanut farmers and wish each of them a successful 2020 season!

*Armond Morris*

Armond Morris, Chairman  
Tifton, Georgia



# EXECUTIVE DIRECTOR'S COMMENTS

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Another year has passed and I am well aware of the challenges our farmers face in making a living. I am proud of the work the Georgia Peanut Commission board and staff have done to invest farmers' money where it gives a return on the dollars contributed through assessments.

Research continues to provide answers to our farmers' production needs. I was interested to see some of the work researchers are doing to improve the efficiency of inputs. Who would have thought going back to sulfur as a solution for disease control would have provided a cost-effective way to supercharge some of the fungicides currently being used?

Promotion in the industry continues to make headway, and with the good news of early introduction to prevent peanut allergy, we have a lot of good things to share with consumers.

Our educational activities continue to tell the farmer's story from schools, to the media, to Washington.

I wish we were less dependent on Washington, but the market situation certainly reminds us why the commission fights to keep a safety net. A \$105 PLC payment, disaster assistance, trade mitigation, which was as high as \$150 per acre, and even an issue as small as a miscalculation of the loan rate at USDA, which when fixed, added \$5 to the loan on peanuts.

I am proud we have returned more to our farmers in results than they invested, and I am thankful they continue to give us the opportunity to serve them.

*Don Koehler*

Don Koehler, Executive Director





# FINANCIAL REPORT

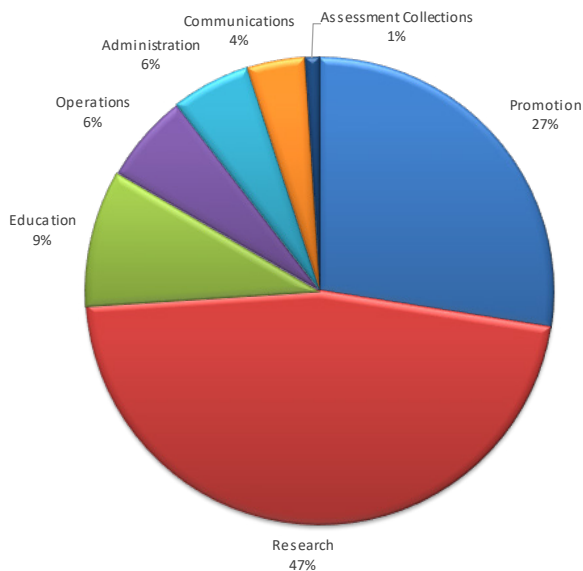
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## Georgia Peanut Commission Fiscal Year 2018-19 Allocations

Research	\$1,404,159*
Promotion	\$830,000
Education	\$282,582
Operations	\$186,667
Administration	\$165,965
Communications	\$120,046
Assessment Collection	\$30,000

\*Includes National Peanut Board and GPC funds

Actual expenditures ending June 30, 2019



Rodney Dawson, Treasurer  
Hawkinsville, Georgia



# RESEARCH REPORT

*The following research projects were funded during fiscal year 2018-19.*

## BREEDING & GENOMICS

- Georgia Peanut Evaluation Program
- Development of varieties with disease resistance to increase on-farm profitability
- Disease resistance genes to TSWV and leaf spot for breeding selection
- Marker-assisted breeding to diversify alleles for late leaf spot resistance
- Introgression and utilization of pest and disease resistance genes from wild species for peanut improvement
- Identification of new sources of resistance to TSWV in wild tetraploid arachis for peanut improvement
- Introgression of strong resistance to root knot nematode from the wild species *A. stenosperma* into elite peanut lines

## DISEASE CONTROL

- Fungicide application strategies for early and late leaf spot
- Maximizing control of soilborne diseases and nematodes of peanut with cultivars and fungicide application strategies

## ENTOMOLOGY

- In-furrow and foliar insecticide treatments on TSWV and yield in TSWV resistant cultivars
- Optimizing thrips management recommendations
- Biology and management of peanut burrower bug in Georgia
- A reliable and refined method for assessment of spotted-wilt incidence in peanut-producing counties in Georgia
- Determining biocontrol options for peanut pests:  
A molecular approach

## CONSERVATION

- A holistic solution to using soil moisture data for scheduling irrigation
- Investigation of irrigation scheduling methods
- Single and dual shank subsoiling and inoculant rate evaluation for twin row peanut
- The influence of planting dates on water use and yield in peanut: A field-scale evaluation
- Determination of optimal timing for peanut irrigation trigger levels
- Using remote sensing to map in-field variability of peanut maturity

## ADDITIONAL FOCUS

- Support of the Peanut Foundation
- Support of the Georgia Weather Network
- Support of the UGA Peanut Team Endowment
- Support of the Georgia Peanut Achievement Club for recognizing whole-farm peanut yields

## WEED MANAGEMENT

- UGA Extension peanut weed management program

## ECONOMICS & MARKETING

- A multi-economic analysis program to enhance the sustainability of Georgia peanut producers
- Analysis, development and implementation of the Farm Bill

## COUNTY AGENT PROGRAMS

- Grants for on-farm applied peanut research
- Sponsorship of Peanut Education for Excellence Program
- Sponsor county agents to the American Peanut Research and Education Society Annual Meeting
- Printing of the University of Georgia Peanut Production Guide
- University of Georgia agronomic research & Extension programs to address economic sustainability of peanut production

## PHYSIOLOGY

- Comparing peanut cultivars for physiological trait relationships for seed germination, vigor, stand establishment and production
- Identification of physiological and metabolic mechanisms as indicators of drought tolerance in peanut plants
- Anatomical features contributing to higher peanut yield under drought and heat stress

## SUSTAINABILITY

- Field to Market field print calculator

## HARVEST

- Predicting harvest date for new peanut varieties & disease control strategies
- A smartphone-based app for determining peanut maturity

## UTILIZATION

- Hot Topics on Peanuts during the Georgia Peanut Tour

Donald Chase, Research Chairman  
Oglethorpe, Georgia



# PROMOTION REPORT

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Promotion of peanuts and peanut products continues to remain a top priority at the Georgia Peanut Commission. Throughout the year, projects target a variety of audiences including food service personnel, consumers, international guests, health influencers, culinary experts and others. Promotion activities take place across the state with the goal of increasing peanut consumption.

GPC promotes peanuts all year long; however, there is a special focus on the months of March, National Peanut Month and November, Peanut Butter Lover's Month. A sampling of the activities which took place during those months is provided below.

## National Peanut Month Promotion Highlights:

- Georgia Visitors Center Promotion:  
Eleven centers participated & distributed 9,900 packs of peanuts throughout the month.
- Southern Women's Show:  
Attended with Southern Peanut Growers & distributed recipes, nutrition info & presented a cooking demonstration.
- Georgia PB&J Day at the State Capitol:  
Annual event where the importance of peanuts to Georgia's economy is highlighted. Also, 14,400 jars of peanut butter were donated to the Atlanta Community Food Bank.
- WTOC-TV and WALB Proud to be a Georgia Farmer Series:  
Highlighted farmers in the viewing area during March & garnered a combined total of 28,000+ views.
- Media Tour with Parker Wallace:  
A segment featuring three peanut recipes aired on TV stations in the Albany, Atlanta, Augusta, Columbus, Macon & Savannah markets and reached an estimated 350,000 viewers.

## Peanut Butter Lover's Month Promotion Highlights:

- Georgia Southern Football:  
Included radio ads, website & in-game promotions on the video board, as well as a tailgate at the Agriculture Night Game on Nov. 16.
- Savannah Rock 'n' Roll Marathon:  
Exhibited at the Health & Fitness Expo & passed out nutrition info & sampled product to 26,000+ attendees.
- Digital Campaign with WSB-TV  
Delivered 2.2+ million impressions throughout November by advertising via social platforms, online web browsing and Internet TV.
- Cinema Promotion:  
Aired a 30 second commercial promoting peanuts on 426 movie screens in 39 theaters across Georgia. The commercial ran prior to every movie, for every showtime & every day of the week, & resulted in 327,000+ impressions.
- Georgia Florida Game:  
The Georgia Peanuts logo was placed in a static position on both of TIAA Bank Field's world's largest HD video boards throughout the entire game with coverage televised on CBS.

Other promotions throughout the year include: radio advertising with the Atlanta Braves, radio advertising with UGA and Georgia Tech football, as well as Georgia Peanut Bank Week.

Below is a continuation of sample promotion events carried out by GPC in 2019.



Sunbelt Ag Expo



Peanut Festivals



Support of 4-H, FFA & FCCLA



Peanut Proud Donation to Hurricane Dorian Victims



Georgia National Fair Cooking Demonstration



Inaugural Peanut Palooza



Launched GA School Nutrition Peanut Promotion Kit



Sponsorship of Peanut Farmer at Adkinson Motorsports



Atlanta Community Food Bank Hunger Walk



Atlanta Motor Speedway



Chick-fil-A Peach Bowl



Small Town Big Deal Filming

Joe Boddiford, Vice Chairman & Promotions Chairman  
Sylvania, Georgia





# EDUCATION REPORT

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The Georgia Peanut Commission strives to educate others about peanuts throughout the entire year. GPC's target audience includes farmers, industry representatives, consumers and influencers; all with the same goal of equipping them with the latest peanut information. Other people GPC may educate include youth, nutrition personnel and legislative officials and staff. A sample of GPC's education-related projects are shown below.



33rd Annual Georgia Peanut Tour



Cotton/Peanut Field Day



Georgia Nutrition & Dietetics Meeting



Congressional Staff Tour with the Southern Peanut Farmers Federation

The Georgia Peanut Commission continues to share the latest information related to early introduction of the peanut protein to prevent development of the peanut allergy to all audiences; a critical component in the GPC education toolbox.



Ag Awareness Days Across the State



Peanut Leadership Academy Class XI



43rd Annual Georgia Peanut Farm Show



# COMMUNICATIONS REPORT

The communications area provides support to all other Georgia Peanut Commission programs and continues to remain important to each program's success. GPC works to share important information throughout the year with growers, media outlets and consumers. Examples of communication projects are provided below.

Presence on Social Media Platforms • Grower Communications  
 Photography & Videography • Website Maintenance & Updates  
 Press Releases & Media Relations • TV, Radio, Print & Digital Advertising  
 Southeastern Peanut Farmer Magazine • Creation of Marketing Materials



128+ million impressions via advertising with Family Features



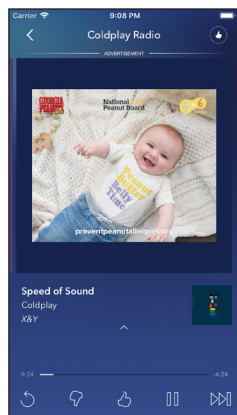
2019 Georgia Peanut Calendar



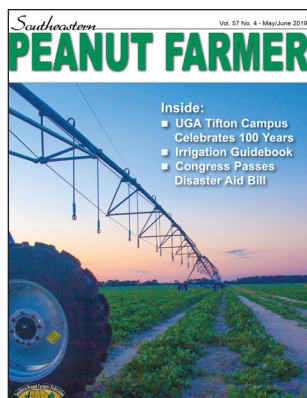
1.2+ million impressions during a Twitter Party

GPC is active on all major social media platforms. Each year, the number of followers grows, giving more opportunities to share the peanut message.

**Facebook: 11,600+ likes**  
**Twitter: 3,200+ followers**  
**Instagram: 1,800+ followers**  
**YouTube: 602,000+ views**  
**Pinterest: 170+ followers**



Digital Advertising Online and with PANDORA Radio



Free Publication to Growers

Tim Burch, Education & Information  
 Communications Chairman  
 Newton, Georgia



# WASHINGTON REPORT

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The Georgia Peanut Commission works with industry partners, members of Congress, the U.S. Department of Agriculture and the Georgia Department of Agriculture (DOA) on top issues for Georgia's peanut growers and industry. Some of the priority GPC issues this past year included:

- Trade
- Hurricane Michael Disaster Assistance
- Farm Bill Implementation
- Crop Insurance

GPC worked with USDA and the U.S. Trade Representative's office (USTR) on top peanut trade issues this past year including the Japan, as well as USMCA agreements, and currently on U.S. peanut export concerns as they relate to the European Union. GPC has hosted briefings for members of Congress, USDA and USTR on trade concerns in Washington, D.C. and in Georgia. In addition, GPC provided the USDA information for trade mitigation efforts important to Georgia peanut growers.

With regard to agricultural disaster assistance, GPC has been part of the policy discussions with the Farm Service Agency on the WHIP + program, as well as with the Georgia DOA and Congress on the USDA disaster block grant to Georgia to assist rural areas hit hard by Hurricane Michael.

The USDA peanut program is a vital component of the peanut industry in the state of Georgia. GPC continues its education efforts with federal policymakers on this important part of the state's economy. Congress and USDA frequently ask for briefings on the implementation of the peanut program and GPC provides important information to these policymakers about the program.

With a significant shift in federal resources to risk management programs, GPC works with USDA and Congress on protecting crop insurance and on efforts to improve the program. GPC is seeking additional federal research funds to address aflatoxin issues that are increasingly a problem for the Georgia peanut industry.

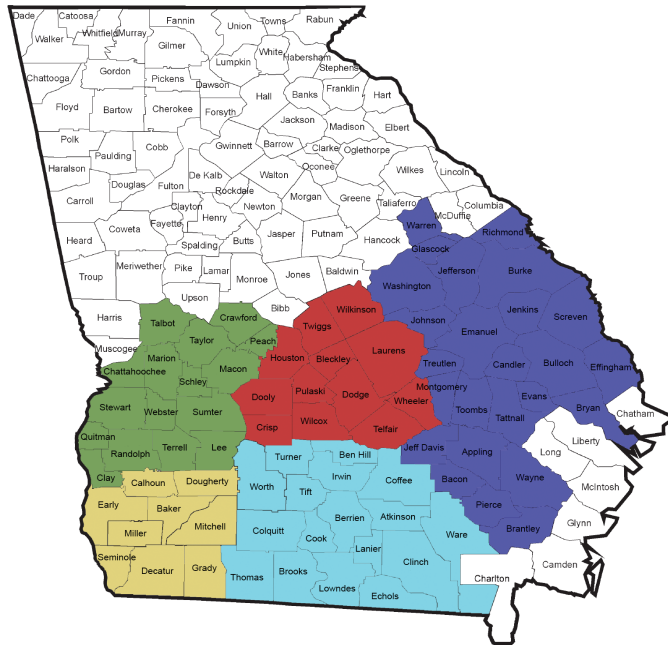
*Bob Redding*

The Redding Firm



# YOUR COMMISSION

## 2019 GEORGIA PEANUT COMMISSION BOARD OF DIRECTORS



- Chairman Armond Morris, Tifton, Ga. - District 2
- Vice Chairman Joe Boddiford, Sylvania, Ga. - District 3
- Treasurer Rodney Dawson, Hawkinsville, Ga. - District 4
- Member Donald Chase, Oglethorpe, Ga. - District 5
- Member Tim Burch, Newton, Ga. - District 1

### GPC ADVISORY BOARD MEMBERS

Andy Bell - Climax, Georgia  
Andy Owens - Sylvania, Georgia  
Neil Lee - Bronwood, Georgia  
John Harrell - Whigham, Georgia

Carl Mathis Dixon - Alapaha, Georgia  
David Reed - Pinehurst, Georgia  
Larry Cunningham - Quitman, Georgia  
Gerald Long - GA Farm Bureau President - Macon, Georgia

### GPC STAFF MEMBERS

Don Koehler, Executive Director  
Joy Crosby, Director of Communications  
Jessie Bland, Project Coordinator  
Hannah Jones, Project Coordinator - Research & Education

Brett Butler, Project Coordinator - Farm & Field Services  
Jordan Lunsford, Communications Assistant  
Joy Purvis, Administrative Assistant





Georgia  
Peanut  
Commission

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