



2023

**GEORGIA PEANUT COMMISSION
ANNUAL REPORT**

Working for farmers since 1961.

YOUR LEADERSHIP

DISTRICT 1



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
Advisory Board, GPC

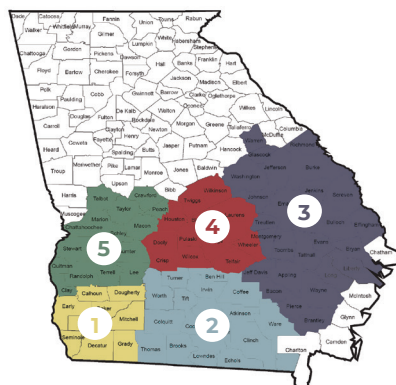
DISTRICT 5



Donald Chase • Oglethorpe
Vice Chairman, GPC
Research Chairman, GPC
Chairman, APC
Board Member, TPRF
Advisor, TPI



Brett Sauls • Shellman
Advisory Board, GPC



ADDITIONAL



John Harrell • Whigham
GFB Representative
Advisory Board, GPC



Casey Cox Kerr • Camilla
NPB Representative
Advisory Board, GPC
Vice Chairman, NPB
Board Member, APC



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)

YOUR GEORGIA PEANUTS

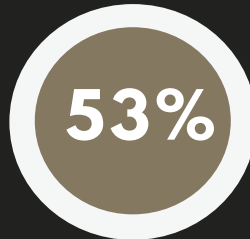


Georgia farmers planted **775,000** acres of peanuts in 2023.



Georgia farmers harvested an average of **4,070 lbs** per acre in 2023.

Georgia farmers produced **53%** of the peanuts grown in the U.S. in 2023.



Source: USDA National Agricultural Statistics Service



Georgia farmers harvested **770,000** acres of peanuts in 2023.



Total peanut production for 2023 was **1.56 million tons**.

LETTER FROM YOUR CHAIRMAN

Another year has passed, and I remain proud to serve as your chairman of the Georgia Peanut Commission. The board and staff continue to work hard to represent you well and make decisions that work to keep you profitable on the farm. Research, education and promotion of Georgia peanuts are the areas we are charged with serving you in, and I hope you will find that work to be satisfactory.

As I reflect on 2023, I am reminded of the variability of the crop across the growing region. The challenges we as farmers faced varied; however, the end result was still one the majority of us could be proud of considering the season.

As always, the Commission allocates the majority of your assessment dollars to the area of research. Topics such as variety development, production and management practices and technological advances work to move production practices forward. In addition, new efforts to increase demand through seeking new, high-value, non-food uses for peanuts like renewable aviation fuel, marine diesel and biodegradable plastics are being studied. We have also challenged researchers to help find ways to achieve a \$100 per ton reduction in the cost of production.

Consumer demand is steady, as total peanut per capita consumption remains high at 7.7 pounds for 2023. Per capita consumption of peanut butter reached an unprecedented 4.4 pounds in 2023, according to recent data from USDA and the U.S.

Census Bureau. This is exciting and something we want to continue to build on through promotion. We have been consistent in targeting a variety of demographics when seeking to promote peanut consumption, including millennials and Generation Z as they dominate the market.

In the areas of education and communication, we are connecting with farmers, youth in our schools, dietitians, congressional staffers and more. We are hearing of more schools overturning peanut bans, more consumers interested in incorporating peanuts into global cuisines and more parents introducing peanut protein early and often to prevent the peanut allergy. These are all reasons to be optimistic about the future of peanuts and the next generation.

Please enjoy this review of your Commission at work for you. If you ever have questions, comments or concerns, please reach out to a board or staff member. Our goal is to serve the Georgia peanut farmer to the best of our ability through wise stewardship of your resources.

I wish you all the best for 2024!



Joe Boddiford

Joe Boddiford

Georgia Peanut Commission Chairman

LETTER FROM YOUR EXECUTIVE DIRECTOR

The 2023 crop had more variability than any I remember in my 38 crops at the Georgia Peanut Commission. We had about any kind of condition during the growing season somewhere in the state, at some point during the season. While the state average was respectable, it certainly didn't set records for most of our farmers.

Uncontracted peanuts exceeded \$600 and still, our total cost exceeded that for our average farms. The paradigm shift in cost from the past two years has only eased slightly and some things have continued to rise. Equipment cost and interest have made it difficult to replace worn out equipment and many farmers had to take to the shop to patch up the old equipment.

At harvest, prices indicated a tight but sufficient carryover is anticipated. Acreage increased for the '23 crop and indications are that may happen again in 2024. Our carry forward into the 2024 crop puts us in a manageable situation; however, it appears acreage will increase based on other commodity prices and lack of competition for acres. We are looking at new possibilities beyond our traditional

markets to boost demand to levels in harmony with supply.

Our researchers continue to make progress in solving the problems of the day. The loss of chlorpyrifos is still a devastation for some farmers. Our research includes targeting that loss and finding a solution for the future.

Your Commission continues funding programs in research, promotion and education to seek greater profit opportunities. We are now beyond studying the idea and are seeking opportunities for peanuts in alternative uses to further stabilize the market.

Finally, our direction for the 2024 Farm Bill is to seek a better level of support to make the safety net stronger for our farmers. At the same time, we are asking for a voluntary base update to allow farmers who have had to grow just to survive, to improve their individual safety net.

I wish everyone a successful 2024, where the result is better than the past couple of years.



Don Koehler

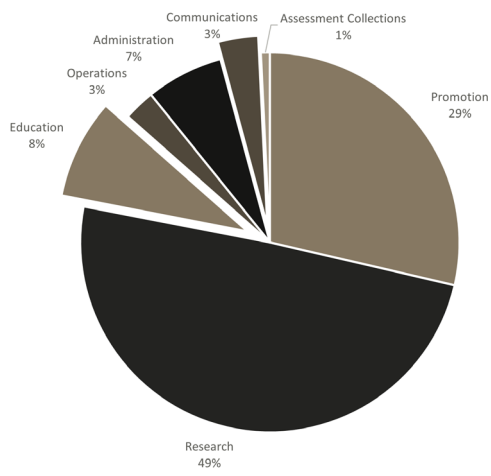
Don Koehler

Georgia Peanut Commission Executive Director

2022-2023 FINANCIALS

Research.....	\$1,947,045*
Promotion.....	\$1,127,574
Education.....	\$334,763
Operations.....	\$105,189
Administration.....	\$260,064
Communications.....	\$135,374
Assessment Collection.....	\$30,000

*Includes National Peanut Board & GPC funds
Actual expenditures ending June 30, 2023.



FROM WASHINGTON

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 2024 House Appropriations Committee passed 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.

The GPC worked with coalition partners to obtain \$2 million for ARS peanut nutrition research in the House Appropriations Committee passed Fiscal Year 2024 Appropriations legislation. The U.S. Peanut Federation (USPF) will work with USDA on industry nutrition priorities.

In addition to participation in congressional 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 is expected to release DRAFT 2023 Farm Bill text in the Spring of this year. The U.S. Senate Agriculture Committee continues to discuss options for the 2023 Farm Bill.

With regard to trade, the GPC continues efforts to address the European Union's and United Kingdom's non-tariff trade barrier on U.S. peanut imports. This includes discussions with the Georgia Congressional Delegation and other members of Congress working on trade issues.

The GPC continues to work with coalition partners and congressional leaders on H2A labor reform. This includes meeting with members of the U.S. House Agriculture Committee's Agricultural Labor Working Group to discuss top priorities for the peanut industry.

The 2023 Farm Bill, Research, Trade and AG Labor will be the top priorities in 2024.



Bob Redding

Bob Redding

The Redding Firm President

2023 PRIORITIES

- Education of Members of Congress and the Administration on top peanut policy issues
- Testimony before the U.S. House Agriculture Committee, by a Georgia peanut grower, on the 2023 Farm Bill
- Testimony before the U.S. Senate Agriculture Committee, by a Georgia peanut grower, on the 2023 Farm Bill
- U.S. Department of Agriculture Feeding Program Purchases
 - Research Initiatives on Aflatoxin and Peanut Nutrition Initiatives
- Nutrition Initiatives including WIC and TEFAP
 - Increased RUTF Purchases
 - H2A Reform

YOUR RESEARCH PROJECTS

The following research projects were funded during fiscal year 2022-23.

BREEDING & GENOMICS

- Georgia Peanut Evaluation Program
- Development and evaluation of cultivars with improved disease resistance to increase on-farm profitability
- Introgression of disease and pest resistance traits from wild species for sustainable peanut improvement
- Long-term germplasm enhancement and development of DNA molecular marker resources for peanut
- Selection of *A. stenosperma*, *A. batizocoi* and *A. valida*-derived advanced lines with strong resistance to LLS and rust
- Precision breeding for multiple disease resistance
- Fine mapping and candidate gene analysis of novel QTLs for resistance to TSWV and leaf spots in peanuts
- Introgression of new sources of resistance to White Mold in wild tetraploid *Arachis* for peanut improvement
- New sources of RKN resistance from the wild species *A. stenosperma*: germplasm release, cultivar development and pyramiding with foliar disease resistance

CONSERVATION

- 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

DISEASE CONTROL

- Adaptation of new fungicides and application strategies for control of early and late leaf spot of peanut

ECONOMICS & MARKETING

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

ENTOMOLOGY

- In-furrow and foliar insecticide treatments on TSWV and yield in TSWV resistant cultivars
- Improved understanding of thrips and TSWV ecology in the peanut production system of Georgia and implications for management
- Rootworm population dynamics and management

PHYSIOLOGY

- Physiological seed quality: Impact of drought at flowering and fruiting
- Evaluating planting arrangement, herbicide persistence and weed management using cereal rye cover crop in Georgia peanut

PLANTER EFFICIENCY & EMERGENCE

- Precision peanut planter kit to improve seed metering and placement
- Development of seed-applied and in-furrow treatments to insure the establishment of peanut stands in Georgia

SUSTAINABILITY

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

TECHNOLOGY

- Spray-induced gene silencing against TSWV on peanut
- Digitizing peanut flower counts and distribution patterns through 3D imaging using mobile systems
- Evaluation and development of high-throughput phenotyping technologies for peanut
- Investigating efficient and cost-effective precision soil sampling strategies for site-specific nutrient management in peanuts
- Investigating precision spray technologies for fungicide applications in peanut

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



HIGHLIGHTS OF PROMOTION

The area of promotion is the Georgia Peanut Commission's second largest budget area. Efforts here target consumers of all ages and stages, interests and demographics. The goal with promotion is not to promote a brand, but rather to keep peanuts on the consumer's mind by reminding them they are an affordable, nutritious and sustainable source of plant protein. Peanuts fit into any meal of the day, help balance blood sugar, add an extra boost of protein and they are heart-healthy.

Percentage of 2022-2023 budget allocated to Promotion

29%

CONSUMER PROMOTIONS



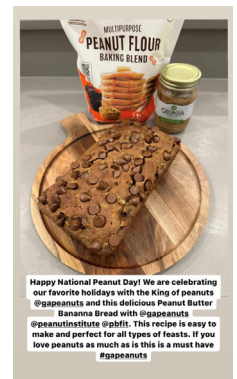
Peanut Festivals
are attended across the Georgia Peanut Belt.



Thousands
of Sunbelt Ag Expo attendees visit the GA Peanut Commission building each year in Moultrie, Ga.



School Nutrition
personnel are reached at their annual meeting and fall expo.



86,000+
consumers were reached via The Feast Kings social platforms on National Peanut Day in September.

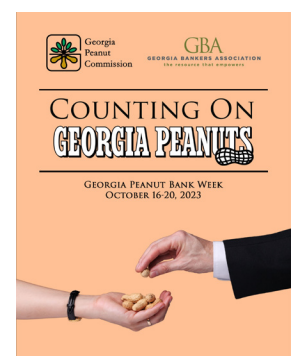


565 Million
impressions were garnered with Family Features.

17,000+
packs of 5.5 oz. peanuts were distributed through individual sales and concessions.



Chef Camp
brought chefs from across the Southeast to South Georgia to learn about peanuts and peanut production.



143
banks across the state participated in GA Peanut Bank Week, GPC's longest-running promotion.



1,205,100
packs of souvenir peanuts were distributed.

NATIONAL PEANUT MONTH & PEANUT BUTTER LOVERS MONTH



PB&J Day

was hosted at the Georgia State Capitol to kickoff March as National Peanut Month.



24 Million+

households were reached through Very Vera episodes promoting peanut recipes in March and November.



1.1 Million+

impressions were garnered via digital advertising on South Georgia television networks.



22 Million+

impressions were made through Times Square advertising in March and November.



9,900

souvenir peanuts were distributed during NPM at Visitor Centers across Georgia.



Proud to Be a Farmer

campaign ran during NPM and PB Lovers Month on South Georgia television networks.



29,774

jars of Peanut Proud peanut butter were donated to food banks.

SPORTING PROMOTIONS



Georgia Peanuts remain ever-prominent in a variety of sporting arenas. Radio ads with the teams above, as well as on-site activations, athlete sponsorships, concessions and NASCAR have all been touch points this year. Allocating resources across multiple platforms, events and types of sports allows fans of all ages to hear about Georgia Peanuts.



Sponsorship of PGA Golfer and Georgia native, Greyson Sigg



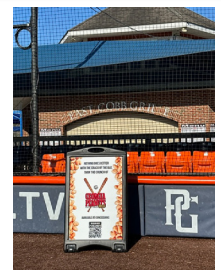
Football game in-suite promotions with the University of GA and Jacksonville Jaguars



No. 38 NASCAR sponsorship in July Atlanta race and October Talladega race



Radio advertising and on-site activations at Atlanta Braves games



Concession sales, on-site and online promotions with Perfect Game

HIGHLIGHTS OF EDUCATION & COMMUNICATION

The areas of education and communication allow the Georgia Peanut Commission to share news and information about peanuts to youth, industry professionals, farmers, educators and consumers. Different from promotion, education and communication allows GPC to tell the story of peanuts and the grower behind the humble crop, as well as the science behind how it grows and how we can continue moving production practices forward. It also allows GPC to come alongside young growers and give them resources to be successful leaders in the industry.

Percentage of 2022-2023 budget allocated to Education and Communication

11%

EDUCATION



Ag Awareness Days allow GPC to share the peanut story with thousands of youth across the state of Georgia.



The 2023 Georgia Peanut Tour was based out of Bainbridge and hosted 150+ attendees representing 15 states and four countries.



The 2023 Southern Peanut Growers Conference was hosted at Sandestin and brought together farmers and industry reps from across the Southeast.



School districts hosted cooking classes, where students learned how easy it is to incorporate peanuts in meals at home.

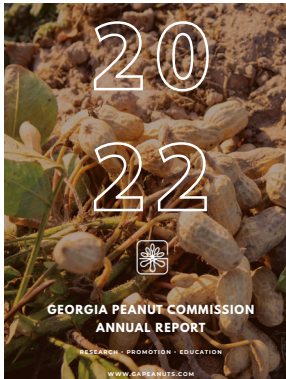


Six Georgia growers graduated from Class XII of the Peanut Leadership Academy.

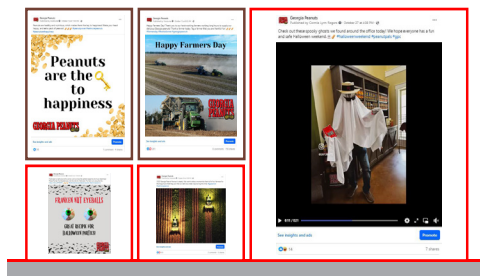


GPC supports youth organizations annually through sponsorship of awards, recipe contests and more.

COMMUNICATIONS



The Georgia Peanut Commission produces print material annually updating producers on the Commission's activities, sharing scenes from farm life through the GPC calendar and by partnering in distribution of the Southeastern Peanut Farmer magazine. Additionally, GPC keeps an active presence online through the GPC website, farmer stories and social media channels and partnerships. Advertising efforts are featured in print, radio, television and digital outlets.

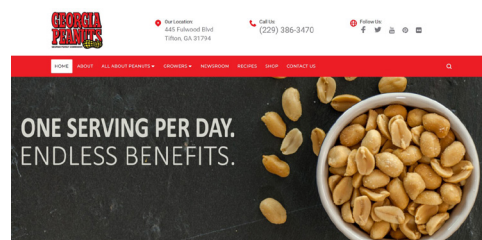


GPC is active on all major social platforms and has a total of 28,000+ followers and/or subscribers



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

www.GaPeanuts.com



The GPC website saw nearly 31,605 page views throughout the year. Nov. 28, 2023 was the most popular day.



"Through the Eyes of a Farmer" video series, created by GPC staff, continues to be promoted online and to GPC news subscribers. This series tells the story of life as peanut farmer featuring Georgia producers from across the peanut belt.



Georgia
Peanut
Commission

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