

Georgia Peanut Sustainability Initiative (Update)

Georgia Peanut Sustainability Initiative

The initiative is a pilot project to gather initial farm-level data to:

- Provide data to better understand the intersection of efficiency, conservation, and economic returns to producers*
- Further support the positive story of US peanut sustainability
- Develop education & outreach programs to help peanut producers
- Continue the positive messaging to consumers
- Many others

Georgia Peanut Sustainability Initiative

- The initial goal was to work with a small group of farmers to gather data to assess industry baselines for sustainability and then expand the project over time.
- Also to use the data and information to assist the US Peanut Industry's efforts with Field to Market
- What started out as small pilot-scale project grew to include participation from 7 US peanut producing states (East to West)

Georgia Peanut Sustainability Initiative

Committee members:

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| • Donald Chase | Georgia Peanut Commission |
| • Don Koehler | Georgia Peanut Commission |
| • Joe Boddiford | Georgia Peanut Commission |
| • Bob Parker | National Peanut Board |
| • Casey Cox | Flint River Soil & Water Conservation District |
| • Marty McClendon | Flint River Soil & Water Conservation District |
| • Adam Robinowitz | University of Georgia |
| • Terry Hollifield | Georgia Crop Improvement Association |
| • Marshall Lamb | USDA-ARS National Peanut Research Laboratory |

This is a grower led initiative and support from all industry segments has been outstanding and appreciated.

Georgia Peanut Sustainability Initiative

US peanuts are:

- affordable
- sustainable
- nutritious

Just read Don Koehler's email footer:

"Affordable, sustainable, nutritious...choose the power of the peanut!"