

2024

GEORGIA PEANUT COMMISSION ANNUAL REPORT



Working for farmers since 1961.

2024 BOARD OF DIRECTORS

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
E&I Chairman, 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
Farm Show Chairman, GPC
Board Member, APC



Leslie Jones • Jacksonville
Advisory Board, GPC

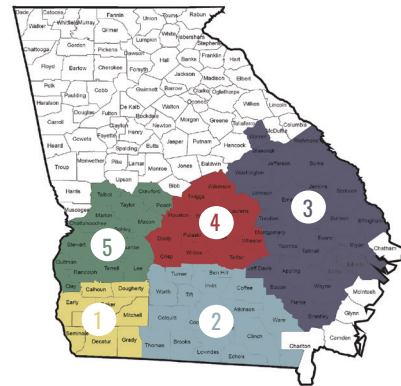
DISTRICT 5



Donald Chase • Oglethorpe
Vice Chairman, GPC
Research Chairman, GPC
Executive Committee, APC
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
Chair, NPB
Executive Committee, 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)
E&I (Education and Information)
GFB (Georgia Farm Bureau)
NPB (National Peanut Board)
NPBPA (National Peanut Buying Points Association)
SPG (Southern Peanut Growers)
TPI (The Peanut Institute)

GEORGIA PEANUTS *at a glance*



Georgia farmers planted **850,000** acres of peanuts in 2024.



Georgia farmers harvested an average of **3,800 lbs** per acre in 2024.

Georgia farmers produced **50%** of the peanuts grown in the U.S. in 2024.



Source: USDA National Agricultural Statistics Service



Georgia farmers harvested **845,000** acres of peanuts in 2024.



Total peanut production for 2024 was **1.6 million tons**.

Comments from your CHAIRMAN

Thank you for another year to serve as your chairman of the Georgia Peanut Commission. The 2024 crop year was one most of us will not forget. We had challenges across the board, across the growing region and all throughout the season. Even with all we faced, the crop was better for most producers than predicted; however, some growers had poor yields and/or poor grades.

The Georgia Peanut Commission sent a number of growers to Washington, D.C., in September as part of a larger, nationwide agricultural fly-in to highlight the dire financial straits the American row crop farmer is in. We were fairly successful getting our message across and we had a small, but good opportunity to pass a farm bill before the election. As you know, that did not occur and the lame duck Congress was not interested in addressing the significant issues of a new farm bill; however, they did pass an economic assistance bill, which will help most farmers, but unfortunately not enough. They also passed a disaster assistance bill that is still being fleshed out, so the implementation has not been finalized as of this writing.

Research continues to be the first priority of the Commission. Variety development, production and management practices and technological advances continue to require most of our efforts. A new area of research includes high oleic peanuts in poultry rations. Initial research shows very promising results. I feel we need to find new uses for peanuts to grow future

markets. Where would soybean prices be today if not for additional markets such as biofuels, plastics and printers' ink? And corn, if not for markets such as ethanol and sweeteners?

While we are evaluating big-picture items, we do continue to carry out solid program areas we know generate beneficial results. One area we continue to support is the RUTF – ready to use therapeutic food – produced by companies like MANA Nutrition, based out of Fitzgerald, Georgia. I had the pleasure of going to MANA in May to celebrate their grand opening of a new expansion that will increase production three-fold.

I think it is important for you to know, regardless of how good or bad things are on the farm for you today, your Commission is and will continue to advocate for your interests and the betterment of your farming situation. Our staff and board are aware of the challenges our growers are dealing with and we are actively seeking solutions, re-evaluating program areas and making your voice heard at the right tables and in the right rooms.

Praying for a healthy and profitable 2025 for your farm and your family!



Joe Boddiford

Joe Boddiford
Georgia Peanut Commission Chairman

Comments from your EXECUTIVE DIRECTOR

The year 2024 was a year for the record book, and I sure do not mean that in a positive way.

We were too wet, too dry, too hot, too cold and everything Mother Nature could throw our way. Add in the worst hurricane in modern memory for Georgia, Helene, and weather was certainly a part of the economic disaster our farmers experienced.

Still, you must realize the economic disaster we faced in 2024 didn't start last year. It has been building for some time.

In 2018, Hurricane Michael hammered Southwest Georgia and caused significant damage there. At the same time, we started facing significant inflation in the cost of production inputs. Couple that with historically low commodity prices, and the perfect storm was far more than just the weather.

The farm bill being extended for a year and not increasing the levels of support did nothing to ease the pain. In a timely

manner, Governor Brian Kemp made a disaster loan available to farmers at the urging of the Georgia Legislature. Then late in the year the U.S. Congress passed the American Relief Act. It included disaster relief funding for natural disaster and also included economic assistance payments for the nation's farmers.

Needless to say we have a lot to do in 2025.

We need to pass a farm bill. We have to find new uses for our commodities to bolster markets and prices. We need new production schemes which take the pressure off of a few commodities and broadens our economic base.

Our board continues to seek innovation in all our programs to give opportunity and encouragement. It is my prayer for 2025, may God bless us in our every endeavor.



Don Koehler

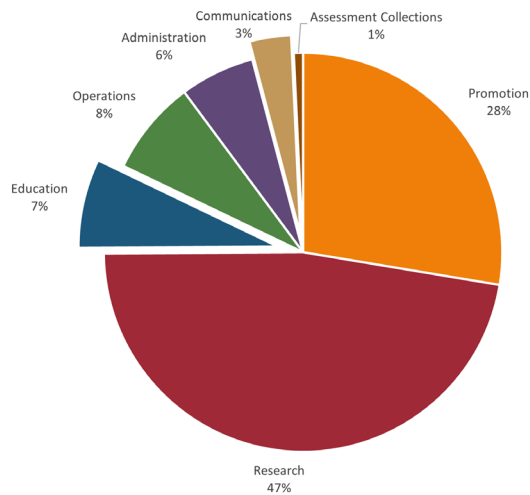
Don Koehler
Georgia Peanut Commission Executive Director



2023-2024 FINANCIALS

Research.....	\$1,901,461*
Promotion.....	\$1,111,061
Education.....	\$290,390
Operations.....	\$310,177
Administration.....	\$243,797
Communications.....	\$135,348
Assessment Collection.....	\$30,000

*Includes National Peanut Board & GPC funds
Actual expenditures ending June 30, 2024.



Update 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 2025 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.

The GPC worked with coalition partners to obtain \$2.5 million for USDA ARS peanut nutrition research in the Fiscal Year 2025 Appropriations legislation. The U.S. Peanut Federation (USPF) and The Peanut Institute 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 and Senate Agriculture committees are expected to begin the hearing process for the 2025 Farm Bill in the first quarter of 2025. The Committees hope to move a farm

bill early in the 119th Congress assuring the bill applies to the 2025 crop year.

In the closing days of the 118th Congress, GPC worked with peanut state members of Congress to develop an agricultural economic assistance package for farmers. Congress approved \$10 billion in economic assistance for row crop growers including peanuts. In addition, Congress appropriated \$21 billion for agricultural disaster assistance which assured help for growers impacted by Hurricane Helene.

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 is working 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 House Agriculture Committee's Working Group submitted its report to the U.S. House Judiciary Committee which has jurisdiction over the H2A program.

The 2025 Farm Bill, research, trade, nutrition and ag labor will be the GPC's top policy education priorities in 2025.



Bob Redding

Bob Redding
The Redding Firm President

2024 PRIORITIES

- Education of Members of Congress and the Administration on top peanut policy issues
- Education of Members of Congress on the importance of the farm bill to rural Georgia
- State of the farm economy in Georgia and specific needs of farmers
 - Education of Members of Congress as to losses suffered by growers from Hurricane Helene
- Importance of disaster assistance, including block grant funding through the Georgia Department of Agriculture for growers
- U.S. Department of Agriculture Feeding Program Purchases
 - Research Initiatives on Aflatoxin and Peanut Nutrition Initiatives
 - Nutrition Initiatives including WIC and The Emergency Food Assistance Program
 - Increased RUTF Purchases
 - H2A Reform

Looking at RESEARCH PROJECTS

The following research projects were funded during fiscal year 2023-24.

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
- Development 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 of potential impacts of the farm bill on Georgia peanut producers

ENTOMOLOGY

- Effect of in-furrow seed and foliar insecticide treatments on TSWV and yield in new 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

- Continuance of a long-term sustainability program for peanut production in Georgia utilizing the Field to Market Field Print Calculator
- Hot Topics Seminar during the Georgia Peanut Tour

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

- University of Georgia Cooperative Extension County Agent Programs
- University of Georgia agronomic research & Extension programs to address economic sustainability of peanut production

ADDITIONAL FOCUS

- 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
- Engineering Intern



Highlights of PROMOTION

The Georgia Peanut Commission's promotional efforts include keeping peanuts top-of-mind in a variety of ways. GPC has a presence across the peanut belt, but also in highly populated metro areas. Multiple types of mediums are used to remind consumers of the power of the peanut and encourage an increase in consumption and purchasing of Georgia peanuts.

Percentage of 2023-2024 budget allocated to the area of Promotion



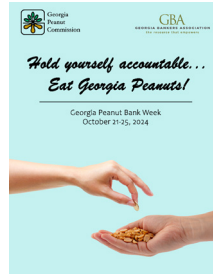
CONSUMER PROMOTIONS



Peanut Festivals are attended across the Georgia Peanut Belt. Pictured above is Board Member Tim Burch, wife Lydia Burch and Congressman Sanford Bishop at the Peanut Proud Festival in Blakely.



Thousands of Sunbelt Ag Expo attendees visit the Georgia Peanut Commission building each year in Moultrie for fried peanuts and grilled PB&Js.



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



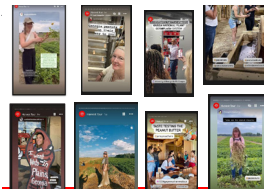
19,200 packs of 5.5 oz. peanuts were distributed through individual sales and concessions.

POWER UP Family Mealtimes

Bring loved ones together with protein-packed peanuts



662+ Million impressions were garnered with Family Features. This equates to a \$2.4 million media value.



Chef & Bloggers Tour brought chefs and food influencers from across the U.S. to South Georgia to learn about peanuts and peanut production. In turn, attendees shared what they learned on their social media platforms, garnering 2.2 million impressions.



K-12 School Nutrition personnel were provided the latest information on peanut nutrition and allergy management information.



1,259,700 packs of souvenir peanuts were distributed.

MARCH • NATIONAL PEANUT MONTH



PB&J Day

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



54 Million

impressions were made through Times Square ads in 2024, with 9 million from March alone.



112,000

consumers were reached via The Feast Kings social platforms in March. This type of promotion targets Gen. Z.



27 Million

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



Imagine Me

Cooking School took place with Coffee County School Nutrition in March. This program teaches at-risk girls how to prepare healthy meals in the home. All participants made a peanut recipe and took home a jar of Peanut Proud peanut butter.



657,000+

TV impressions were garnered through a media tour with Parker's Plate in March.



36,000

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

SPORTING PROMOTIONS



The Georgia Peanut Commission continues to promote peanuts through radio advertising with the athletic teams above, as well as promote peanut concession sales within athletic venues, nutrition programs with athletes, as well as high-exposure events like NASCAR and the AFLAC Kickoff Game in Atlanta.



The 5.5 oz. Georgia Peanuts pack is being sold in athletic concessions at Mercedes-Benz Stadium, UGA Sanford Stadium, Georgia State Athletic Venues, Georgia Southern and Kennesaw State.



67+ million impressions were garnered with No. 38 in the NASCAR Talladega race. This is a \$1.3 million media value.



Football and Olympic student athletes incorporated Georgia Peanuts into their nutrition program at Georgia Southern.



8 million impressions were garnered during the Georgia Peanuts promotion at the AFLAC Kickoff Game.

Highlights of EDUCATION & COMMUNICATION

Educating others about peanuts and communicating messages clearly are important as ever. Whether youth education, farmer education or legislative official tours and visits, where the needs of the Georgia peanut farmer are shared, all are important in building a solid foundation for others to understand the Georgia peanut industry and play a part in its success.

Percentage of 2023-2024 budget allocated to the area of Education and Communication.



EDUCATION



Georgia Peanut Farm Show welcomed more than 1,000 farmers and industry representatives to Tifton for learning and networking.



Georgia Peanut Tour was based out of Americus and hosted 224 attendees, representing 15 states and 14 countries.



Congressional Harvest Visit took place in October in the Southwest Georgia area.



10,000+ elementary school-aged children were reached through agricultural awareness days across the state of Georgia.



Peanut Leadership Academy kicked off in January. Class XIII includes six growers from Georgia.



Very Vera Kids Camp was hosted in June and July and welcomed nearly 200 campers. As a partner, GPC highlighted a peanut recipe each of the six weeks of participation.



D.C. Fly-Ins took place with the U.S. Peanut Federation. Fly-ins focused on educating members of Congress on the needs within the farm bill.

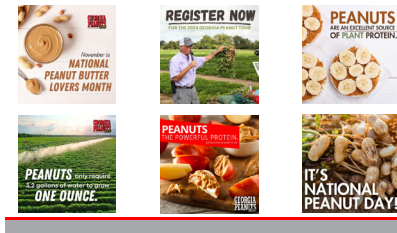
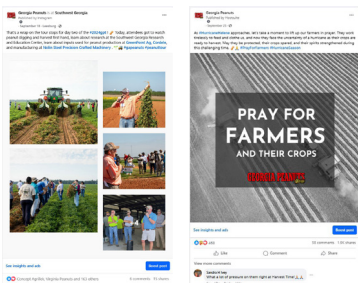


Youth Education remains an important part of GPC's education efforts. Pictured above is GPC's sponsorship of awards at the Georgia FFA Convention.

COMMUNICATIONS



The Georgia Peanut Commission works to communicate important and timely information to growers, as well as messaging to consumers who want to know more about where the food comes from. GPC uses avenues such as print media, social media, digital media and TV advertising to communicate.



30,000+

followers and/or subscribers are part of the Georgia Peanut Commission's social media network, where GPC has a presence on all major platforms.

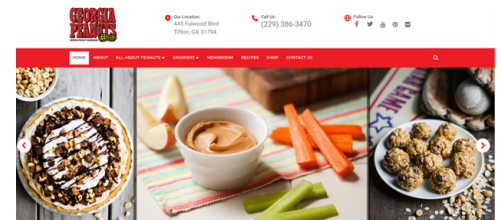
Print Ads

were used in industry publications like Georgia Grown and Southwest Georgia Living.



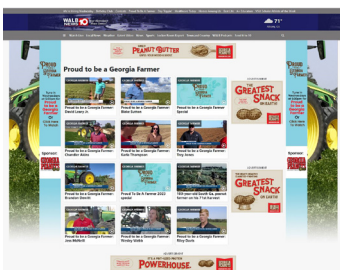
1.2+ Million

impressions across the state of Georgia were garnered through advertising with iHeart Media. This same creative was shown on digital billboards across the peanut belt for March, National Peanut Month.



100,000

page views took place on the GPC website throughout the year. June 1, 2024 was the most popular day.



Proud to Be a Farmer

campaigns ran during National Peanut Month and Peanut Butter Lovers Month on South Georgia television networks. This included episodes featuring Georgia peanut farmers, as well as advertising elements.



Georgia
Peanut
Commission

P.O. BOX 967
Tifton, Georgia 31793



info@gapeanuts.com
(229) 386-3470

