

Georgia Peanut Bank Week

October 10-14, 2011



Promotional Ideas







Growing Tomorrow's World Today

The peanut is a native South American legume related to the pea and bean. The Spaniards say "cacahuate." Scientists use the botanical name of "arachis hypogea." The Africans call them goobers. We call them peanuts.







It took a Civil War, the circus and baseball to spark a national appetite for peanuts. They have been grown as a cash crop since 1915, largely due to the efforts of George Washington Carver and the boll weevil. Since that time, peanuts have occupied a place of permanent importance in Georgia's economy and as a highly nutritious food.

• • • • • PEANUT ECONOMICS • • • • •











ON THE FARM...

-  Georgia leads the nation in the production of peanuts with more than 555,000 planted acres.
-  Approximately 4500 peanut farmers have 14,000 individual farms which produce over 2.0 billion pounds of peanuts, averaging almost 3560 pounds per acre.
-  Georgia accounts for about 44 percent of the total U.S. peanut acreage and 49 percent of the nation's peanut production.
-  Peanuts are grown commercially in over 70 of Georgia's 159 counties with the average farm size of about 120 acres accounting for almost 20 percent of the state's crop income.
-  Twenty-five thousand people are directly employed in the production of peanuts in Georgia. Over \$401 million in gross receipts were paid to Georgia peanut producers this past year. Another 25,000 jobs depend on the peanut industry from value added processing operations and non-industry related jobs due to the economic multiplier effect.
-  Peanuts are designated as the "Official State Crop of Georgia."

IN INDUSTRY...

-  Gross income from Georgia growers contributes about a \$1.0 billion impact to South Georgia's economy. Value added processing adds approximately \$1.0 billion to Georgia's economy.
-  Georgia is the leading source of processed peanuts with more than 20 manufacturing plants, 10 shelling plants and 150 buying points.
-  Georgia peanut exports have increased about 11-fold since 1973 when Georgia peanut growers began international market development activities.
-  During 2010, the Georgia Peanut Commission, through the American Peanut Council, conducted 40 export market development programs in 39 countries, and through the Southern Peanut Growers, conducted multimillion dollar national peanut promotion campaigns.
-  In 2010, almost two million bags of "Georgia Peanuts" were distributed worldwide.
-  About two out of every ten rows of Georgia peanuts were exported 2010.

• • • • • PEANUTS & NUTRITION • • • • •

-  The peanut is one of the most nutritious foods available to Americans. It is 26 percent protein, which exceeds the protein content in most other foods. Peanuts also are a good source of niacin, thiamine and other B vitamins as well as 11 of the 13 essential minerals.
-  A child can get 40 percent of his daily protein needs from only four tablespoons of peanut butter (the amount usually used for two sandwiches). Two peanut butter sandwiches, a glass of milk and a serving of fruit can supply about one-third of the daily nutritional needs of a growing child.
-  While peanut butter ranks high in nutrition, it also ranks low in cost among all protein foods. It delivers more protein for the money that any other food, except dry beans, and tastes good too!
-  Since peanut butter first appeared on the American scene in 1890, several generations now have grown up with a lifetime love of the unique flavor and texture.
-  Countless recipes have been developed in the home, in schools and in restaurants, putting peanut butter to use in all kinds of dishes from soups to desserts.
-  Americans eat about 12 pounds of peanuts per person a year – mainly consumed in the form of peanut butter, salted peanuts and confections.
-  Peanut butter, an excellent source of protein (10.6 grams per ounce), contains no cholesterol and the fat (14.4 grams per ounce) is mostly unsaturated. An ounce of peanut butter also contains only 6.4 grams of carbohydrates, making it acceptable for most diabetic diets.
-  By Federal regulation, 90 percent of peanut butter must be peanuts in order to be labeled peanut butter.
-  Recent research shows that regularly eating nuts and legumes, like peanuts and peanut butter, as part of a low-fat diet decreases the risks of heart disease.
-  For the first time, a key recommendation in the new 2010 U.S. Dietary Guidelines says to eat more plant-based protein such as peanuts and peanut butter.

Preparation for the Campaign

- ✧ Our final promotion mailing, which will include those items you purchase, will also contain a set of recipes for customers. Teller window posters, clip art and newspaper ads are available at www.gapeanuts.com/bankweek.asp.
- ✧ This year's theme, "Growing Tomorrow's World Today," is designed to link peanuts and banking and tie in the harvest season. For example, an institution in the peanut belt may emphasize the peanut farm dollar to the economy while a metro institution may focus on nutrition which is always important to everyone.
- ✧ The sample peanuts and recipes for customers are always a treat especially during the harvest season as well as all year.
- ✧ Review the enclosed information and order immediately those items that can be used to back your efforts. Items for purchase include: recipe brochures, souvenir peanuts and gold peanut lapel pins.
- ✧ Above all, contact your local media for event coverage. Most news media will be happy to send a reporter to cover an interest story.

Planting Ideas That Work

- 😊 Consider an educational exhibit. Secure factual information from your County Extension Coordinator and exhibit the number of dollars that the PEANUT INDUSTRY means to your county. **THAT WILL SURPRISE EVERYONE!**
- 😊 Contact your local County Extension Coordinator for a display on how to grow peanuts or for information on peanut production in Georgia. Provide a script for his radio program dealing with the peanut economy.
- 😊 Consider inviting your local Family Consumer Science Agent to give a demonstration on using peanuts and peanut products in special food preparation at designated times during your celebration.
- 😊 Involve senior citizens, scouts or other organizations who may be interested in helping in your promotion.
- 😊 Consider hosting either a "peanut boiling" or "peanut frying" on the lawn of the institution. Southerners love boiled and country fried peanuts, and farmers will be glad to donate to the cause. It'll attract folks you've never seen before.
- 😊 Consider an Employee's PEANUT RECIPE CONTEST. Who is the best peanut chef on your staff? The tasting is the most fun and allows the employees to pick a winner and serve the award-winning recipe.
- 😊 Have a local radio station hold its broadcast on your lawn during a special day of prizes and contests.
- 😊 Consider a novelty contest using peanuts for the most original novelty item with perhaps a special gift to the winner.
- 😊 Hold an essay contest on peanuts on a middle grade level featuring the theme and award prizes to the winners. This has garnered lots of coverage in the past.
- 😊 Consider a door prize drawing, such as a grocery cart PEANUT BONANZA, with the drawing to be held and winner announced on Friday. Involve a local supermarket for double coverage.
- 😊 Consider a special program to discuss peanuts and what's happening in the peanut world.
- 😊 How about a NUT OF THE DAY? Pick your mayor or the number one peanut farmer in your county to be the GUEST INSTITUTION PRESIDENT for one day. That will get news coverage that will surprise you.
- 😊 Consider an ART CONTEST... giving local artists and especially youngsters the opportunity to show their talent with a gift for the best peanut drawing or caricature or peanut butter sculpture.
- 😊 We encourage the use of clip art, available for downloading at www.gapeanuts.com/bankweek.asp, to promote your event and ensure participation. Also, mount and display the "FACT" sheet on the opposite page.

GEORGIA PEANUTS will be a big boost to your institution's promotion. Remember our theme is "Growing Tomorrow's World Today."

GBA
GEORGIA BANKERS ASSOCIATION



Sponsored by:
Georgia Peanut Commission
In cooperation with the
Georgia Bankers Association

**JOIN THE
CELEBRATION!**



**GEORGIA PEANUT
COMMISSION**

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