

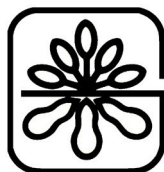


GEORGIA PEANUT COMMISSION

ANNUAL REPORT

2021

RESEARCH-PROMOTION-EDUCATION



WWW.GAPEANUTS.COM

2020-2021 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



Casey Cox • Camilla
NPB Representative
Advisory Board, GPC

2021 GEORGIA PEANUT CROP

760
THOUSAND

ACRES PLANTED



ACRES HARVESTED

750
THOUSAND

4,450
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

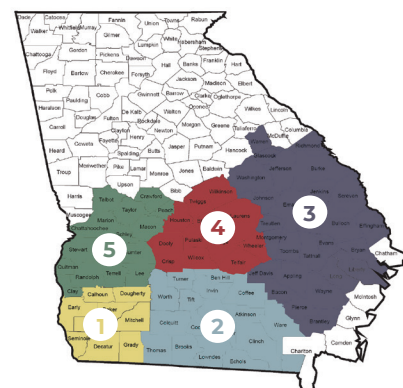
DISTRICT 5



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

The year 2021 marks my last year serving the peanut farmers of Georgia through the Georgia Peanut Commission. There have been a lot of changes in my 50 years of farming and when I reflect on the last 40 years serving with the Commission, I am reminded of the great strides and advancements the industry has made, the hard work and resiliency of my fellow farmers and the far-reaching impact of our humble peanut.

I first began serving with the Georgia Peanut Commission in the late '70s. I served on the advisory board for two to three years and then ran for a board seat behind Mr. Heck Dodson. In the years following, I rotated off and back on, where I continued to serve as an executive board member followed by chairman. I saw a lot of change during that time. The industry moved from the acreage system to

the quota and additional program. The quota program remained through the 1996 Farm Bill when Congress told us we had to do something different. We then changed to the current program in the 2002 Farm Bill. Growers, shellers and manufacturers got on the same page, and it worked good for the peanut farmers in having the reference price we have. My hope is that in the new Farm Bill, we can get the reference price increased because of the changing cost figures going up.

Per capita consumption of peanuts has reached record levels and the market continues to generate new products that keep consumers enjoying America's favorite nut. The Commission has worked hard to promote peanuts in a variety of ways via a diverse set of platforms. I hope this momentum continues. Educating others about peanuts is something that continues to be of utmost importance. Understanding where and how food is grown is still a story we need to tell. Research projects funded by

the Commission are generating results to help us remain profitable on the farm. Just in my time with the Commission, the state average yield has increased from 3,280 lbs. per acre to 4,450 lbs. per acre. I attribute some of that success to the research being done to improve management practices and advanced peanut breeding.

To serve the peanut farmers of Georgia has been one of the most rewarding things in my lifetime. I've really appreciated them having that much confidence in me and the board having confidence in me and allowing me to work with them – it has been one of the most rewarding experiences in my life.

“ My thinking has always been this way: if it's good for my neighbor who farms peanuts, it's going to be good for me, too...I've just wanted it to be good for all of us. ”

I can't say enough good things about the advisory and board members I have served with. I really appreciate the efforts of all of

those who have served in any capacity. And not just those who served at the Georgia Peanut Commission, but all Georgia peanut farmers who have put monies into the Commission to help move forward all the efforts in research, promotion and education.

My thinking has always been this way: if it's good for my neighbor who farms peanuts, it's going to be good for me, too. It's not about anything I've done or haven't done. I've just wanted it to be good for all of us.

May God's blessings be on the peanut farmers, the Georgia Peanut Commission and the staff as we move forward into the future.

Armond Morris

Chairman, GPC



It is hard to believe on Aug. 1, 2021, I celebrated 35 years of service at the Georgia Peanut Commission. I am blessed to be surrounded by a very talented staff with a heart for the peanut farmers. In football, they always talk about the 12th man, and for me, I have always had the 12th man in the board members the farmers elect. And rest assured, this team is championship caliber.

The per capita peanut consumption has set another all-time high, and I give grower investments through the Commission and the National Peanut Board a significant role in that success. GPC's promotion programs have been far reaching and diversified. A major target audience right now is the millennials and Generation Z, who are the young people just entering the workforce and developing purchasing habits. These new consumers are looking to others to influence their decisions. Identifying those influencers and working with them help GPC extend its reach.

Research continues to be a major emphasis at GPC. Projects are sponsored with Commission funds and the research program for the National Peanut Board is managed. In a year filled with weather challenges, a state average yield of 4,450+ pounds is an

exceptional outcome. From seed to harvest, GPC is blessed to fund researchers in universities that make up the premier peanut research and Extension team in the world.

GPC's educational mission also had one of its best years ever. Working with Georgia Public Broadcasting, GPC launched an educational resource available online, which is a "seed to table" view of our amazing crop. GPC also did a "Live Exploration" with GPB, where the GPC office was transformed into a television studio and aired live in 665 classrooms for an hour with several in-studio guests and previously recorded segments. The

Commission staff answered 48 pages of submitted questions non-stop during the hour.

“ The per capita peanut consumption has set another all-time high, and I give grower investments through the Commission and the National Peanut Board a significant role in that success. ”

Finally, it is hard to believe, but discussions have already begun on the upcoming 2023 Farm Bill. The peanut program has been successful in assisting farmers stay on the farm, and at the same time, have stabilized supply for the consumer.

I look forward to even more in the coming year and appreciate the support of our farmers as we continue to serve you.

Don Koehler

Executive Director, GPC



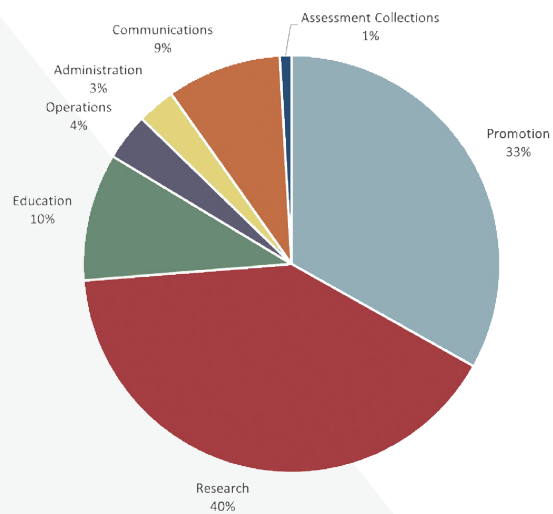
EXECUTIVE DIRECTOR COMMENTS

OVERVIEW OF ALLOCATIONS

Research.....	\$1,344,441 *
Promotion.....	\$1,097,367
Education.....	\$327,042
Operations.....	\$119,952
Administration.....	\$97,691
Communications.....	\$294,652
Assessment Collection.....	\$30,000

*Includes National Peanut Board & GPC funds

Actual expenditures ending June 30, 2021.



FINANCIALS 2020-2021

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.

The GPC worked with the U.S. Congress to obtain \$3 million for aflatoxin research in the Fiscal Year 2023 House passed legislation. The U.S. Senate is set to address the bill by March 11, 2022. These aflatoxin research funds will continue aflatoxin research at USDA's Agricultural Research Service's (ARS) Peanut Research Laboratory in Dawson, Georgia, and at Fort Valley State University.

In addition, GPC worked with coalition partners to obtain \$1 million for ARS peanut nutrition research in the Fiscal Year 2023 legislation. The Peanut Institute will work with USDA on industry nutrition priorities.

GPC was pleased to work with the leadership of the U.S. House Agriculture Committee in providing testimony for the commodities roundtable. Peanut grower Meredith McNair Rogers, from Mitchell County, presented comments on the 2018

Farm Bill, as well the impact of the increased input costs for peanut growers.

Congress has begun consideration of the 2023 Farm Bill. The House Agriculture Committee recently held a conservation

hearing and is scheduling a commodity title hearing that will review the various commodity programs included in the 2018 Farm Bill.

The GPC continues efforts to address the European Union's nontariff trade barrier on U.S. peanut imports. U.S. Senators Raphael Warnock (D-GA) and Tommy Tuberville (R-AL) led an effort by 19 U.S. senators requesting the U.S. Trade Representative prioritize discussions with the EU to remove nontariff trade

barriers on U.S. peanut exports to the EU.

GPC hosted, with coalition partners, an AG Labor Workshop to discuss federal programs available to agricultural employers.

The 2023 Farm Bill will be the top priority in 2022.

Priorities for 2021 included:

- Education of Members of Congress and the Administration on top peanut policy issues
 - U.S. Department of Agriculture (USDA) Feeding Program purchases
- Preparation for the 2023 Farm Bill Debate
 - Nutrition Initiatives
 - Research Initiatives
 - AG Labor Workshop
 - Trade

Bob Redding
The Redding Firm



LEGISLATIVE UPDATE

RESEARCH

THE FOLLOWING RESEARCH PROJECTS WERE FUNDED DURING FISCAL YEAR 2020-21.

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
- 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
- Selection of *A. stenosperma*-derived advanced lines with strong resistance to LLS using association analyses

DISEASE CONTROL

- Fungicide application strategies for early and late leaf spot
- Fungicide sensitivity of *Sclerotium rolfsii* from peanut in Georgia
- Determine level of resistance to fungicides in *aspergillus* section *nigri* associated with peanut seeds

ENTOMOLOGY

- In-furrow and foliar insecticide treatments on TSWV and yield in TSWV resistant cultivars
- 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
- Understanding viruliferous thrips dispersal into peanut fields and TSWV epidemics
- To investigate the re-emergence of tomato spotted wilt orthotospovirus and its role in increasing yield loss on peanut in GA

CONSERVATION

- A holistic solution to using soil moisture data for scheduling irrigation
- Using remote sensing to map in-field variability of peanut maturity
- A mobile Irrigator Pro-based irrigation scheduling tool for increasing irrigation water use efficiency and yield in peanut
- Adjusting in-season trigger levels for maximizing peanut growth and yield
- Impact of seed rate on peanut water-use efficiency and yield

UTILIZATION

- Hot Topics on Peanuts during the Georgia Peanut Tour

WEED MANAGEMENT

- 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?
- Can plant growth regulators enhance peanut seed germination and stand establishment?

SUSTAINABILITY

- Field to Market field print calculator
- University of Georgia agronomic and Extension programs to address economic sustainability of peanut production

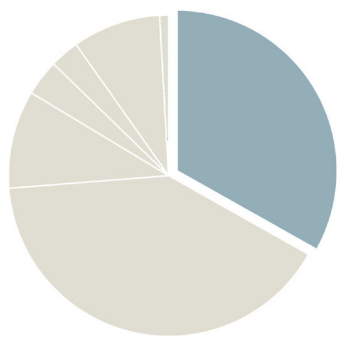
TECHNOLOGY

- Precision peanut re-planting with a small multi-purpose autonomous rover

ADDITIONAL FOCUS

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

PROMOTION



33%
of funds
allocated

Peanut consumption remains at an all-time high and promotion efforts by the Georgia Peanut Commission continue to take place via a variety of avenues and platforms. The ultimate goal is to keep peanuts and peanut products top of mind during purchasing decisions. In turn, this sells more peanuts and generates more profitability for the farmer.

The following projects are a sampling of the promotional efforts of GPC in 2021. Sporting events, television opportunities, digital media, foodservice and influencers are just a few of the ways peanuts were promoted. March National Peanut Month and November Peanut Butter Lovers Month continue to be key times of the year to highlight peanuts and peanut butter to GPC audiences.

CONSUMER PROMOTIONS



38.5+ Million

Impressions with outdoor billboards across Georgia, digital billboards in U.S. airports and online advertising



118+ Million

Impressions with Small Town Big Deal Project

Food

Power Family Meals with Protein-Packed Peanuts



408 Million
impressions with
Family Features



20 Restaurants

Across Georgia featured peanut menu items throughout the months of March and October. Some with permanent menu placement.



20 Million

Households reached through Very Vera episode



530,000+
Impressions with
Hannah Dasher
Partnership

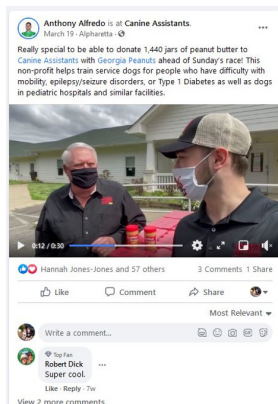


915,000
packs of souvenir
peanuts distributed

PEANUT BUTTER PROMOTIONS



6,889 impressions
on Facebook and
Twitter



In 2021, GPC donated 70,560 jars of Peanut Proud peanut butter to food banks across the state of Georgia. In addition, GPC donated 10,080 jars to the D.C. Central Kitchen, as well as 2,880 to Canine Assistants in the metro Atlanta area. The Canine Assistants donation was in partnership with NASCAR driver, Anthony Alfredo.



83,520
jars of Peanut Proud
peanut butter donated



GPC donation to Second
Harvest of South Georgia

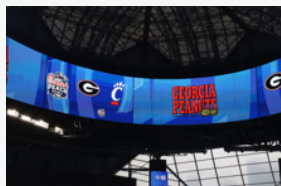
SPORTS PROMOTIONS



In the area of sports, GPC had a presence through radio ads, on-site activations, social and online campaigns, as well as television. In addition to the teams above, Georgia Peanuts was represented through the events below generating **5+ million** impressions through multiple platforms.



Sponsorship of
PGA golfer &
Georgia native,
Greyson Sigg.



Sponsorship of
Chick-fil-A
Peach Bowl



No. 38 NASCAR
sponsorship in Atlanta
race in March & July,
as well as Talladega
in October.

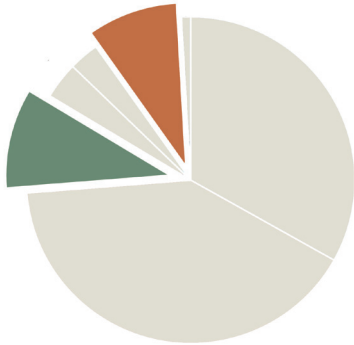


Sponsorship of peanut
farmer, Barry Cobb,
at truck pulls across
the United States



College Football
Hall of Fame
Sponsorship

EDUCATION & COMMUNICATIONS



19%
of funds
allocated

GPC continues to share the peanut story with a variety of audiences. In 2021, education and communication efforts took place in Georgia and beyond. From virtual learning opportunities with kids, to farmer field days, GPC conducted a wide variety of programs to reach its target audience.

On the following two pages, a sampling of education and communication projects are provided. Each project aims to educate and/or communicate an important message to youth, farmers, nutrition professionals, legislative officials and/or consumers.

EDUCATION EFFORTS



One exciting education project to highlight from 2021 is the Virtual Learning Journey with Georgia Public Broadcasting featuring Georgia Peanuts. To coincide with the online education materials available on GPB's website, GPC and GPB also hosted a LIVE Exploration about peanuts from the GPC headquarters. This LIVE event was streamed online and into 665 classrooms all across the state, reaching 27,000 teachers and students.



GPC's Peanut Trunk containing education materials for school-aged kids is available through Destination Ag.

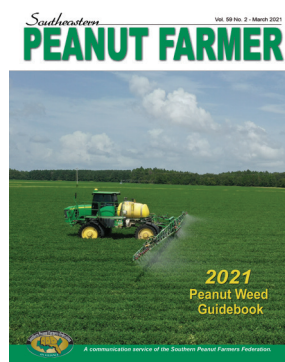
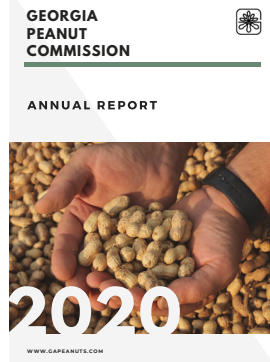


Class XII of the Peanut Leadership Academy began.



Congressman Austin Scott and Congressman GT Thompson learn about peanuts at a Terrell County farm.

COMMUNICATIONS

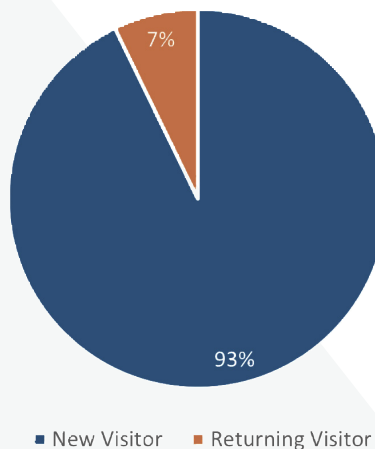


Grower communications efforts continued in 2021 with distribution of the Georgia Peanut Calendar, GPC Annual Report and Southeastern Peanut Farmer magazine. New in 2021, GPC launched the Georgia Peanuts Podcast. The podcast serves as a platform to keep farmers up-to-date on the latest industry information.

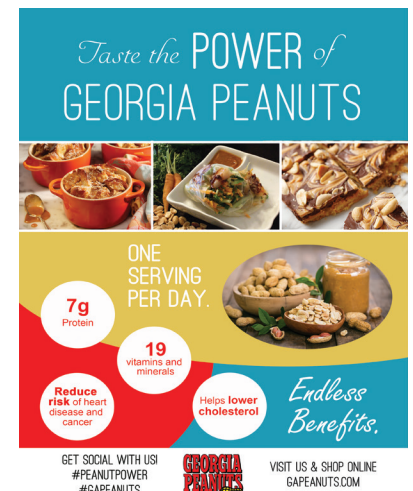


Proud to Be a Farmer campaign ran during the month of March on South Georgia television networks and web pages.

2021 Website Activity

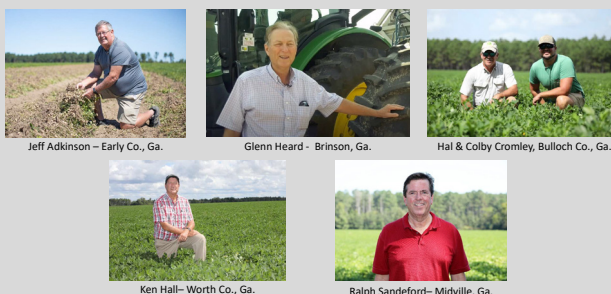


Nearly 100,000 page views throughout the year. Feb. 2, 2021 was the most popular day.

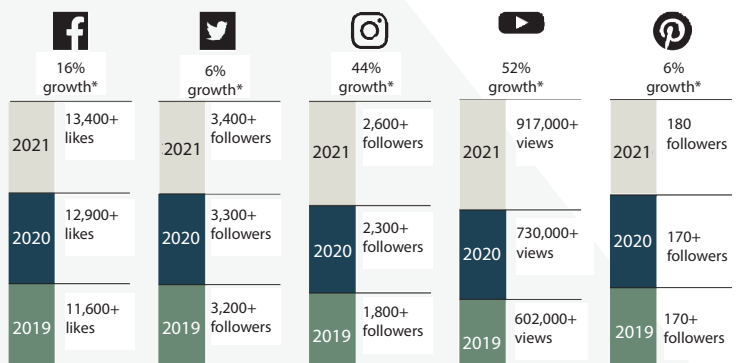


Advertising efforts took place in print, radio, television, digital and online.

Through the Eyes of a Farmer Video Series



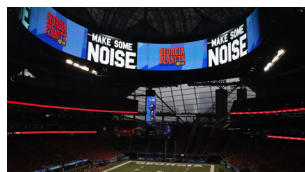
Farmer video series continued on social media platforms.



* Over the course of two years.

2021 SNAPSHOT

JANUARY



CHICK-FIL-A
PEACH BOWL
15,000+ ATTENDEES



AMERICAN FARM BUREAU
VIRTUAL CONVENTION

GPC ATTENDS ALL PEANUT
COUNTY PRODUCTION
MEETINGS JANUARY
THROUGH MARCH.

FEBRUARY

RESEARCH REPORT DAY
34 REPORTS GIVEN ON PROJECTS
FUNDED BY GPC



EXHIBITION AT UNIVERSITY OF GEORGIA
BASKETBALL GAMES AND GYMNASTICS
MEETS IN ATHENS



GA SCHOOL NUTRITION PROGRAMS
HONORED FOR THEIR WORK
DURING THE PANDEMIC

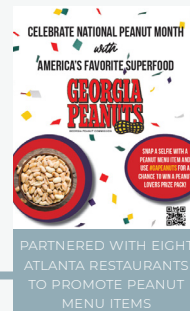
MARCH



GEORGIA PEANUTS PODCAST
LAUNCHED



PB&J DAY AT THE
STATE CAPITOL



Celebrate National Peanut Month
with
AMERICA'S FAVORITE SUPERFOOD
GEORGIA PEANUTS
PARTNERED WITH EIGHT
ATLANTA RESTAURANTS
TO PROMOTE PEANUT
MENU ITEMS

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



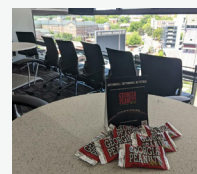
APRIL



JEFF DAVIS COUNTY
AGRICULTURAL
AWARENESS DAY



GPC HOSTED PEANUTPALOOZA
AT THE OFFICE HEADQUARTERS
300+ ATTENDEES



IN-SUITE SAMPLING AT
UNIVERSITY OF GEORGIA
G-DAY GAME
75 SUITES

MAY



PGA GOLFER, GREYSON
SIGG, PROMOTES PEANUTS
WITH VISIT KNOXVILLE
OPEN WIN



GPC DONATED 50,000+
JARS OF PEANUT PROUD
PEANUT BUTTER TO FOOD
BANKS ACROSS GEORGIA



THROUGH THE EYES OF A
FARMER VIDEO SERIES CAPTURES
PEANUT PLANTING IN GEORGIA

JUNE

PEANUT FARMERS APPROVE
THE PEANUT COMMISSION BY
94 PERCENT IN REFERENDUM.



SEN. SUMMERS HONORS FAMILY OF
FRANK MCGILL WITH STATE RESOLUTION.



11 SOUTHERN AG TRAILERS
RECEIVED GEORGIA PEANUTS
PROMOTIONAL MESSAGES

2021 SNAPSHOT

JULY



AUGUST



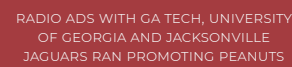
SEPTEMBER



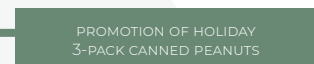
OCTOBER



NOVEMBER



DECEMBER



As 2021 comes to an end, the Georgia Peanut Commission would like to take a moment to say *thank you* to an outgoing board member and three advisory board members. Their service is deeply appreciated by the peanut farmers of Georgia.

For more than 40 years, Armond Morris has dedicated himself to serving the peanut farmers of Georgia as an advisory board member and board member. Of those 40 years, 20 were spent as chairman. Morris has been a spokesperson and advocate for Georgia's approximately 4,000 peanut farm families on the state, national and international level. He served as chairman of the American Peanut Council in 2011, as well as represented farmers as president of the Georgia Young Farmers Association and secretary of the National Young Farmers Association.

Within his hometown of Irwinville, Morris has served as president of the Rotary Club, chairman of the Irwin County Commissioners,

president of the Irwin County Young Farmers, serves on the board of the Ben Hill-Irwin County FSA and is a member of the Irwin County Farm Bureau.

Morris' heart for service and the betterment of the Georgia peanut industry is evident in these last 40 years. He has seen and been apart of significant changes for farmers, and has continued to advocate on their behalf.

He can often be heard saying, "If it's good for my neighbor who farms peanuts, it's good for me, too." A true testament to his eagerness to improve peanut farming for all growers.

Thank you, Armond for your dedication and service.

Replacing Armond Morris as district two board member is Ross Kendrick from Sycamore.



Armond and his wife of 58 years, Brenda.



HEARTS FOR SERVICE REAP HEARTS OF GRATITUDE



Carl Mathis Dixon
District 2
Advisory Board Member
Alapaha, Georgia



David Reed
District 4
Advisory Board Member
Pinehurst, Georgia



Neil Lee
District 5
Advisory Board Member
Bronwood, Georgia

In addition to Armond Morris's departure, the following advisory board members will be rotating off the board at the end of 2021.

From district two, Carl Mathis Dixon; from district four, David Reed; and from district five, Neil Lee.

Dixon, who is from Alapaha, has served as district two advisory board member for nine years.

Reed, from Pinehurst, has served as district four advisory board member for 18.5 years.

Lee, who is from Bronwood, has served as district five advisory board member for 11 years.

Each of these gentlemen have served the peanut farmers of Georgia well during their time of service. They are each appreciated for their service and are commended for their dedication to the betterment of the Georgia peanut industry. Thank you!

Replacing David Reed as district four advisory board member is Leslie Jones from Jacksonville. Replacing Neil Lee as district five advisory board member is Brett Sauls from Shellman. The district two advisory board member replacing Carl Mathis Dixon has not been determined at this time.





Georgia
Peanut
Commission

P.O. BOX 967
Tifton, Georgia 31793



WORKING FOR FARMERS SINCE 1961.

WWW.GAPEANUTS.COM