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**GEORGIA PEANUT COMMISSION
ANNUAL REPORT**

RESEARCH • PROMOTION • EDUCATION

WWW.GAPEANUTS.COM

2022

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Tim Burch • Newton
Executive Board, GPC
Promotions Chairman, GPC
Chairman, SPG
Executive Committee, APC



Andy Bell • Climax
Advisory Board, GPC

DISTRICT 2



Ross Kendrick • Sycamore
Executive Board, GPC
Board Member, APC



Joey Williams • Lenox
Advisory Board, GPC

DISTRICT 3



Joe Boddiford • Sylvania
Chairman, GPC
Board Member, APC



Andy Owens • Newington
Advisory Board, GPC

DISTRICT 4



Rodney Dawson • Hawkinsville
Treasurer, GPC
Board Member, APC



Leslie Jones • Jacksonville
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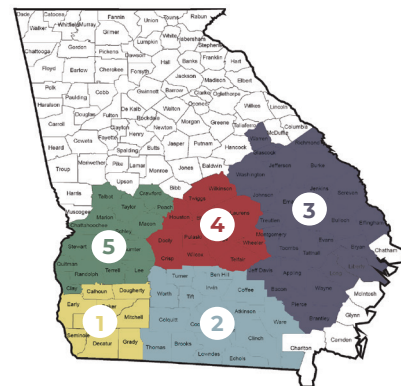
DISTRICT 5



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Vice Chairman, GPC
Research Chairman, GPC
Vice Chairman, APC
Board Member, TPRF
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Advisory Board, GPC



ADDITIONAL



John Harrell • Whigham
GFB Representative
Advisory Board, GPC



Casey Cox Kerr • Camilla
NPB Representative
Advisory Board, GPC
Secretary, NPB



Tom McCall • Macon
GFB President
Advisory Board, GPC



Larry Cunningham • Quitman
NPBPA Representative
Advisory Board, GPC



Wesley Webb • Leary
NPB Representative
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)

2022

GEORGIA PEANUTS AT A GLANCE



Farmers planted **685,000** acres of peanuts in Georgia



Farmers harvested **680,000** acres of peanuts in Georgia



Farmers harvested an average of **4,250 lbs** per acre



Total peanut production for 2022 was **1.45 million tons**

52%

Georgia farmers produced **52%** of the peanuts grown in the U.S. in 2022.

Source: USDA National Agricultural Statistics Service

CHAIRMAN'S REPORT

It is my honor to serve as your current chairman of the Georgia Peanut Commission. As a fellow peanut farmer, I take great pride in representing you and working on your behalf to help keep you profitable on the farm. The board and staff of the Georgia Peanut Commission do the same. They have worked diligently in the areas of research, promotion and education for the Georgia peanut farmer. I hope you will find the content of this report demonstrates that well.

The 2022 peanut crop was one that brought its share of challenges. From drought conditions to TSWV, obstacles were seen across the peanut belt. Even so, production remained strong, and consumers' demand has held steady. The Commission continues to invest the majority of your assessment dollars into the area of research. New projects are added each year, including topics related to new technologies, new varieties, ways to better combat disease and insect pressure, as well as many others. The findings from these projects help you be more successful on the farm; therefore, it continues to be a priority for the Commission.

In promotion, the Commission continues to target two large, influential demographic groups: millennials and Generation Z. These two groups have the largest decision-making and spending power. Our efforts to reach them and share the peanut message results in more peanuts sold, leading to direct benefit at the farm level. We've tried some new "out-of-the-box" projects this year like increasing our sponsorship efforts with NASCAR driver Todd Gilliland and the No. 38 car. This project was successful and delivered beyond investment.

We launched our new 5.5 ounce pack of Georgia Peanuts this year. Purchasers have been asking for a larger size pack, so we are hoping this will open up more opportunities to promote and sell more Georgia Peanuts.

Education and communication efforts remain essential in teaching others about peanuts. From our annual Peanut Farm Show, to agricultural awareness days, to congressional staff tours – we are sharing the peanut message via a variety of avenues with as many people as possible. New this year, Atlanta Braves' third baseman, Austin Riley, read our book, "A Home Run for Peanuts," to students in the Atlanta area and the Georgia Peanut Tour hosted Ag in the Classroom Educators from across the state. Both projects demonstrate our continued support of reaching youth and telling the peanut story.

I hope you find the rest of this report informative. If you have questions, comments or concerns, please let us know. We are happy to visit with you anytime about how we can better serve you.

I wish you all the best as you begin the 2023 season!

Joe Boddiford
Chairman, GPC



EXECUTIVE DIRECTOR COMMENTS

The 2022 crop was certainly not without challenges. While the state average was among the top five, we can't ignore the lower yields on some farms. Couple that with our grades being off more than two points on average; there was a bit of head scratching wondering what happened?

At some point during the 2022 growing season, it was too cold, too hot, too wet and too dry. An old farmer told me one time, "that's farming."

Cost of production went up significantly and prices were up after harvest, but early season contracts failed to recognize the increase.

Our carry forward into the 2023 crop puts us in a better situation; however, it appears acreage will

increase based on other commodity prices and competition for acres.

Your Commission continues to fund production research and Extension programs to help you out in the field. Our promotion activities are seeking to strengthen your market, as well. We are also studying opportunities for peanuts in alternative uses to further stabilize the edible market.

Finally, our direction for the 2023 Farm Bill is to seek a better level of support to make the safety net stronger for our farmers.

Best wishes for 2023!

Don Koehler
Executive Director, GPC



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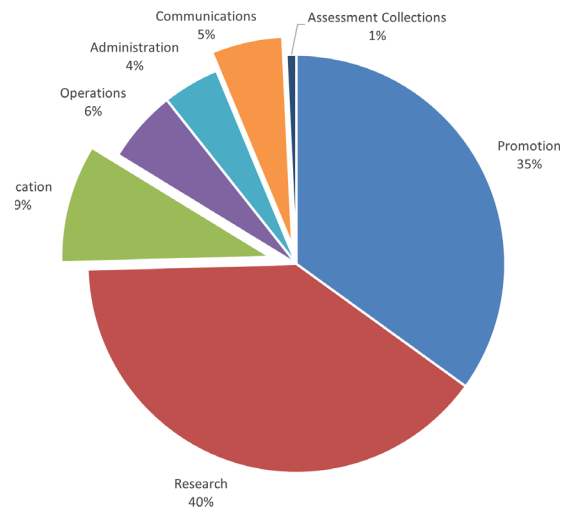
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OVERVIEW OF ALLOCATIONS

Research.....	\$1,554,874*
Promotion.....	\$1,371,486
Education.....	\$359,183
Operations.....	\$220,079
Administration.....	\$172,370
Communications.....	\$215,664
Assessment Collection.....	\$30,000

*Includes National Peanut Board & GPC funds
Actual expenditures ending June 30, 2022.



2021-2022 FINANCIALS

LEGISLATIVE UPDATE

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 \$4 million for aflatoxin research in the Fiscal Year 2023 Appropriations legislation. 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, the GPC worked with coalition partners to obtain \$1.5 million for ARS peanut nutrition research in the Fiscal Year 2023 Appropriations legislation. The U.S. Peanut Federation (USPF) will work with USDA on industry nutrition priorities.

In addition to participation in U.S. House Agriculture Committee hearings, GPC leaders have participated in Capitol Hill fly-ins briefing members of Congress on important issues for Georgia peanut growers.

The U.S. House Agriculture Committee has 2023 Farm Bill listening sessions scheduled for 2023 and will also conduct hearings on Capitol Hill. The U.S. Senate Agriculture Committee has reviewed the 2018 Farm Bill and begun Capitol Hill hearings on the 2023 Farm Bill.

With regard to trade, GPC continues efforts to address the European Union's and United Kingdom's non-tariff trade barrier on U.S. peanut imports. Georgia peanut grower, Karla Thompson of Mitchell County, represented Georgia growers before the U.S. Senate Agriculture Committee in discussions about trade barriers. Thompson also met with U.S. Trade Representative Katherine Tai and U.S. Senator Jon Ossoff of Georgia, representing the peanut industry, to discuss EU and UK trade barriers for U.S. peanuts.

The GPC continues to work with coalition partners and congressional leaders on H2A labor reform.

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

Bob Redding

The Redding Firm



PRIORITIES FOR 2022 INCLUDED:

- Education of Members of Congress and the Administration on top peanut policy issues
- Testimony before the U.S. House Agriculture Committee on the 2023 Farm Bill
- Testimony before the U.S. Senate Agriculture Committee on non-tariff trade barriers in the UK & EU
- U.S. Department of Agriculture Feeding Program Purchases
 - Nutrition Initiatives
 - RUTF Purchases
 - Research Initiatives
 - H2A Reform

RESEARCH

The following research projects were funded during fiscal year 2021-22.

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 analysis
- Precision breeding for multiple disease resistance

CONSERVATION

- Using remote sensing to map in-field variability of peanut maturity
- Incorporating volumetric water content (capacitance) sensors into the Irrigator Pro-based irrigation scheduling tool
- Adjusting in-season trigger levels for maximizing peanut growth and yield
- Impact of seed rate on peanut water-use efficiency and yield

DISEASE CONTROL

- Fungicide application strategies for early and late leaf spot
- Fungicide sensitivity of *Sclerotium rolfsii* from peanut in Georgia
- Molecular characterization of *Aspergillus flavus* isolates from peanut seeds in Georgia and their sensitivity to different seed treating fungicides

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

ENTOMOLOGY

- In-furrow and foliar insecticide treatments on TSWV and yield in TSWV resistant cultivars
- Biology and management of peanut burrower bug in Georgia
- Nonchemical-based sprays for triggering host resistance: A new strategy to manage spotted wilt virus
- To investigate the re-emergence of tomato spotted wilt orthotospovirus and its role in increasing yield loss on peanut in GA
- Rootworm population dynamics and management
- Transcriptional responses in wild peanut genotypes in comparison with GA-06G following thrips-mediated TSWV transmission

PHYSIOLOGY

- Determination and comparison of timing for acquisition of physiological quality of seeds from Georgia-06G and Georgia-16H0
- Can plant growth regulators enhance peanut seed germination and stand establishment?
- Compare high oleic cultivars for physiological trait relationships for seed germination and vigor with respect to harvest timing
- Test the combined effect of high calcium and biocontrol in reducing Aflatoxin
- Peanut storage conditions effect on seed respiration and germination

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
- Evaluation of in-furrow products on peanut seedling emergence and root nodulation

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
- Study for production implementation of "e-nose" to detect and classify peanut kernels quality
- Predicting harvest maturity and enhancing yield and quality of peanuts using sensor-based system and economic appraisal
- Investigating and implementing precision Ag practices for site-specific nutrient management in peanuts
- Investigating spray parameters and precision technologies to improve fungicide applications in peanuts

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

ADDITIONAL FOCUS

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

PROMOTION

The promotion efforts of the Georgia Peanut Commission remained strong in 2022. Programs targeted a variety of audiences in a variety of ways. Keeping peanuts top of mind for purchasing, as well as promoting all of the health and nutrition benefits were shared throughout.

From fair and festival visitors, to banks, school nutrition personnel, restaurants, bloggers and chefs, to legislative officials, television, billboards and the sporting arena, Georgia Peanuts were promoted as an affordable, sustainable and nutritious choice for all.

Percentage of funds allocated to Promotion programs.

35%

CONSUMER PROMOTIONS



Thousands of impressions with Georgia Grown display at events around the state



School Nutrition personnel reached at annual meeting and fall expo



Peanut Festivals attended across the Georgia Peanut Belt



Peanut Palooza hosted in the Spring to kickoff planting season

POWER YOUR DAY WITH Peanut Protein



330 Million impressions with Family Features



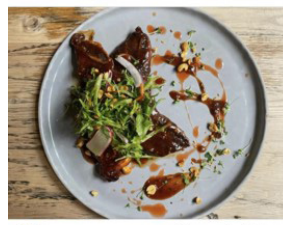
1,111,500 packs of souvenir peanuts distributed

The Atlanta Journal-Constitution
More than 15 local October food and drink events to check out

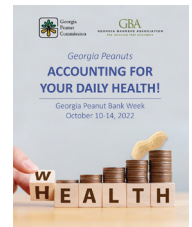
A celebration of peanuts

Celebrate one of Georgia's most important crops during the second annual Georgia Peanut Restaurant Week. From Oct. 4-9, six Atlanta chefs, including Pat Pascalella, Matt Basford and Nick Leahy, will create special dishes with ingredients including raw or roasted peanuts, peanut oil, peanut flour and other peanut ingredients. Oct. 4-9. Various locations. gipeanuts.com/2022restaurantweek

Georgia Peanuts
Oct 4 -
Check out Chef Robert Butt's peanut-inspired dishes all week at Twisted Soul Cookhouse & Pours in West Midtown. It's all part of Georgia Peanuts Restaurant Week (October 4th - 9th).



444 8 comments 10 shares



134 participating banks for GA Peanut Bank Week



5,160 packs of 5.5 oz. peanuts distributed with new point of sale display cases

12 Restaurants

across Georgia featured peanut menu items during Georgia Peanut Restaurant Week in October-12 million media impressions were garnered

Chefs and Bloggers

from across the country were hosted to learn about peanuts and peanut production



Trailer Decals

installed on five Southern Ag trailers generating millions of impressions across the United States

NATIONAL PEANUT MONTH & PEANUT BUTTER LOVERS MONTH



PB&J Day
at the Georgia State
Capitol to kickoff
National Peanut Month



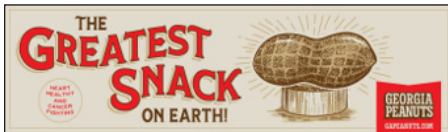
1.5 Million
impressions through
digital advertising



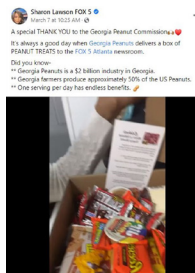
6 Million
monthly impressions
through Times Square
advertising



5,000
attendees at the Atlanta
Community Food Bank
Hunger Walk



8.9+ Million
impressions with Atlanta billboards



Media Gift Boxes
sent to 25 television and
news stations across
Georgia



22+ Million
households reached
through Very Vera episodes



78,000
jars of Peanut Proud
peanut butter donated

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 **61 million** impressions total through all programs.



Sponsorship of
National Junior
High School
Rodeo Finals



Sponsorship of
Chick-fil-A
Kickoff Game
and Peach Bowl



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



Radio advertising and
on-site activations at
Atlanta Braves games



#PeanutsForTheWin
NIL project with UGA's
Nolan Smith

EDUCATION & COMMUNICATIONS

Education and communication efforts remain vital to the success of the Georgia Peanut Commission sharing the peanut story. Through these program areas, GPC seeks to reach farmers, consumers, youth and legislative officials. From agricultural awareness days, to congressional staff tours, GPC conducted a variety of programs to educate and communicate the importance of Georgia's official state crop.

Percentage of funds
allocated to Education
and Communication
programs.

14%

EDUCATION



Ag Awareness Days allow GPC to reach thousands of youth across the state.



The Georgia Peanut Tour hosted 200+ attendees including Ag in the Classroom educators.



Austin Riley with the Atlanta Braves read "A Home Run for Peanuts" to students at King Springs Elementary.



Filming for A Fork in the Road took place. Episodes will air in 2023 on Georgia Public Broadcasting.

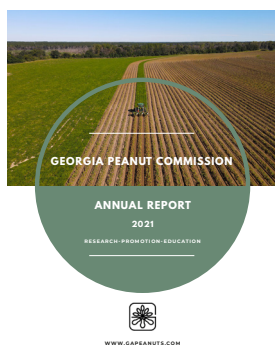


A congressional staff tour was held in the fall and included 14 staffers representing the peanut belt.

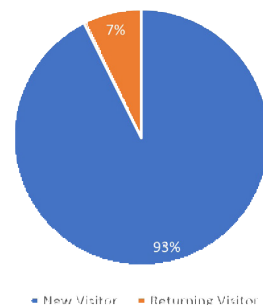


The Georgia Peanut Farm Show took place on two days and hosted farmers and industry reps from across the region.

COMMUNICATIONS



2022 Website Activity



Nearly 82,991 page views throughout the year. Jan. 4, 2022 was the most popular day.

The Georgia Peanut Commission maintained a presence in print, online, via radio and television, as well as digitally. Local farmers' stories were shared, influencers promoted peanuts and social media messaging were some highlights from the year.

Proud to be a Farmer: The Brannen family



The Proud to Be a Farmer campaign ran throughout 2022 on South Georgia television networks and web pages.



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

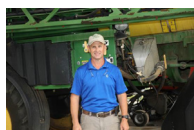


Influencers like Farm Babe and The Feast Kings took to their social channels to share about peanuts - from the field and from the kitchen.

Through The Eyes of a Farmer



The Boyd Family - Sylvania, Ga.



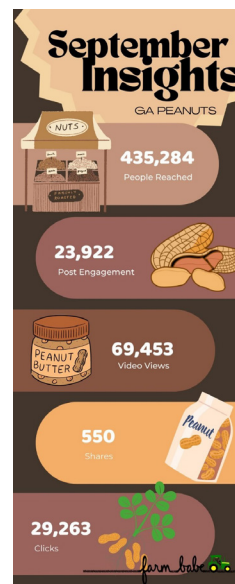
Clay Hood - Swainsboro, Ga.



Knapp Boddiford - Sylvania, Ga.



Billy and Danny Minick - Preston, Ga.



Farmer video series continued on social media platforms.



Georgia
Peanut
Commission

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WORKING FOR FARMERS SINCE 1961.

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