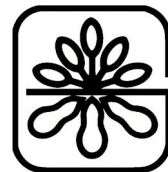


GEORGIA PEANUT COMMISSION



ANNUAL REPORT



2019-2020 BOARD OF DIRECTORS

DISTRICT 1



Tim Burch • Newton
Executive Board, GPC
E&I Communications Chairman, GPC
Board Member, Aflatoxin Taskforce &
Export Committee, APC



Andy Bell • Climax
Advisory Board, GPC
Chairman, NPB

DISTRICT 2



Armond Morris • Tifton
Chairman, GPC
Board Member & Peanut Butter For
the Hungry Committee, APC



Carl Mathis Dixon • Alapaha
Advisory Board, GPC

DISTRICT 3



Joe Boddiford • Sylvania
Vice Chairman, GPC
Promotions Chairman, GPC
Chairman, SPG
Board Member & Peanut Grading
Taskforce, APC



Andy Owens • Newington
Advisory Board, GPC

ADDITIONAL



John Harrell • Whigham
GFB Representative
Advisory Board, GPC



Tom McCall • Macon
GFB President
Advisory Board, GPC



Larry Cunningham • Quitman
NPBPA Representative
Advisory Board, GPC

2020 GEORGIA PEANUT CROP

810
THOUSAND

ACRES PLANTED



ACRES HARVESTED

800
THOUSAND

4,100
LBS/ACRE

AVERAGE YIELD



Source: USDA National Agricultural Statistics Service

DISTRICT 4



Rodney Dawson • Hawkinsville
Treasurer, GPC
Board Member, APC



David Reed • Pinehurst
Advisory Board, GPC

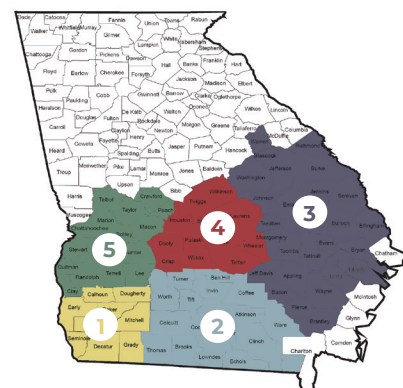
DISTRICT 5



Donald Chase • Oglethorpe
Executive Board, GPC
Research Chairman, GPC
Board Member & Sustainability Taskforce Chairman, APC
President, TPRF
Advisor, TPI



Neil Lee • Bronwood
Advisory Board, GPC



*APC (American Peanut Council)
NPB (National Peanut Board)
SPG (Southern Peanut Growers)
GFB (Georgia Farm Bureau)
NPBPA (National Peanut Buying Points Association)
TPRF (The Peanut Research Foundation)
TPI (The Peanut Institute)



CHAIRMAN'S REPORT

Without a doubt, the year 2020 has been a challenge on many fronts. As chairman of the Georgia Peanut Commission and a fellow peanut farmer, I have witnessed the resiliency of our farmers, our industry and our communities. As a farmer, we face many challenges and we continue to rise up and meet them year after year. I want to thank you for growing a nutritious crop that is continuing to feed a hungry population; locally and abroad. And thank you for your continued support of GPC and its mission: research, promotion and education. These program areas directly impact on-farm profitability and success. Without your support, GPC would not be able to make the impact it does.

When reviewing program areas, GPC continues to allocate funding to projects it feels best benefits the farmer. More than 40 percent of the

allocated budget is spent on research, where we continue to support a variety of research projects. These projects directly impact on-farm production practices and help to find solutions to the issues you face. Some new areas of interest include an additional focus on seeking resistant sources to leaf spot and TSWV through genomics, as well as planter efficiency and emergence. A focus is still placed on the areas of disease, entomology, weed management, economics and others. You can see a list of projects for each area on the research page of this report.

In the area of promotion, we have had to pivot quite a bit. With most all in-person events canceled for the year, we have sought new ways to share the peanut message and encourage consumption. Virtual meetings, online advertising and an increased social media presence are just a few ways we have worked to reach consumers through this challenge. The peanut

has done a little of its own promotion this year by being an affordable, nutritious product. Per capita consumption is at an all-time high and we are optimistic for continued growth.

We have worked to continue providing education material to our farmers, legislative officials and youth during a "virtual" year. The UGA Cotton Peanut Field Day was held online for the first time, we hosted webinars with U.S. Reps. Sanford Bishop and Austin Scott on COVID relief and we developed new education material for parents and teachers; all with the intent of providing info in a format that could be accessed remotely. Living in an online world, the need for updated videos to tell your story has increased, so

we have worked to build a library of footage for various projects that arise throughout the year.

“ These program areas directly impact on-farm profitability and success. Without your support, GPC would not be able to make the impact it does. ”

The Georgia Peanut Commission board and staff appreciate your support and the opportunity to serve you. Please take a moment to read through this report for a more in-depth description of how that has been done over the past year. As always, we would love to hear from you. If you have questions, comments or concerns, please let us know.

May you have a blessed 2021!

Armond Morris

Chairman, GPC



There is little doubt 2020 will occupy the place in my mind where drought years, space shuttle explosions, 9/11 and other such events reside; lest I ever forget.

We plan a budget and marketing plan each year with the best intentions to fund research, education and promotion programs to benefit you, the farmer. We work the rest of the year to carry out what we planned in the spring. It is nothing you don't understand and do on your farm. You know sometimes the plans you make in the spring save to change as the season progresses.

We had a lot of those occurrences in 2020 and even into 2021. When COVID hit, we had a couple teams in Atlanta for two separate promotions, which were canceled right before they were to happen. It was the first two of many dominoes to fall.

Fairs, festivals, food shows and farmer gatherings all went by the wayside. The Southern Peanut Growers Conference was postponed for a year just three weeks before it was to happen. More recently, restrictions on the meeting space caused the postponement of the Georgia Peanut Farm Show a little more than a month before it was set to take place.

We had to redesign the way we do business in the face of significant change. For example, food boxes began to be distributed in the spring and we worked with the distributing

companies to have peanut butter included. Our staff sought new opportunities in advertising and I had to learn new terms like "geofencing," which is targeting consumers in places like a supermarket to influence purchasing decisions. We pushed harder for more bid requests from the government for peanut butter purchases. Peanut butter processors across the nation were running at capacity, which is good because peanut butter is our largest purchaser of the peanuts you grow.

At the same time, we couldn't let up in Washington, so we found a way to get peanut farmers included in the COVID relief and

disaster assistance programs. I think it is also significant to recognize the importance of the Peanut Program to you in the face

“ I never take for granted how hard you work for your money, and we want to follow that example by working hard **with** your money to make it a good investment; one which returns dollars to you. ”

of these challenging times. I never take for granted how hard you work for your money, and we want to follow that example by working hard with your money to make it a good investment; one which returns dollars to you.

As I look forward to 2021, I see better commodity prices across the board, a strong consumer demand for peanuts and hope for a better year on the farm. I appreciate you allowing myself and our staff the opportunity to serve you and commit to never break the trust you place in us.

Praying for God's blessings on you and your family.

Don Koehler
Executive Director, GPC



EXECUTIVE DIRECTOR COMMENTS

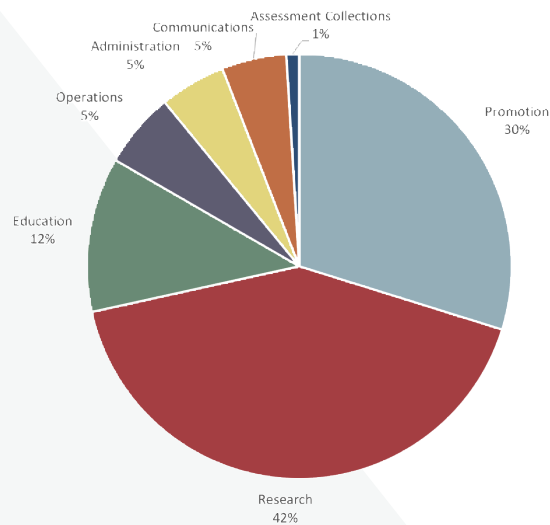


OVERVIEW OF ALLOCATIONS

| | |
|----------------------------|---------------|
| Research..... | \$1,281,010 * |
| Promotion..... | \$914,704 |
| Education..... | \$361,484 |
| Operations..... | \$175,713 |
| Administration..... | \$154,615 |
| Communications..... | \$151,243 |
| Assessment Collection..... | \$30,000 |

*Includes National Peanut Board & GPC funds

Actual expenditures ending June 30, 2020.



FINANCIALS 2019-2020

The Georgia Peanut Commission is an active member of the Southern Peanut Farmers Federation (Georgia, Alabama, Florida and Mississippi growers) and the U.S. Peanut Federation (growers, buying points and shellers) on key peanut policy issues. Priorities for this past year included:

- Education of Members of Congress and the Administration on top peanut policy issues
- U.S. Department of Agriculture (USDA) Feeding Program Purchases
- Payment Limits
- Research
- Trade

The GPC worked with the USDA to successfully resolve payment limit regulatory changes that directly impacted peanut family farmers. In addition, the GPC conducted educational initiatives at USDA regarding increased participation of peanut butter in federal feeding programs.

With regard to grower concerns about aflatoxin, the GPC worked with the U.S. Congress and USDA's Agricultural Research Service (ARS) to establish a new aflatoxin research project at the ARS's Peanut Research Laboratory in Dawson, Georgia. This project will also involve Fort Valley State University's agricultural research team.

One of the hurdles for increased peanut sales in Europe has been the barriers put in place by the European Union. The GPC has been working with the U.S. Peanut Federation on resolving European Union aflatoxin concerns. Both USDA and the Office of the U.S. Trade Representative have been working with the GPC and the U.S. Peanut Federation to resolve what has now become a multi-year issue for the peanut industry.

Congress will begin consideration of the 2023 Farm Bill during 2021. With the changes in the November 2020 elections, Georgia has a new Chairman of the House Agriculture Committee,

Chairman David Scott.

U.S. Congressman Austin Scott will be the Ranking Member of the General Farm Commodities

and Risk Management Subcommittee on the House Agriculture Committee. U.S. Congressman Rick Allen is also a member of the Committee. U.S. Congressman Sanford Bishop continues as Chairman of the Subcommittee on Agricultural Appropriations. Chairman Bishop has been the leader on aflatoxin research assistance for the peanut industry. U.S. Senator Raphael Warnock of Georgia is a new member of the U.S. Senate Agriculture Committee. The GPC has begun discussions with key congressional members involved in Agriculture on the importance of the U.S. peanut program to Rural Georgia and other states.

“The GPC has begun discussions with key congressional members involved in Agriculture on the importance of the U.S. peanut program to Rural Georgia and other states.”

Bob Redding
The Redding Firm



LEGISLATIVE UPDATE

RESEARCH

THE FOLLOWING RESEARCH PROJECTS WERE FUNDED DURING FISCAL YEAR 2019-20.

BREEDING & GENOMICS

- Georgia Peanut Evaluation Program
- Development of varieties with disease resistance to increase on-farm profitability
- Disease resistance genes to tomato spotted wilt virus (TSWV) and leaf spot for breeding selection
- 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
- Long-term germplasm enhancement and development of DNA molecular marker resources for peanut
- Expansion of resistance sources to leaf spots and TSWV for peanut breeding

DISEASE CONTROL

- Fungicide application strategies for early and late leaf spot
- Fungicide sensitivity of *Sclerotium rolfsii* from peanut in Georgia

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
- Nonchemical-based sprays for triggering host resistance: A new strategy to manage spotted wilt virus

CONSERVATION

- A holistic solution to using soil moisture data for scheduling irrigation
- Investigation of irrigation scheduling methods
- 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

UTILIZATION

- Hot Topics on Peanuts during the Georgia Peanut Tour

WEED MANAGEMENT

- UGA Extension peanut weed management program
- Evaluation of ALS resistant yellow nutsedge in Georgia peanut

PLANTER EFFICIENCY & EMERGENCE

- The effect of speed on planter performance for furrow depth and seed placement
- Evaluation of soil texture versus planter parameters for uniform crop emergence in peanut

ECONOMICS & MARKETING

- A multi-economic analysis program to enhance the sustainability of Georgia peanut producers
- Analysis, development and implementation of the farm bill
- Crop insurance as a risk management strategy for Georgia peanut producers: An investigation of the effectiveness of crop insurance as a safety net for peanut producers from a whole farm perspective

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

- Determination and comparison of timing for acquisition of physiological quality of seeds from Georgia-06G and Georgia-16H0
- Can calcite dissolving bacteria promote peanut pod growth?

SUSTAINABILITY

- Field to Market field print calculator

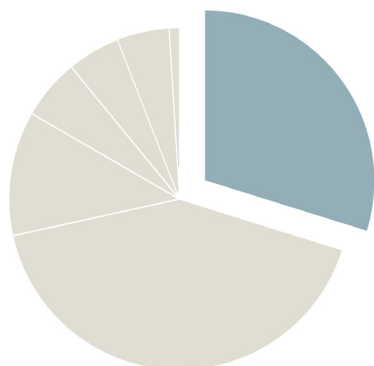
HARVEST

- A smartphone-based app for determining peanut maturity

ADDITIONAL FOCUS

- Support of the Peanut Research Foundation
- Support of the Georgia Weather Network
- Support of the Georgia Peanut Achievement Club for recognizing whole-farm peanut yields
- Support of UGA College of Engineering senior design projects

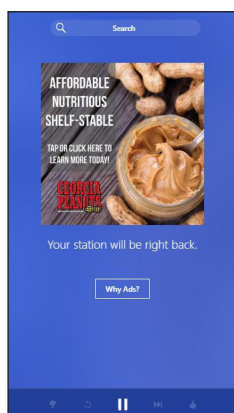
PROMOTION



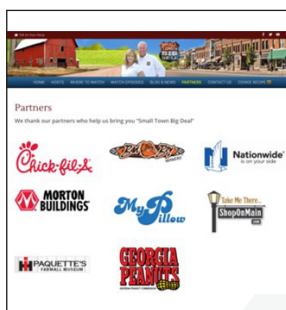
30%
of funds allocated



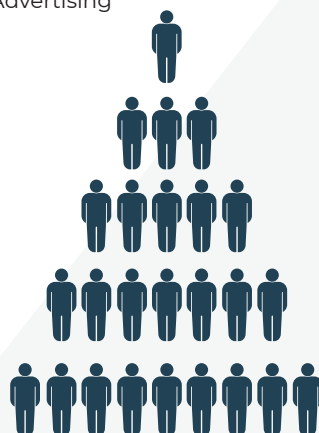
1.06 Million
Impressions with Atlanta
Braves Radio Advertising



4+ Million
Impressions Through Digital
& Online Advertising



118+ Million
Impressions with Small
Town Big Deal Project



Approximately
134+ Million
impressions
through
promotion
projects



37,452
jars of Peanut Proud
peanut butter donated



690,000+
packs of souvenir
peanuts distributed

With record-setting per capita consumption, the promotion of peanuts and peanut products continues to be a top-priority for GPC. In 2020, GPC funded promotion projects in areas such as food service, local banks, social influencers, sporting events and multimedia platforms.

A special focus was placed on March, National Peanut Month and November, Peanut Butter Lovers Month. An example of projects for these months include: events with the Georgia Visitor Centers, PB&J Day at the Capitol, Proud to Be a Farmer TV series, media tour with Parker Wallace, digital billboards in the Atlanta area, as well as TV, print and online advertising.

The promotion of peanuts and peanut products directly affects on-farm profitability. That is why GPC strives to select a variety of projects throughout the year targeting a vast array of audiences; all with the end goal of selling more peanuts.

New projects this year included in-suite promotions at a Jacksonville Jaguars game, as well as University of Georgia and Georgia Tech home games. GPC also partnered with NBA All-Star, Trae Young, to donate 7,200 jars of Peanut Proud peanut butter to Atlanta school food pantries.

Over the holidays, GPC featured peanut farm family recipes through iHeart Radio with a "favorite pie" contest. Listeners voted on their favorite peanut-inspired pie and learned a little about the farm family who shared the recipe.

Georgia Peanut Bank Week continued in 2020 and reached 120+ banks with a distribution of 156,000+ souvenir peanut packs.

Georgia Peanuts made its big screen debut with an episode on Small Town Big Deal, which aired on RFD-TV and affiliates across the country.



1.7+ Million
Impressions with
March and November
#FoodieChats
Twitter Parties



7.6 Million
Impressions with
Digital Billboards in Atlanta

EDUCATION & COMMUNICATIONS

Education and communication remain a vital part of GPC's role. By reaching a variety of audiences, the peanut message is shared locally, statewide and across the country.

The year 2020 afforded GPC's staff with opportunities to discover new ways to reach youth, farmers, nutrition personnel, legislative officials and consumers.

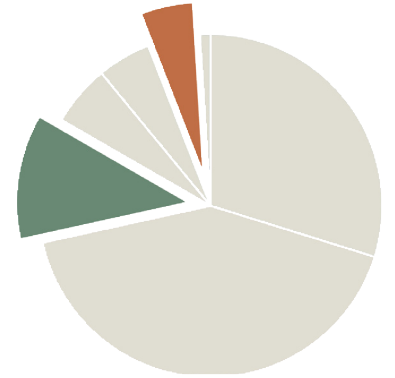
Along with many schools, conferences, field days and other events went virtual. Meeting the challenge head-on, GPC sought alternatives for sharing information with its target audience.

In addition to publishing a children's book, staff created new education material for students and worked to capture new video footage for a virtual field trip. In cooperation with other state commodity organizations, GPC filmed and helped disseminate an Ag Trade Talk to school counselors. Virtual exhibit booths were put together for conferences with FCCLA, FFA, Georgia Academy of Nutrition & Dietetics and Georgia School Nutrition. GPC was also a sponsor of Georgia Farm Bureau's new Mobile Ag Experience, where a peanut specific station is included to educate children in elementary grades.

After beginning the year with the Georgia Peanut Farm Show, virtual webinars with legislative officials on COVID relief packages took place, as well as the first-ever virtual UGA Cotton & Peanut Field Day.

The Southeastern Peanut Farmer magazine continued to be the No. 1 source for industry news and was published six times throughout the year. GPC unveiled a new website and continued to grow its social media presence.

17%
of funds allocated



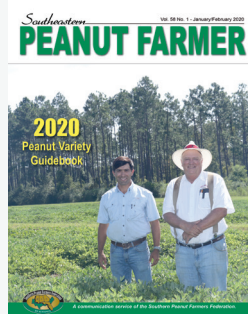
Nearly 1,000

Views of Virtual UGA Cotton & Peanut Research Field Day



60,000+

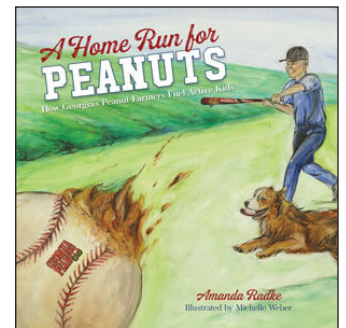
Copies of SEFP Distributed Annually



New Children's Book

1,300

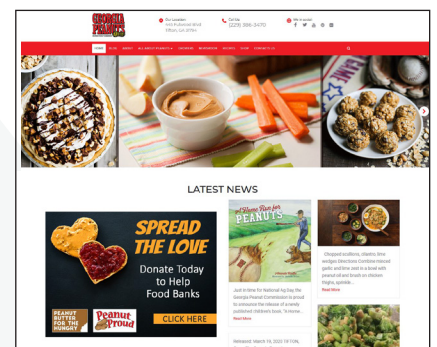
Copies Distributed



New Website Launched

17,000+

Users Visited in 2020



29% growth*

| | |
|------|---------------|
| 2020 | 12,900+ likes |
| 2019 | 11,600+ likes |
| 2018 | 10,000+ likes |



10% growth*

| | |
|------|------------------|
| 2020 | 3,300+ followers |
| 2019 | 3,200+ followers |
| 2018 | 3,000+ followers |



53% growth*

| | |
|------|------------------|
| 2020 | 2,300+ followers |
| 2019 | 1,800+ followers |
| 2018 | 1,500+ followers |



30% growth*

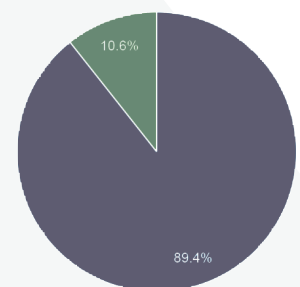
| | |
|------|----------------|
| 2020 | 730,000+ views |
| 2019 | 602,000+ views |
| 2018 | 561,000+ views |



6% growth*

| | |
|------|----------------|
| 2020 | 170+ followers |
| 2019 | 170+ followers |
| 2018 | 160+ followers |

■ New Visitor ■ Returning Visitor



* Over the course of two years.

2020 SNAPSHOT

JANUARY



CINEMA PROMOTION
COMMERCIAL
327,000+ IMPRESSIONS

FEBRUARY

GPC ATTENDS ALL PEANUT COUNTY
PRODUCTION MEETINGS JANUARY
THROUGH MARCH.



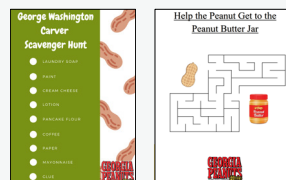
MARCH



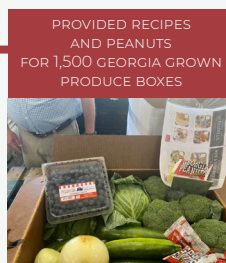
PROUD TO BE A FARMER
SERIES FEATURING FIVE
PEANUT FARMERS FROM
ACROSS THE PEANUT BELT



APRIL



MAY



JUNE

GPC BUDGET PLANNING
MEETINGS FOR
FISCAL YEAR 2020-21



2020 SNAPSHOT

JULY

GPC STAFF ATTENDED VIRTUAL FAMILY CAREER & COMMUNITY LEADERS OF AMERICA AND AMERICAN PEANUT RESEARCH & EDUCATION SOCIETY MEETINGS

LAUNCHED NEW GPC WEBSITE



AUGUST



GEORGIA ACADEMY OF NUTRITION AND DIETETICS VIRTUAL MEETING

INTERVIEWS AND FILMING FOR UGA COTTON AND PEANUT FIELD DAY

THROUGH THE EYES OF THE FARMER VIDEO SERIES 51,000 IMPRESSIONS



SEPTEMBER

PEANUT BUTTER DONATION WITH ATLANTA HAWKS PLAYER, TRAE YOUNG



STARTED GEORGIA PUBLIC BROADCASTING EDUCATION PROJECT FILMING



IN-SUITE FOOTBALL PROMOTIONS BEGAN

OCTOBER

GPC STAFF ATTENDED VIRTUAL GEORGIA SCHOOL NUTRITION ANNUAL MEETING

Georgia Peanuts: The Superfood to Bank On! Georgia Peanut Bank Week October 12-16, 2020



GEORGIA PEANUT BANK WEEK

AG TRADE TALKS FILMING FOR SCHOOL COUNSELORS



NOVEMBER

IHEART MEDIA FAVORITE PIE CONTEST WITH FARM FAMILIES

Vote for your favorite pie!



TASTE OF ATLANTA AROUND TOWN HIGHLIGHTING PEANUT MENU ITEMS

GEORGIA/FLORIDA GAME PROMOTION



DECEMBER

GFB MOBILE AG EXPERIENCE WITH PEANUT STATION UNVEILED



ONLINE HOLIDAY BANNER AD CAMPAIGN

PROMOTION OF HOLIDAY 3-PACK CANNED PEANUTS



Georgia
Peanut
Commission

P.O. BOX 967
Tifton, Georgia 31793



WORKING FOR FARMERS SINCE 1961.

WWW.GAPEANUTS.COM