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Georgia Peanut Commission Celebrated National Peanut Month in March

TIFTON, Georgia – March is National Peanut Month, a time to celebrate one of America’s favorite foods! The Georgia peanut industry kicked off the celebration at the beginning of the month by hosting the 2022 Georgia PB&J Day in Atlanta on March 1. During the month-long celebration, the Georgia Peanut Commission (GPC) donated peanut butter to food banks, held a Twitter Party and sponsored additional events all in celebration of the tiny legume, which packs a powerful snack, full of protein.

Peanuts and peanut butter were promoted during the PB&J Day event by serving Smuckers® Uncrustables® to attendees at the state capitol on March 1. Governor Brian Kemp presented a proclamation recognizing March as National Peanut Month while Sen. Larry Walker III, chairman of the Senate Agriculture and Consumer Affairs Committee, and Rep. Robert Dickey, chairman of the House Agriculture and Consumer Affairs Committee presented resolutions recognizing the importance of Georgia’s peanut industry.

“Peanuts are Georgia’s official state crop, and the state boasts the largest share of peanut production in the U.S. at nearly 52 percent for the 2021 crop,” says Joe Boddiford, GPC chairman. “Georgia’s 4,000 peanut farmers contribute approximately \$2 billion annually to the state and local economy.”

Throughout the month of March, GPC donated 10,080 jars of peanut butter to the Atlanta Community Food Bank (ACFB), 10,080 jars of peanut butter to Capital Area Food Bank in Washington, D.C., and 7,200 jars of peanut butter to Second Harvest of South Georgia in celebration of National Peanut Month. GPC also sponsored the annual ACFB Hunger Walk/Run held March 6 in Atlanta. The annual event brings approximately 5,000 attendees to help support the food bank by walking or running in the event. GPC distributed packs of peanuts to attendees and promoted the humanitarian relief efforts through Peanut Proud.

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Additionally in March, GPC promoted peanuts through a variety of promotions. GPC hosted a Twitter party with Foodiechats that had an estimated 7.8 million impressions. The Twitter party also included new peanut recipes from food influencers in Illinois, Nebraska, New York, Maryland, Texas and Georgia, who created recipes ranging from Georgia Peanuts Thai Curry to Gluten Free Espresso Spice Peanut Cookies.

GPC sponsored a special series, “Proud to be a Georgia Farmer,” with WTOG-TV in Savannah and WALB-TV in Albany. The program highlighted farmers in the viewing area during the evening news in March and featured a special 30-minute show about the Georgia peanut industry including information on production, research, peanut nutrition and more.

GPC teamed up with Annessa Chumbley, registered dietitian, for a March - National Peanut Month media campaign in Georgia. Chumbley demonstrated a variety of peanut inspired recipes featuring a Peanut Packed Party Mix, Peanut Butter Banana Pops and Pad Thai Cups with Peanut Butter Sauce. The recipe videos are available on the GPC website and aired on television stations in Albany, Atlanta, Augusta, Columbus, Macon and Savannah.

GPC also promoted peanuts at the Atlanta Motor Speedway with a promotion during the QuikTrip 500 NASCAR race on March 20 by having an exhibit in the Fan Zone and by sponsoring Todd Gilliland, the No. 38 driver with Front Row Racing. This promotion reached an average 4 million viewers.

GPC provided peanuts and recipes to the state’s 11 welcome centers for tourists visiting the state. Throughout the month, GPC promoted peanuts through billboards in Atlanta, television and radio ads, as well as digital banner ads throughout the state. GPC also teamed up with the Chick-fil-A College Football Hall of Fame by providing samples of Georgia peanuts for visitors attending the hall on the weekends throughout the month of March.

Coincidentally, March is National Nutrition Month - a great time to recognize the nutritional value of peanuts. One serving of peanuts is a good source of protein, vitamin E, niacin, folate, phosphorus and magnesium. Peanuts are naturally cholesterol-free and low in saturated fat.

For additional details and photos from National Peanut Month events, visit the Georgia Peanut Commission website at gapeanuts.com.

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