



2014 Sothern Peanut Growers Conference

The Role of Grower Dollars



National Peanut Board

- America's more than 7,000 peanut farming families.
- Peanut farmers serve on our board and guide the program – from setting budget to overseeing all program activities.
- We increase demand for peanuts through marketing, advertising and public relations.
- We fund production research – more than \$20 million since 2000 – to help make growing peanuts more profitable.

Southern Peanut Growers



- Representing peanut farmers in Georgia, Alabama, Florida and Mississippi.
- Established in 1980, SPG promotes peanuts and peanut butter to consumers at home and in foodservice as well as media and health influencers.
- Board made up of 11 farmers from the four states.



Georgia Peanut Commission

- Representing Georgia's 3,500 peanut farmers to conduct promotion, research and education initiatives.
- Best known in the State House for its little red bags of Georgia peanuts.
- Board made up of five elected farmers.
- Peanuts are a \$2 billion industry in Georgia.



Alabama Peanut Producers

- Turning Resources into Results since 1958
- Committed to representing the interests of growers through promotions, research and educational programs.
- The Association is voluntarily funded by peanut growers and its program is directed by a board of 15 growers.



Florida Peanut Producers

- Representing Florida's 1,500 peanut farmers.
- Responsible for promotion of peanuts, production research and educational programs.
- The Association has a board of 9 farmers.



Mississippi Peanut Growers

- The Mississippi Peanut Growers Association is organized and operated to enhance the production, marketing, distribution, and utilization of peanuts.
- The Association is managed by a board of 7 farmers.



The Peanut Institute



Eat well, eat peanuts!



- Formed by the American Peanut Shellers Association nearly 20 years ago.
- Supports nutrition research and develops educational programs to encourage healthy lifestyles which include peanuts and peanut butter.



A New Brand Platform for the Entire Industry

INTRODUCING FOUR NEW WAYS TO HARNESS THE
POWER OF THE PEANUT



— POWEROFTHEPEANUT.COM/FLAVORS —

Advertising



National Peanut Board New National Advertising Campaign
Launched Spring 2014.



National Peanut Board New National Advertising Campaign Launched Spring 2014.

NYC Transit Ads debuted in April, 2014 with more than 300 million impressions.

Peanuts.
BECAUSE PERFECT POWER SOURCES
DON'T JUST GROW ON TREES.

Over 30 essential vitamins and nutrients

7 powerful grams of plant-based protein

Nothing beats a handful a day for heart health

The most preferred nut in America

The Perfectly POWERFUL Peanut
nationalpeanutboard.org

Jeffrey Paine, Virginia Peanut Farmer

Scientific evidence suggests but does not prove that eating 1.5 ounces per day of most nuts, including peanuts, as part of a diet low in saturated fat & cholesterol may reduce the risk of heart disease.

An advertisement for peanuts featuring a man, Jeffrey Paine, a Virginia Peanut Farmer, standing inside a large, stylized peanut plant. The plant has green leaves and several peanuts hanging from its branches. The man is wearing a green shirt, blue jeans, and a baseball cap. The background is a light yellow color.

Peanuts.
HAVE YOU SEEN MY POWER PLANT?

Over 30 essential vitamins and nutrients

Nothing beats a handful a day for heart health

7 powerful grams of plant-based protein

The most preferred nut in America

The Perfectly POWERFUL Peanut
nationalpeanutboard.org

An advertisement for peanuts featuring a young boy standing inside a large, stylized peanut plant. The plant has green leaves and several peanuts hanging from its branches. The boy is wearing a blue and black striped shirt and dark pants. The background is a light yellow color.

Over 30 essential vitamins and nutrients

7 powerful grams of plant-based protein

Nothing beats a handful a day for heart health

The most preferred nut in America

The Perfectly POWERFUL Peanut
nationalpeanutboard.org

An advertisement for peanuts featuring a woman and a young girl standing inside a large, stylized peanut plant. The plant has green leaves and several peanuts hanging from its branches. The woman is wearing a purple shirt and the girl is wearing a purple shirt and patterned shorts. The background is a light yellow color.

Peanuts.
NOT JUST GOOD. POWERFUL GOOD.

The Perfectly POWERFUL Peanut
nationalpeanutboard.org

Scientific evidence suggests but does not prove that eating 1.5 ounces per day of most nuts, including peanuts, as part of a diet low in saturated fat & cholesterol may reduce the risk of heart disease.



GPC – Radio Commercials

Consumer Promotions



APPA and the Planters Nut Mobile



APPA – Dream Big at National Peanut Festival



FPPA at Disney's Epcot International Flower & Garden Festival



FPPA at Florida State Fair



FPPA – Field Tours



GPC – Ragan Race Car



GPC – Sunbelt Expo





Southern Women's Show – Savannah, Ga.



SWS – Jacksonville, Fla. And Birmingham, Ala.



Regional
dishes
featuring
delicious
peanut
butter

[illegible]

Downloaded from <http://ajph.org/> on November 10, 2015

Place crust in 9-inch pie pan and crimp edges. Use dated beans to weigh down bottom. Bake crust for 10-15 minutes, or until crust is lightly browned.

Mix all filling ingredients together as per pie crust. Using hands, mix cranberry liquid into well in powdered pie mix. To apples with cranberry. Don't worry if they're soggy, apples will cook down and they'll be perfectly preserved.

Bake at 350°F for 40-45 minutes. Keep edges covered with foil and last 15 minutes. Garnish with chopped cranberries.

[illegible][illegible]


PEANUTBUTTERLOVERS.COM
 Where we spread it on thick!

Let's get social!





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Enjoy Value-Packed Peanut Butter Year-Round

At less than 20 cents per serving, peanut butter offers unbeatable value, versatility and nutrition. We're spreading PB love, starting with delicious dishes for less than \$1-2 per serving.

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Growers We Dig



Florida's Nick Marshall

[MORE](#)

Featured Recipes



Peanut Butter Surprise Cookies

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Spread the Love Blog



Celebrate February – Heart Health Month

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If you have any comments or questions, please email us at southernpeanutgrowers@gmail.com or send mail to: Southern Peanut Growers, 1025 Sugar Pike Way, Canton, GA 30115


TWITTER PARTY!

3/12, 7PM ET

@PNUTBUTTERLOVER

#PBPRIDE




PEANUTBUTTERLOVERS.COM
 Where we spread it on thick!

November 25, 2013

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5 Ways to Celebrate Peanut Butter

Play, Bake, Donate, Gift and Decorate

The holidays are the perfect time to celebrate the creamy, crunchy, protein-packed goodness that is peanut butter.


And although most of the 90 percent of U.S. households with peanut butter in their pantries eat the protein-packed food in the form of a sandwich for snacking out of the jar, there are hundreds of other ways to use this household staple.

Consider creating [peanut butter play dough with your kids](#), making [peanut butter pine socks](#) or donating to your [local food bank](#).

November is Peanut Butter Lovers Month. To help spread the love this month and yearround, we are suggesting five delicious ways to celebrate PB: Play, Bake, Donate, Gift and Decorate. Learn more with this helpful [infographic](#).

[MORE](#)

Spread it on Thick!



Visit [PeanutButterLovers.com](#) for smooth recipes, crunchy posts and spreadworthy health and nutrition information.

[MORE](#)

Recipe of the Month: Classic Peanut Butter Cookies

Peanut butter cookies are the perfect way to dress up the holidays - as a gift for friends and family, or you. Enjoy this delicious recipe:

Makes 24 cookies

- 1 1/4 cup all purpose flour, sifted
- 1/4 cup creamy peanut butter
- 1/4 cup shortening
- 1/4 cup unsalted butter, softened
- 1/4 cup granulated sugar
- 1/4 cup brown sugar
- 1/4 teaspoon salt
- 1 large egg
- 1/2 teaspoon baking powder
- 3/4 teaspoon baking soda
- 1/4 cup roasted peanuts, chopped


Combine shortening, butter, peanut butter, sugar, brown sugar and egg in a separate bowl, sift together flour, baking powder, baking soda and salt. Mix dry ingredients into peanut butter mixture. Add chopped peanuts and stir. Chill batter. Shape into 1-inch balls and put on baking sheet. Flatten with a fork, making a cross-hatch pattern. Bake at 375 degrees for 10-12 minutes until golden brown.

Find more [recipes on our website](#)


[MORE](#)

SPG – Let's Get Social!

Let's Get Social!



Georgia Peanut Commission **GPC** Working for farmers since 1961.



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Email: [Join](#)

WEATHER

Tifton, GA

82°F
Partly Cloudy

Hour-by-hour | 10-day

[The Weather Channel](#)

Enter city or U.S. zip [GO](#)


GPC PROGRAMS

Georgia Peanut Bank

PUT MORE BITE INTO YOUR WHITE MOLD CONTROL.

CONVOY

NEWS



Peanut Recipes - [Enjoy these delicious and nutritious peanut recipes all year](#)

GROWER HOTLINE

July 24, 2014 - 16th Annual Southern Peanut Grower Conference Opens Today

July 23, 2014 - Weekly U.S. Peanut Crop Update

July 22, 2014 - Peanut Crop Doing Well But Foliage Feeders Reported in Some Fields

July 21, 2014 - Exports of U.S. Peanuts Down 12.8 Percent From Last Year

July 18, 2014 - Southern Peanut Growers Conference to Feature A Fifties and Sixties Sock Hop

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Contact Us

Mississippi Peanut Growers Association
P. O. Box 284
Petal, MS 39465

Phone: 601-606-3547
Email: malcolm@misspeanuts.com



<http://peanuts.msstate.edu/contact.html>
Last updated: June 18, 2014
Send site inquiries to singer@pegs.msstate.edu. Mississippi State University is an equal opportunity institution.



Alabama
Peanut Producers Association

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PEANUT PRICES

Runners:	\$424.74/ton
Spanish:	\$404.93/ton
Valencia:	\$428.38/ton
Virginia:	\$428.38/ton

CONSUMERS **FARMERS** **EDUCATORS** **RECIPES**

TOP STORY

2014 Peanut Acreage

Peanut growers planted 1.32 million acres in 2014 and intend to...

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Georgia Peanuts
Farming/Agriculture

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4,379 likes

Shelly Witt Nutt, Katie Beasley and 25 others like this.



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ARCHIVE

Write something on this Page...

Georgia Peanuts
July 21

You're never too young to love peanuts! We are starting our newest edition to the GPC duck family out right!

NPB - Rise and Shine with Peanut Butter

We generated Facebook buzz and reminded followers that chocolate peanut butter offers more nutritional value than the top hazelnut spread.



Peanut Butter Fanatic

February 5

What's the first ingredient listed on that other chocolate spread? Dark chocolate peanut butter is all about peanuts! Tell us how you would enjoy this delicious combo for a chance to win a free jar of chocolate peanut butter and a prize pack. All comments posted before 11:59 p.m. PST are eligible.



Like · Comment · Share

22 24 2



Tristan Strege

Just received my chocolate peanut butter prize pack! Thank you for the best friend a girl could get, with matching accessories! Tastes like heaven... 😊



Facebook Comment:

“Dark Chocolate is one of my faves and with peanuts - now were talking! I'd put it on a crust as the sauce for a dessert pizza - then add to it peanuts, white and milk chocolate chips, and marshmallows and bake till toasty! YUM!”

NPB - New Perfectly Powerful Breakfast Recipes

New breakfast recipes featured in social media, NPB website and used to pitch media awesome new peanut recipe ideas!



Rise and Shine WITH THESE RECIPES



Peanut Powered Breakfast Cookies

PREP TIME: 15 MINUTES,
PLUS 30 MINUTES REFRIGERATION
COOK TIME: 16 TO 18 MINUTES

Cooking spray

- 1 cup unbleached all-purpose flour
- ¼ cup oat bran
- 1 teaspoon ground cinnamon
- 1 teaspoon baking soda
- ¼ teaspoon salt
- ¼ cup creamy peanut butter (at room temperature)
- ¼ cup unsweetened applesauce
- ¼ cup nonfat plain Greek yogurt
- ¼ cup nonfat milk
- 1 cup packed dark brown sugar
- 2 eggs, beaten
- 1 teaspoon vanilla extract
- ½ cup (2½ ounces) chopped dry roasted unsalted peanuts
- 2 cups rolled oats
- ¼ cup dried cherries

Preheat oven to 250°F. Coat two baking sheets with cooking spray and set aside.

In a medium bowl sift together flour, oat bran, cinnamon, baking soda, and salt.

In a large bowl, stir together peanut butter, applesauce, yogurt, and milk until smooth and creamy. Add brown sugar and stir to combine. Then add eggs and vanilla extract and stir until incorporated.

Add the flour mixture to the peanut butter mixture and begin to combine with a mixing spoon until just incorporated. Then add the oats, peanuts, and cherries and mix carefully just until the dry ingredients are moistened, taking care not to overmix. Cover bowl with plastic wrap and place in the refrigerator for 30 minutes.

For each cookie, drop a ¼ cup of batter onto the prepared baking sheets, leaving about 2 inches of room all around. Using clean hands, press down on the top of each cookie gently to slightly flatten each. Bake until a toothpick inserted into the center of 1 or 2 cookies comes out clean, about 16 to 18 minutes.

Remove the baking sheets from the oven and allow to cool for 5 minutes. Then transfer the cookies to a wire rack to cool for 10 minutes more.

MAKES: 16 COOKIES | SERVING SIZE: 1 COOKIE

Nutrition information (per serving)

Calories: 223; Total Fat: 6 grams; Saturated Fat: 1 gram; Protein: 7 grams; Total Carbohydrates: 34 grams; Sugars: 18 grams; Fiber: 3 grams; Cholesterol: 24 milligrams; Sodium: 153 milligrams

RECIPE CREATED BY TONY AMADOR, MS, RD, CDN



Funky Monkey Muffins

PREP TIME: 15 MINUTES
COOK TIME: 18 MINUTES

Cooking spray

- 2 cups whole wheat pastry flour
- ¼ cup unsweetened cocoa powder
- 1 teaspoon baking powder
- ¼ teaspoon baking soda
- ¼ teaspoon salt
- 2 ripe bananas
- ¼ cup creamy peanut butter (at room temperature)
- ¼ cup nonfat plain Greek yogurt
- ¼ cup nonfat milk
- ¼ cup packed dark brown sugar
- 2 large eggs, beaten
- 1 teaspoon vanilla extract
- ¼ cup dark chocolate chips

Preheat oven to 250°F. Coat a standard 12-muffin tin with cooking spray and set aside.

In a medium bowl, sift together flour, cocoa powder, baking powder, baking soda, and salt.

In a small bowl, mash the bananas, using a potato masher or fork. In a large bowl, stir together peanut butter, yogurt, and milk until mixture is smooth. Add mashed bananas and sugar and stir until combined. Add the eggs, stirring until completely incorporated, and then stir in vanilla extract.

Slowly add the flour mixture to the peanut butter mixture, stirring to combine. Gently fold the chocolate chips into the batter. Using ¼ cup to measure, distribute the batter among the prepared muffin cups.

Bake until the tops are browned and toothpick inserted in the center of a muffin comes out clean, 18 minutes.

Remove from the oven and allow to cool for 2 to 3 minutes. Then transfer the muffins to a wire rack to finish cooling for another 10 minutes.

MAKES: 12 MUFFINS | SERVING SIZE: 1 MUFFIN

Nutrition information (per serving)

Calories: 250; Total Fat: 9 grams; Saturated Fat: 2 grams; Protein: 7 grams; Total Carbohydrates: 37 grams; Sugars: 16 grams; Fiber: 4 grams; Cholesterol: 31 milligrams; Sodium: 191 milligrams

RECIPE CREATED BY TONY AMADOR, MS, RD, CDN



Foodservice Promotions

NPB - Peanut Food Trade Media Coverage

FLAVOR & THE MENU

School Nutrition

Solutions & Strategies for K-12 Foodservice

Strawberries



Here's the thing about the strawberry—despite its name, it's not a berry. At least, not biologically speaking. It's what's known as an "aggregate accessory fruit," because it has seeds on the outside of the skin, versus on the inside like blueberries. (In fact, the raspberry isn't a

Building a Better Bite

Produce holds the key to flavor innovation in bar bites and small plates

Cutting Edge Flavors

These distinctive ingredients delve deeper into on-trend flavor explorations

Sweet Companions

Entice diners to order something sweet by going beyond the usual presentations



New server requirement: Be a food allergen expert

Restaurant/Foodservice Outreach

Through strategic partnerships with the Culinary Institute of America and chain restaurant operators, NPB is working to get more peanuts on more menus.



Since 2007, Peanut Mentions Have More Than Doubled on U.S. Menus, Outpacing Almonds

Sponsored Break at National Restaurant Assoc.



Peanut Tomato Pesto

Noodles & Company – March, National Peanut Month



New Simply to Go Menu Items at Sodexo

Health & Nutrition



**FLORIDA
PEANUT PRODUCERS
ASSOCIATION**



NET WT. 1 OZ (28g)

Nutrition Facts	Amount/serving	%DV*	Amount/serving	%DV*
Serving Size 1 pkg (28g)	Total Fat 14g	22%	Total Carb. 5g	2%
Servings Per Container 1	Saturated Fat 2g	10%	Dietary Fiber 2g	10%
Calories 160	Trans Fat 0g	0%		
Fat Cal 130	Cholesterol 0mg	0%	Sugar 1g	
	Sodium 100mg	4%	Protein 7g	

*Percent Daily Values (DV) are based on a 2,000 calorie diet.

INGREDIENTS: Peanuts roasted in peanut oil or cornseed oil, and salt. Produced in a facility that processes peanuts and tree nuts.



First South
Farm Credit



MISSISSIPPI
PEANUT GROWERS ASSOCIATION

peanuts.msstate.edu

**ROASTED
Peanuts**
CHOLESTEROL FREE



NET WT. 1 OZ (28g)



Nutrition Facts	Amount/serving	%DV*	Amount/serving	%DV*
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The PEANUT TEAM

"Nuts for a Cure!"

Sponsored by

Alabama Peanut Producers Association
National Peanut Festival Association

Walking In Memory of Dianne Rigsby & Peanut Family Members Affected By Cancer.





APPA

March of Dimes

March for Babies



Mississippi Walk for Diabetes



Speaking of Women's Health







[Our Commitment](#) [Our Challenge](#) [Our Plan](#) [Donate](#) [Contact PB4H](#)



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Meds & Food for Kids (MFK)

Meds & Food for Kids (MFK) is dedicated to saving the lives of Haiti's malnourished children and other nutritionally vulnerable people. They accomplish their mission by developing, producing, and distributing highly nutritious foods, including the gold-standard Ready-to-Use Therapeutic Food (RUTF). They make their food products in Haiti, using Haitian workers and, whenever possible, Haitian



Peanut Proud

Two peanuts are shown below the text "Peanut Proud". They are brown and have a textured, wrinkled surface.

Peanut Butter for
the Hungry

Peanut Proud



Reputation Management

Keeping Peanuts and Peanut Butter in Schools

NPB works with public and private schools to develop relationships, provide support and prevent unnecessary bans

Partnered with SNF for Food Allergy Management webinar to reach school nutrition professionals and decision makers

- More than 500 registered
- Three hundred logged in live and nearly 100 have viewed via archive



Keeping Peanuts and Peanut Butter in Schools

NPB works with public and private schools to develop relationships, provide support and prevent unnecessary bans

Recent response from one of dozens of school districts contacted by NPB this year:

Hello, Ms. Collins...Thank you, very much, for your thoughtful response to our attempt to better understand this issue and how schools may best move forward while protecting the safety of all of our students...We are in the mode of studying, carefully, the best way to develop a long-term policy...We may call on you for clarification...

Tom Whitworth

Headmaster

The Darlington School, Georgia



2014 Sothern Peanut Growers Conference

The Role of Grower Dollars