

GBA
GEORGIA BANKERS ASSOCIATION
the resource that empowers



Bank on Georgia Peanuts!

Georgia Peanut Bank Week

Oct. 15-19, 2018

Cultivate Your Campaign

- Treat your customers to a taste of the South by providing peanut samples and a lasting impression with lapel pins.
- Contact local media (newspapers, radio stations, TV stations, etc.) to spread the word! Have them host a local broadcast or develop a story on-site.
- Visit our website (www.gapeanuts.com) for additional recipes, information and more.

Bet Your Bottom Dollar: Ideas That Work

- Door prize drawings bring multitudes of new opportunities to market for consumers.
- Develop personalized products to promote your financial institution (piggy banks, stress balls, tape measures, etc).
- Boiled or fried peanuts are always a crowd-pleaser. Bring in a new customer base, as well as your loyal customers, by providing these delicious and nutritious items to promote your institution.
- Your county Extension coordinator is a good source of information on peanut production in your county. Ask them to include your promotion in their newsletters. You may also ask them to set up a display on peanut production or provide general peanut facts in your area.

It is human nature to be competitive. Use this to promote your celebration by hosting:

- A peanut dessert recipe contest: Announce the deadline for contestants to enter sometime during Bank Week. Have the contestants bring in their dessert along with a written recipe as their submission. Have guest judges such as your city's mayor, county commissioner, school board member, etc., to announce the winner of your contest. Provide a prize to the winner (i.e., a \$25 savings bond) and promote their recipe on your website or in your newsletter. If you choose, send the recipe to the Georgia Peanut Commission for consideration to be included in the 2019 Georgia Peanut Bank Week recipe brochure.
- A peanut poster contest: Involve the school system by offering elementary school students the opportunity to design a poster that best symbolizes the relationship between Georgia peanuts and banking. Once again, provide prizes to the winners and hang the first, second and third place winning posters in your institution for everyone to see.
- Honor one of your patrons as the "Honorable President Peanut" for the day. Have them serve as the institution's guest president to promote the cause and Georgia peanuts. Include them in your publicity and award them with a "Certificate of Appreciation."

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Georgia Peanut Facts

Peanuts are native to South America, more specifically in the countries of Uruguay, Paraguay and Bolivia. It is known scientifically as *Arachis hypogaea*. Outside of the United States, peanuts are known as groundnuts, goobers, cacahuates, goober peas and many more. A peanut, despite its name, is not a nut, but rather a legume, which means the plant is able to fix its own nitrogen.

What do the American Civil War, circuses and baseball games all have in common? They all played an important role in making peanuts a nationally demanded product. Since 1915, peanuts have been grown as a cash crop in the United States. With the intervention of the boll weevil on cotton and advancements made by George Washington Carver, peanuts have gained a permanent place in Georgia's economy and remain an appetizing and healthy food.

Peanuts by the Numbers

In 2017, Georgia:

- Peanut farmers harvested more than 825,000 acres, leading in the U.S.
- Peanuts accounted for 50% of peanut production - more than 1.79 million tons.
- Peanut farmers planted peanuts in more than 75 of Georgia's 159 counties.
- Peanuts accounted for about 36% of the state's row crop acreage.*
- Had approximately 4,700 peanut farmers.

*Source: USDA NASS

The Georgia Peanut Commission:

- Throughout the American Peanut Council, conducted export market development programs in 39 counties.
- Through the Southern Peanut Growers conducted million-dollar national peanut promotion campaigns.
- Distributed more than 1 million bags of "Georgia Peanuts" worldwide.

Georgia Peanuts:

- Are approved as heart healthy and are naturally cholesterol-free.
- Are low glycemic- an acceptable food for most diabetic diets.
- Have more protein, niacin, folate and phytosterols than any nut.
- Are recommended as a key source of plant-based protein, so why not choose Georgia peanuts or peanut butter?



Georgia
Peanut
Commission

Approximately \$2.2 Billion Industry
Georgia's Official State Crop

Classic Peanut Recipes

GEORGIA BOILED PEANUTS*

Wash in-shell peanuts thoroughly in cool water, then soak in clean cool water for about 30 minutes before cooking. Put peanuts in a saucepan and cover completely with water. Add 1 tablespoon of salt for each pint of peanuts. The cooking period for boiled peanuts varies according to the maturity of the peanuts used and the variety of the peanut. The cooking time for a “freshly pulled” green peanut is shorter than for a peanut that has been stored for a time. The best way to prepare them is to cook them as soon as they are picked. There is no firm method for cooking boiled peanuts. The shells of some peanuts absorb more salt than others, so it is best to begin with 1 tablespoon of salt per pint of peanuts. Then add more salt to taste later. The texture of the peanut when fully cooked should be similar to that of a cooked dry pea or bean. Boil the peanuts for about 35 minutes, then taste. If they are not salted enough, add more salt. Taste again in 10 minutes, both for salt content and to see if the peanuts are fully cooked. If not ready, continue tasting every 5 minutes until they have a satisfactory texture. Drain peanuts after cooking, or they will continue to absorb salt and become oversalted.

** You should use only green in-shell peanuts, which are peanuts pulled before they reach maturity. Green peanuts are only available in late summer or early fall.*

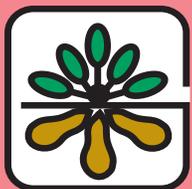
ROASTING

Conventional Oven Roasting (“Parching”)
Place raw peanuts, in-shell or shelled, one layer deep in a shallow baking pan. Roast in a 350-degree oven – 15 to 20 minutes for the shelled and 20 to 25 minutes for the in-shell peanuts. Remove peanuts from heat just short of doneness desired, as peanuts continue to cook as they cool.

Oil Roasting (“Southern Fried”)

- 2 cups raw shelled peanuts
- 2 cups peanut oil or enough to cover peanuts

Put peanuts into a colander or frying basket. Submerge in peanut oil preheated to 350 degrees and fry for about 4 minutes. Drain on paper towels. Sprinkle with salt. Serve warm. For an unusual snack, add 1/4 teaspoon garlic powder or chili powder for each cup of peanuts. Mix thoroughly and serve warm.



Georgia
Peanut
Commission

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