Great Program Planned for 2011 Winter Conference

This year’s Winter Conference will be held December 7 and 8 at the Hyatt Regency Washington on Capitol Hill, three blocks from Union Station. Krysta Harden, Chief of Staff at USDA, Dr. Michael Kashtock of FDA, Mary Jane Marchisotto, Executive Director of the Food Allergy Initiative, and Rev. David Beckmann, President, Bread for the World and Alliance to End Hunger. View more details on our website at: http://www.peanutsusa.com/MainMenu/Industry-TopicsEvents/Calendar/APC-Winter-Conference.html

All of the APC and Peanut Foundation board and committee meetings will take place on Wednesday and Thursday, December 7-8, allowing ample travel time home on Friday. As a reminder, we will no longer hold the Spring Conference.

We will have two cocktail receptions, one each night of the conference, and members are welcome to invite government and regulatory contacts if they would like.

Cut off date for hotel reservations is November 7th!

We have a great group of speakers lined up including:

- Krysta Harden, Chief of Staff at USDA
- Dr. Michael Kashtock of FDA
- Mary Jane Marchisotto, Executive Director of the Food Allergy Initiative
- Rev. David Beckmann, President, Bread for the World and Alliance to End Hunger

For the first time, APC is offering its members sponsorship opportunities during the Winter Conference. Be visible to your target market: sponsor one of the following:

- 12/8: All day coffee break/refresments: $350
- 12/8: All day coffee break/refresments: $350
- 12/7 or 12/8: Reception: $650 including one free registration.

All sponsors will be recognized at the event, in the program, and on our conference website page.

For additional information, contact Cindy Stickles (cstickles@peanutsusa.com) or Carolina Olivieri (colivieri@peanutsusa.com)

Or call +1 703 838 9500

Additional Winter Conference information is available at: www.peanutsusa.com
Naturally Remarkable Planters Awards

On September 20, 2011, Planters and the National Peanut Board celebrated the first-ever Naturally Remarkable Planters Awards in New York City. The three winning peanut farmers – Barry Martin, Otis Lee Johnson and Billy Bain – were toasted by friends, family and industry leaders in an awards ceremony overlooking Manhattan. Even Mr. Peanut himself was on hand. The awards recognize the most sustainable farmers in the country and Barry, Otis and Billy are just that, each using innovative, environmentally friendly farming techniques while also demonstrating true leadership in their communities.

At Planters we’re on our own journey toward sustainability, reducing our packaging footprint and converting facilities to zero waste. And together with our 2011 winners, we’re helping to create a more sustainable supply chain overall, from seed to store.

Each of the winners will receive a donation of $10,000 toward a "Naturally Remarkable" revitalization project in their own community. Watch this space for more details. And congratulations to our Remarkable 2011 winners!

Meet the winners of the 2011 Naturally Remarkable Planters Awards

**BILLY BAIN, Dinwiddie, VA**

Billy Bain is an advocate for environmentally friendly farming practices and was the first state grower to strip-till peanuts, a process that could lead to less disease, maintained yields and reduced costs.

**OTIS LEE JOHNSON, Seminole, TX**

Otis Lee Johnson was an early proponent of environmental sustainability practices such as using low energy precision application (LEPA), along with low drift nozzles (LDN) to maximize irrigation efficiency.

**BARRY MARTIN, Hawkinsville, GA**

Barry Martin’s innovative ideas range from modifying existing equipment to conservation tillage work. Due to his system-based approach to conservation tillage he has helped double his percentage of organic soil matter. He has also implemented a Peanut Intensive Management Program that helps save millions of gallons of water through precision irrigation. Mr. Martin is an active member of several agricultural programs and committees and his farm was featured on a Best Management Tour put on by the University of Florida.

Source: Planters.com

Link to article: [http://www.planters.com/sustainability/awards.aspx](http://www.planters.com/sustainability/awards.aspx)

Tote Bag Taskforce Update

Harry Crozier of Birdsong Peanuts and co-chairman of the Tote Bag Taskforce again reminds all buyers and shellers who buy tote bags to supply him the names of the companies they are buying tote bags from so he can build a testing matrix. Crozier will be notifying buyer/shellers about whose bags to test and how often to test.

Sample bags with the mesh top have been tested at Wilco Peanut Company over the last few months. Samples of the material have also been distributed to APC members for their comments.

New tests with a stronger adhesive and a more flexible tag seem to make sticking the tags directly to the bag possible. This would allow the elimination of the plastic pouch on the bags in the future. These tests will be reported on at the December meeting of the Tote Bag Taskforce in Washington.
Electronic Trade Document Exchange (eTDE) Taskforce Update

The ports of Rotterdam and Felixstowe are receiving their documents electronically from Almond and Dairy. If you are exporting through either of these ports, they would like to receive peanut Annex and EU PreExport Aflatoxin certificates. Just a reminder, you’ll still need to supply both a paper and electronic copy.

The eTDE system now has over 240,000 documents (dairy, peanut, almond, poultry, and meats). The AMS-IT group has successfully transmitted documents to the EU IT group (TRACES). They have received feedback from TRACES about the success of the transfer of documents directly from eTDE to their system. This should be completed for animal products in before the end of the summer.

The new enhancements to eTDE will be implemented by late October. These changes implement requests from the various ports where the system has been tested. There is even an eTDE email system so Port Authorities can notify you instantly if there are issues at the port. Using eTDE, the issues can normally be solved in just a few minutes. These changes satisfy the issues raised by China and several EU ports and should expedite acceptance by all their ports. China, Russia and Canada are in active discussions with AMS IT about using eTDE. We will keep you posted as more importing countries are added. Testing is complete for China and Russia so implementation should come quickly. The early discussions with Canada are ongoing. It is hoped they will integrate the two systems before the end of 2011.

A presentation was given to a large group of members of the Grocery Manufacturers Association. Participants included ConAgra, Kraft, Campbell Soup, and General Mills. There will be a follow up session with several of the members in November to assist them in participating in eTDE.

The new system for creating documents (eDoc) is under development and should be completed by the early part of December. It will allow certain documents to be prepared on a standalone web based system. It will be used initially for additional government documents. The Annex document for export to the EU is among those documents. This system will create both a PDF of the document and the data on the document in a separate layer. The software package will be made available in early 2012 for additional commercial and official documents to be processed and uploaded into eTDE directly from the provider’s server. The current eTDE system allows for scanned copies of most of these documents, but the data layer is very limited.

Discussions are continuing with the Department of Defense about using the eTDE system for food shipments around the world. The IT group with FDA is looking at eTDE as their system for plant registration and certification as well.

The new improved eTDE system is complete and has been redesigned to be even more user friendly than before. If you would like a test run for your IT group, just send Steve Calhoun an email (calhoste@bellsouth.net).

APC is Expanding it’s Membership and We Need Your Help!

Help us get a new member and we will give your company a free advertisement in the APC monthly newsletter. As the APC community grows, so does the value of membership. APC = Access, Programs, Community.

A membership information flyer has been produced for this purpose, so in addition to conveying your views of APC Membership, you can use this tool to help us recruit members. This and other useful information can be found on our membership webpage.

For additional information, contact Carolina at colivieri@peanutsusa.com
APC News Letter

INTERNATIONAL NEWS AND UPDATES

APC Hires Japan Experts for Market Expansion

The American Peanut Council has hired Market Makers, Inc. to assist with expanding the market for U.S. peanuts in Japan. Market Makers, based in Tokyo, Japan, will work with APC in facilitating projects that benefit the American peanut industry, as well as Japanese peanut traders and manufacturers. They will also monitor issues that may affect U.S. peanut imports, such as laws for aflatoxin standards and pesticide residue testing, etc.

Market Makers has been in business in Japan for 24 years, and is based in Chiyoda-ku, Tokyo. They will work for APC on a contract basis. They also have other U.S.-based clients as well, such as the U.S. Dry Bean Council, the California Raisin Administrative Committee, and the U.S. Dairy Export Council. The main contacts for APC at Market Makers will be Hiroshi Furryama and Itsuki Tomiyama. They will be contacting the Japanese peanut association in the near future to make an in-person introduction on our behalf. The staff at Market Makers are fully bilingual.

Working with this new contractor, APC plans to build business in Japan in 2012 and beyond. For the remaining months of 2011, Market Makers will be helping us prepare materials in Japanese to add to our new website (they will not focus on the 2011 crop).

We hope you will join us in welcoming Market Makers to expand the U.S. peanut presence in the Japanese market. Please contact Stephanie Grunenfelder (sgrunenfelder@peanutsusa.com) should you have any questions, concerns, or comments.

Mexican Reverse Trade Mission a Success!

The American Peanut Council and the Texas Peanut Producers Board hosted a two day trade mission for 34 Mexican peanut importers and buyers from October 17-19, 2011 in Lubbock, Texas. The group was comprised of 34 Mexican importers and several U.S. industry representatives.

The first day of the two-day tour included a visit to Breedlove Foods, Inc., based in Lubbock, TX. Breedlove is a manufacturer of dehydrated foods that they provide to the most vulnerable people around the world. They collect surplus foods, such as B-grade potatoes, and dehydrate them, and package them along with other dried foods, in foil-based pouches that are shelf stable and when mixed with water, become nourishing soups and meals. Breedlove has a long standing relationship with the International Food Relief Partnership (IFRP), administered by the U.S. Agency for International Development (USAID). The tour of the Breedlove plant was conducted in Spanish by Dr. Elbia Galo, PhD.

For more information on Breedlove Foods, visit: http://www.breedlove.org/

That evening, the group enjoyed a lovely reception and dinner hosted by the Texas Peanut Producers Board.

The following day, the group toured the shelling facility and cold storage of Birdsong Peanuts in Brownfield, Texas. Since the group was so large, smaller groups were taken through the plant by Birdsong staff so that everyone had the opportunity to ask questions throughout the visit. After that, the group had lunch at the Clint Williams Western Division and toured the Clint Williams Buying Point.

They were able to visit a peanut field of Spanish-type peanuts. Mr. Chris Elkins, of Clint Williams Western Division, led the tour of the buying point and the field. He pointed out to the group the immaturity of the plants since the drought pushed back the planting so late in the season.

The Mexicans did not know the extent of the drought and were very surprised by the lack of peanuts and are now aware of the reasons for the increased pricing. The Mexican trade mission provides an excellent opportunity to educate Mexican peanut buyers on the quality of U.S. production, as well as to develop positive business relationships between our two nations. All enjoyed the trip and look forward to participating again next year.

APC would like to thank the Texas Peanut Producers Board for all of their support and organization. We would also like to thank the Southwestern Peanut Shellers Association for supporting the tour.
APC Programs for Canada Update

Our northern neighbors have been busy promoting USA Peanuts through a number of different activities:

One such promotion includes the all time favorite: Apples and peanut butter.

This fall, the American Peanut Council and USA Apples conducted their first-ever, MAP-funded cross-promotion with The Overwaitea Food Group, Canada’s sixth largest retailer. Over the course of this two-day event, Overwaitea’s private label peanut butter made with U.S. peanuts was sampled in 65 of Overwaitea’s highest volume stores (20 in Alberta; 45 in British Columbia). Also, 9,750 custom-designed APC brochures were disseminated to shoppers. Results of this cross-promotional campaign are presently being tabulated.

Another clever promotion supported by APC targeted Canadian drivers and shoppers:

U.S. peanuts supplied by Aliments Krispy Kernel Inc., were featured in several in-store promotions, including the first-ever cross-Canada promotion with Esso / Imperial Oil Inc. (750+ stations), and another with Familiprix (Quebec).

The holidays have started through recipe promotions:

The Peanut Bureau of Canada, APC’s promotion arm in Canada, is promoting U.S. grown peanuts through delicious canapé recipes - perfect for holiday entertaining. Campaign spokesperson Christine Picheca is a trained chef and self-confessed foodie. She will be featured in broadcast media making savory treats, and talking about U.S. peanuts and peanut butter. Christine also will be featured in two digital stories about cooking with peanuts that will stream on peanutbureau.ca and other web outlets.

Also, a highly targeted health campaign involving diabetes was conducted by APC this year:

Canadians who suffer from or are at risk of developing diabetes received valuable information about the health benefits of peanuts and peanut butter through an information booklet and postcard. The materials were distributed online and through top-tier consumer publications, including Canadian Living, Coupe de Pouce, Hockey News, Elle Quebec and more. More than 3.7 million impressions were generated through this highly targeted campaign.

In addition, the Peanut Bureau of Canada has also launched its new and improved website. Find us at: http://www.peanutbureau.ca/

USDA Seeks New Trade Advisory Committee Members

USDA is seeking new members for its trade advisory committees. These committees provide advice to the Secretary of Agricultural and the U.S. Trade Representative based on their experience in international trade. The committees are consulted regularly regarding ongoing negotiations, implementation of existing agreements, and other issues that arise related to international trade. By serving on one of these committees, you have the opportunity to contribute your expertise and knowledge to government deliberations that influence U.S. trade policies. The vital role that agricultural trade plays in the health of our economy makes your advice and input all the more important. USDA especially encourages nominations of qualified female, minority, or disabled candidates in order to ensure that the recommendations of the Committee have taken into account the needs of the diverse groups served by USDA. Nominations are accepted at any time and appointments will be made periodically; generally for a period of four years.

Please go to http://www.fas.usda.gov/ftp/apac-atacs/advisorycommittees.asp for more information on membership criteria and nomination procedures. Questions may be directed to Stef-fon Brown ob Bob Spitzer at 202-720-6219 or via email to Stef-fon.Brown@fas.usda.gov or fon.Brown@fas.usda.gov

Annual Report on RASFF System Issued by EU

On October 25\textsuperscript{th}, the European Commission issued a report on the functioning of the RASFF system for 2010. For a copy of the full report, go to: http://ec.europa.eu/food/food/rapidalert/docs/rasff_annual_report_2010_en.pdf

EMP Project to promote the use of U.S. peanut paste in Ready-to-Use Therapeutic Foods

In 2011, the American Peanut Council applied for funds from the USDA’s Emerging Markets program to promote the increased use of peanut-based therapeutic foods internationally. In addition to promoting increased use of peanut-based therapeutic foods, the proposal aims to expand the use of peanut-based supplemental foods as well. These products are used to treat malnutrition, internationally with a broader audience than the therapeutic foods.

As part of the project, APC is collecting as much information as possible about manufacturers of peanut-based foods in countries across Africa, and will conduct an in-depth phone survey to learn more and how the U.S. industry might be involved.

In September, APC consultant Chris Goldthwait traveled to Malawi to visit two of the largest facilities operating in Africa. Results from the survey should be available in the spring of 2012.

EU Rapid Alerts

RASFF notifications:

There are two kinds of RASFF notifications: market notifications and border rejections. A member of the network sends a market notification when a risk is found in a food or feed product placed on the market. A border rejection is sent when a product was refused entry into the Community.

There are two types of market notifications: alert and information notifications. Together with the border rejections and the news notifications, that makes a total of four. They are explained here below:

Week 37 - 2011 (12th - 18th September)

Summary of EU rapid alerts and notifications by country of origin, weeks 1-41

THE PEANUT FOUNDATION NEWS AND UPDATES

Genomic Research Proposals Solicited

The Peanut Foundation is soliciting genomic research proposals only to address key industry concerns. You will find a comprehensive Peanut Genomic Strategic Plan for 2012-2017 at the following URL http://www.peanutbioscience.com which identifies problem areas and research priorities that are relevant to the needs of the peanut industry. Based on available funding, the Peanut Foundation will support research in these areas.

Proposals to The Peanut Foundation for 2012 must be submitted online. NEW ADDRESS The address is: http://peanutfoundationrpf.org.

Proposals must be submitted by November 11, 2011 to be eligible for consideration. Please follow the instructions at the website. The review process will be completed in December with notification no later than January 31, 2012. Be sure to print one copy of the project summary page only and mail or fax at the time of submission to:

Howard Valentine
The Peanut Foundation
1500 King Street, Suite 301
Alexandria, VA 22314
Fax: 703-838-9508)
US Genomics Delegation Visits China

Victor Nwosu, Baozhu Guo and Howard Valentine traveled to China during September to visit with many of the genomic collaborators there and to strengthen the relationship between the Chinese and American peanut researchers. The main purpose of the visit was to clarify the research work that several key scientists there are conducting. This research in conjunction with collaborators in the US is all part of the research agreed to in the Peanut Genomic Project Strategic Plan.

While in Beijing, they visited with these key researchers: Dr. Zhang Xinyou, peanut breeder and Vice President of Henan Agricultural Academy, Huang Jiaquan, Han Xia, and Li Cheng-Sheng, Chinese Academy of Agricultural Sciences Oil Crops Research Institute, and Dr Wang Xingjun, Shandong Academy of Agricultural Science. In the meeting they discussed key technical strategies and addressed some logistical and organizational questions. They also spent time discussing the importance of germplasm exchange between the two countries. While it is understood that this is really a decision for their government they certainly were supportive. They will also be creating DNA samples from their Peanut Germplasm mini-core Collection to send to the US for analysis within the next 3 months.

Additionally, these three research institutions have agreed to assist us financially in sequencing the peanut genome. The bulk of the sequencing work will be carried out at the BGI (Beijing Genomics Institute) but some of the genotyping and phenotyping will be done at these institutions as well as in the US. The team finalized the cultivars to be used and discussed final plans for Recombinant Inbred Lines (RILs) to be developed in China as well. There are eight different RIL populations in the US, either developed or under development. The two RIL populations developed by Dr. Baozhu Guo, USDA, ARS, Tifton, GA, will be used for the Whole Genome Sequencing Project initially.

The mission also met in Beijing with Mr. Luo Fuhe, Vice Chairman of the 11th National Committee of the Chinese People’s Political Consultative Conference (CPPCC), who used to be the President of Guangdong Academy of Agricultural Sciences in Guangzhou. He has been very helpful in communications with the various Chinese Agricultural Academies and with his new position as Executive Vice Chairman of the China Association for Promoting Democracy (CAPD), a political party, he is also able to communicate with some of the key government and party officials. At the meeting, it was confirmed that the Chinese Ministry of Science and Technology (MOST) has received the proposal of collaborating with the US peanut sequencing project from the Chinese Peanut Genome Group with Chairman Luo’s recommendation. It is understood that the MOST officials traveling to Washington in October have agreed to bring this collaborative project forward at that meeting.

The group also traveled to Kaifeng to visit with Dr. Gu Jianzhong, Director of Kaifeng Academy of Agriculture and Forestry and his staff and toured peanut plots. Their meeting with Dr. Gu and the other officials there was mostly ceremonial with only general peanut genomics work discussed. Additionally, they had meeting with Dr. Zhang Xinyou and his peanut genomic group in Zhengzhou (the site of the 2013 International Peanut Genomic meeting, the VI AAGB-2013) along with Mr. Tong (Vice Director of Oil Crops and peanut breeder), and Mr. Dong (Head of peanut unit and breeder) focusing on the sequencing strategies and AAGB-2012.

Markers for late leafspot have now been identified in India. This brings to three the number of traits where gene markers have been identified (Nematode, High O/L, and late Leafspot). China and Brazil have both pledged funding to support the effort to find markers for all the key peanut diseases.

The Peanut Foundation Request for Proposals to be announced in December

Be on the lookout for a request for proposals for the 2012 research year. Requests will be sent out in December.

The Peanut Foundation will be meeting in Atlanta in March for it’s annual Project Review as well as the technical review of projects submitted for the coming year.
Prominent in the list of foods to eat more of are nuts, meaning peanuts and tree nuts, which should be substituted, the authors say, for starches, refined grains and sugars.

Making simple changes in what we eat could result in a 50% reduction in the burden on non-communicable diseases and make us far healthier as well as saving considerable sums in healthcare costs, according to American and British editorialists in the British Medical Journal. Professors Dariush Mozaffarian of Harvard and Simon Capewell of Liverpool universities, both respected epidemiologists, argue that type 2 diabetes, heart disease, cancer and complications of obesity in particular all have diet as a powerful common determinant. If we improved our diets, we would reduce the level – and costs – of disease. To achieve that, they propose eight dietary priorities drawn from existing research knowledge, recommending six beneficial foods to eat more of and two harmful substances to reduce in foods, namely industrial trans-fats and sodium. Prominent in the list of foods to eat more of are nuts, meaning peanuts and tree nuts, which should be substituted, the authors say, for starches, refined grains and sugars.

Professors Mozaffarian and Capewell are clear about the benefits of adopting their proposed changes and their editorial commends this approach to the United Nations and other international and governmental bodies. They argue, “The proposed targeted changes are modest, reflect changes achieved in population based interventions, and are supported by observed consumption distributions within and across countries. Meeting any one target would produce substantial benefits. The eight targets together could halve global cardiovascular disease, annually preventing more than five million premature deaths from cardiovascular disease (and 10 million deaths from cardiovascular disease overall), while simultaneously reducing obesity, diabetes, and common cancers. Over just a few years, these modest dietary improvements could prevent one million deaths from cardiovascular disease in the US and 30 million worldwide.”

Peanuts and other nuts play a pivotal role in these dietary priorities, since eating more of them, the authors claim, would achieve the biggest changes of all in terms of reductions in deaths from cardiovascular disease. The authors provide compelling statistics to back up their recommendations. They believe a reasonable target for change is to increase nut consumption in place of some of the starches, refined grains, and sugars people now eat. They argue that two more servings of peanuts or other nuts per week (which would amount to only about 2.5% of total food energy) could achieve about an 11% overall risk reduction in deaths from cardiovascular disease (CVD). They calculate this would mean about 90,000 fewer deaths in the US and about 2.2m fewer deaths from heart disease globally.

Substituting other beneficial foods also have big risk reduction effects: more fish and seafood 5%; more vegetables 7%; more fruit 8% and more whole grains 10%. Nuts have the biggest potential impact on reducing risk of CVD deaths at 11%. And in addition, increasing consumption of vegetable oils – such as peanut oil – in place of animal fats (reflecting about 3% of total food energy) could achieve an additional 5% reduction in CVD mortality risk.

These eight dietary priorities represent staggeringly large beneficial changes – a total of 52% risk reduction in deaths from CVD. Their potential positive economic impact on society and health care systems, quite apart from the health gain that would accrue to individuals, cannot be ignored. Nuts including peanuts could not be more central to this dietary priority strategy to prevent cardiovascular and other diseases.

Commentary

For two years now we have not had a great situation in the peanut world. Acres have been down, growing conditions have been less than suitable, high temperatures have led to disease, insect damage, and increased aflatoxin...well you get the picture.

I talk with good farmers who are frustrated with the market. One farmer pointed out to me he had un-contracted peanuts and was not getting a price based on a $200 shelling margin but instead on a $400 margin. He surmised that he was being forced to indemnify the problems the rest of the industry was facing with the quality of the crop even though he didn’t cause it.

The largest single source of optimism for many farmers is the very serious prospect of corn bumping ten dollars a bushel. Corn could help immensely with resistant pigweed problems. It is relatively in cost of production to peanut. It is planted in March and harvested in August and therefore less risky than peanut or cotton. It is a positive basis crop in the peanut production area. Corn is somewhat easier to grow than cotton or peanut. Corn is grown under well irrigated conditions in the South. And, yes we can store what we don’t sell at harvest and use quickly.

Well this commentary is not about corn but I do think the situation is such that the peanut industry is going to have to use due diligence in recognizing the competition for acres and especially for the most productive acres. We can ill afford a repeat of 2010 and 2011. Think about it!

NEWS FROM OUR MEMBERS

From the Georgia Peanut Commission

Twenty-fifth annual Georgia Peanut Tour held in Southwest Georgia

For many first time attendees on the 25th annual Georgia Peanut Tour the event provided them with an opportunity to actually walk through a peanut field and see peanuts plowed up with a digger at harvest. The tour kicked off last week and highlighted a cross section of the peanut industry. The 2011 tour included farm visits, peanut harvest clinics, production research at the University of Georgia Attapulgus Research and Education Center, peanut handling and grading facilities and on-farm demonstrations. The tour also included a visit to LMC and American Peanut Growers Group in Donaldsonville, La., Birdsong Peanuts, JLA and Olam Edible Nuts in Blakely, Ga.

The event hosted participants from 12 states and international attendees from Belgium, Canada and Argentina. The Georgia Peanut Tour is coordinated by the Georgia Peanut Commission, the University of Georgia Tifton and Griffin Campus, Southwest Georgia Research and Education Center in Plains, Attapulgus Research and Education Center and the USDA ARS National Peanut Research Laboratory in Dawson, Ga. A blog highlighting tour stops throughout last week is available online at www.gapeanuts.com.

View photos from the Georgia Peanut Tour online.

Georgia Peanut Bank Week honors peanut farmers October 10-14, 2011

Banks and other lending institutions all across Georgia are going “nuts” during Georgia Peanut Bank Week, October 10-14, 2011. Financial institutions in communities across the state are saluting peanut farmers’ contributions to the state and local economy during this weeklong event. The Georgia Peanut Commission in cooperation with the Georgia Bankers Association promotes the state’s official crop by sponsoring Georgia Peanut Bank Week annually.

This year’s theme is “Georgia Peanuts – Growing Tomorrow’s World
Today.” The theme’s intent is to show the close tie between peanut farmers, financial institutions and Georgia’s economic growth. Georgia’s peanut farmers contribute approximately $2 billion annually to the state and local economy.

“This is the thirty-fifth year we have held a special salute to farmers in cooperation with financial institutions,” says Armond Morris, chairman of the Georgia Peanut Commission. “We have a great nutrition message to tell the consumer. Eating peanuts are good for you!”

Decatur and Mitchell counties lead the way as the top producing counties in the state, producing more than 216 million pounds of peanuts in 2010. These counties, along with the other 70 peanut producing counties, help Georgia produce 48% of the United States’ peanuts.

View photos from the Georgia Peanut Bank Week
View YouTube video from the Georgia Peanut Bank Week

Georgia Peanut Commission promotes peanuts at Georgia National Fair

The Georgia Peanut Commission promoted peanuts this fall during the Georgia National Fair in Perry, Ga. The promotion included an exhibit in the Georgia Grown pavilion, a culinary demonstration and sponsorship of the Peanut Recipe Contest. During the culinary demonstration, Don Koehler and Joy Carter showcased three peanut recipes including a Peanut Butter Pumpkin Mousse, Snickers Blondies and Goober-ry Trail Mix. Don Koehler presented awards to the winners in the Peanut Recipe Contest after the culinary demonstration. The winner of the sweet category was Shirley Brown of Perry, Ga. with her recipe “Eat more Peanuts” and the unsweet category winner was Debra Brooks of Byron, Ga. with her recipe “London Broil in Peanuty Sauce.”

View the recipes online at www.gapeanuts.com. Click on the Consumer Page. View the Culinary Demonstration online.

Georgia Peanut Commission celebrates 50th Anniversary during the Sunbelt Ag Expo, Oct.

During the Sunbelt Ag Expo, the Georgia Peanut Commission celebrated their 50th Anniversary by serving birthday cake every day at the Expo. The commission has been an exhibitor at Expo since its beginning. For the celebration a homemade peanut shaped cake was made with peanut flour by Beverly Reed. She is the wife of peanut farmer and GPC advisory board member David Reed of Pinehurst, Ga. In addition to the cake, attendees were also able to sample cupcakes made with peanut flour. Attendees at the show were also treated to country fried peanuts by GPC, grilled PB&Js by the Peanut Institute and samples of Jif To Go Peanut Butter from the J.M. Smucker Company. Attendees also learned more about peanut flour from the representatives of Protein Plus in Fitzgerald, Ga., the GPC Brick Program for the new headquarters and the Georgia Peanuts race car promotion that was featured on the Speed TV Pass Time show. Peanut queens from Sylvester, Ga. helped serve the cake samples during the celebration.

View photos from the celebration View YouTube video from the celebration

Georgia Peanut Farm Show set for Jan. 19, 2012

Producers can fine-tune their farming operations with information gained at the 36th annual Georgia Peanut Farm Show, Jan. 19, 2012, at the Albany Civic Center in Albany, Ga. The one-day show offers farmers a full day to view the products and services of more than 75 exhibitors and a day of education.

Download exhibitor packets online at: http://www.gapeanuts.com/growerinfo/FarmShow/2012/