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Description of document: Meeting minutes of the United States Peanut Board (National Peanut Board), 2005-2016

Requested date: 2016

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Source of document: USDA, Agricultural Marketing Service
FOIA/PA Officer
1400 Independence Avenue, SW
South Building, Rm. 3943
Stop 0202
Washington, DC 20250-0273
Email: AMS.FOIA@usda.gov

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STOP 0202-Room 3943-S
1400 Independence Avenue, SW.
Washington, DC 20250-0202

September 30, 2016

In reply, please refer to
FOIA No. 2016-AMS-03647-F

This is the final response to the above referenced FOIA request which sought meeting minutes of the United States Peanut Board (National Peanut Board) from January 1, 2005 to May 3, 2016.

A search was conducted within the Promotion and Economics Division of AMS's Specialty Crops Program and the National Peanut Board. The Promotion and Economics Division (PED) helps develop and promote markets for individual agricultural commodities produced in the U.S. and foreign countries. This includes providing expertise and regulatory oversight of the self-help promotion programs across specialty crops commodities. PED also provides market and economic analysis to support Program activities. The National Peanut Board's (NPB) purpose is to maintain and expand existing markets and develop new markets for peanuts and peanut products.

This search resulted in the identification of 234 pages of responsive records. Within this record set, 3 pages, were partially redacted, or fully redacted, pursuant to exemption (b)(4) (5 U.S.C. §552 (b)(4)). The remaining pages are being released in full.

Exemption (b)(4) of the FOIA protects "trade secrets and commercial or financial information obtained from a person [that is] privileged or confidential" (5 U.S.C. §552(b)(4) (2006), amended by the OPEN Government Act of 2007, Pub. L. No. 100-175, 121 Stat. 2524). This exemption is intended to protect the interests of both the government and submitters of information [See, e.g., Nat'l Parks & Conservation Ass'n v. Morton, 498 F. 2d 765, 767-70 (D.C. Cir. 1974) (concluding that the legislative history of the FOIA "firmly supports an inference that Exemption (b)(4) is intended for the benefit of persons who supply information as well as the agencies which collect it")]. The information withheld consists of specific costs of contracts with specific companies that were negotiated by NPB.

This concludes processing of your request. You may appeal this response within 90 days from the date of this letter. Any such appeal should be in writing and addressed to:

Administrator
Agricultural Marketing Service
1400 Independence Avenue SW, Stop 0201, Room 3071
Washington, D.C. 20250-0201.

If you decide to file an appeal, please provide specific reasons why you believe modification of the initial action is warranted. To facilitate processing your appeal, the phrase "FOIA APPEAL" should be placed in capital letters on the front of the envelope.

You may also contact the Office of Government Information Services (OGIS). OGIS was created within the National Archives and Records Administration when the OPEN Government Act of 2007 amended the FOIA. OGIS provides mediation of FOIA disputes between appellants and Federal agencies. Participation in mediation does not affect your right to judicial review. Contact information for OGIS can be found at: <http://www.archives.gov/ogis/>.

Sincerely,

A handwritten signature in cursive script, appearing to read "Gregory Bridges".

Gregory Bridges
FOIA Officer
USDA, Agricultural Marketing Service

Enclosures:

DRAFT MINUTES

NATIONAL PEANUT BOARD MEETING GENERAL SESSION

MONDAY, FEBRUARY 4 – TUESDAY, FEBRUARY 5 2008
ATLANTA, GA

Board members present were: George Jeffcoat (AL), Larry Ford (FL), Wes Shannon (GA), Gayle Walker (NM), Jack Brinkley (NC), John Clay (OK), Jeffrey Pope (VA), Charles Edens (SC) and John Shackelford (At-Large). Alternate Tracy Welch represented Texas in place of Roger Neitsch, who was absent.

Alternates present were: Ed White (AL), Michael Davis (FL), John Harrell (GA), Richard Robbins (NM), Cindy Belch (NC), Gayle White (OK), and Clarke Fox (VA).

Also present were: Raffaella Marie Fenn, Lisa Agostoni and Maria Mehok (NPB); Jeanette Palmer (USDA/AMS); Melissa Rabern (CPA, Gross Collins); Bob Coyle (LBVD); Laura Layton (Golin/Harris) and Richard Rossier (Attorney- McLeod, Watkinson & Miller). Floudia Bradley (USDA/FAS) was absent.

Monday, February 4, 2008

Board Chairman Wes Shannon called the meeting to order at 8:46AM.

Chairman Shannon asked NPB Attorney Richard Rossier to read the official statement read at all Board meetings. He read the following statement:

“The Board is governed by the Commodity Promotion Act, the Peanut Promotion, Research and Information Order and the National Peanut Board bylaws. Pursuant to the Peanut Promotion, Research and Information Order, the National Peanut Board works to achieve an effective, continuous, and coordinated program of promotion, research, consumer information, evaluation, and industry information designed to strengthen the peanut industry's position in the marketplace; maintain and expand existing markets and uses for peanuts; and to carry out programs, plans, and projects designed to provide maximum benefits to the peanut industry. Although Board members are nominated by individual states, once appointed by the Secretary of Agriculture, each member has a fiduciary duty to represent all peanut growers to benefit the industry as a whole. The Act and Order prohibit Board members from taking any action in their roles as members of the Board to influence government. In accordance with the Act and Order, the members of the National Peanut Board serve as its decision-making body. The deliberations and discussions of the National Peanut Board are limited to its members, unless a guest requests and is granted permission from the Chair to participate. Any alternate attending a meeting is a guest, unless such alternate is attending in the stead of an absent Board member. All Board decisions are subject to the review and approval of the Secretary of the United States Department of Agriculture.”

The official roll call by state was then conducted by attorney Rossier; he advised the chairman that a quorum was present.

Chairman Shannon asked that everyone review the agenda for the meeting. There were no suggested changes to the agenda

The minutes of the December 2007 Board meeting were reviewed. Jack Brinkley motioned to approve the minutes as presented. George Jeffcoat seconded the motion. Motion passed unanimously.

Jeanette Palmer, USDA/FAS named the newly appointed board members and alternates and handed out certificates to John Clay, Gayle White, Charles Edens, Gayle Walker and Richard Robbins. She then administered the oath of office to all new and existing members.

Chairman Shannon presented his report stating that he was trying to make as many state meetings as possible. He had been able to attend all of them so far and had several set for the near future including: GA, MS, SC, AL/FL and VA.

He then asked for the President's Report. Marie Fenn, referred the Board to her previously distributed written President's report stating that much of what was in it would be reported on at various committee meetings and that she would only touch on just a few of the items that would not be covered in committee. Marie stated that with the help of Richard Rossier and Jeanette Palmer, there had been great progress in moving toward adding Mississippi as a seat on the Board. The request has been sent to USDA to apply for amendment to the order. Marie explained that it was decided not to go with the blanket addition to the Board, because the next closest state was so far below the threshold that it did not seem necessary. Upon Board approval at the December Board meeting to implement a new 401(k) Safe Harbor plan, staff worked diligently to make a tight paperwork turn around in order to have the plan in place by the first payroll of 2008. The implementation was successful. There have been two meetings with staff and the 401(k) representative thus far and the staff will continue to meet on a monthly basis.

Marie updated the Board on staff. NPB currently has three open positions. There has been some restructuring of the positions to incorporate more experienced personnel. The staff had also participated in a wellness workshop presented by a registered dietician provided by our insurance carrier, at no cost. The workshop focused on preventive care. The training was well received. We plan to have additional training of this kind in the future.

Marie asked if there were any questions on her written report. There were none.

Chairman Shannon then asked Jeanette Palmer to give the USDA-AMS Report. Jeanette stated that the addition of Mississippi was moving forward and that she and Debbie Simmons would be in the NPB offices next week for two days performing a Management Audit. Previously these audits were performed bi-annually. In the future, these audits will occur once every three years.

General session was recessed at 8:56 a.m.

Tuesday, February 5, 2008

Board Chairman Wes Shannon reconvened the General Session of the National Peanut Board quarterly meeting at 10:00 a.m.

Board members present were: George Jeffcoat (AL), Larry Ford (FL), Wes Shannon (GA), Gayle Walker (NM), Jack Brinkley (NC), John Clay (OK), Jeffrey Pope (VA), Charles Edens (SC) and John Shackelford (At-Large). Alternate Tracy Welch represented Texas in place of Roger Neitsch, who was absent.

Alternates present were: Ed White (AL), Michael Davis (FL), John Harrell (GA), Richard Robbins (NM), Cindy Belch (NC), Gayle White (OK), and Clarke Fox (VA).

Also present were: Raffaella Marie Fenn, Lisa Agostoni and Maria Mehok (NPB); Jeanette Palmer (USDA/AMS); Melissa Rabern (CPA, Gross Collins); Bob Coyle (LBVD); Laura Layton (Golin/Harris) and Richard Rossier (Attorney- McLeod, Watkinson & Miller). Floudia Bradley (USDA/FAS) was absent.

Chairman Shannon proceeded to call on each of the Committee Chairpersons to bring forward anything that needed to be voted on by the full Board.

Jeffrey Pope presented the Financial Statements for Board approval. John Shackelford motioned and Larry Ford seconded the motion that the Financial Statements be accepted as presented. Motion passed unanimously.

George Jeffcoat reported that the Grower Committee had met and had no items requiring a vote. Marie Fenn wanted to clarify that staff would work on preparing some hand outs on research, include more research articles in the PQ and post research summaries to our website.

By Laws and Policies committee presented amendments on the Personnel Manual to be accepted with the re-inclusion of USDA to the whistle blower section of the policies. Motion was made by Gayle Walker and seconded by Larry Ford. Motion passed unanimously.

There were no actions needed for the following committees: Promotions, Export, Research, Diversity or Evaluation and Measurement.

Old Business:

Former NPB chairman, Richard Robbins asked to be recognized by the chair. He mentioned that at the APC meeting in December, the APC had asked for a \$5,000 contribution from growers to help fund distribution of the Plumpy Nut product to underprivileged countries that would use USA grown peanuts. It was discussed between the members attending that meeting and decided that NPB would fund that \$5,000 to cover the grower's portion. Jack Brinkley made a motion and Charles Edens seconded that the \$5,000 contribution be made by NPB for the grower's contribution. Motion passed unanimously.

Larry Ford mentioned that the Strategic Planning Committee will meet during the April meeting and asked that everyone review the strategic plan to see if any recommendations for change would be needed.

Marie Fenn mentioned that the Peanut Institute's annual funding request had arrived. There is not a budget line item for the funding, but it is up to the Board to approve such funding. George Jeffcoat stated that he saw no reason to take action at this time. All agreed.

Marie Fenn passed out a copy of a form letter from the Peanut Foundation requesting funding. Marie stated that she believed that it was not expected that NPB make additional contributions over and above the significant funding already provided to research through the state funding and the genomics funding. Jack Brinkley stated that he felt that we should look at the progress of the Foundation this year on the genomics projects and look at possibly funding in the 2009 budget. It was decided to revisit the topic when considering the 2009 budget.

The discussion moved to the April meeting and Chairman Shannon's invitation to holding the meeting at Shannon Farms in Tifton, GA. Larry Ford and John Clay had a positive reaction. Jack Brinkley asked for discussion on the time schedule. Although the original Board meeting schedule called for travel on Monday and meeting on Tuesday and Wednesday. With a possible tour, it was decided that Sunday be a travel day with meeting all day Monday and half the day Tuesday and possibly a tour on Tuesday afternoon. Marie indicated that staff would try to set up two times for transportation from the Atlanta airport. The fallback plan for those not able to catch the group transportation would be a rental car. If approved, staff along with Chairman Shannon would look at a possible tour and send a draft agenda to everyone in plenty of time to make their plans. Larry Ford motioned that the April meeting be held in Tifton, GA and that the dates be moved up to April 13 and 14. The motion was seconded by Jack Brinkley. Motion passed unanimously.

Calendar:

Marie Fenn ran through upcoming calendar items. She mentioned a grower was needed for the SAC meeting. Charles Edens usually attends, but would be unable to attend the March 13th meeting. John Shackelford said that he may be able to attend.

Marie asked if anyone would like to attend the Bud-n-Bar-b-Que. She mentioned that Bob would be attending on February 16th and that she would be there on March 1st.

Also, it would be good to have a grower attend The FMI show in early May. Unfortunately the show is in Las Vegas this year. There were no volunteers.

Bob Coyle passed out some samples of new products for anyone to take or try.

There being no further business to come before the NPB, the meeting was adjourned 10:44 AM.

APPROVED: _____

DATE: _____

DRAFT MINUTES

NATIONAL PEANUT BOARD MEETING BOARD CONFERENCE CALL WEDNESDAY, MARCH 19, 2008

Call Participants:

Members

Wes Shannon - GA - Chairman
George Jeffcoat-AL
Larry Ford - FL
John Clay-OK
John Shackelford-At-Large
Roger Neitsch-IX
Jeffrey Pope-VA
Charles Edens - SC
Jack Brinkley-NC

Staff and Others

Marie Fenn – NPB President & Managing Dir.
Maria Mehok – NPB Manager Accting & Compliance
Amy Jones-MWM, NPB Attorney
Jeanette Palmer-USDA-AMS Peanut Specialist
Melissa Rabern-, CPA- HLB Gross Collins
Mitch Head – Golin Harris

Chairman Shannon called the meeting to order at 9:37 A.M. EST. Marie Fenn conducted a roll call by state in the absence of the NPB attorney. All states present except New Mexico.

Chairman Shannon asked if all had received the minutes from the February Board meeting by email and if there were any questions, corrections or changes. All acknowledged receipt and there were no suggested changes. John Shackelford motioned that the minutes be approved. John Clay seconded the motion. Minutes approved as presented.

Attorney Amy Jones joined the call.

Budget & Financial Update

Maria Mehok was called on to give a financial report. Maria reviewed a summary document of FY 07 and FY 08—budget to actual. Maria reported that staff is working on wrapping up FY 07 expenditures by earmarking items still to be paid out of that budget year and identifying actual savings. She reported that we should have a good picture of any remaining FY07 dollars by the April Board meeting. She reminded everyone that the 2006 crop year collection numbers remain the same as before, with a shortage, after application of the interest overage totals \$42,447 to be covered by FY 07 expense savings.

FY 08 expenditures are well in line with budget at this point. There is however a new development in the FY 08 interest amount due to the reduction in interest rates. Maria reported that the NPB Money Market II account which earned interest at a rate of 3.31 percent in January, earned 1.88 percent in February. There is no anticipation of an increased figure in the near future. Through February, the actual interest earned equals \$74,698. The budgeted interest for FY08 is set at \$260,000. Therefore, we are forecasting a shortage of \$100,000 in interest for FY08. Larry Ford mentioned that the interest shortage should also be covered by FY 07 expense savings. Maria agreed that the FY 07 expense savings should come in at a level high enough to cover the anticipated interest shortage for FY 08.

On a much better note, Maria reported that thus far, the 2007 Crop collections are currently at \$6,212,821. This is more than \$300,000 over the budgeted \$5,900,000. Maria then reviewed the Balance Sheet, which reflected a strong cash balance. There were no questions on the financials presented. Larry Ford motioned that they be accepted as presented. Charles Edens seconded the motion. Financials approved.

Wes Shannon asked for a crop report. Melissa Raeburn stated that the February 28, 2008 report reflected tonnage at 1,108,460. If this number is accurate, then we should still expect to receive some additional assessments for the 2007 crop.

Research Update

Maria Mehok reported that the packets to State Executives for FY 08 Production Research had been sent out earlier in the month and that all states were currently working on gathering Project Agreement paperwork. Several states are currently working on closing out FY 06 projects. Some FY 07 projects are being completed as well as many extensions for FY 07 projects have been granted.

Included with the packets to State Executives, for Genomics funding participants, was a letter of agreement to participate in the Genomics/Biotech funding pool by allocating 10% of the year's funding toward these projects. In signing this letter, each state agreed to NPB's handling the related paperwork. At this point all states have returned the signed letter, except Alabama, Georgia and Texas. Each of these states has been contacted and Maria expected to receive Alabama and Georgia any day.

Jack Brinkley asked about the FY 07 Biotech projects. Maria stated that all three contracts were fully executed. The NC State project has been paid and the requests for payment to the other institutions should be coming soon.

Mitch Head was asked to give an update on the Biotech consumer work. Mitch stated that research has been completed, by the Center for Food Integrity, to determine the groups which would be supportive of a biotech/genomic peanut and also the groups that would be in opposition. The plan is to make contact with the pro groups prior to year end. Mitch commented that at the APC meeting in early March, Darlene Cowart gave a presentation that he, Jack and Wes were all present to hear. All felt she presented the subject in a way that was easy to understand.

Status of Amendment & Mississippi Seat

Marie Fenn commended Jeanette Palmer for her diligence in getting Mississippi recognized as a certified peanut producing state. She indicated that Mississippi was being allowed to hold their nominations meeting ahead of the rule comment period. Marie had spoken to Mike Howell who was pleased at the progress and had asked if they could hold their nominations meeting via video conferencing. Jeanette is currently working on getting permission to hold nominations meeting through this communications vehicle as it will allow involvement from a greater number of farmers. Jeanette stated that USDA is researching that method of nominations and will get back to Marie very soon. Marie Fenn asked when the rule would be published. Jeanette Palmer stated that the date is not known at this time, but it should be coming up and once it is published, she will alert us. At that time, there needs to be a letter response from the full Board indicating support. It is also ok to forward the information to other farmers, so that they may comment also. When asked Mississippi's potential of voting by video, Jeanette responded that she felt it would not be an issue because the voter can be seen. Wes Shannon asked if it is possible that MS will have a seat on the Board by January 2009. Jeanette responded yes.

Export Promotions Update

Mitch Head was asked to give a brief update on Export. Mitch, Wes, Jack and Jeffrey attended the APC meeting in DC in early March. USA exported about 17% of its crop last year. 14% of the 07 crop has been exported. There will be a US goodwill tour to Mexico in April. Since no NPB export sub-committee representative was available, Otis Lee and Larry Don Womack from Texas will attend, with perhaps one other grower. As a follow up to the Japanese Trade Mission which Larry Ford attended on NPB's behalf, a delegation from Japan will visit Texas in October. There will also be Canadian customers attending the Georgia Peanut Tour this year.

Mitch reported that the UES has a planned budget proposal allocation spread of about the same as last year among Mexico, Canada and Europe. Jack added that most money is spent in Europe. Mitch reported that the spread of US exports is 70% Canada, 45% Mexico, and 14% Europe. However, Mitch indicated that within the EU, the strategy was being changed to eliminate generic marketing efforts and focus on countries and customers that will have the most impact on US Exports. Since things were so expensive in the UK and within the EU, the dollar was buying less and less, therefore the Innovation through Quality and the Key Customer Strategic were very important in the EU. Jeffrey Pope added that he likes the European approach to fine tune into the markets that will make the most significant impact. John Clay asked what the effect would be in Europe when the dollar starts to rebound, if it ever does. Mitch commented that the dollars would go further, possibly into new markets. Wes felt that the APC was pushing for additional export funding from NPB and asked how Mitch felt about that. Mitch felt that it was not a real push, but APC is looking to do some additional project funding through Tim Sanders. Overall, Mitch felt the whole industry is possibly underfunding exports. Products are already processed as opposed to available. We need partners to work more closely with to find niche areas.

Mitch asked for questions. There were none. Mitch was going to get off of the call, but Marie Fenn asked him if he would give a brief update on his attendance at the APC Issues Management before exiting.

Industry Issues Management

Mitch indicated that he delivered the report that Lisa had prepared and it was well received. Much of the discussion at the APC Issues Management Meeting covered the lawsuit developing in Tifton, GA through the Tifton Peanut Quality Buying Point. Wes was also at the meeting and commented that it was a very unusual meeting in that it began and ended on time. He had nothing to add.

With no questions for Mitch to answer, he dropped off of the call.

Domestic Promotions

Marie Fenn proceeded to give an update on Domestic Promotions. She reported that she and Bob met with Kevin Jackson of Smucker's shortly after the February meeting. This meeting was extremely rewarding. Kevin offered insights as well as assistance in implementing the new slogan. Bob and Marie also had a phone conference with Tony Tyree from Kraft/Planters in which he felt that NPB was headed in the right direction with the slogan. She reminded everyone that after consumer testing, the slogans had been narrowed to three choices. She has now proceeded to do a trade mark research on these three possibilities before moving forward to the next steps of evolution of the graphics and re-testing with consumers. Marie was asked how might the positioning slogan be used, and were any of the major brands were going to view it as a conflict. John Clay asked if Smuckers and Planters and buying in to the NPB positioning statement, or were they contributing money to the campaign. Marie stated that she didn't see Planters or Smucker's providing any funds to NPB, they both had indicated they would use it and help extend the reach with consumers. Also,

Smucker's offered assistance with research, and felt the choices were statements that should resonate with consumers.

Staff had attended the RCA in Seattle, WA. This event is a gathering of food scientists and researcher chefs. It was an extremely successful event. The Almond Board was present and very aggressive. It appears that they are looking to take over the spread category as well as ingredients. Marie said that there would be more discussion on this topic at the April meeting.

Marie said that it had been a very busy time and there had been many positive reactions in the six weeks since the February Board meeting. Discussions had begun with BEC since the funding was approved at the February meeting. Thus far, it appears that the next partnership agreement would be more events focused as we didn't qualify for a "national" sponsorship with two parks and less funding. However, the early proposals seem to have even more exposure for peanuts with multiple events over quite a few weekends. Marie will have some more concrete deal points for the Board by the April meeting.

Marie, Lisa and Gayle attended the SAC meeting. Gayle did a good job of representing the Board. Lisa will write an industry update and provide more detail at the April meeting. There would be positive and negative press to come out of the SAC & AAAAI.

Grower Communications

Marie commended Wes on attending all grower meetings thus far and multiple industry events. There has been a very positive response from Wes' attendance and participation at these meetings.

The Spring PQ is in production and should be in mailboxes by early April.

The grower picture competition is underway and will be showing up in Peanut Grower with the April issue.

Board member Charles Edens (SC) thanked Wes and Marie for attending the SC grower meeting. The attendees received a brief update on what NPB does. There was a great turn out for the annual meeting.

John Clay (OK) said that he appreciated Wes and Tyron attending the first ever Oklahoma Expo. Marie commented that she had received a very nice note from Mike Kubicek about Wes' participation.

Florida delegate Larry Ford expressed that he really appreciated Wes and Marie for attending the Florida meeting. There was a good turn out and good comments on Wes and Marie's presentation.

April Board Meeting

Marie gave a brief overview of the meeting schedule. She reported that she met with researchers Dr. Peggy Ozias-Akin and Dr. Marshall Lamb who agreed to give a presentation on some interesting research while we are at the UGA Tifton Campus and experiment station. She reported that we would be going there for lunch and having a tour Monday afternoon. Dr. Douglas, UGA, is arranging a bus, so that all may travel together for the tour. We will enjoy lunch at the UGA -Tifton President's Hall. The last stop will be Tifton Quality Peanuts Dome storage facilities.

John Clay asked what feedback had been received on the optional tour, because that would affect his travel arrangements. Wes said there is a peanut shelling plant or possibly farms, but there wouldn't be any peanuts planted at that time. There is also a peanut flour plant about 30 miles away. Marie said that she would check on that option.

Marie asked that everyone make arrangements by the end of this week, if possible so that staff can work out shuttle arrangements. Marie said that we are very thankful to the National

Buying Points and to the GPC for hosting our dinners for the meeting. She also stated that if everyone is comfortable then she would send the agenda out to each of these organizations.

Old Business/New Business

Jeffrey Pope mentioned that Dell Cotton, VA State Executive Director, is still in the hospital. He has undergone three surgeries and possibly will undergo a fourth. He is now looking to get a second and a third opinion. He has not been able to eat for the past three weeks, but he is starting to look better. NPB has sent flowers on behalf of the Board.

Marie stated that a grower was needed to attend the FMI show in Las Vegas May 4 – 8. The Board always benefits in having a grower attend this event. Wes is unable to attend. Larry stated that time is very critical because it is right in the middle of planting time. Since no delegate indicated availability, it was agreed to open the invitation to alternates. Marie said she would send an email to all alternates to check on their availability.

On the North Carolina nominating meeting, Jeanette Palmer said that NC had indicated that a 30 day notice had been posted. She was currently looking for verification. Marie promised to send right after the call. AL has been scheduled with notification and FSA attendee. The other two states have already taken place. Once MS is complete, NPB will send a completed packet to Jeanette.

Marie added a note that Kenneth Clayton, Assistant Director of the USDA is retiring. She had sent a letter on behalf of the Board to be included in a scrapbook being prepared for him at USDA-AMS, and that she will share a copy with everyone.

There being no further business to come before the Board, Larry Ford motioned that the meeting be adjourned, Charles Edens seconded.

The meeting was adjourned at 10:46 A.M. EST.

APPROVED: _____ **DATE:** _____

MINUTES

NATIONAL PEANUT BOARD MEETING GENERAL SESSION

MONDAY, APRIL 14 – TUESDAY, APRIL 15, 2008
TIFTON, GA

Board members present were: George Jeffcoat (AL), Larry Ford (FL), Wes Shannon (GA), Gayle Walker (NM), Jack Brinkley (NC), John Clay (OK), Jeffrey Pope (VA), Charles Edens (SC) Roger Neitsch (TX) and John Shackelford (At-Large).

Alternates present were: Ed White (AL) and John Harrell (GA).

Also present were: Raffaella Marie Fenn, Lisa Agostoni, Maria Mehok and Morgan Roan (NPB); Jeanette Palmer (USDA/AMS); Bob Coyle (LBVD); Mitch Head, Laura Layton and Rebecca Oppenheimer (Golin Harris) and Richard Rossier (Attorney- McLeod, Watkinson & Miller). Other Guests included: Stanley Fletcher; Mark Fenn

Monday, April 14, 2008

Board Chairman Wes Shannon welcomed everyone to Shannon Farms and asked that all stand for the Pledge of Allegiance and then asked Ed White to deliver the Invocation. Wes called the meeting to order at 9:00 a.m. Chairman Shannon asked NPB Attorney Richard Rossier to read the official statement read at all Board meetings. He read the following statement:

“The Board is governed by the Commodity Promotion Act, the Peanut Promotion, Research and Information Order and the National Peanut Board bylaws. Pursuant to the Peanut Promotion, Research and Information Order, the National Peanut Board works to achieve an effective, continuous, and coordinated program of promotion, research, consumer information, evaluation, and industry information designed to strengthen the peanut industry's position in the marketplace; maintain and expand existing markets and uses for peanuts; and to carry out programs, plans, and projects designed to provide maximum benefits to the peanut industry. Although Board members are nominated by individual states, once appointed by the Secretary of Agriculture, each member has a fiduciary duty to represent all peanut growers to benefit the industry as a whole. The Act and Order prohibit Board members from taking any action in their roles as members of the Board to influence government. In accordance with the Act and Order, the members of the National Peanut Board serve as its decision-making body. The deliberations and discussions of the National Peanut Board are limited to its members, unless a guest requests and is granted permission from the Chair to participate. Any alternate attending a meeting is a guest, unless such alternate is attending in the stead of an absent Board member. All Board decisions are subject to the review and approval of the Secretary of the United States Department of Agriculture.”

The official roll call by state was then conducted by attorney Rossier; he advised the chairman that a quorum was present.

Chairman Shannon asked that everyone review the agenda for the meeting. There were no suggested changes to the agenda

The minutes of the February 2008 Board meeting were reviewed. Jack Brinkley motioned to approve the minutes as presented. Larry Ford seconded the motion. Motion passed unanimously.

Chairman Shannon presented his report stating that he continued to try and make every grower annual meeting and that since the last Board meeting, he had attended the Texas Peanut Producers' Board meeting, along with Roger Neitsch, they went to discuss the Genomics issue and both felt that the issue was moving forward, and that we would hear more on that subject during the Research Committee meeting. From that meeting Wes and Roger traveled on to the Western Peanut Producers' meeting and then Wes continued to the New Mexico Peanut Growers meeting. Wes also reported on his earlier trip to the Oklahoma growers meeting and Expo. Wes commented that there must have been at least 100 – 150 attendees and that he had a chance to visit with everyone. Wes said that he had been busy traveling to all the state meetings, but that he was enjoying it and he stated that he was glad that all could be here for this meeting.

He then asked for the President's Report. Marie Fenn asked if all had received the email version of her written President's report and asked for any questions. All acknowledged receipt and there were no questions. She reported on a few of the items that would not be covered in committee meetings. She indicated that the Mississippi video conference vote would take place April 21. She commended Jeanette Palmer the USDA Peanut Specialist on a good job in getting everything in place for the Mississippi nominations and was helping to move forward the amendment to the peanut order.

Marie also updated the Board on the meeting requested by a representative from the March of Dimes. Marie reminded the Board that early on in the Board's history they had heavily funded projects with the March of Dimes, but not for the past three or four year. They are currently interested in presenting positioning using folic acid/folate as a defense against birth defects. Lisa Agostoni is working with them currently in development of language to include only folate, since peanuts do not contain folic acid, which is the synthetic version of folate. If the information from these meetings comes back positive, then there will be more to report at the July meeting.

Marie stated that she had just returned from the Healthy Kitchens Healthy Lives, where allergy appeared to continue to be an issue of concern. Overall, NPB's involvement with the symposium was very successful. Gluten-free products were the important issue this year and NPB had created a gluten-free concept product for this market and it was a big hit. Physicians' outreach continues to be a very important area of contact for both the nutrition positives as well as to help correct the misinformation about allergies. She indicated that NPB was positioning peanuts and peanut products as a solution for those who needed to avoid wheat products. There is a tremendous opportunity for a product to this audience. John Clay mentioned that gluten-free had been an issue for years, but not at a high level. John Shackelford asked if Marie knew what percentage of U.S. schools have banned peanuts and peanut butter. Marie said that she is unsure of the percentage, but that Lisa was working with every school that we were alerted to and providing solid scientific information and help to properly manage instead of banning. In many cases the schools had reversed their position and are now using a good management plan instead. John Shackelford mentioned that he had heard discussion on the radio about gluten-free and the intolerance to wheat. Marie stated that there are two different issues with wheat; some people were actually allergic in the medical sense and others suffered from a condition called Celiac Disease which was really intolerance to wheat. Lisa stated that both can kill. George Jeffcoat mentioned that he had spoken with a man that had gluten issues, and he is unable to eat oats from the U.S. because they include wheat. Marie stated that old myths die hard and that despite all the positive work NPB had done and was doing to mitigate the allergy issue, there still was more to be done.

Marie asked if there were any questions on her report. There were none.

Chairman Shannon then asked Jeanette Palmer to give the USDA-AMS Report. Jeanette stated that she had a short report. USDA will participate in the Mississippi video conference on April 21. They would then look for the complete packet from the Board by May 1.

Jeanette stated that she and Debbie Simmons had completed the USDA Management Audit of NPB in February. She reviewed the parameters of the audit with the Board and indicated that they had found that the Board's compliance, filing and security were in good order. She complimented Marie in her management of the program. She also reported that NPB's outside CPA firm HLB Gross Collins had not been audited on site, due to the timing of the audit which was right in the middle of tax season. To respect the firm's time and space constraints, a desk audit was performed on their procedures instead. All and all, the NPB audit results were very good; the only recommendation was that a backup tape of NPB's computer systems data be kept in a secure, off-site location-- either in a lock box, or at the outside CPA firm's office. The current procedure of having the Accounting and Compliance Manager take it home for safekeeping was not recommended. Marie commented that this item had been corrected the very day that it had been identified by USDA and the procedures concerning the backup tape had also been put in place. Jeanette recommended that Marie write a letter to Sonia Jimenez indicating that the one item had been corrected. Jeanette also commented that they had asked NPB staff for input on what they wanted USDA to improve and that the staff had shared some items and the department was addressing those.

General session was recessed at 9:27 a.m.

Tuesday, April 15, 2008

Board Chairman Wes Shannon reconvened the General Session of the National Peanut Board quarterly meeting at 11:40 a.m.

Board members present were: George Jeffcoat (AL), Larry Ford (FL), Wes Shannon (GA), Gayle Walker (NM), Jack Brinkley (NC), John Clay (OK), Jeffrey Pope (VA), Charles Edens (SC) Roger Neitsch (TX) and John Shackelford (At-Large). Alternates present were: Ed White (AL) and John Harrell (GA). Also present were: Raffaella Marie Fenn, Lisa Agostoni, Maria Mehok and Morgan Roan (NPB); Jeanette Palmer (USDA/AMS); Bob Coyle (LBVD); Laura Layton and Rebecca Oppenheimer (Golin/Harris); Richard Rossier (Attorney- McLeod, Watkinson & Miller) and Stanley Fletcher (UGA). Guests included Stanley Fletcher.

Chairman Shannon proceeded to call on each of the Committee Chairpersons to bring forward anything that needed to be voted on by the full Board.

Jeffrey Pope stated that it appeared that there was a fair amount of FY07 expense savings. Jeffrey presented the Financial Statements for Board approval. John Shackelford motioned and Larry Ford seconded the motion that the Financial Statements be accepted as presented. Motion passed unanimously.

Jack Brinkley reported that the Research Committee recommends that the Staff contact Howard Valentine to ensure that he provides all the detailed information for the FY08 Genomics funding initiative to be used as attachment A for each contract by April 30.

Larry Ford reported that the Strategic Planning Committee recommends accepting the changes to the current Strategic Plan as presented with changes made in committee. The Board voted to unanimously accept the changes as recommended.

The following committees gave updates; but they had no actions for the board to take: Promotions, Export, Grower, Diversity and Evaluation and Measurement.

Old Business:

Management Audit

Marie Fenn read the Management Audit letter received from Jeanette Palmer the evening prior. Marie re-stated that the offsite filing of the back-up tape had been corrected. Jeanette formally asked that Marie send a reply letter to Sonia Jimenez.

Genomics Follow-up

Marie then passed around a copy of an email from Amy Jones (McLeod, Watkinson & Miller) showing a draft contract from Amy Jones that would be used to address the TPPB concerns about getting credit for the funding. The draft contained language that showed all participating states and that it would be sent by Amy to Shelly Nutt (TPPB) referencing the Genomics funding for 2008. There was an agreement that the language looked good and that Amy Jones should move forward to communicate with Shelly with copies to all TPPB members.

BEC Negotiation Results

Marie Fenn reported on the Busch Entertainment Corporation negotiation progress for the already approved FY08 Budget line item of \$100,000. She reported that BEC would no longer consider NPB as a national sponsor as their rules had changed and to be a national sponsor meant that you have an agreement that covered all BEC parks. Those ran in the millions. However, because they valued our relationship they were offering and we had further negotiated a package of events that would run through Dec. 31, 2009. As part of the package, NPB would participate in Spooktacular 2008, Bud n Barbeque 2009 at SeaWorld Orlando and Busch Gardens and the Real Music Series. The events covered several at Sea World Orlando, Busch Gardens, Tampa and Sea World San Diego. The negotiated package would allow the NPB Marketing team to bring in branded partners for sampling events and for pass through events such as the current one with Planters. All of this would be achieved for \$75,000 instead of the budgeted \$100,000. However, Marie indicated that it would cost approximately \$25,000 of peripherals, travel and materials to reap the maximum value. This plan would not include the NPB logo on menu items as current, however the currently successful peanut menu items would remain on the BEC menus and as they added other items they would not be labeled with an NPB logo.

Jack Brinkley motion that NPB proceed with this contract execution and Larry Ford seconded the motion. Motion passed unanimously.

Referendum 2009

Richard Rossier noted that the Executive Committee recommended that reaffirmation referendum dates be set for April 2, 2009 – April 30, 2009. Jeannette Palmer indicated that the referendum dates needed to be set early so the department could publish them in the federal register and prepare the lists and ballots. Discussion ensued on the ballots and Jeanette assured everyone that in working with Marie she had already handled the ballot being changed to ensure anonymity of the voter making the signature the actual ballot two separate pages. She indicated that they would get the ballots out the last week of March 2009 with the voting period being April 2 to April 30th.

The board voted unanimously to accept the recommended dates.

Plains Peanut Festival

Wes stated that President Carter had contacted him to request that NPB increase funding of the Peanut Festival this year. The amount in the current budget is \$2,500. The Executive Board recommended increasing this amount to \$3,000. Recommendation accepted by the Board. John Harrell asked if the Plains Peanut Festival is the same as The Peanut Institute funding. He was surprised to see NPB listed as a \$10,000 benefactor on the Peanut Institute roster. Marie stated that their information was incorrect. NPB had not funded the Peanut Institute as per the Board's decision and the only funding the board provided the Institute in 2007 was the \$2,500 for the Plains Peanut Festival. Other groups had also commented on the incorrect numbers.

Hispanic Market Opportunity

Marie noted that The CIA has opened a school in San Antonio. There will be an invitational leadership symposium that NPB has been invited to participate in. The Executive Committee had agreed that if Marie could negotiate the Gold level package set at \$25,000 for \$20,000 then NPB should execute the contract. If not, then to go with the Silver Level. Marie reported that it was her intention to try and include a representative farmer board member from the Texas Peanut Producers Board. The event would take place fall of 2008. Since there was no budgetary change and this would be handled through the savings she had achieved in previously negotiated CIA items there was no vote, but everyone by consensus agreed that this was a good thing to move forward upon.

New Business:

Jeffrey Pope wanted to hear more information about the introduction of the positioning platform slogan. There was a good bit of discussion on the topic. It was decided that staff would bring to the July Board meeting a plan to include advertising and launch of the slogan. They would price out events for an official launch, which could be all in one location or various locations at the same time. The public relations effort costs could be varied. Marie recommended that \$700,000 to \$1 million dollars may be needed for a successful effort. This money would include advertising and other elements to ensure broad market saturation. About \$100,000 will have been spent on development, consumer research, and testing coming out of the FY07 and FY08 existing budgets.

Richard Rossier recommended getting intent to use trademark for all three of the slogan finalists.

Jeffrey asked if NPB could possibly get other backers to buy in financially. It was noted that it would be difficult due to the fact that we would have selected everything there would be no input from any possible other funding party.

The question was asked if the staff should move forward with the slogan unveiling at the Peanut Congress. The staff indicated that they would try, but they also wanted to try and meet with state executives on one on one or small group basis before sharing with the whole industry. The peanut congress is a goal, but may or may not be feasible. Marie would report progress at the May 14th Board call.

Calendar:

Marie covered upcoming events. The Allergy Summit will be held in Canada on May 21, if any grower was interested. Marie, Bob and Lisa would be attending.

The staff will need to know well in advance who would attend the Peanut Congress. There will be European visitors in attendance.

Jack Brinkley and John Clay would attend APRES. Wes said that John Harrell, Ed White and he would attend the SE Federation. Marie said that NPB could only pay for one attendee and a staff person. Wes said that they would take care of who was covered by NPB and then the others would be covered by their state.

There was a discussion on whether the alternates should attend the December meeting because that is the meeting that includes the annual meeting. It was decided that December 2008 was in the FY09 and that the intension would to include the alternates at that meeting. Then the January/February meeting for 2009 would require only the new alternates to attend, making the two alternate paid for meetings December and August. New alternates would be reimbursed for attending the January/February meeting to be oriented and sworn in.

There being no further business to come before the Board, Larry Ford motioned that the meeting be adjourned. Jack Brinkley seconded the motion. Meeting adjourned at 1:10 p.m.

APPROVED: _____

DATE: _____

MINUTES

NATIONAL PEANUT BOARD MEETING BOARD CONFERENCE CALL WEDNESDAY, MAY 14, 2008

Call Participants:

Members

Wes Shannon - GA - Chairman
George Jeffcoat-AL
Larry Ford – FL
Gayle Walker-NM
John Clay-OK
John Shackelford-At-Large
Roger Neitsch-TX
Jeffrey Pope-VA
Charles Edens - SC
Jack Brinkley-NC

Staff and Others

Marie Fenn – NPB President & Managing Dir.
Maria Mehok –NPB Manager Accting & Compliance
Richard Rossier-MWM, NPB Attorney
Jeanette Palmer-USDA-AMS Peanut Specialist
Melissa Rabern-, CPA- HLB Gross Collins

Vice Chairman Roger Neitsch called the meeting to order at 9:40 A.M. EST, in light of Chairman Shannon’s delayed participation. He asked Richard Rossier to read the official statement:

“The Board is governed by the Commodity Promotion Act, the Peanut Promotion, Research and Information Order and the National Peanut Board bylaws. Pursuant to the Peanut Promotion, Research and Information Order, the National Peanut Board works to achieve an effective, continuous, and coordinated program of promotion, research, consumer information, evaluation, and industry information designed to strengthen the peanut industry's position in the marketplace; maintain and expand existing markets and uses for peanuts; and to carry out programs, plans, and projects designed to provide maximum benefits to the peanut industry. Although Board members are nominated by individual states, once appointed by the Secretary of Agriculture, each member has a fiduciary duty to represent all peanut growers to benefit the industry as a whole. The Act and Order prohibit Board members from taking any action in their roles as members of the Board to influence government. In accordance with the Act and Order, the members of the National Peanut Board serve as its decision-making body. The deliberations and discussions of the National Peanut Board are limited to its members, unless a guest requests and is granted permission from the Chair to participate. Any alternate attending a meeting is a guest, unless such alternate is attending in the stead of an absent Board member. All Board decisions are subject to the review and approval of the Secretary of the United States Department of Agriculture.”

The official roll call by state was then conducted by attorney Rossier; he advised the vice-chairman that a quorum was present.

Vice-Chairman Roger Neitsch asked if all had received the minutes from the April Board meeting by email and if there were any questions, corrections or changes. All acknowledged receipt

and there were no suggested changes. Larry Ford motioned that the minutes be approved. Jack Brinkley seconded the motion. The minutes were approved unanimously as presented. Vice-Chair Neitsch asked if there were any changes to be made in the agenda. Marie noted that the original agenda had been amended to add the USDA report. Charles Edens motioned that the agenda be approved with the revision. John Clay seconded the motion. Motion passed.

Since Chairman Shannon had not yet joined the call, Marie Fenn was called to give her President's report.

President's Report: Marie referenced the written President's report, that had been previously sent by email to all members, she indicated that she would hit on only a few of the items that were most pertinent, but asked if there were any questions for more detail on the report before proceeding. Roger asked about the USDA information sent by Marie to AMS on using similar language as Almond Board in promotional materials. Marie commended AMS for their efforts and timeliness in reviewing NPB materials and she indicated that she had received an email from USDA Administrator Lloyd Day earlier this morning noting that he had forwarded the information to Bob Keaney, Deputy Administrator Fruit and Vegetables Program – USDA/AMS. She stated that the Almond Board pushes hard on using language that should be applicable to NPB as well and that because of the difference in judgment calls on USDA governance, these discrepancies continued to give Almonds an unfair marketing advantage. She stated that we are not asking USDA to break rules but to help make a more even playing field. Marie asked if Jeanette wanted to comment on the issue. Jeanette indicated she had no comments. There were no other questions. Marie continued her report and expressed that the past four weeks of almost non-stop travel had resulted in some very positive success at the various venues and trade shows. NPB introduced a gluten-free product at the FMI supermarket show just held with a tremendous amount of interest from show goers. Chocholatique, a company out of Los Angeles is interested in producing this product for distribution. There was a lot of interest at the FMI Show for all NPB showcased products which included product donated from Sunland Peanut Butters, Protein Plus peanut flour; Fire Dancer peanuts; America's Best peanuts; Hampton Farms peanuts; Paula Deen Barbeque sauce, and more. There was also high interest in the Cajun Creole roaster showcasing Virginia Inshells. NPB is currently working with peanut flour companies to help fan the tremendous interest and application of this innovative ingredient because of the huge interest in gluten-free products. Vic Jordan and his wife attended and helped at the FMI Show. They were both great in working the booth and exploring the show and its other exhibitors. The Show also had numerous international representatives who expressed interest in finished product to import into their countries. The marketing team is hard at work in doing the follow-ups.

The Greystone Flavor Summit had also just completed. Marie and Bob were able to have further discussions with existing contacts as well as touch base with ones such as new cruise lines. Crystal Cruise Lines was impressed with the peanut menu items. They were very interested in the sample cocktails NPB created. She reported on her discussion with Carnival Cruise Line representatives who said they had taken peanuts off their ships several years ago due to the allergy issue. This decision had been made based on old information. The irony was that they were serving peanut butter to children because they said they needed as most wouldn't eat anything else. NPB will follow-up with decision makers to help get Carnival better information on food allergies. Marie pointed out that these are venues that serve thousands daily. Marie mentioned that several grocery chains expressed interested in setting up peanut roaster displays in their stores. Roger Neitsch asked is there is any issue with the aroma causing allergic reaction. Marie said that the

issue was not brought up by the stores interested in the idea. Roger said that we might want to be ahead of the curve to dispel any questions that may come up in the future.

Marie updated the board on personnel. Ryan Lepicier had joined the staff this week. Ryan comes with a lot of varied experience; he was most recently on the Atlanta Mayor's communications team. Marie stated that she is excited about his potential. She expressed that she was sorry to see Morgan go, but, as Marie had recently learned at a meeting she attended, it seems to be a characteristic of the new generation of workers that they are moving frequently in their work careers after only a year to a year and half on a job. Everyone in Atlanta is having trouble keeping young people in their agencies or businesses. That's why for the most part Marie is looking for more experienced people with some history of staying in a job a little longer. Marie indicated that there was a really strong candidate that NPB is working on getting for the marketing specialist position and that she hoped to have this person on board soon. The other three open positions also have good candidates, but we're not yet ready to make any offers and would continue to find the absolutely right persons.

Marie mentioned that FSA had sent a letter to NPB and other stakeholders that all information allowing for checking compliance may be removed from the data FSA sends with the assessment collection. She had noted that this change may cause NPB to spend money on reprogramming and that if withheld, there would be no way to check or verify compliance to the Peanut Order. Sonia Jimenez asked that they work it through for us. Per Jeanette, USDA is working through the privacy issues and data collection; therefore, NPB would not take any direct action at this time.

Chairman's Report

Wes Shannon had joined during the President's Report and took over running the meeting. He indicated that he had nothing specific to report.

USDA Report

Jeanette reported that regarding Almonds, there was nothing new but Bob Keeney had addressed the team that works with the Almond Board to more aggressively review materials.

She reported that the Nominations Package has started the clearance process through USDA. The package included the Mississippi nominations as well. The amendment to the order regarding adding Mississippi as a major peanut producing state had finished its public comment period and that there were a few comments in favor and none against. The amendment rule ruling was moving through the clearance process.

John Clay asked with respect to the approval of materials for commodity boards, if a particular group within USDA decides what is acceptable. Jeanette explained that the Almond Board is governed by a federal marketing order and it is under USDA oversight, but a different team, than those peanuts reports to. However, they are subject to the same rules as those under Sonia Jimenez's Branch that oversees the National Peanut Board. Richard Rossier added that he feels that the issue is not moving forward as quickly as we would like. He indicated that the Almond Board was one of the early free speech complaints. And, it was his interpretation that ultimately they should be governed by the same set of rules as all commodity boards; there is a historical situation that causes the problem.

Marie reiterated that from our point of view it was not so much a compliant to make almonds stop using the language they were using, but rather that she wanted NPB to be allowed the

same leeway as perhaps Fruits and Vegetables Programs may interpreting the rules too stringently. We just want a level playing field.

Financial Report

Maria Mehok was called on to give the financial reports. Maria presented the financial reports showing budget and financials as of May 2. She reported that the near final number for FY 07 numbers had not changed since the April meeting. The expense savings available to carry forward are still expected to be just over \$181,000 from FY07. The FY 08 expense categories are progressing nicely. She stated that the two areas worth noting: 1) the assessments collections for FY08 are in excess of budget by \$318,323, as of this date, 2) the interest revenue for FY08 is projected to fall short of budget by \$114,000. Marie Fenn mentioned that at this time we do not have a recommendation for other investment options, but that she, Maria and Melissa are working on gathering information and will provide a recommendation shortly.

ARS Long-term Strategy

Marie Fenn stated that there had been no recommendations forwarded to her regarding this request. She indicated that all commodity groups were invited to the meeting and Jack asked for a little guideline to be forwarded. Marie said there would be no problem for her to draft a recommendation. Marie asked did all want to be involved or was there a small committee for this special project. Jack, Larry and Wes volunteered to work with Marie to review a list of recommendations, if Marie developed them. Larry asked about the Standards Board and had they been invited as he sat on the group. He said that they have not met in a long time. They have not officially disbanded, but there have been no meetings or activity. John Clay said he understood all meetings of Standards Board were initiated by industry. Wes and Marie will attend the meeting in Baltimore with the three points to ask ARS to focus on after review by the task force of Wes, Larry and Jack.

Production Research Status and Genomics Initiative

Maria Mehok was called on to give an update on Production Research and the Genomics Initiative. Maria stated that remaining 2005 project dollars had been cleared out and set to roll forward to 2009. 2006 and 2007 projects were currently being finalized and 2008 project agreements had started to come in to the office. Texas had agreed to support the Genomics initiative for the 2008 year. They did however request that if NPB decided to fund the Genomics initiative for 2009 that the funding be handled differently. Additionally Maria stated that Howard Valentine had requested that \$5000 from the original total of \$100,000 across all the projects he had submitted be moved from the Neils Neilson project to the Elizabeth Grabau project. Jack Brinkley made the motion and Roger Neitsch seconded that the transfer be made. With Texas on board for funding, this left the total project package short by \$3,388 of the \$100,000 total. It had been discussed earlier that NPB may consider making make up that difference. Larry Ford made a motion and Roger Neitsch seconded that NPB provide the additional \$3,388 to bring the total funding to \$100,000. In discussion, Marie recommended that those funds should come from the opportunity budget line item. The motion was amended to reflect where the dollars would come from. Motion passed unanimously.

Domestic Promotion

Marie Fenn updated the Board on the slogan progress. Staff is currently waiting on McLeod Watkinson & Miller to alert them that the intent to use has been completed. Marie and Bob Coyle plan to meet one on one with the states to introduce the slogan and get them on board. Roger Neitsch asked if the slogan would be introduced at the June US Peanut Congress meeting. Marie responded that while that was an original suggestion on her part, however, at the last meeting it was made clear by the Board that Marie and Bob needed to meet with each state one on one before a big meeting with the whole industry to allow for individual input, questions and ideas. And, there was no time to organize these meetings with the states because of theirs and our schedule in the short time span. She also reported that the congress agenda had been set and there was no time in it to be had. Marie said that we would have liked to share with the whole industry before launching in the fall, but the most important people are our states. There would be an update as part of the annual meeting luncheon in December for the whole industry on what has progressed. In the interim, the two top manufacturing marketers were looped in.

Roger asked what we have available under Domestic Promotions to help cover the costs. Marie responded that we have funds for development in the budget dollars. There are remaining dollars in the opportunity budget, Crop year 07 assessments over budget and expense savings from prior years as well and Marie expressed her hope that the Board will allocate those dollars and other excess savings from prior years to ensure a strong, solid rollout and year of promotion and advertising to ensure the slogan takes root.

Issues Management

Lisa was not able to join the call. Marie pointed to the fact that Issues Management was covered in the President's report and asked if anyone had any questions from that. John Clay asked don't all nuts have allergy issues. Marie said yes, just not as prolific for other nuts. Marie stated that Lisa has done a great job of working to mitigate the allergy issue. John Clay asked why APC is not allowing Lisa to participate in Canadian allergy event. Marie said she was surprised, but wanted to be sure that they use Lisa's expertise in this area. Marie said that it is important that we have a coordinated communication effort and that there is collaboration between APC and NPB. She indicated that Bob had spoken with Stephanie and with the Canadian PR agency to help increase the collaboration with NPB to ensure that messages don't stop at the boarder and that information is coordinated to ensure accurate media coverage.

Grower Communications

Marie again referred the Board to her report for details in this area. She did state that there had been a lack of response in receiving Carver award submissions. She stated that she had been very pleased thus far in this year's co-promotion efforts. Oklahoma was thrilled with NPB's idea and help in sending them more than 500 heart shaped cookies made with peanuts, peanut flour, peanut oil and half dipped in good dark chocolate. She reported that the effort have been hugely successful and many of the dietitians wanted to know where to buy them. Marie reported that all other states except for SC were moving along or had been completed or locked in. She stated that South Carolina had not yet submitted a project and asked if Charles could assist with South Carolina, by calling Brad and getting him to contact NPB. If they needed help with concept ideas; staff would be happy to help.

Export Promotions

Marie again referred the Board to her report for details in this area and asked if there were any questions. Marie asked if all committee members planned to attend the Peanut Congress. All

but Roger indicated that they would be able to attend. There had been no information from the APC about any planned tours. It was discussed that most of the members would come on Saturday and leave Monday because most meetings that they would need to attend would be held on Sunday. However, Marie asked that people keep their options open as some of the state meetings may be held at the congress and we want Board members to be present.

Calendar

Marie Fenn touched on some upcoming items on the Board calendar. She noted that staff would be working hard over the next two months to create the proposed FY09 program of work to be presented at the July 23rd meeting. Board members would need to arrive for dinner on July 22 and the meeting would be all day on July 23. She asked members not to make their flight arrangements in a fashion that would curtail their participation; last year it took until 5 p.m. to get it done. She asked if all would be in attendance. No one noted they would not be able to attend. Marie mentioned extending an invitation to Ken Clayton's replacement, David Shipman, to attend the August meeting. Other possible invitees were Bob Keaney and Lloyd Day. Everyone seemed comfortable with that suggestion.

Marie indicated that Wes has committed to represent the board along with staff at the FQAM in California Sept 7 through Sep. 10.

Marie discussed that she had spoken with the San Antonio-CIA event contact to get TPPB representative attendance and to request the use of local peanuts. She awaited Texas' reply.

Chairman Shannon asked if there was any further business to come before the Board. Hearing none, Larry Ford motioned and Charles Edens seconded that the meeting be adjourned. It passed unanimously.

Wes thanked everyone for their participation during this very busy time for farmers. The meeting was adjourned at 11:05 a.m.

APPROVED: _____ **DATE:** _____

MINUTES

NATIONAL PEANUT BOARD MEETING FY-09 BUDGET SETTING MEETING

JULY 23, 2008
NATIONAL PEANUT BOARD CONFERENCE ROOM
ATLANTA, GA

Board Chairman Wes Shannon called the meeting to order at 8:16 a.m. He then asked George Jeffcoat to deliver the invocation.

Wes asked each member to give an update on their state's crop status. Each reported and the general sense across all states was that the crop was larger than in recent years and the crop looked as good as or better than in recent years.

Richard Rossier, NPB legal counsel, called the roll of Board members. He advised the Chairman that a quorum was present.

Board members present were George Jeffcoat (AL), Larry Ford (FL), Wes Shannon (GA), Gayle Walker (NM), Jack Brinkley (NC), John Clay (OK), Roger Neitsch (TX), Jeffrey Pope (VA), and Vic Jordan(alternate) represented the At-Large position in the absence of John Shackelford (member). Board members absent: Charles Edens (SC). Also present were NPB staff members: Raffaella Marie Fenn, Maria Mehok and Lisa Agostoni. Jeanette Palmer (USDA/AMS); Laura Layton and Mark Dvorak from Golin Harris, Bob Coyle and Hilary Stiefelmeyer from LBVD, Richard Rossier (Attorney- McLeod, Watkinson & Miller) were also present.

Chairman Shannon asked Richard Rossier to read the official attorney's statement:

"The Board is governed by the Commodity Promotion Act, the Peanut Promotion, Research and Information Order and the National Peanut Board bylaws. Pursuant to the Peanut Promotion, Research and Information Order, the National Peanut Board works to achieve an effective, continuous, and coordinated program of promotion, research, consumer information, evaluation, and industry information designed to strengthen the peanut industry's position in the marketplace; maintain and expand existing markets and uses for peanuts; and to carry out programs, plans, and projects designed to provide maximum benefits to the peanut industry. Although Board members are nominated by individual states, once appointed by the Secretary of Agriculture, each member has a fiduciary duty to represent all peanut growers to benefit the industry as a whole. The Act and Order prohibit Board members from taking any action in their roles as members of the Board to influence government. In accordance with the Act and Order, the members of the National Peanut Board serve as its decision-making body. The deliberations and discussions of the National Peanut Board are limited to its members, unless a guest requests and is granted permission from the Chair to participate. Any alternate attending a meeting is a guest, unless such alternate is attending in the stead of an absent Board member. All Board decisions are subject to the review and approval of the Secretary of the United States Department of Agriculture."

Chairman Shannon asked that everyone review the minutes from the May 14 Board conference call meeting. A motion was made by Jack Brinkley, seconded by Larry Ford, to approve the minutes as presented. Motion to pass the minutes as presented in the Board books passed unanimously.

Chairman Shannon thanked everyone for attending the April meeting in Tifton.

Marie Fenn was called on to give her President's report. Marie referenced her written report in the Board books but said that in the interest of time that she would not cover anything that was in her report, except cover the staffing. She indicated she would take any questions if not now, then during the breaks and lunchtime. She reported that two of the empty staff positions had been filled since the last meeting with the addition of Ryan Lepicier and Julie Thomason and that we also have hired two more of the empty spots and they will be starting before the August meeting. There is one more position to be filled and hopefully we will be at full staff shortly to gear up for the big roll out of the new slogan next year.

Jeanette Palmer was called on to give a USDA report. She stated that the Peanut Rule had been finalized to add a seat to the Board with Mississippi being recognized as a major peanut producing state. She reported that she had received the complete package of nominations, and the Secretary is working on the appointment selections at this time. Jeanette passed around the proposed ballot for the referendum and pointed out that the envelope needed a signature in order to be counted, in keeping with the Board's request to have the ballot separated from the name of the person casting the ballot. There were no comments on the ballot.

Handler Request:

Melissa Rabern, HLB Gross Collins, stated that she had been contacted by a handler who had found a computer error in their system, which had caused assessments of \$145,000 not to be submitted over the months of December 2007, January and February 2008. They asked that the penalty, calculated at \$6,345, be waived in light of the fact that it was an inadvertent error and also due to the fact they self reported the error. Ms. Rabern stated that this handler had always been forthcoming and easy to work with, in the past. Jeffrey Pope suggested that the Board show some forgiveness. It was asked if this type of situation had occurred in the past and if so what was the outcome? Ms. Rabern said that it had happened in the past and that the outcomes had varied. One had been waived, and one had not been waived. Ms. Rabern stated that there was definite value in encouraging a self-reporting system. It would definitely cost more to have to audit handlers to find these errors. Jeffrey Pope made a motion that the Board recommend to the Secretary to waive the penalty. Larry Ford seconded the motion. The motion passed unanimously. Roger asked was it acceptable for Melissa to convey to the handler the Board's good intention. Jeanette Palmer agreed that would be acceptable. Staff was asked to write a letter to USDA-AMS indicating the Board's recommendation.

Financial Statements:

Maria Mehok presented the summary financial statements for FY 07 and FY 08 as of July 16, 2008. She stated that the FY 07 numbers to carry forward remain the same as in the last several meetings. That amount of \$181,670 would be seen later in the carryover amounts for the FY 09 Budget. All categories of the FY 08 Budget are running in line with expectations. There were no questions on the figures presented. The Balance Sheet was presented next. Vic Jordan asked if at some point the reserved funds could be reduced. A discussion ensued of anticipated costs in case of having to shutdown the Board's operations. It was determined that the amount currently in committed reserves was adequate, but that it should not at this time be reduced.

Ms. Mehok then stated that some funds had been moved from the MMII account into staggered CDs earning a higher rate than currently earned in the MMII account. She indicated that this gap in the rate was a relatively new phenomenon for NPB's investments. Questions were asked about whether the Board could enter into other instruments. Staff reminded everyone that NPB unlike other organizations was required to have 100% collateralization and many of the other higher interest

bearing instruments didn't meet our requirements. Also, Melissa reminded everyone that locking into CD rates for too long a period also prevents earning more interest when rates go up. She stated that these allocations will be reevaluated when they start to mature and when the Crop year 08 assessments begin to come in. Jack Brinkley mentioned that we should reevaluate investment choices and investment banks every three years, or less to be sure we are getting the best service and rates. Staff expressed they planned to have it occur no less than every six months. Everyone agreed.

Travel Accident Insurance:

Marie Fenn reported that several Board members had asked about travel insurance and that the subject had come up in past years as well. In light of that, she had asked Maria Mehok to look into some policies or plans to cover Board members and alternates while traveling on Board business. Maria then presented the information. There were two levels of coverage offered. For \$250,000 coverage, the annual premium to cover all 20 members and alternates is \$631.58 and for \$500,000 coverage the annual premium to cover all 20 members and alternates is \$1,052.63. Discussion ensued on the need and value of such coverage. Marie reported that other organizations do have such policies and that it also protected the Board as well as the members. She felt that based on the cost it was a good value and recommended the Board consider the higher coverage. Further discussion included questions on whether it also covered staff and whether this insurance could also cover the new seat of Mississippi. The staff is not covered by it and Mississippi could be added at a nominal cost. Jeffrey Pope motioned to select the \$500,000 policy and George Jeffcoat seconded. The motion passed unanimously.

Health Study:

Marie Fenn discussed a proposed Nutrition Study involving peanuts and Diabetes which would occur in two parts. Part one would be an expense of the FY 08 Budget and part two would be an expense of the FY 09 Budget. Marie mentioned the positive results that would be expected of such a study. Marie indicated that the Board had budgeted for a nutrition/health study in 08, but none had been identified until this one. She indicated that she wanted to be sure that all recognized that it would be committing the Board for another year and that they would see the recommendation in the FY09 recommendations. Jack Brinkley suggested tabling the subject until the FY09 Budget discussion. It was agreed to do so.

FY 09 Program of Work:

Chairman Wes Shannon then asked Marie Fenn and her team to present the recommendations for the FY09 Program of Work. Marie covered the current market situation and the information upon which the FY09 recommendations were predicated. She then asked Bob Coyle, Laura Layton, Mark Dvorak and Lisa Agostoni to join her to present the recommended program. The Team spent nearly two hours showing the comprehensive, integrated program that included Advertising, Public Relations, Issues Management, Exports and Grower Communications, as well as a comprehensive launch program for the new platform positioning slogan. They then fielded about 30 minutes of questions and comments.

Chairman Shannon recessed the General Session for lunch at 12:15.

The Board reconvened in Executive Session at 1:30 p.m.

APPROVED: _____ **DATE:** _____

MINUTES

NATIONAL PEANUT BOARD MEETING GENERAL SESSION

WEDNESDAY, AUGUST 13 – THURSDAY, AUGUST 14, 2008
ATLANTA, GA

Board members present were George Jeffcoat (AL), Wes Shannon (GA), Gayle Walker (NM), Jack Brinkley (NC), John Clay (OK), Jeffrey Pope (VA), Roger Neitsch (TX) and John Shackelford (At-Large) and alternate Michael Davis (FL) who represented FL for the absent board member, Larry Ford. Also absent was Charles Edens (SC).

Alternates present were: Ed White (AL), John Harrell (GA), Vic Jordan (At-Large), Richard Robbins (NM) and Gayle White (OK). Cindy Belch (NC), Monty Rast (SC), Tracy Welch (TX) and Clarke Fox (VA) were absent.

Also present were Raffaella Marie Fenn, Lisa Agostoni, Maria Mehok and Ryan Lepicier (NPB); Jeanette Palmer (USDA/AMS); Patrick Archer (APC); Bob Coyle and Hilary Stiefelmeyer (LBVD); Mitch Head and Mark Dvorak (Golin Harris) and Richard Rossier (Attorney- McLeod, Watkinson & Miller).

Wednesday, August 13, 2008

Board Chairman Wes Shannon welcomed everyone to Atlanta, GA and asked that all stand for the Pledge of Allegiance and then asked Michael Davis to deliver the invocation. Wes called the meeting to order at 8:30 a.m.

The official roll call by state was then conducted by attorney Rossier; he advised the chairman that a quorum was present.

Chairman Shannon asked NPB Attorney Richard Rossier to read the official statement read at all Board meetings. He read the following statement:

“The Board is governed by the Commodity Promotion Act, the Peanut Promotion, Research and Information Order and the National Peanut Board bylaws. Pursuant to the Peanut Promotion, Research and Information Order, the National Peanut Board works to achieve an effective, continuous, and coordinated program of promotion, research, consumer information, evaluation, and industry information designed to strengthen the peanut industry's position in the marketplace; maintain and expand existing markets and uses for peanuts; and to carry out programs, plans, and projects designed to provide maximum benefits to the peanut industry. Although Board members are nominated by individual states, once appointed by the Secretary of Agriculture, each member has a fiduciary duty to represent all peanut growers to benefit the industry as a whole. The Act and Order prohibit Board members from taking any action in their roles as members of the Board to influence government. In accordance with the Act and Order,

the members of the National Peanut Board serve as its decision-making body. The deliberations and discussions of the National Peanut Board are limited to its members, unless a guest requests and is granted permission from the Chair to participate. Any alternate attending a meeting is a guest, unless such alternate is attending in the stead of an absent Board member. All Board decisions are subject to the review and approval of the Secretary of the United States Department of Agriculture.”

The minutes of the July Budget meeting were reviewed. Jeffrey Pope motioned to approve the minutes as presented. Roger Neitsch seconded the motion. Motion passed unanimously.

Chairman Shannon began his chairman’s report by asking for a state-by-state crop report. Although most said that current conditions were dry and hot, all were expecting a better crop than last year. Michael Davis stated that Florida is expecting its best crop in the last seven or eight years. John Clay added that Oklahoma is headed for a record yield per acre. Wes reported that he had attended the National Buying Points meeting the week prior and that Ryan Lepicier, Julie Thomason, and Lindsay Spencer, NPB staff was also there. Jeanette Palmer had represented the USDA at the event. That was the extent of Wes’ travel since the July meeting.

Chairman Shannon asked for the President’s Report. Marie Fenn referred the Board to her previously distributed written President’s report stating that much of the information would be reported on as part of the various committee meetings. Marie did give a brief update on staff. She indicated that there had been four staff hires since May and asked Board members and Alternates make a point to meet them during their time in the office. She said there is one remaining open position of Marketing Associate/Manager. There had been one candidate that the team had felt might work out, but in the end it was determined it was not a good fit. This position is very important because it will eventually move into the Team Leader position for the Marketing Team. Marie Fenn talked about staffing changes within the Golin Harris Virtual Team. These changes were requested by Marie and she stated that she feels that this new team has the right make up to do the job that the NPB requires of them. John Clay asked if a listing of the new Golin Harris employees is on NPB online. The response was that they were not yet listed. He emphasized that it would be helpful to do so because it can be confusing who is with Golin Harris versus LBVD. Marie stated that the listing would be updated and printed by day’s end, so that each Board member could take the printed copy with them and the updated list would be posted on NPB online as well.

Chairman Shannon called on Jeanette Palmer to give the USDA report. Jeanette covered the new appointments to the National Peanut Board for the calendar year 2009. She notified the Board that the copy of the press release making the announcement was in their board books. She also mentioned that the referendum ballot was ready. And she mentioned that it was important for the Board to select the time period it wished to hold the referendum. She reminded Jack Brinkley from North Carolina that the referendum should be mentioned at the upcoming North Carolina Producers meeting being held in September since their annual meeting, unlike all the other states did not take place in the spring. She also indicated that it should be announced at all grower meetings prior to the referendum. Jeanette informed the board that USDA-AMS would undergo a 610 review in 2009. This is a review of the USDA and that the Board would probably be contacted. That concluded her report.

The chairman recessed the General Session at 9:15 a.m. so Board committees could conduct their meetings.

Thursday, August 14, 2008

Board Chairman Wes Shannon reconvened the General Session of the National Peanut Board quarterly meeting at 8:55 a.m.

Board members present were George Jeffcoat (AL), Wes Shannon (GA), Gayle Walker (NM), Jack Brinkley (NC), John Clay (OK), Jeffrey Pope (VA), Roger Neitsch (TX) and John Shackelford (At-Large) and alternate Michael Davis (FL) who represented FL for the absent board member, Larry Ford. Also absent was Charles Edens (SC).

Alternates present were: Ed White (AL), John Harrell (GA), Vic Jordan (At-Large), Richard Robbins (NM) and Gayle White (OK). Cindy Belch (NC), Monty Rast (SC), Tracy Welch (TX) and Clarke Fox (VA) were absent.

Also present were Raffaella Marie Fenn, Lisa Agostoni, Maria Mehok and Ryan Lepicier (NPB); Jeanette Palmer (USDA/AMS); Patrick Archer (APC); Bob Coyle and Hilary Stiefelmeyer (LBVD); Mark Dvorak (Golin Harris) Richard Rossier (Attorney- McLeod, Watkinson & Miller) and Mark Fenn.

Old Business:

Roger Neitsch made a motion that Legal Counsel update the Bylaws to match the amended order that added Mississippi as a major peanut producing state and reflect the membership to be 11 members of the Board. Jack Brinkley seconded the motion. Motion passed.

Maria Mehok stated that at the July Budget setting meeting the Board approved adding a Travel and Accident insurance policy for each Board member and alternate. Maria reported that as part of that policy, each member and alternate needed to complete a beneficiary form. Maria passed out the forms. She asked that member and alternate complete it while at the meeting and return to her.

New Business:

The Board considered a proposed 2009 Calendar of meetings. Discussion ensued that included incorporating a Board meeting as part of the Slogan Launch in March in NYC as well as holding a Board meeting in conjunction with the U.S. Peanut Congress in June in Amelia Island, FL, since some staff and six Board members who sit on the Export Sub-Committee would already be attending. There was also a separate discussion about changing the Board meeting where alternates' attendance is paid for. Currently those meetings are the first in the calendar year, Jan/Feb and August. It was felt that the August meeting is where the program of work and budget for the next fiscal year are considered and still was important for continuity to include alternates. And, that the December meeting, was very important because it included the annual luncheon meeting, year in review, the states' presentation of Production Research proposals for

2009 and the Annual Peanut Partner Summit. These events all in one meeting helps to ensure that alternates have a ready background when they need to act in the members' stead.

Jack Brinkley made the motion to adopt the proposed NPB Board calendar for 2009 with the recommendation a March meeting during the launch be added to the schedule and a June meeting be held at the US Peanut Congress. He added that the staff needs the flexibility to work with the sponsors of the U.S. Peanut Congress and with the APC for Dec. 2009 meeting to coordinate exact dates. The proposed conference calls were stricken from the schedule to be covered at a later time. Jeffrey Pope seconded the motion. Motion passed.

Roger Neitsch made a motion to change the paid meetings for alternates, designating August and December be the meetings that allows for the alternates' expenses to be covered, beginning with the first meeting in FY09, which is the December 2008 meeting. Michael Davis seconded the motion. Motion passed.

Chairman Shannon proceeded to call on each of the Committee Chairpersons to report on any items or actions from their respective committees requiring a vote by the full Board.

Jeffrey Pope stated that the Budget and Finance Committee had authorized staff to search for new potential banks for investment opportunities. Jeffrey also noted items in the presented financial statements. Jack Brinkley made a motion to accept the financial reports as presented and to give staff the authorization to seek additional banking information. Michael Davis seconded the motion. Motion passed.

Jack Brinkley reported that the Research Committee did not have any actionable items. He did mention that he would contact Howard Valentine prior to the next APC meeting to discuss Genomics. Jack also mentioned that he would be leaving the Board at the end of 2008 and wanted to be sure that someone fills his position on the APRES Board. He stated that in the past it was always the NPB Research Chairman that filled this position. Marie Fenn said that staff would notify APRES once a new committee chair was appointed.

Roger Neitsch reported that the Promotions Committee had received the results and recommendations from the Bantam Group's President Troy Nottingham on the Peanut slogan research. Roger recommended that the board approve the Bantam Group's proposal for the new peanut slogan "Peanuts - Energy for the Good Life". Gayle Walker seconded the recommendation. The slogan "Peanuts - Energy for the Good Life" was adopted unanimously.

The Committee Chairpersons for Export, Grower, Evaluation and Measurement and Diversity Outreach committees reported no actionable items.

Calendar:

Marie Fenn directed everyone to the Board Book copy of the upcoming calendar. She first reminded everyone of the Board's Conference Call scheduled for November 5. She also stated that the conference call-in number had changed and the new information will be sent out with the agenda for the call.

Marie asked for board member participation at the SAC meeting to be held at NPB offices October 3. She noted that the Culinary Institute of America's Latino Food Conference would be held October 9 – 11 in San Antonio. Roger Neitsch indicated he would attend; and that two peanut producer members of the Texas Peanut Producers Board would be joining NPB at our invitation. A Japanese reverse trade mission to visit operations in OK and TX is scheduled for the week of October 14. Marie encouraged all who are able to attend. John Shackelford said that he and Lucy would love to attend the Southern Foodways Alliance again this year. Marie also noted that a Mexican Manufacturers' tour was slated for the last week of October in San Antonio; Mitch Head would be attending for NPB as part of the Implementation Team, but that Board members and alternates from Texas and the surrounding states were encouraged to attend.

The Chairman recessed the General Session at 10:15 a.m.

Executive Session

Chairman Wes Shannon called the NPB Program of Work and Budget Setting Session to order at 10:30 a.m. He referred all present to the materials in front of them created as a result of the Board's budget setting meeting in July. Wes then asked staff to present the materials. Marie Fenn asked Maria Mehok to walk everyone through the proposed revenue numbers. Maria Mehok explained how the proposed assessment budget number was selected during the July meeting and where the numbers were derived from. She then explained the additional forms of revenue in the FY 09 Budget which included Interest, FY 07 Crop year assessment overage, remaining funds in FY 07 and funds identified from FY 01 – FY 04 which had not been previously rolled forward. The total FY 09 budgeted revenue totaled \$9,102,355. Maria asked for questions and answered any that were brought forward.

Marie Fenn then walked through the expenditure portion of the FY 09 budget taking any questions as they were brought forward.

As part of the discussion, there were several questions about the Launch event and costs. Since it had been decided that there would be a Board meeting in conjunction with this event and also an additional Board meeting to be held in conjunction with the U.S. Peanut Congress, there was a suggestion that possibly the Board Meeting Expense line item should be increased. It was decided to leave the amount as it appeared and amend the budget at a later time if it was determined that more funds were necessary.

Motion was made by Roger Neitsch to accept the Budget for FY 09 as modified. George Jeffcoat seconded the motion and the motion passed unanimously.

Jeffrey Pope motioned that the Board accept the FY 09 Program of Work as presented. Michael Davis seconded the motion and the motion passed unanimously.

Jack Brinkley motioned for adjournment. Motion was seconded by Roger Neitsch.

Meeting adjourned at 12:20 p.m.

MINUTES

NATIONAL PEANUT BOARD MEETING BOARD CONFERENCE CALL THURSDAY, NOVEMBER 6, 2008

Call Participants:

Members

Wes Shannon - GA - Chairman
George Jeffcoat-AL
Larry Ford - FL
John Clay-OK
Jack Brinkley-NC
Roger Neitsch-TX
Jeffrey Pope-VA

Staff and Others

Marie Fenn – NPB President & Managing Dir.
Maria Mehok – NPB Manager Accting & Compliance
Richard Rossier-MWM, NPB Attorney
Jeanette Palmer-USDA-AMS Peanut Specialist
Melissa Rabern-, CPA- HLB Gross Collins
Bob Coyle – LBVD

Members Absent: Charles Edens (SC), Gayle Walker (NM) and John Shackelford (At-Large)

Chairman Shannon called the meeting to order at 9:32 a.m. EST. He asked Attorney Richard Rossier to conduct the roll call by state. All states were present except South Carolina, New Mexico and At-Large. Attorney Rossier stated that a quorum was present.

Chairman's Report. Chairman Shannon gave his report stating that he didn't have much to report. It had been dry in his area and they were currently working on completing the harvest. Others reported on the crop in their area.

President's Report. Chairman Shannon then called on Marie Fenn to give her President's report. Marie stated that she had sent the written report on Tuesday and hoped all had received it and were able to take a look at it. She said that rather than report on any of the items written, she would just take questions on the report. All indicated that they had received the written report. Roger asked if there was an idea about who might be asked to replace Dr. Marianne Neifert on the Scientific Advisory Council since she has resigned. Marie said that there had been a discussion during the SAC meeting recently held in Atlanta that one proposal from members had been to fill it by having a guest attendee at each meeting; other suggestions were to seek a pediatrician who is also an immunologist. SAC members offered to provide names as they thought about it. John Clay asked about how Issues Management was being covered since Lisa Agostoni's departure and especially the allergy issue since Lisa had been the point person on that topic. Marie reported that she had worked with the remaining Team members and that they she did not foresee any gaps or problems with adequate coverage as even well prior to Lisa's leaving, Lindsay had been transitioning into the allergy point person as Lisa was moving more toward nutrition work. And, Lindsay had proven quite capable and knowledgeable that that both areas. For instance, since Lisa left, Lindsay had taken over work on getting the Nutritional Information approved. Marie stated that Lindsay Spencer has a background in allergy and allergy research and that also with Marie's help Ryan Lepicier was being fully introduced to the Allergy issues and information. She stated that Ryan would be moving into the leadership role for the Communications Team. She also said that staff is proceeding on filling the open position with a good candidate. Jeanette Palmer asked to clarify if in her report, Marie meant it would be two more weeks before USDA would receive additional information from the Nutrition Consultant on the Nutrition Research. Marie said, no she anticipated, USDA should receive some information within the next couple of days. Marie's estimate of two weeks included time for final USDA approval. There were no other questions for Marie.

USDA Report. Chairman Shannon then called on Jeanette Palmer to give a report on USDA activities. Jeanette stated that her only report was that the Secretary of Agriculture has appointed Ed White as the Alabama Alternate for the term beginning 2009. This completed the USDA report.

August Board Minutes. Chairman Shannon then said that he needed to go back to the minutes of the August meeting. He asked if all had reviewed and if there were any questions. There were no questions. Jack Brinkley made the motion to accept the August 2008 General Session minutes as presented. Roger Neitsch seconded the motion. Motion passed unanimously.

Budget & Financial Update. Maria Mehok was called on to give the financial report. Maria Mehok referred all to the Summary Financials for FY 08 that all were sent via email, or like the other Board documents could also be accessed at www.npbonline.org. Maria stated that she and Marie Fenn had been closely examining the FY 08 numbers to compare any remaining dollars to outstanding expenditures. Mehok stated that at this time there is no anticipated carryover dollars of any significance because some of the expense savings will need to be used to cover the Interest shortage predicted earlier in the Fiscal Year. The amount was now confirmed at \$106,811. She then referred to the Assessment collections. The crop year 07 dollars had increased by a small amount since the August meeting. The new crop year 2008 dollars are now coming in and the total is currently at \$317,401. Maria asked for any questions on the information presented. John Clay asked if collections come in higher than budgeted, what would happen. Maria said that if that happened then the budget could be amended, if the Board wished to do so. It was explained that as in FY08 when collections were more than anticipated, the amount was not taken into the budget but rolled over into Fiscal Year 09, similarly a shortfall, has in the past hit the next fiscal year. However, it can be reviewed at any time.

Melissa Rabern stated that the USDA NASS numbers look higher than actual collection amounts being collected; and there appears to be more of a difference than in the past; she asked if that difference was due to options. The consensus was that was the reason. The price per ton thus far on the assessments sent in from the 2008 crop is averaging \$344. There was discussion centered on that rate being low. It was determined that it was probably due to some of the early peanuts being graded low; and that price per ton rate should increase as more assessments come in.

The next topic was on the Banking Research. Maria Mehok said that from direction of the Board at the August, staff had identified four banks to seek information about possible investment alternatives. She stated that while meeting with the banks on investment opportunities, the staff used the time to also gather full banking relationship information. Maria said that based on the results of the research that staff recommended pursuing CD investments with BB&T bank. This bank was selected due to its strength as well as for the increased interest rates offered. Maria stated that, of course, the rates fluctuate daily, but she compared rates from BB&T to Wachovia per the same day. She stated that at this time staff does not recommend moving the complete banking relationship to BB&T, but that staff does feel that if that is a future decision, that BB& T would be a good bank. Larry Ford made the motion to move some funds to the CD at BB& T Bank. Jeffrey Pope seconded the motion. Motion passed unanimously.

Research Update. Maria Mehok reported that the packets to State Executives for FY 09 Production Research were expected to arrive next week. Once received and compiled that information would be forwarded to the members of the Research Committee for review prior to the December Board Meeting. All existing Production Research is in good shape. All FY 08 contracts are fully executed. Some but not all states have billed for the initial 25% as well as some additional invoicing.

FY 08 Genomics Research projects are fully executed except one NC State project. The researcher retired and staff recommends rolling the \$5,000 budgeted for that project forward to the FY 09 Genomics allocation. There was a discussion as to whether the Board needed to approve the roll forward of these funds. Marie Fenn stated that the general procedure for the regular production research by state was to roll forward those funds for any cancelled and under spent budgets to the future year, therefore it would be the practice to do the same on these funds that had been allocated for genomics. It was decided to go ahead and approve this roll forward. Roger Neitsch made the motion to roll the \$5,000 forward for availability for the 09 Genomics proposals. Jack Brinkley seconded the motion. Motion passed unanimously. Roger Neitsch let everyone know that Texas had decided to participate in the 09 Genomics funding in the same manner as all other participating states. It was noted that staff

had not yet been made aware of that, but Maria did say that she was expecting the Texas package to arrive the following day.

Marie Fenn wanted to know if Jack Brinkley was planning on participating in the Genomics funding proposal selection conference call. He said that he was planning on being on that call which was set for Tuesday November 11. Marie asked Jack if he would mind if an NPB staff member joined the call. Jack said that would be great. Marie stated that either she or Maria Mehok would plan to be on the call to answer any questions and offer help as to NPB procedures and requirements.

On the Allergy Research, Marie reported that everyone should have received the announcement on the publication of the allergy research NPB had help fund with Kings Hospital and Dr. Gideon Lack. She indicated that dr. Lack had asked if the Board would entertain a small research project at its next board meeting. Chairman Shannon asked if the Board was amendable; there were no objections.

Domestic Promotions. Marie Fenn said that she, staff and virtual team members were working on wrapping up Advertising and PR funding for FY 08. She said that final billing is expected to be determined by February 15. She said that FY 09 had already kicked off and that she is meeting weekly with staff and virtual teams to prepare and execute the numerous details surrounding the New York Launch event and all other Slogan related needs.

Marie said that Wes and she had made presentations at FQAM. She had recently attended the CIA Latino event in San Antonio. She asked if Roger Neitsch had any comments since he had also attended. Roger said that it was a great event. He said that he was very excited about the new targeted group that the event focused on. Marie said that Jimmy Seamy and Clifton Stacy from the Texas Peanut Producers Board had also attended the event; they had all been extremely helpful and she believed they were very impressed with the event and had enjoyed their time there.

Marie said that this year NPB had decided not to participate as an exhibitor in the PMA event, but had instead decided to put those funds to better use on larger efforts.

Mark Dvorak and Julie Thomason had attended the Plate Cooks event recently in Denver. Marie, Julie Thomason and Berna Akgun were currently attending the Worlds of Flavor at CIA. She said that Chef Tom Grey from Bistro AIX in Jacksonville, FL was there demonstrating peanut recipes. She said there were over 700 chefs sampling at this event. Gayle Walker is currently en route to the event along with them, and that was the reason Gayle was not participating on the call.

Bob Coyle then joined the call at Marie's request to report on some of the business building efforts. He stated that even though NPB did not participate in the PMA event, we did have a presence with a peanut recipe at the garlic booth.

Bob talked about several partnerships that were in the works which included, Trader Joe's Markets with over 300 locations nationwide. He said that after the NPB introduction, Protein Plus is looking at incorporating peanut flour in their retail offerings. Bob and Marie had recently met with Wal-Mart/Sam's Club as well as a company called Green Leaves, who was working on adding a PB&J power smoothie to their menu. Dairy Queen is looking at adding Peanut Protein Powder to Blizzards. In the Atlanta market, Holman and Fitch renown mixologist is serving peanut flavored bar drinks as well as Restaurant Eugene's PB&J Crème Brulee'. Bob said that there is still a lot of follow-up to be done with Wal-Mart/Sam's Club, but the important first step was done and that both buyers had indicated they wanted to grow the relationship.

Marie talked about the need for an educational piece video that would deal with sustainability of agriculture and peanuts. She felt this is very important and she has been hearing from various sources such as from attendees at FQAM and from the buyers at Walmart and Sam's Club meeting. Marie said such an educational piece could have lasting power beyond communicating with Walmart and other restaurants and retail chains, but also be used in the consumer oriented Grand Central Station Launch events in March. She felt the piece needed to be a highly professionally produced piece. She asked Ryan to look into production companies and costs as he used to produce shows for PBS; Ryan has received an estimate of \$25,000 from a very reputable production company that does work for Coca Cola; he has worked with them in the past and have done excellent work. Marie recommended the Board consider using remaining money, after covering the shortage of interest income, in the opportunity budget5 in the FY08 budget. There was some discussion on how important sustainability was and the need to communicate that in an effective way. Most members felt a video was a great way to do it. Jeffrey Pope made the motion to use \$25,000 from the opportunity budget line item of the FY 08 Budget to fund the Sustainability video. Larry Ford seconded the motion. Motion passed unanimously.

Slogan and Launch Update. Marie Fenn said that she had taken the opportunity to sit with Birdsong and Clint Williams representatives about the slogan and launch; she had received a very positive feedback on the slogan. Marie said that she was encouraging shellers to contribute \$5,000 toward the Launch event dinner to have them develop a real stake in the effort. She indicated that she still had to meet with several other shellers and with the major manufacturers. With the manufacturers we wanted to reinforce use of the slogan and to attend the event and participate in Grand Central Station.

We asked if there were meetings with the states. Marie reminded everyone that every major peanut producing state had been met with in June and early July and they were fully on Board. She had also sent two updates on the status of the event and the slogan. She indicated that there was no intention to ask the states for money to participate. But that all had been invited to participate in the event in NYC and that the full scope of what that might involve would be discussed at the December Peanut Partner Summit. She indicated that Mike Kubicek from Oklahoma had volunteered to get peanut plants planted by ARS in Oklahoma to simulate a peanut field in Grand Central and he wanted to share with everyone how they could engage in that effort.

Export Promotions Update. Since the August meeting there had been a Japanese tour in Texas and Oklahoma. Richard Robbins, Roger Neitsch, Gayle White, Bob Coyle and Marie Fenn had attended this tour. Marie and Bob reported that a large contingent of Japanese buyers had come to visit the industry and the crop and that there were a lot of hard questions on price and discussions about foreign material in the product, etc.

Bob Coyle attended the Canadian Tour which was in Georgia and he felt it was excellent because they had a good chance to see how every part of the peanut is used and it really reinforced the sustainability question.

Mitch attended the Mexican Tour, in Texas, and had shared with Marie that there were 23 Mexican buyers and since FAS was only paying for 10, it was a strong endorsement on high interest in US crop from this region as the additional 13 were paid for by their own companies. He indicated that all shellers were present and that was a very good exchange of information. Also, there was discussion that Argentine, while not having a good crop this year, was experiencing as a nation some weakness in their economy was that their prices may get extremely competitive against US produced peanuts. Also, the Mexican buyers indicated that the falling Peso against the dollar was making peanuts cost more.

December Board Meeting. Marie Fenn gave a brief overview of the plans for the December meeting to be held in Atlanta in conjunction with the APC Winter Conference. She indicated that it was going to be a very full time and that everyone should plan to be there for the Wednesday evening dinner to honor the outgoing members. Also, to remind alternates and others not on the call to quickly respond about their attendance so we could be sure to have room reserved by the cutoff date.

Old Business/New Business. Jeanette Palmer had brought it to the staff's attention that the current dates set for the January Board meeting conflicted with two Federal Holidays, MLK day and Inauguration day. USDA could participate, but at an extra cost to the Board. After some discussion, it was decided to move the meeting to one week later. The Board travel day would be Saturday January 24, or early Sunday morning for those on the east coast who could get flights in time. The New member orientation and Executive Committee meeting would take place on Sunday afternoon, January 25. The Board meeting would be meeting all day Monday January 26 and Tuesday, January 27.

Marie Fenn asked Richard Rossier if he wanted to make an announcement about the requested changes to By-Laws due to the addition of Mississippi that she had just received from Attorney Amy Jones in his office. Richard informed everyone that it was necessary that NPB give or post notice to the full Board at least 15 days prior to the December meeting that the By-Laws would be considered for amendment at the meet. Marie said she would take care of the notification.

There being no further business to come before the Board, Larry Ford motioned that the meeting be adjourned, Jeffrey Pope seconded.

The meeting was adjourned at 10:48 A.M. EST.

APPROVED: _____ **DATE:** _____

MINUTES

NATIONAL PEANUT BOARD MEETING GENERAL SESSION

TUESDAY, DECEMBER 9 – WEDNESDAY, DECEMBER 10, 2008
ATLANTA, GA

Board members present were George Jeffcoat (AL), Wes Shannon (GA), Gayle Walker (NM), Jack Brinkley (NC), John Clay (OK), Jeffrey Pope (VA), Roger Neitsch (TX) and John Shackelford (At-Large) and Larry Ford (FL). Charles Edens (SC) was absent.

Alternates present were: Ed White (AL), Michael Davis (FL), John Harrell (GA), Vic Jordan (At-Large), Cindy Belch (NC), Richard Robbins (NM), Gayle White (OK), Tracy Welch (TX) and Clarke Fox (VA). Also present were Raffaella Marie Fenn, Maria Mehok and Ryan Lepicier (NPB); Mark Dvorak and Mitch Head (Golin Harris), Bob Coyle (LBVD), Melissa Rabern (HLB Gross Collins), Jeanette Palmer (USDA/AMS), Yvonne Dock (USDA/FAS) and Wayne Watkinson (Attorney- McLeod, Watkinson & Miller).

Tuesday, December 9, 2008

Board Chairman Wes Shannon called on Clarke Fox for the invocation. Chairman Shannon called the meeting to order at 10:00 a.m.

The official roll call by state was then conducted by attorney Watkinson; he advised the chairman that a quorum was present. The only state not represented was SC.

Chairman Shannon asked NPB Attorney Wayne Watkinson to read the official statement read at all Board meetings. He read the following statement:

“The Board is governed by the Commodity Promotion Act, the Peanut Promotion, Research and Information Order and the National Peanut Board bylaws. Pursuant to the Peanut Promotion, Research and Information Order, the National Peanut Board works to achieve an effective, continuous, and coordinated program of promotion, research, consumer information, evaluation, and industry information designed to strengthen the peanut industry's position in the marketplace; maintain and expand existing markets and uses for peanuts; and to carry out programs, plans, and projects designed to provide maximum benefits to the peanut industry. Although Board members are nominated by individual states, once appointed by the Secretary of Agriculture, each member has a fiduciary duty to represent all peanut growers to benefit the industry as a whole. The Act and Order prohibit Board members from taking any action in their roles as members of the Board to influence government. In accordance with the Act and Order, the members of the National Peanut Board serve as its decision-making body. The deliberations and discussions of the National Peanut Board are limited to its members, unless a guest requests and is granted permission from the Chair to participate. Any alternate attending a meeting is a guest, unless such alternate is attending in the stead of an absent Board member. All Board

decisions are subject to the review and approval of the Secretary of the United States Department of Agriculture.”

All reviewed the agenda. There were no changes to the agenda. All reviewed the minutes from the November conference call. Jack Brinkley motioned that they be accepted as presented. Roger Neitsch seconded the motion. Motion passed unanimously.

Chairman Shannon said that it had been a successful year. He said it had been interesting and the Board had done things that some probably thought wouldn't or couldn't be done. Wes had enjoyed his year as Chairman and was fortunate to see many areas that he had not seen before.

Chairman Shannon called on Marie Fenn to give her President's report. Ms. Fenn referred all to her written report and asked for any questions on the material presented there. She said that more detail would be covered within the specific committee meetings. There were no questions at this time. Marie mentioned that Lauren Highfill had joined the NPB staff since our last meeting. The staff is nearly complete, with just one Marketing position still to be filled. The new staff is working well together. This completed the President's report.

Jeanette Palmer was called on to give a report on USDA activities. Jeanette said that James Link had been named as the new Administrator in place of Lloyd Day. She stated that the 610 review had been completed and that she was not sure when the results would be published. Jeanette said that the Board would not see the rule before publishing. She stated that anyone can comment. Roger Neitsch asked what happens if something controversial comes out of it. Jeanette said that she doesn't foresee any controversy coming out of it.

Yvonne Dock, USDA-FSA, introduced herself. She stated that this is her first meeting with the Board, and that she was taking everything in at this point. She stated that they are currently reviewing and updating UES procedures.

The chairman recessed the General Session at 10:20 a.m. so Board committees could conduct their meetings.

Wednesday, December 10, 2008

Board Chairman Wes Shannon reconvened the General Session of the National Peanut Board quarterly meeting at 4:00 p.m.

Board members present were George Jeffcoat (AL), Wes Shannon (GA), Gayle Walker (NM), Jack Brinkley (NC), John Clay (OK), Jeffrey Pope (VA), Roger Neitsch (TX) and John Shackelford (At-Large) and Larry Ford (FL). Charles Edens (SC) was absent. Alternates present were: Ed White (AL), Michael Davis (FL), John Harrell (GA), Vic Jordan (At-Large), Cindy Belch (NC), Richard Robbins (NM), Gayle White (OK), Tracy Welch (TX) and Clarke Fox (VA). Also present were Raffaella Marie Fenn and Ryan Lepicier (NPB); Mark Dvorak and Mitch Head (Golin Harris), Bob Coyle (LBVD), Jeanette Palmer (USDA/AMS), Yvonne Dock (USDA/FAS) and Wayne Watkinson (Attorney- McLeod, Watkinson & Miller).

Budget and Finance Committee recommended that the Board approve the financials as presented. The Board approved unanimously.

Grower Committee recommended that the Board use funds previously budgeted for Radio/TV advertisement for print media advertisement. The Board approved unanimously.

The By-Laws Committee recommended to the Board that the changes to the By-Laws be approved as presented. The Board approved unanimously.

The Research Committee recommended that the Board approve the State Research projects as presented and that the Genomic funding be approved with the noted changes. The Board approved unanimously.

The Promotions Committee recommended that the Board approve the March Slogan Launch and Ad Campaign as presented. The Board approved unanimously.

The Executive Committee directed staff to seek the FAS grower list and cross check it to the list compiled by HLB Gross Collins. The Board approved unanimously.

The Executive Committee also recommended approval of funding a study by Dr. Lack entitled "Investigation of the determinants of the immune response to Peanuts in allergic and tolerant children" as part of the recommendation staff was asked to seek investigate budget line item for the funding and then to recommend that to the Board. The Board approved unanimously.

Calendar:

Marie Fenn covered the many upcoming events which included several grower meetings in January and February, Worlds of Healthy Flavor, Reel Music Series at Busch Gardens/SeaWorld and the Bud n Bar B BBQ events with Busch Entertainment. There was some discussion about the schedule of events for the March Board meeting that was to be held in conjunction with the "Peanuts: Energy for the Good Life" Slogan and Campaign rollout. There was a discussion that the Alternates needed to be included in the event. A motion was made by Roger Neitsch to move the Alternate paid meeting from August to March. The motion was seconded by George Jeffcoat.

There being no further business to come before the board, the meeting was adjourned at 5:20 p.m.

APPROVED: _____ **DATE:** _____

NPB Board meeting and Education Retreat
St. Helena, CA
August 7 - 9, 2005

Sunday, August 7, 2005

Donnie White called the NPB assembly together at 4:15 p.m. He welcomed everyone and thanked Board members for coming to experience and learn first-hand the world of culinary food service where the NPB has been focused on developing new markets for the past three years. He experienced that he had a first hand experience at the 2004 World of Flavor conference and felt it was beneficial toward accomplishing our goals that the entire Board should have the opportunity as well. Over the next few days, the Board would also be dealing with a number of critical issues including establishing the fiscal year six budget and program of work. He then turned the meeting over to Marie Fenn.

Marie introduced and thanked Greg Drescher and the CIA staff for putting together a fabulous educational program. She praised the chairman and vice chairman for having the vision to hold a Board meeting at the site of such an important partner as the CIA. She reminded everyone that this is serious business and everyone at the CIA and on the Board takes this very seriously. And, she challenged everyone to allow themselves to give free reign to their ideas and thoughts during the education portions of the meeting. The expanding world of peanut uses can only get bigger and more exciting if we all let ourselves be adventurous. She said the “possibilities for peanuts were endless.” She then turned the meeting over to Greg Drescher.

Greg gave a presentation on the current and emerging major food trends that can help promote and position peanuts. He covered health, wellness, world flavors and how it can make an impact on volume foodservice. He also covered the strategic collaboration of CIA and NPB for the 2005 – 2006 programming year.

Teaching Chef Bill Briwa then gave the group a great taste and texture experience in peanuts and combinations of flavors with wines and other foods. Chef Briwa demonstrated and recommended new flavors, menus and ideas to improve peanuts image and showcase them in value added ways.

Monday, August 8, 2005

Chairman Donnie White called the General Session of the National Peanut Board meeting to order at 8:10 a.m.

Roll call

Alabama – Ben Bowden – absent due to unexpected illness in family; alternate not able to attend on short notice.

Florida – Larry Ford

Georgia – John Harrell in Wes Shannon’s absence

New Mexico – Richard Robbins

North Carolina – Donnie White

South Carolina – Monty Rast in Charles Eden’s absence

Texas – Roger Neitsch absent due to illness

Virginia – Dee Dee Darden

Minor States – John Shackelford – absent due to conflicts; alternates Vic Jordan unable to fill in.

Other attendees included: R. Marie Fenn, NPB CEO, Melissa Rabern, Gross Collins, CPA, Debbie Simmons- USDA, Mike Davis, Florida Peanut Producer, Mitch Head – Golin Harris International, Bob Coyle – Lawler, Ballard, and Van Durand.

The minutes from the July 11 meeting were reviewed and several typos were identified; the corrections were noted and the minutes were approved unanimously with noted changes on a motion made by Larry Ford and seconded by Dee Dee Darden.

Chairman Donnie White asked if it pleased the Board that in the interest of time some portions of the agenda would be moved to the afternoon session, specifically the Strategic Staffing Plan recommendations and the annual meeting review and discussion. All agreed.

Chairman White then recessed the General session, so that each committee could briefly call to order to approve their committee's minutes from the July 11th meeting.

In Wes Shannon's absence Larry Ford convened the research committee. The research committee minutes from July 11th were reviewed. Dee noted an error that needed to be corrected. Then Dee Dee moved that the minutes be accepted with the noted change. John Harrell seconded the minutes and the minutes were approved unanimously. Having no further business, the research committee adjourned.

Richard Robbins convened the export sub-committee. The Export Sub-committee minutes from July 11, 2005 were reviewed. Richard noted a typo that needed to be corrected. John Harrell moved and Dee Dee Darden seconded that the minutes be accepted with the noted change. Minutes were approved unanimously. Having no further business, the Export Sub-committee adjourned.

In Roger Neitsch's absence Larry Ford convened the Finance committee. The committee minutes from July 11th were reviewed. Dee Dee Darden moved and Donnie White seconded, and the minutes were approved unanimously. Having no further business, the Finance Committee adjourned.

In John Shackelford's absence Larry Ford convened the Grower Communications committee. The committee minutes from July 11th were reviewed. Dee Dee Darden moved that the minutes be accepted. John Clay seconded the motion and the minutes were approved unanimously. Having no further business, the Grower Communications committee adjourned.

Chairman Donnie White then re-convened the General Session.

Melissa Rabern, CPA, then gave the financial report. She reviewed the current financials and all appeared to be on track with the current budget-to-actual expenditures; however collections had slowed up considerably. Donnie asked if the letter to handlers regarding sending in the assessment already collected by the handlers had been sent. Marie and Melissa reported that the letter, written by our legal counsel, had been reviewed and just approved by USDA-AMS. It was ready to be mailed pending the Board's review. The letter was read to the Board and everyone agreed that the

letter fulfilled the intentions of the Board as per the vote at the July 11th meeting. Melissa indicated her office would mail the letter today.

Florida Producer and guest Mike Davis asked about collections. Discussion ensued and there was expressed a sense of urgency that FSA put out some official instructions regarding collections on the 2005 crop as harvest was underway already in parts of Florida. Debbie Simmons, USDA-AMS was asked if she had any insight, she could share on the FSA instructions, intension and process to collect the NPB assessment, as well as on the NPB submitted amendment to update the peanut order. She did not have any knowledge of where any of the items stood as she had been on vacation the previous week, but she indicated she would phone Margaret Irby, Bureau Chief, and report back during the meeting. The Board expressed frustration on how this issue continued to suffer from FSA foot-dragging. Chairman White expressed that NPB had been working on this issue for well over a year and that NPB representatives had gone to Washington, DC several times—last fall, in December and again in May. The amendment to the order had been officially submitted in January. Eight months later, still nothing has happened. Some commented that FSA had told shellers in a June meeting in Atlanta that FSA intended to collect the NPB assessment for peanuts from the 2005 crop as they went into the marketing loan program. However, shellers indicated they had not yet received any notice or instructions from FSA and that software to handle the collection was not in place. Marie indicated that no response had ever been received by FSA on the issue. Then at the meeting this spring, FSA feigned never knowing anything about our order amendment or request to collect the assessment. Legislation was passed in December 2004, allowing FSA to collect the assessment and FSA had insisted it needed to go through the rulemaking process, which is not necessary for it to collect the NPB assessment but only the states' assessment. Everyone expressed that it appeared that FSA was deliberately stalling so that this year's harvest would suffer the consequences and that the collection would be pushed to the 2006 crop.

Debbie reported that she had called Washington and that AMS had not yet heard from FSA. She indicated that NPB could not issue any communication that FSA would collect the assessment or that we have an amendment to our order at AMS until the amendment had been cleared.

Larry Ford then moved that if no action came from FSA on collection the NPB assessment or from AMS on the NPB amendment to the peanut order by the end of next week, an NPB representative delegation would return to Washington, DC within the next two weeks. Richard seconded the motion. The motion carried unanimously.

Melissa gave an overall preliminary summary of the compliance audit on collections for the past year's crop. In compliance with the order, she did not indicate who had been audited nor the outcome of any one in particular, but rather gave an overall summary report, describing the protocol, format and general outcomes. Several had questions about forfeitures. Five handlers, representing about 50 percent of the collections were audited and all appeared in order. Four out of the five first purchasers tested calculate the assessment based on the Form 1007 segment value. Certain first purchasers we tested reduced the Form 1007 segment value by grade or for a shrinkage provision before calculating the 1% assessment. The accounting systems of four out of five of the first purchasers are not able to recalculate the assessment after the FSA office communicates the cost to redeem the warehouse receipts. The amount the first purchaser wire transferred per FSA instruction may have been different from the Form 1007 segment value but no recomputation was performed. The first purchasers also indicated that the instructions to purchasers were confusing.

Most were not collecting on the segment value, but on the loan price. Only four out of five had the ability to reconcile their collections with procurement records. However, everyone was collecting and everyone was submitting the collection. It was noted that one handler had underpaid two years in a row due to the end of year collections; another discovered they had paid twice on some part of the collection. It was decided that the handler believing that they had overpaid, needed to submit a letter requesting a refund and showing documentation supporting the claim of duplication. The handler that underpaid was discussed at length and whether or not to send a late payment and penalty invoice. It was a consensus of the Board that the amount of underpayment was proportionally small, it was clear to the auditor that this was a mistake and not an intentional underpayment. Dee Dee moved that Melissa write a nice letter to the handler indicating that as a result of the audit it was determined that they owed this money and that they should consider this an official invoice and if not paid in 30 days, then the normal penalties would be imposed. It was requested that the letter not be overly harsh as this was an honest mistake. John Harrell seconded the motion and the motion carried unanimously. John Harrell asked if we had made sure that all handlers understood that the compliance audit was something required by USDA of all commodity boards and that we were not singling anyone out. Marie indicated that a letter had been sent out, but that we need to be sure that we alert everyone at sheller communications outlets and that we would do so as standard practice for future compliance audits.

Melissa then returned to reviewing the current financials in greater detail. She pointed out that when the Board amended the budget to match the extended year at a previous meeting, the money to extend the issues management category from the opportunity budget had not been moved due to an oversight caused by the fact that we had increased that budget line because of additional research allocations. The executive committee met July 25th and voted to reclassify and move \$48,750 from the opportunity budget to the issues management budget as was originally intended. On recommendation from the executive, the amendment to the budget was unanimously approved.

Dee Dee Darden, then, convened the promotions committee in the absence of committee chair, Ben Bowden. The minutes from the July 11th meeting were reviewed. Larry Ford made a motion to accept the minutes and John Harrell seconded. The motion carried unanimously.

Marie then introduced the program of work presentation indicating that Mitch and Bob would be presenting a proposal based on the input that she provided, reflecting the Board's intentions as expressed to her at the July meeting, the Board new strategic plan, the recent vendor evaluation outcomes and recommendations as well as on the latest consumer research.

During the presentation, Board members asked many questions and discussion ensued on school allergy and nutrition as well as the consumer research that we had conducted in the past. Mike Davis mentioned that there had been a change in lunch room eating and ordering. There is more of a focus on nutrition and that many schools are ordering alternates to peanut butter. Larry and others commented on how we can leverage the high nutritional benefits of our product. Marie and the marketing/promotions team discussed how we have been addressing the decision makers for school lunches for sometime, but that our dollars in this area of been small.

Lots of discussion ensued on GMO Research and the public's perception.

Action Item: Marie to send John Clay, John Harrell and Monty Rast a copy of the consumer research report done in previous years, as well as to send everyone a disc and hard copy of all the current, available ads.

The Board listened to the presentations, had considerable discussion on the domestic and export proposals and then went into executive session to further discuss the proposed program of work, the budget and dollar allocations without the vendors present.

Tuesday, August 9, 2005

Chairman White re-convened the National Peanut Board meeting in open session at 8 a.m.

A careful review was conducted of the cleaned up budget and supporting schedules. Then, DeeDee moved and Richard seconded to approve the budget. The board voted unanimously to approve the budget and associated program of work for Fiscal Year six. Staff was instructed to prepare the supporting marketing program of work and final budget document.

It was discussed that the next regularly scheduled Board meeting is set for December 7, 9-10 at the Hyatt Regency in Atlanta amid the APC meetings. At that meeting, the Board will invite States to present their research proposals and hold a peanut partner summit on its program of work. Details and meetings arrangements will be sent out very soon. It was decided that it would be beneficial to hold a Board conference call in between this meeting the one in December.

Chairman White set a full Board conference call Board meeting for Board members will be held Tuesday, October 25 from 9 to 11 a.m. ET. A call in number and agenda will be sent out closer to the meeting time.

The Board then reviewed the calendar of upcoming events and activities. It was decided that Larry Ford, along with Marie would attend the Board's Scientific Advisory Council Meeting in NYC; that Wes Shannon had agreed to attend the Worlds of Flavor Conference in St. Helena, CA, with Marie, Bob and the Golin Harris team, and that Marie, Wes and Donnie would attend Produce Marketing Association Meeting in Atlanta all in November.

Meeting adjourned at 10 a.m. for instruction tours.

APPROVED: _____

DATE: _____

MINUTES
NATIONAL PEANUT BOARD MEETING
GENERAL SESSION
December 11, 2013
WASHINGTON, DC

Wednesday, December 11, 2013

National Peanut Board Chairman Vic Jordan called the meeting to order at 10:15 a.m.

Amy Jones (Attorney-McLeod, Watkinson & Miller) called the roll and advised that a quorum was present.

Board members present were Edward White (AL), Michael Davis (FL), Don Self (MS), Cindy Belch (NC), Laura Robbins (NM), Gayle White (OK), Monty Rast (SC), Bob White (TX), John Crumpler (VA), and John Harrell (GA). Alternates present included: Tom Corcoran (AL), Andy Bell (GA), Paul Rogers (VA), Dan Ward (NC), Peter Froese, Jr. (TX), Les Crall (OK), Wayne Baker (NM), Bud Bowers (SC), Kyle Baltz (At-Large), and Jefferey Pittman (FL). Kenneth Cox, incoming alternate for NM was also present.

In addition to Mrs. Jones, also present were NPB staff members: President & CEO, Bob Parker; Vice President Marketing & Communications, Ryan Lepicier; Sr. Director Finance and Compliance, Maria Mehok; Marketing and Communications Associate, Lauren Highfill Williams; and Administrative Assistant, Keegan Treadaway. Also present were Bob Coyle (Managing Director - LBVD), Mark Dvorak (Golin Harris), and Jeanette Palmer (USDA/AMS Peanut Specialist). Guest present included Stanley Fletcher (UGA agronomist).

Agenda and Minutes: Chairman Vic Jordan asked all to review the minutes from the August Board Meeting and the November conference call. Don Self motioned that both sets of minutes be approved as presented. John Harrell seconded the motion. The motion passed unanimously. Chairman Jordan then asked that all review the meeting agenda. Bob White motioned that the agenda be approved as presented and Monty Rast seconded the motion. Motion passed unanimously.

Chairman's Report: Vic Jordan had attended the Plains Peanut Festival and noted that Jimmy and Rosalyn Carter are great ambassadors for peanuts. There were also Canadian journalists that attended the festival.

President's Report:

President & CEO, Bob Parker discussed Export Board members, APRES Board seat, April Board meeting initial planning for south Georgia, and peanut milk developments.

USDA Report: Jeanette Palmer indicated that the Arkansas ruling is currently in process.

The general session recessed at 10:35 a.m.

Wednesday, December 11, 2013

National Peanut Board Chairman Vic Jordan reconvened the meeting at 3:30 p.m.

Amy Jones (Attorney-McLeod, Watkinson & Miller) called the roll and advised that a quorum was present.

Board members present were Edward White (AL), Michael Davis (FL), Don Self (MS), Cindy Belch (NC), Laura Robbins (NM), Gayle White (OK), Monty Rast (SC), Bob White (TX), John Crumpler (VA), and John Harrell (GA). Alternates present included: Tom Corcoran (AL), Andy Bell (GA), Paul Rogers (VA), Dan Ward (NC), Peter Froese, Jr. (TX), Les Crall (OK), Wayne Baker (NM), Bud Bowers (SC), Kyle Baltz (At-Large), and Jefferey Pittman (FL). Kenneth Cox, incoming alternate for NM was also present.

In addition to Mrs. Jones, also present were NPB staff members: President & CEO, Bob Parker; Vice President Marketing & Communications, Ryan Lepicier; Sr. Director Finance and Compliance, Maria Mehok; Marketing and Communications Associate, Lauren Highfill Williams; and Administrative Assistant, Keegan Treadaway. Also present were Bob Coyle (Managing Director - LBVD), Mark Dvorak (Golin Harris), and Jeanette Palmer (USDA/AMS Peanut Specialist). Guest present included Stanley Fletcher (UGA agronomist).

Chairman Jordan called on Don Self, Committee chair of the Nominating Committee for a report. Don Self noted that the Nominating Committee had met on Tuesday. The Nominating Committee presents the following slate of officers for 2014:

Chairman: John Harrell (GA)
Vice Chair: Bob White (TX)
Treasurer: Monty Rast (SC)
Secretary: Gayle White (OK)

The floor was open for additional nominations. There were none. The slate of officers presented by Don Self on behalf of the nominating committee was approved by consensus.

Chairman Jordan called for committee reports.

Promotions Committee

There were no actionable items.

Export Committee

There were no actionable items.

Budget & Finance Committee

Chairman Bob White stated that the committee recommends accepting financial statements as presented. Recommendation approved unanimously.

Evaluation and Measurement Committee

There were no actionable items.

Grower Committee

There were no actionable items.

Bob Parker concluded the general session with a discussion of upcoming board meetings. It was decided that February 2014 meeting will be held in Atlanta. Travel day will be February 3, with meetings held February 4th and the morning of February 5th. The intent would be to conclude by noon on the 5th. The next meeting of the board is scheduled for April 1 -3, to be held in South Georgia. Travel day would be March 31. Meetings would be held April 1 – 3. Those flying will arrive at the Tallahassee, FL airport. Shuttles will be coordinated to and from the lodge.

There being no further business to come before the board, the meeting adjourned at 4:00 p.m.

APPROVED: _____ **DATE:** _____

MINUTES
NATIONAL PEANUT BOARD MEETING
GENERAL SESSION
February 5 - 6, 2013
ATLANTA, GA

Tuesday, February 5, 2013

National Peanut Board Chairman Vic Jordan called the meeting to order at 2:35 p.m.

Amy Jones (Attorney-McLeod, Watkinson & Miller) called the roll and advised that a quorum was present.

Board members present were Edward White (AL), Michael Davis (FL), Don Self (MS), Cindy Belch (NC), Laura Robbins (NM), Gayle White (OK), Monty Rast (SC), Bob White (TX), John Crumpler (VA), and Andy Bell (GA - Alternate) served as alternate for the absent John Harrell (GA). Alternates present included: Paul Rogers (VA), Dan Ward (NC), Mike Steede (MS), and Jefferey Pittman (FL).

In addition to Mrs. Jones, also present were NPB staff members: President & CEO, Bob Parker; Vice President Marketing & Communications, Ryan Lepicier; Sr. Director Finance and Compliance, Maria Mehok; Marketing and Communications Specialist, Cathy Johnson; and Administrative Assistant, Keegan Treadaway. Also present were Bob Coyle (Managing Director - LBVD), Mark Dvorak (Golin Harris), and Kim Coy (USDA/AMS Peanut Specialist). Guests present included state executives Brad Boozer (SC), Don Koehler (GA), and Mike Kubicek (OK); as well as Howard Valentine, Executive Director of the Peanut Institute.

Attorney Amy Jones then read the official statement that is read at the start of all Board meetings.

“The Board is governed by the Commodity Promotion Act, the Peanut Promotion, Research and Information Order and the National Peanut Board bylaws. Pursuant to the Peanut Promotion, Research and Information Order, the National Peanut Board works to achieve an effective, continuous, and coordinated program of promotion, research, consumer information, evaluation, and industry information designed to strengthen the peanut industry's position in the market place; maintain and expand existing markets and uses for peanuts; and to carry out programs, plans, and projects designed to provide maximum benefits to the peanut industry. Although Board members are nominated by individual states, once appointed by the Secretary of Agriculture, each member has a fiduciary duty to represent all peanut growers to benefit the industry as a whole. The Act and Order prohibit Board members from taking any action in their roles as members of the Board to influence government. In accordance with the Act and Order, the members of the National Peanut Board serve as its decision-making body. The deliberations and discussions of the National Peanut Board are limited to its members, unless a guest requests and is granted permission from the Chair to participate. Any alternate attending a meeting is a guest, unless such alternate is attending in the stead of an absent Board member. All Board decisions are subject to the review and approval of the Secretary of the United States Department of Agriculture.”

Agenda and Minutes: Chairman Vic Jordan asked all to review the minutes from the November Board Meeting. Michael Davis motioned to approve the minutes as presented. Don Self seconded the motion. The motion passed unanimously. The meeting agenda was approved by consensus.

Chairman's Report: Vic Jordan said it has been an interesting process thus far. He and Eileen first attended the Fancy Food show, which was unbelievable. The NPB representatives visited with several Virginia businesses. Vic said that this show is definitely a place that NPB wants to be in the future. There are many contacts beneficial contacts made at this show. From there, the group proceeded to CIA's Worlds of Healthy Flavors event. Vic found that menus of the future are developed at CIA. It is important that the peanut story is told at these events. This is an invaluable commitment of money and effort.

President's Report (Executive Session):

President & CEO, Bob Parker, asked that the meeting move to executive session to provide an update on current events. During the session, Bob Parker and Ryan Lepicier provided an update on the progress of peanut milk development. Bob Coyle also provided information regarding the peanut milk production and prospects for

licensing. They indicated that they would like to open licensing discussion of the product in its current state with a major supplier of alternative milks. It was asked whether or not the company would consider licensing peanut milk in conjunction with their current alternative milk brands. Bob Coyle answered by stating that this company has co-packers for all of their alternative milks, and if agreed, would produce peanut milk with a designated co-packer. Bob Coyle also indicated that he has a networking connection with this organization who could assist with the co-packing. Bob Coyle, Ryan Lepicier, and Bob Parker all reassured the board that no matter which company signs on to produce the peanut milk, it will still maintain its current texture, taste, and overall integrity.

Also, Bob Parker wanted to let all know what kind of tonnage might be expected to be used of the peanut crop. He circulated a spreadsheet showing all alternative milk sales. He indicated that for each gallon of peanut milk produced that one pound of peanuts would be used. Using the sales figures from the prior year, Bob provided a maximum number of farmer stock peanut usage.

Bob Parker also updated the board on the Holy Cow, It's Peanut Milk trademark rejection feedback to say that a letter had been sent to Trinity Foods in California and no reply had been received at this time.

Executive session was recessed.

Production by State: Bob Parker passed out a crop production report broken down by state, and asked the board to review the overall production for the state of Arkansas. The order states that in order for a state to maintain a seat on the board, the state must maintain a three year average production of 10,000 tons per year. The order does not state how to qualify to become a board seated state. After much discussion, Monty Rast motioned to table the discussion until the April board meeting, allowing Arkansas additional time to form a certified peanut producer organization. Don Self seconded the motion. Motion passed unanimously.

Research Institution Agreement: Bob Parker next introduced discussion amendments to the in place RIA and MOU with North Carolina specifically. North Carolina had requested that the 50% royalty to NPB requirement be removed. As well, Bob Parker indicated that language needed to be added stating that the research institute may not license to international institutions without prior approval of NPB. Bob White made this motion, seconded by Monty Rast. Motion passed unanimously. Ed White motioned that the RIA be amended so that royalty income would go directly to the state and the MOU would be amended so that the royalty income may be kept by the state, but must be spent on peanut research. Motion passed unanimously.

GPC Request: Bob Parker brought before the board a request from Georgia Peanut Commission that production research billing for that state be handled directly between NPB and the research institutions. After discussion, Michael Davis motioned to table this issue for further discussion during the research committee meeting. John Crumpler seconded the motion. The motion passed unanimously.

USDA Report: Kim Coy had no new topics to report.

Kim Coy then swore in Bob White, as Texas board member and Andy Bell, as Georgia alternate board member, because neither had been present at the November board meeting.

The general session recessed at 3:30pm.

Wednesday, February 6, 2013

National Peanut Board Chairman Vic Jordan reconvened the meeting at 11:28 a.m.

Amy Jones (Attorney-McLeod, Watkinson & Miller) called the roll and advised that a quorum was present.

Board members present were Edward White (AL), Michael Davis (FL), Don Self (MS), Laura Robbins (NM), Gayle White (OK), John Crumpler (VA), and Andy Bell (GA - Alternate) served as alternate for the absent John

Harrell (GA). Monty Rast (SC) was absent. Alternates present included: Paul Rogers (VA), Dan Ward (NC), Mike Steede (MS), and Jefferey Pittman (FL).

In addition to Mrs. Jones, also present were NPB staff members: President & CEO, Bob Parker; Vice President Marketing & Communications, Ryan Lepicier; Sr. Director Finance and Compliance, Maria Mehok; and Administrative Assistant, Keegan Treadaway. Also present were Bob Coyle (Managing Director - LBVD), Mark Dvorak (Golin Harris), and Kim Coy (USDA/AMS Peanut Specialist).

Research Committee

Chairman Michael Davis said that production research project proposals were presented by each state and that the committee recommends funding proposals as presented. Recommendation approved unanimously. Research committee also recommended amending RIA and MOU language related to royalty income being allocated to the state grower organization. Recommendation approved unanimously. Research committee also recommended amending RIA and MOU language to incorporate international licensing restrictions. Recommendation approved unanimously.

Export Committee

Committee chairman reported no actionable items.

Budget & Finance Committee

Chairman Bob White said the committee recommends the audit report presented by Brooks, McGinnis and Company be accepted as presented. Recommendation approved unanimously. The committee also recommends that state co-promotion funding deadline for FY 12 funding related to the Alabama project be extended to accommodate the proposed project, which had extenuating circumstances which did not allow for completion within the contracted time frame. Recommendation approved unanimously.

Promotions Committee

There were no actionable items.

Bob Parker concluded the general session with a discussion on the next committee meeting to be held in San Antonio, TX at the Hyatt on Riverwalk. He also suggested that the board should decide the location and dates for the August board meeting while they met in April, but suggested that Atlanta may be an appropriate location as the staff should be located in a new space by that time.

Meeting adjourned at 12:30 p.m.

Executive Session:

Discussion related to NPB credit card reward points. There was no actionable item related to the discussion.

APPROVED: _____ **DATE:** _____

MINUTES

NATIONAL PEANUT BOARD MEETING GENERAL SESSION

MONDAY, APRIL 10 – TUESDAY, APRIL 11, 2006
ATLANTA, GA

MONDAY, APRIL 10, 2006

Chairman Larry Ford called the meeting to order at 8:10 AM.

Board members in attendance were: John Clay, John Shackelford, Jack Brinkley, George Jeffcoat, Wes Shannon, Jeffrey Pope, Richard Robbins, Charles Edens, Larry Ford and Roger Neitsch. Alternates Ed White, Cindy Belch, John Harrell attended as well. State Executives present included Dell Cotton, Brad Boozer, and Mike Kubicek.

Also present were Raffaella Marie Fenn, Janet Bell, Lisa Agostoni, Keisha Hines-Davis, Cal Chancy (NPB staff); Kathie Birdsell (USDA/AMS); Floudia Bradley (USDA/FAS); Melissa Rabern (CPA, Gross Collins); Jenny McMillin (Golin Harris); Bob Coyle (LBVD); Amy Jones (Attorney- McLeod, Watkinson & Miller); Patrick Archer (APC);

The minutes from the Board's meeting January 30-31, 2006 were reviewed. John Shackelford noted a correction needed indicating that he had given the Diversity Committee report. His alternate Vic Jordan had attended on his behalf and should be reflected in the minutes. Motion by George Jeffcoat to accept the minutes with changes as noted. Second by John Clay. Motion carried unanimously.

John Harrell, alternate from Georgia, requested permission to address the board with a question about who officially steps in as a committee chair if that person is not in attendance, is it the alternate from that state? And, what about if a board member is absent who is on the Executive Committee; would that state's alternate sit in for that board member on the Executive Committee. Discussion ensued. Marie Fenn reviewed the past practice that with an occasional exception showed that the Chairman of the NPB Board either chaired the committee or assigned someone from the committee to chair it in the absence of the board member normally assigned as committee chairman.

Others commented that for the Executive Committee members the Executive Committee has officers and a line of succession and that an alternate would not sit for the absent member on the Executive Committee. Discussion continued that in most instances, an alternate would not be completely up on all issues and that it would substitute for the member on the general board votes. Most agreed that it would be best to have the Chairman of the Board assume a committee chairmanship in the absence of the regular committee chair, since the Board Chairman is on all committees ex-officio anyway. Or, that the Chairman appoints someone from the committee to act as chairman. Also, that the alternate could sit on the committees that the member normally participated in except for the Executive Committee. It was determined that there was nothing

addressing this in the Board's Policy Manual or the By-Laws except that the Chairman of the Board can assign and create committees and committee chairs at his or her discretion and that Executive Committee members are officers elected to their position each year with a clear line of succession in someone's absence. Chairman Ford thanked John Harrell for calling the Board's attention to this matter and that it was important to have a clear procedure in place.

By consensus, the Board recommended that the question would be posed to NPB's legal counsel and that it be addressed again later in the meeting.

Then, the Board reviewed the March 9, 2006, Board conference call minutes. In a motion by Jack Brinkley to accept minutes as presented and a second by John Clay, the minutes were unanimously accepted as presented.

Chairman Larry Ford gave his report to the Board. He indicated that the Executive Committee had met and had several recommendations. The Executive Committee recommended the Chairman exercise his power to form a Chairman Emeritus advisory committee. He passed out a memo prepared by Wayne Watkinson at his request that outlined the committee's role and asked that the Board review it and provide feedback later in the meeting. Chairman Ford also indicated that the Executive Committee had reviewed a proposal submitted by Marshall Lamb, at Chairman Ford's request. The proposal was for research into an infra-red peanut grading system. The Executive Committee recognized that it had not given Dr. Lamb very much time to prepare the proposal and they had a number of questions before it could be considered by the Board. Discussion ensued and it was hoped that Dr. Lamb could be reached to provide some more information while the Board was still in session later in the day or the next. Jack Brinkley made a recommendation that was agreed to by consensus that the Board will discuss more after questions had been posed to Dr. Lamb and others.

In another recommendation from the Executive Committee, Larry Ford indicated that the Executive Committee had approved Allergy Research parameters and a selection process. This process will formalize the review process for funding allergy research, but has no funding levels or commitments. A copy of the RFP announcement and the parameters were passed out for the Board to review for a vote on Tuesday.

In more Executive Committee reporting, Chairman Ford shared that on the nutrition research proposal discussed at the March 9 Board conference call, some additional information had been received from John Powell and it was contained in the Board book. However, the Executive Committee felt that some of the requested information had not been included. It was determined that the Board still needs additional information regarding who the other contributors are, how much they have committed, whether or not the Peanut Institute's Board has formally approved the project and how much they have committed to it. And, if the project did not get enough funding from sources other than NPB, would it still be done, etc. Staff was assigned to contact John Powell regarding the needed information.

Larry discussed that it appeared that the issue of ARS charging 10% overhead to NPB on all research projects appeared to be resolved although nothing had been received in writing. However, the Board still needed to address the issue in its By-Laws committee.

NPB President and Managing Director, Marie Fenn, reviewed the written report located in the Board notebooks. She indicated that most of the items would be covered during the meeting as part of various committee reports, but noted a few highlights such as the Bausch and Lomb Tournament that she and other team members had covered last week, she indicated that the event was very successful, but for the first time, we had gotten adults who said they were allergic to peanuts. However, most people were very receptive to the positive benefits of peanuts. She reminded Larry about their attendance at the National Ag Day in Washington, D.C. and Larry reported that it was a great occasion and very informative.

Kathie Birdsell, AMS Peanut Specialist, gave the USDA report. She indicated that the NPB Amendment to the Peanut Order is still pending. She could not speculate when it would be published. But that it was out of their branch and at some other level within the government. She indicated that she knew no problems with it. Kathie commented and praised and thanked Marie and the NPB team for their timely response to the PARTS review (Program Assessment Rating Tool). She said she knew it was a voluminous request to produce in a very, very short time frame and that NPB did exceptionally well in responding in time and thoroughly, especially since the request came right as the NPB office was moving. Kathie was asked if NPB would have to do this reporting each year and she indicated that she thought so, but it was a question for Margaret because the PART was not coming from AMS but from the President's office.

Floudia Bradley presented the FAS report. Flo expressed her regrets at having missed the recent Board meetings due to illness and grand jury duty. She indicated that Beth Callanan retired on January 3, 2006 after serving a long tour of duty of more than 30 years in the Foreign Agriculture Services (FAS). Mrs. Callanan has served the past six years as the Deputy Director of Marketing in the Cotton, Oilseeds, Tobacco and Planting Seeds Division in FAS. Flo expressed that Beth had been a great standard bearer for peanuts and that the agency is currently working under an acting director. She reported that the Peanut Industry 2007 UES (Unified Export Strategy) was submitted in March and is currently being reviewed by the department. The current budget for foreign ag money is approved for funds at \$100 million as opposed to previous funding of \$200 million. Flo expressed her hope that the final budget will be increased to prior levels and to keep in mind that the peanut slice of those dollars will be impacted by a number of factors.

Chairman Ford called for the Budget and Finance Committee's report from their meeting on Sunday, April 9, 2006. He called on Melissa Rabern, CPA and partner in HLB Gross Collins, who presented and reviewed the Balance Sheet, the budget-to-actuals expenses to-date report and the current assessment collections. Wes reported that NPB received an invoice of \$20,000 for fees related to the development of the collections software from the Farm Service Agency (FSA). The B&F Committee voted to recommend to the Board that NPB pay the fee of \$20,000 as soon as possible within the parameters designated by our CPA. Discussion ensued regarding the fees. Board member John Clay asked that NPB hold off in paying the fee. Mike Kubicek, State Executive from Oklahoma, requested permission to address the Board concerning the states being billed for fees as well. He encouraged the Board not to sign the MOU nor pay the fees so as not to set a precedent. He mentioned that the MOU leaves everyone open to a possible large liability because no actual fees are spelled out. Mike said that the state of Oklahoma has its attorney reviewing the position. He believes that Congress did not intend for a fee to be charged.

Marie mentioned that NPB had already signed the MOU in order to receive the funds collected. Marie mentioned that NPB had written a letter to John Johnson asking for a detail breakout of the charges so that we could meet our compliance parameters for payment.

Mike Kubicek asked for NPB to partner with the states in disputing the charges to the states since NPB would be paying for the charges anyway. Kathie mentioned that the National Board was not allowed to partner with the states and she would advise seeking counsel on this issue. The Budget and Finance Committee then withdrew its recommendation to pay the fee and to await further input from the states at the State Executive Summit occurring that afternoon as well as awaiting FSA's response to NPB's request for further detail.

Larry Ford recessed the meeting at 9:29 AM.

TUESDAY, APRIL 11, 2006

Chairman Larry Ford reconvened the General Session at 10:45 AM.

Board members in attendance were: John Clay, John Shackelford, Jack Brinkley, George Jeffcoat, Wes Shannon, Jeffrey Pope, Richard Robbins, Charles Edens, Larry Ford and Roger Neitsch. Also, Board Alternates: Ed White (AL), Cindy Belch (NC), John Harrell (GA). Also present were Raffaella Marie Fenn, Janet Bell and Lisa Agostoni, (NPB staff); Kathie Birdsell (USDA/AMS); Floudia Bradley (USDA/FAS); Amy Jones (Attorney- McLeod, Watkinson & Miller); Bob Sutter (NCPGA); Mike Kubicek (OPC); Stanley Fletcher (UGA);

Larry Ford brought the following recommendations from the Executive Committee to the Board that they:

- Accept the Allergy Parameter and RFP Plan as submitted. Motion carried unanimously.
- Request that NPB staff work with NPB attorney and USDA to collect the past three years of production research data on all states, including Mississippi, for review to meet the Order requirements. Motion carried unanimously.
- That staff work with USDA and attorney to pursue additional information from Howard Valentine and others about the Genomics project proposal. Motion carried unanimously.
- Staff request additional information from John Powell and the TPI Board about the Peanut Nutrition Diet study proposal from The Peanut Institute for further consideration by the Executive Committee. Motion carried unanimously.

Amy Jones reviewed with the Board the possibility of establishing a policy for naming a proxy committee chair in the absence of the regular committee chairman. Amy said that alternates were to step in only for general votes when they were there in the absence of their Board

member, but not to fill-in the role of chairman on a committee. It was suggested that the Board Chairman could appoint a committee chairman and vice-chair man for each committee or that since the Chairman of the Board serves ex-officio on all committees he or she could serve as committee chair in the absence of the regular chairman or appoint a chair that particular day. Amy indicated that a policy was not needed as the chairman already has the power to appoint chairman both standing and temporary.

Motion by Wes that the Board Chairman appoint a temporary chairman as needed; that the alternate serving instead of the Board member does not step in on the Executive Committee, (since the Executive Committee already has officers and lines of succession) in someone's absence; alternates step in only to vote as proxy for the missing Board member on committees or in general session. Second by Roger. Motion carried unanimously.

The Finance Committee recommended that payment of fees to FSA. Motion carried unanimously.

The Finance Committee recommended that the Budget be amended to reflect payment of the FSA fees when a proper invoice is presented for payment. Motion carried unanimously.

The Research Committee recommended staff look into how to pursue the Peanut Genomics Project for further consideration. Motion carried unanimously.

The Research Committee recommended sending the chair of the Research committee and the two (2) Board members within driving distance to the APRES meeting in July along with staff for the presentation of the George Washington Carver award. Motion carried unanimously.

The Export Sub-Committee recommended sending its six (6) committee members to the USA Peanut Congress. Motion carried unanimously.

The Promotions Committee presented an update to the Board on current promotions activities. Bob Coyle presented several new advertising concepts to the Board.

The By-Laws Committee recommended signing the waiver and accepting the recommended change to the Board's By-Laws. Motion carried unanimously.

Discussion ensued regarding the Executive Committee's recommendation of the formation of the Past Chairman's Advisory Council. A couple of members commented that they did not see the need for a Past Chairman's Advisory Council on a standing basis. They pointed out that the Chairman already has the power to call on experts or past members and may form an ad hoc committee as needed. They questioned the need for a formal advisory council. There was some concern about the costs as the number of past chairs grew. It was discussed that past chairmen were very helpful at orientation of new members and the chairman could call on them at any time to participate as needed. Chairman Ford withdrew the recommendation.

The Grower Committee had no recommendations.

The Diversity Committee recommended approving the Diversity Plan as submitted. Motion carried unanimously. The committee also recommended scheduling a conference call meeting (which will constitute one meeting toward the two meetings a year obligation) of the Diversity Advisory Council.

The Evaluation and Measurement Committee had no recommendations.

Marie reviewed the calendar and the upcoming Board meetings. She reviewed the draft agendas for the August and December meetings and asked for comments from the Board. Discussion ensued regarding the August Board meeting to which alternates are invited. Most of the Board expressed an interest in participating in the Thursday educational tour and believed it will be important for the Board to attend. By consensus, the Board voted to have the Thursday agricultural tour as part of the meeting for all to attend.

The December meeting being held at the NPB offices and conference room will also include the State Production Research presentations, the new version of the annual meeting and the Peanut Partner Summit at the Sheraton Buckhead (site of the APC 2006 Winter Conference) to allow those attending the APC conference to participate. Marie noted that transportation could be provided for the Board from the Wyndham to the Sheraton.

Motion to adjourn carried unanimously at 12:00 PM. Meeting adjourned.

APPROVED: _____

DATE: _____

MINUTES

NATIONAL PEANUT BOARD MEETING GENERAL SESSION

DECEMBER 7, 2005

ATLANTA, GA

Attendees:

Board members in attendance were: Donnie White (Chairman) Wes Shannon, Larry Ford, John Clay, Roger Neitsch, DeeDee Darden, John Shackelford, Ben Bowden, Richard Robbins, and Charles Edens. Alternates George Jeffcoat, John Harrell, Jack Brinkley and Louis Grissom attended as well. Also present were Marie Fenn, and Janet Bell (NPB staff); Melissa Rabern (CPA, Gross Collins); Kathie Birdsell (USDA/AMS) and Floudia Bradley (USDA/FAS); Wayne Watkinson (Attorney, McLeod, Watkinson and Miller).

Chairman Donnie White called the meeting to order at 10:05 AM.

Wes Shannon reported that the Facility Committee looked at Galleria 200, Overlook I and Wildwood. He stated that the committee would review a new proposal for Overlook II. Rent in the Overlook II building per the proposal is \$16.50 per square foot, compared to the current \$26.36.

Stuart Holcombe, commercial real estate planner, presented the proposal for Overlook II to the Board. Stuart reviewed the Atlanta market for leases and described the outstanding opportunity at Overlook II. He expressed that the pricing is very good as they are anxious to get the building fully occupied. The lease term is for seven years with turn-key services with improvements included in the price. The committee recommended that NPB lease the space in the Overlook II building. The motion passed unanimously.

Motion by Richard Robbins to approve all minutes from November 9, November 25 and October 25 Board conference calls and August 7-9 2005 Board and committee meetings in California. Second by Charles Edens. Motion carried.

Marie Fenn presented the President's report. Marie reported that she has offered the Issues Management/Grower Communications Team Leader position to Lisa Agostoni. Lisa has a solid science background. Marie also expressed that there are several items currently at USDA: Forfeitures on 2004 crop; MOU, which will facilitate assessment collections, between AMS, FSA and NPB; Amendment to the order. Lastly, Marie reported on the training session conducted by USDA for NPB staff, support team and virtual team. She expressed that while it was a very good meeting, a few issues remain open.

Marie reported on NPB's activities at the Worlds of Flavors (WOF) event. Wes Shannon attended WOF to represent the Board. The Worlds of Healthy Flavors event will be held in January 2006 and Larry Ford will represent the Board at that event. The Produce Marketing Association's (PMA) annual event was held in Atlanta, and Donnie White represented the board at that event. Brown & Haley announced that they would introduce Peanut Roca. Marie and Bob Coyle were able to meet with Busch Entertainment representative at that event as well.

Issues Management is a major area and will be covered later in meetings. Marie also reported that the winter quarter PQ has been mailed.

Kathie Birdsell presented the USDA report. Kathie has been reassigned to the National Peanut Board with Debbie Simmons now acting as her backup to the Board. Kathie reported that the MOU has moved up for higher review and Debbie is still handling the order amendment. Dee Dee asked if all referendum (i.e. 2nd) costs have been billed. Marie said she understands that they have been and Kathie Birdsell will double-check.

FAS – Floudia Bradley gave a report on Export. She reported that Europe, Canada and Mexico are three major markets for USA grown peanuts. Major issue is price, not supply. FAS is asking for matching support. The industry came in at 100%. Roger questioned the timing of matching.

Janet Bell reviewed changes to the NPB personnel manual. The changes updated the long-term disability and life insurance sections. Dee Dee moved to approve the changes. Second by Richard. Motion carried.

Don Koehler, Georgia Peanut Commission Executive Director, asked for permission to address the Board regarding the state co-promotion program for the last two years. The Southeast region has pooled their NPB co-promotions funding and run commercials on Turner South. Don is pleased with the exposure to the farmers with this promotion and complimented the Board on this program.

General Session recessed at 11:28 AM

Friday, December 9, 2005

Donnie White re-convened the general session at 12:17PM

Present:

| | | |
|-----------------|----------------|------------------|
| Richard Robbins | Roger Neitsch | John Shackelford |
| Wes Shannon | Charles Edens | Ben Bowden |
| Larry Ford | Dee Dee Darden | Wayne Watkinson |
| Donnie White | John Clay | Kathie Birdsell |
| Marie Fenn | Janet Bell | |

Discuss on the MOU status ensured. Tonya Gross indicated through email that the MOU had been sent back to AMS (Bob Keeney). Now Tonya says NPB needs agreements with CMAs and DMAs. Wayne reviewed the MOU situation stating that per his last inquiry the MOU was at FSA. Donnie said that NPB needs to go to Washington, DC to get this resolved. Wayne said that it was a problem between FSA and AMS but they are all USDA.

Donnie discussed forfeiture issue. Per, Wayne, the order clearly says the producer pays. Buyer collects, not pays. Now FSA said that buyer should pay. Larry asked what the other shellers had done on forfeitures. NPB has not been able to obtain that information.

We asked if a state can elect to send their carry-over of state research money to the genomics proposal. Wayne suggested that the state give the money back to the NPB for the funding, but expressed that they could not vote money to them. Larry suggested that NPB try to pursue funding for the genomics project before the next budget year.

Charles Eden asked if the Board had any contingency money. Marie explained that the budget was not set-up that way. But that we do have committed reserves to cover any costs should the program have to be discontinued. Richard Robbins commented that it was hard to meet the budget as it was.

Meeting recessed at 12:45 PM

General Session Reconvened at 2:00 PM

Donnie said the Executive Committee would meet next Wednesday in Washington to address unsigned MOU on collections for current year crop.

Donnie asked for discussion on APC funding issue. He thinks several states will contribute additional monies. It was considered for APC to set up a grower segment cap, to have membership percentages more in line, to address more grower concerns and to have more representation at APC.

Richard Robbins said that it was in the industry's best interest for APC to survive because we don't know what the next farm bill will bring. Larry Ford said that the export market will become a factor at some point. Several members were in favor of additional funding. It was noted that due to corporate budget cuts/profit seeking within the industry that NPB will probably have to keep providing a larger percent of the funding. The UES is submitted in March for next fiscal year that starts in October 2006. Marie explained that it is really a two-year commitment.

Discussion ensued on what APC is doing. What is return on investment? Ben mentioned that Hershey's dues were \$16,000 and they resigned.

Dee Dee said that the motion could say that the additional \$25,000 will have stipulations:

- No more than \$200,000 next year.
- APC must readdress the percentage of board representation so that growers are treated more fairly.

Discussion ensued. It was mentioned that the APC will run regardless of \$25,000. This morning, NPB told APC that additional funding was conditional on all groups contributing.

Motion by Richard to commit the additional \$25,000 with the following stipulations:

- Membership contribution percentages reallocated more fairly
- More growers on the board
- To address grower concerns

Second by Larry seconded. 9 votes in favor. 1 abstain. None opposed.

Motion by Wes that it is NPB's intent to commit \$200,000 to APC for the NPB FY-07 budget. Larry seconded. All in favor 10. None opposed.

The Board asked Marie to write a letter to Patrick notifying him of the additional \$25,000 for this year and to alert them to plan accordingly as the intention for next year is to have that number back at the \$200,000 mark. Donnie recessed the General Session at 2:50 PM

General Session reconvened at 3:15

Discussion ensued on additional funding to APC. A motion was made to amend the FY-06 budget for expected increased revenues of \$31,250 to reflect an increased in export expenditures to APC totaling \$25,000 and an increase in state research funding totaling \$6,250.

Motion. Second. Motion carried unanimously.

Recessed at 3:23

Donnie reconvened the General Session at 3:55

Donnie reviewed the Issues Management topic brought up at the Executive Committee meeting. Dee Dee Darden's motion from Executive committee was discussed for NPB to become more proactive. Teens were seen as an educational opportunity as they are the most vulnerable group and most of the fatalities involve teens. Also, with more peanut menu items, NPB needs to address this issue. Several opportunities were discussed in this area to educate the public, provide expert medical resources to the media and to educate food service. It was suggested that NPB research getting a Google hit when you type "peanut allergies" takes people to the SAC. Marie said that the scientists did not want that.

Prior Board Strategy was that the Board would be reactive and not proactive. Marie said that this would be a change of Board strategy. The SAC meets in March at the AAAAI meeting in Miami. Dee Dee suggested that we seek the scientist's guidance on this from the SAC members. Discussion ensued on removing the term "proactive" and use the term "engaged". Motion by Richard Robbins to approve this term change. Motion carried unanimously.

General Session recessed at 4:30 PM

Donnie reconvened the General Session at 7:05 PM

The nomination committee presented its recommended slate of officers for 2006 as follows:

| | |
|-----------------|---------------|
| Larry Ford | Chairman |
| Richard Robbins | Vice Chairman |
| Wes Shannon | Treasurer |
| Roger Neitsch | Secretary |

Donnie called for any nominations from the floor. There being none. The nominations were closed. And, John Clay made a motion to approve the slate as presented. Second by Charles Edens. Motion carried unanimously.

General Session recessed at 7:30 PM

Saturday, December 10, 2005

The General Session Reconvened at 9:00 a.m.

Meeting called to order by Chairman Donnie White at 9:04 AM

Present:

| | | |
|-----------------|----------------|------------------|
| Richard Robbins | Roger Neitsch | John Shackelford |
| Wes Shannon | Charles Edens | Ben Bowden |
| Larry Ford | Dee Dee Darden | Wayne Watkinson |
| Donnie White | John Clay | Kathie Birdsell |
| Marie Fenn | Janet Bell | |

Committee Reports:

Research Committee: The committee recommended the Board approve state research project as per the attached listing by state. Motion carried unanimously.

The committee recommended that by January 15, 2006 one additional project will be submitted by GPC to be presented for consideration at the January Board meeting. Motion carried unanimously.

Promotion Committee: Dee Dee Darden presented the proposed position change addressed in the Executive Committee on allergy to become more engaged. Based on the feedback form the APC committee, NPB had been asked to write up a recommended approach and to present to the APC prior to the March APC meeting. No vote was taken. Marie reviewed state co-promotions amounts, state research and state sponsorships and asked that the Board recognize the State execs for their work with NPB. Ben moved that a letter of appreciation be sent to the executives. Second by Larry. Motion carried unanimously.

John Harrell mentioned that many positive comments had been made from the state execs. To date, the states are invited to attend a Board meeting once a year. John said that he would like them to be invited twice a year. Dee Dee said a good topic for this meeting would be to gather information from the state executives for a national research initiative; it was recommended the Board consider the April meeting for that purpose.

Export Committee: APC issues were discussed in General Session and votes taken earlier.

Diversity Committee: The next Diversity Advisory Council meeting will be held during the January Board meeting. The Diversity committee anticipates having three new council members at that time.

Nominating Committee Report given during General Session December 9, 2005 7:05 PM

Grower Communications Committee. No votes taken.

Evaluation & Measurement Committee: No items presented for vote. Stanley Fletcher's evaluation report has been sent to USDA.

Motion to approve all committee reports. Motion carried unanimously.

Motion by DeeDee to direct the staff to prepare a plan regarding allergy initiatives and present to the board prior to the March APC meeting was second by Roger. Motion carried unanimously.

Motion by Richard Robbins to ask DeeDee Darden, outgoing board member from Virginia and former Chairman, to serve when needed as spokesperson for the Board on allergy issues, as well as serve on the Diversity Advisory Council as leader. Second by Roger. Motion carried.

Executive Committee: Wayne reported that Wes, Larry, Roger and Donnie would meet in Washington next week with Dale Moore and Mike Yost on the outstanding MOU.

FY-06 committee assignments were read by Larry Ford.

The NPB alternates will be invited to the January & August Board meetings

2006 Calendar: Marie reviewed the 2006 calendar.

Staff to explore winter APC meeting in Atlanta and to inquire as to where the APC is planning to meet. The August meeting will include a tour of a Texas farm.

The April meeting will include a State Executives Summit. It was suggested to take the State Executives to a Braves game April 9th and meet with them on Monday, April 10th.

Motion to adjourn. Motion carried. General session adjourned at 12:00 PM.

APPROVED: _____

DATE: _____

MINUTES

NATIONAL PEANUT BOARD MEETING GENERAL SESSION

MONDAY, JANUARY 30 – TUESDAY, JANUARY 31, 2006
ATLANTA, GA

Chairman Larry Ford called the meeting to order at 9:20 AM.

Board members in attendance were: George Jeffcoat, Richard Robbins, Charles Edens, George Jeffcoat, Roger Neitsch, Wes Shannon, Larry Ford, Jeffrey Pope, Jack Brinkley and John Clay. Board member John Shackelford was unable to attend but has given his proxy vote to his alternate Vic Jordan who was present. Alternates John Harrell, Michael Davis, Clarke Fox, Gayle Walker, Ed White and Cindy Belch attended as well. Also present were Marie Fenn, Janet Bell and Lisa Agostoni (NPB staff); Kathie Birdsell (USDA/AMS); Melissa Rabern (CPA, Gross Collins); Wayne Watkinson (Attorney, McLeod, Watkinson and Miller); Howard Valentine (The Peanut Foundation); Patrick Archer (APC); Lewis Walker (Grower/DAC attendee); Mike Belch (Grower); Rayfield Vestor (Grower/DAC attendee); Yolanda Lopez (Researcher/Grower/DAC attendee).

Motion by Wes Shannon to accept the minutes as presented. Second by Roger Neitsch. Motion carried.

Larry Ford presented the Chairman's Report highlighting meetings attended by himself and other Board members.

Marie Fenn passed out a written President's Report and hit a few of the highlights including an update on the World of Healthy Flavors. Marie also reported that new staffing plan was moving along with two new team leaders in place.

Kathie Birdsell gave a USDA report. Kathy reported that the amendment to the Order is being processed and should be published in mid February.

Wes Shannon gave a Finance Committee report. The Finance Committee recommended that NPB communicate with USDA regarding the rate paid for the forfeitures of the 2004 crop which should have been based on the loan rate as opposed to the forfeiture rate. Second by Roger. Motion carried.

The Executive Committee recommended approving the financial audit conducted by Brooks, McGinnis and Company for submission to USDA. Motion carried unanimously.

Chairman Larry Ford recessed the General Sessions at 10:25 AM.

Chairman Larry Ford reconvened the General Session 11:45.

In a report from the research committee, the committee recommended that the Board approve an additional research project from Georgia on bio-diesel research. The Board voted unanimously to approve the committee's recommendation.

Chairman Larry Ford recessed the General Sessions at 11:50 AM.

GENERAL SESSION RECONVENES
TUESDAY, JANUARY 31, 2006

Chairman Larry Ford called the meeting to order at 11:27 AM.

Board members in attendance were: Charles Edens, John Clay, Jack Brinkley, George Jeffcoat, Roger Neitsch, Richard Robbins, Jeffrey Pope and Wes Shannon. Board member John Shackelford was unable to attend but has given his proxy vote to his alternate Vic Jordan who was present. Alternates John Harrell, Clarke Fox, Gayle Walker, Ed White, and Cindy Belch attended as well. Also present were Marie Fenn, Janet Bell and Lisa Agostoni (NPB staff); Kathie Birdsell (USDA/AMS); Wayne Watkinson (Attorney, McLeod, Watkinson and Miller); Mike Belch (Grower)

Chairman Larry Ford called for committee reports.

The Executive Committee recommended the submitted changes to the Personnel Policies Manual be approved. Unanimously approved.

In a report from the By-Laws Committee, it was recommended to the Board to approve the changes to the Board Policy Manual. The Board unanimously approved the recommendation.

The Executive Committee reviewed a proposal from the Peanut Institute for a nutrition study by Penn State. They would like \$150,000 of a \$400,000 project. This would be \$50,000 a year over a three year period. Larry Ford said that they need additional information before discussing and presenting the proposal for Board consideration. Wayne Watkinson will create a document for Marie to send to John Powell requesting the additional information.

Research Committee Report –
Recommendations presented above.

Chairman Roger Neitsch gave the Promotions Committee Report. The Promotions committee recommended extending, for one additional year, the contract with Busch Entertainment. Recommendation unanimously approved.

Chairman George Jeffcoat gave the Grower Communications Committee Report. The Grower Committee recommended approving the plan for grower communications. Recommendation unanimously approved.

Proxy Chairman Vic Jordan gave the Diversity Advisory Committee Report. There was a meeting of Diversity Advisory Council and discussions on opportunities to increase minority participation and increasing communication in this area. It was noted that NPB should be write a letter to the Secretary asking to communicate challenges faced by minority farmers. No specific recommendations presented.

By-Laws Committee -
Recommendations presented above.

Strategic – Planning Committee -
No specific recommendations

Chairman John Clay gave the Measurement & Evaluation Committee Report. The Committee recommended extending Dr. Stanley Fletcher contract for an additional year. Recommendation unanimously approved.

Travel- Policy Committee
No recommendations

Other-
Wayne Watkinson mentioned that the Chicago Tribune FOIA request for expense report information had been submitted by USDA-AMS without Board Member names. However, USDA-AMS is required to resubmit because the Chicago Tribune has appealed that decision and that the information is being resubmitted with the Board members names.

A request for media training for Board Members and alternates will be arranged at a future meeting.

Adjourned at 12:00 PM

APPROVED: _____

DATE: _____

MINUTES

NATIONAL PEANUT BOARD MEETING GENERAL SESSION

MONDAY, JANUARY 29 – TUESDAY, JANUARY 30, 2007
ATLANTA, GA

Board members present were: George Jeffcoat (AL), Michael Davis, serving as the alternate for Larry Ford (FL), who was absent, Wes Shannon (GA), Richard Robbins (NM), Jack Brinkley (NC), John Clay (OK), Roger Neitsch (TX), Jeffrey Pope (VA), Charles Edens (SC) and Vic Jordan, serving as the alternate for John Shackelford (At-Large), who was absent.

Also in attendance were alternates: Edward White (AL), Tracy Welch (TX), Clarke Fox (VA), John Harrell (GA), Gayle Walker (NM) and Cindy Belch (NC). Gilbert Harris (OK) and Monty Rast (SC) were absent.

Also present were Raffaella Marie Fenn, Lisa Agostoni and Maria Mehok (NPB), Jeanette Palmer (USDA/AMS), Melissa Rabern (CPA, Gross Collins), Laura Layton and Mitch Head (Golin Harris), Bob Coyle (LBVD) and Wayne Watkinson (Attorney, McLeod, Watkinson & Miller). Floudia Bradley (USDA/FAS) was absent.

MONDAY, JANUARY 29, 2007

Board Chairman Richard Robbins called the meeting to order at 8:45 a.m.

Chairman Robbins asked NPB Attorney Wayne Watkinson to read the official statement read at all Board meetings. He read the following statement:

“The Board is governed by the Commodity Promotion Act, the Peanut Promotion, Research and Information Order and the National Peanut Board bylaws. Pursuant to the Peanut Promotion, Research and Information Order, the National Peanut Board works to achieve an effective, continuous, and coordinated program of promotion, research, consumer information, evaluation, and industry information designed to strengthen the peanut industry's position in the marketplace; maintain and expand existing markets and uses for peanuts; and to carry out programs, plans, and projects designed to provide maximum benefits to the peanut industry. Although Board members are nominated by individual states, once appointed by the Secretary of Agriculture, each member has a fiduciary duty to represent all peanut growers to benefit the industry as a whole. The Act and Order prohibit Board members from taking any action in their roles as members of the Board to influence government. In accordance with the Act and Order, the members of the National Peanut Board serve as its decision-making body. The deliberations and discussions of the National Peanut Board are limited to its members, unless a guest requests and is granted permission from the Chair to participate. Any alternate attending a meeting is a guest, unless such alternate is attending in the stead of an absent Board member. All Board

decisions are subject to the review and approval of the Secretary of the United States Department of Agriculture.”

The official roll call by state was then conducted by attorney Watkinson; he advised the chairman that a quorum was present.

Chairman Robbins asked that everyone review the agenda for the meeting. A motion was made by Charles Edens, seconded by Roger Neitsch, to approve the agenda as presented. Motion passed unanimously.

The minutes of the December Board meeting were reviewed. A motion was made by Michael Davis, seconded by Jeffrey Pope, to approve the minutes as presented. Motion passed.

Chairman Robbins asked Jeannette Palmer, USDA-AMS Peanut Specialist, to administer the Oath of Office. Ms. Palmer first called on all new members and reappointed members to repeat the oath of office after her. She then asked that all members and alternates present stand and administered the Oath of Office to those members as well.

Richard Robbins gave his Chairman's report. He indicated that with only four weeks on the job, he didn't have a lot to report, but that he had been holding weekly calls with President and Managing Director Marie Fenn and felt that all programs were on track and working well. He then called on Ms. Fenn to give her President's Report.

Ms. Fenn referred to the written report provided and gave some highlights of key items of interest. She indicated that much of the material would be covered in the various committees and only hit the items that would not be reported elsewhere.

Chairman Robbins called on Jeannette Palmer to give the USDA-AMS report. Ms. Palmer indicated that she was pleased to be newly assigned as the peanut specialist, although she had worked on peanuts before in the early formation years and recently as a backup to Debbie Simmons and Antoinette Carter. She reported that the new Branch Chief Sonia Jimenez was action-oriented, and that everyone in the department was poised to help approve materials and clear out backlog created when there were vacancies in the department.

Chairman Robbins recessed the General Session so that committees could meet. A motion was made by Roger Neitsch and seconded by Charles Edens, to recess the general session, subject to re-convening at the call of the chairman. Motion was passed unanimously and the Board recessed at 9:20 a.m.

TUESDAY, JANUARY 30, 2007

Board Chairman Richard Robbins reconvened the general session of the National Peanut Board quarterly meeting at 11:20 a.m.

Board members present were: George Jeffcoat (AL), Michael Davis, serving as the alternate for Larry Ford (FL), who was absent, Wes Shannon (GA), Richard Robbins (NM), Jack Brinkley

(NC), John Clay (OK), Roger Neitsch (TX), Jeffrey Pope (VA), Charles Edens (SC) and Vic Jordan, serving as the alternate for John Shackelford (At-Large), who was absent.

Also in attendance were alternates: Edward White (AL), Tracy Welch (TX), Clarke Fox (VA), John Harrell (GA), Gayle Walker (NM) and Cindy Belch (NC). Gilbert Harris (OK) and Monty Rast (SC) were absent.

Also present were Raffaella Marie Fenn, Lisa Agostoni and Maria Mehok (NPB), Jeanette Palmer (USDA/AMS); Melissa Rabern (CPA, Gross Collins); Laura Layton and Mitch Head (Golin Harris); Bob Coyle (LBVD) and Wayne Watkinson (Attorney, McLeod, Watkinson & Miller). Floudia Bradley (USDA/FAS) was absent.

Chairman Robbins asked for each committee's report and any recommendations to come before the Board.

Michael Davis moved the Finance and Budget Committee recommendation to approve the Executive Committee's proposal to increase State Co-Promotions funding by \$60,000, bringing the total budget for State Co-Promotions Allocations to 50% of prior year funding. The \$60,000 increase would result in a new total for each state as follows: AL-\$5,000, FL-\$5,000, GA-\$12,500, NM-\$2,500, NC-\$5,000, OK-\$2,500, SC-\$2,500, TX-\$12,500, VA-\$2,500 and General-\$10,000. The recommendation was approved unanimously by the Board.

Chairman Robbins indicated that there were no recommendations from the Diversity Committee.

Roger Neitsch, Chairman of the Promotion Committee, presented a report. He indicated that he and others felt that the Busch Entertainment Partnership had been extremely beneficial and regretted that it had been eliminated from the FY-07 budget and program of work due to an expectation of serious shortfall of revenues. Now that it appeared that the budget numbers would hold, he recommended that the Board consider amending the budget to find some dollars to accommodate a \$100,000 sponsorship program, half of the previous two years. Ms. Fenn and Mr. Coyle were asked if they thought the BEC would consider that. Marie indicated that there was a definite possibility, and that if the Board allocated the dollars, she could approach the BEC with respect to giving us two parks. Discussion ensued about which parks. Marie indicated that she felt that the two flag ship parks, SeaWorld Orlando and Busch Gardens Tampa, were prime, but that SeaWorld San Diego was now at the verge of considering a retail program, and that it might be beneficial to have one Florida and one California park from an exposure standpoint. Following discussion, Jack Brinkley moved, and Jeffrey Pope seconded, that the Board amend the budget to accommodate a \$100,000 sponsorship and that the staff be assigned to negotiate the best possible deal with the BEC. The funds were to come from moving \$36,000 from the reserve fund, taking \$16,000 from Issues Management (Biotech 10,000 and SAC video 6,000), and \$48,000 from the Opportunity Fund. The motion was unanimously accepted.

George Jeffcoat, Chairman of the Export Subcommittee, moved a committee recommendation to authorize the current Chair of the committee, or a Board-designated alternate Board member, attend the SnackEx Program on NDB funding. Motion approved. Mr. Jeffcoat then moved the

committee recommendation to authorize the current Chair of the National Peanut Board to serve as a representative to go to the SnackEx Program utilizing FAS funding. Motion approved.

Richard Robbins, Acting Committee Chairman for the Strategic Planning Committee, brought forward a recommendation to approve the proposal by Gordian Marketing to facilitate the revisit of NPB's strategic plan and documentation of the approved results. The proposal included phone interviews with key people as well as a facilitated discussion to occur at the April Board meeting. The proposed amount was \$6,050. Recommendation passed unanimously.

Jeffrey Pope brought a recommendation from the Bylaws and Policies Committee that the three documents the Board reviewed, the Bylaws, Board Policies and Employee Manual, be reviewed by Board members for a vote at the next meeting.

The Diversity Committee, Grower Communications Committee and Export Committee Chairs reported that they did not have any actionable recommendations to bring before the Board.

Wes Shannon, Chairman of the Research Committee, moved the committee recommendation to approve the Engage Project for \$10,000. Motion approved.

Chairman Richard Robbins indicated that it was his understanding that due to the changes in the Busch Entertainment Partnership proposal, a budget amendment was necessary. Motion made by Jack Brinkley, second by Roger Neitsch, to approve the budget amendment and present to USDA the previous Board action relating to Busch Gardens. Motion approved.

There being no further business to come before the NPB, the meeting was adjourned at 12:25 p.m.

APPROVED: _____ **DATE:** _____

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MINUTES

NATIONAL PEANUT BOARD MEETING GENERAL SESSION

MONDAY, APRIL 16 – TUESDAY, APRIL 17, 2007
ATLANTA, GA

Board members present were: George Jeffcoat (AL), Larry Ford (FL), Wes Shannon (GA), Richard Robbins (NM), Cindy Belch who served as alternate for Jack Brinkley (NC), who was absent, John Clay (OK), Roger Neitsch (TX), Jeffrey Pope (VA), Charles Edens (SC) and John Shackelford (At-Large).

Also in attendance were alternates: Ed White (AL), John Harrell (GA), and Gayle Walker (NM). Also present were Raffaella Marie Fenn, Lisa Agostoni and Maria Mehok (NPB), Jeanette Palmer (USDA/AMS), Laura Layton and Mitch Head (Golin Harris), Bob Coyle (LBVD) Floudia Bradley (USDA/FAS) was absent.

MONDAY, APRIL 16, 2007

Board Chairman Richard Robbins called the meeting to order at 8:45 a.m.

Chairman Robbins asked Maria Mehok, in the absence of Richard Rossier, who was delayed due to transportation problems, to read the official statement read at all Board meetings. She read the following statement:

“The Board is governed by the Commodity Promotion Act, the Peanut Promotion, Research and Information Order and the National Peanut Board bylaws. Pursuant to the Peanut Promotion, Research and Information Order, the National Peanut Board works to achieve an effective, continuous, and coordinated program of promotion, research, consumer information, evaluation, and industry information designed to strengthen the peanut industry's position in the marketplace; maintain and expand existing markets and uses for peanuts; and to carry out programs, plans, and projects designed to provide maximum benefits to the peanut industry. Although Board members are nominated by individual states, once appointed by the Secretary of Agriculture, each member has a fiduciary duty to represent all peanut growers to benefit the industry as a whole. The Act and Order prohibit Board members from taking any action in their roles as members of the Board to influence government. In accordance with the Act and Order, the members of the National Peanut Board serve as its decision-making body. The deliberations and discussions of the National Peanut Board are limited to its members, unless a guest requests and is granted permission from the Chair to participate. Any alternate attending a meeting is a guest, unless such alternate is attending in the stead of an absent Board member. All Board decisions are subject to the review and approval of the Secretary of the United States Department of Agriculture.”

The official roll call by state was then conducted by Ms. Mehok; she advised the chairman that a quorum was present.

Chairman Robbins asked that everyone review the minutes from the March 16 Board conference call meeting. A motion was made by Larry Ford, seconded by Roger Neitsch, to approve the minutes as presented. Motion passed unanimously.

Richard Robbins gave his Chairman's report. He indicated that he had made an executive decision to require all Board members to attend a one-day session to be held July 19, 2007, in Atlanta, to prepare the Program of Work and associated Budget for FY-08 to be presented at the August Board meeting for final consideration and voting.

Marie Fenn was called on to give her President's report. She referenced her written report and verbally hit on a few key items. One item she discussed in depth was her progress on the Compliance Plan and the associated tasks. She indicated that she had written a letter to Tonye Gross at FSA to ask for the complete list of handlers and their contact information. She had not yet received those. She also reported that she had worked with Richard Robbins, Larry Ford and Jeffrey Pope on the Handlers Instructions. She had sent the draft instructions to AMS and to FSA and had received some minor changes from FSA. She passed out the revised first handler's instructions containing the recommendations from AMS and FSA. Ms. Fenn indicated that these instructions would be presented at the May 24th FSA meeting unless there were additional changes by the Board or FSA. The Board approved the instructions as written for staff to resubmit them to FSA and AMS for final consideration. Ms. Fenn reviewed with the full Board the six objectives that the Executive Committee had assigned her as her performance measures for 2007. At the Executive Committee's request she gave detailed explanation of how she was to be evaluated on each of the six objectives and reported that she would be providing an update on progress for each item at subsequent meetings.

Chairman Robbins called on Jeannette Palmer to give the USDA-AMS report. Jeanette mentioned that AMS had a meeting scheduled for May 2nd with Marie Fenn and staff to be held in Washington, D.C. There is also an FSA scheduled meeting May 24, in Atlanta and that AMS and Marie Fenn would be giving a presentation on what NPB is, how it is governed by AMS and how to calculate and remit the NPB assessment. Ms. Palmer also mentioned that the nominations for 2008 Board positions was due May 1. Ms. Fenn reported that the three states held meetings. NM and OK were in the process of forwarding their results. However, SC did not have enough people attend the meeting to qualify for a vote. Ms. Fenn asked Jeanette if USDA would accept the two completed states since it was not clear that South Carolina would be able to schedule another meeting for quite some time since farmers were extremely busy with their crops for the next several months. Ms. Palmer said that USDA prefers to receive a full packet to give to the Secretary of Agricultural and that the Secretary's office did not like to consider these piece meal. She suggested that NPB try to get the completed package in by the end of June. Lisa Agostoni asked if done in writing, could an extension be requested. Ms. Palmer said yes. Lisa indicated that she would draft and send the request. Some discussion ensued about when SC could have another meeting. Charles Edens the representative from South Carolina thought that a meeting could not be held until late July in conjunction with a SC Board meeting. Nothing final was determined.

Chairman Robbins recessed the General Session so that committees could meet. A motion was made by Roger Neitsch and seconded by Wes Shannon, to recess the general session, subject to re-convening at the call of the chairman. Motion was passed unanimously and the Board recessed at 9:30 a.m.

TUESDAY, APRIL 17, 2007

Board Chairman Richard Robbins reconvened the general session of the National Peanut Board quarterly meeting at 10:35 a.m.

Board members present were: George Jeffcoat (AL), Larry Ford (FL), Wes Shannon (GA), Richard Robbins (NM), Cindy Belch who served as alternate for Jack Brinkley (NC), who was absent, John Clay (OK), Roger Neitsch (TX), Jeffrey Pope (VA), Charles Edens (SC) and John Shackelford (At-Large).

Also in attendance was board alternate: John Harrell (GA).

Also present were Raffaella Marie Fenn, Lisa Agostoni, Maria Mehok, Cal Chancy, Emily Avakian and Morgan Roan (NPB), Jeanette Palmer (USDA/AMS), Bob Coyle (LBVD) Floudia Bradley (USDA/FAS) was absent.

Chairman Robbins asked for each committee's report and any recommendations to come before the Board.

Motion was presented by the Executive Committee that \$10,000 of unallocated research funds from the FY-06 Budget be used for funding a Charcoal Activation Study by Dr. Peter Vadas and Dr. Soheila Maleki. The motion passed unanimously.

Motion was made by the By Laws Committee that the revised By-Laws, Board Policies and Staff Policies that were voted on during the March 16th conference call be accepted. Motion passed unanimously.

Motion was made by Roger Neitsch and seconded by Larry Ford that the First Handler's Instructions be sent out as written to FSA and AMS by Marie Fenn.

The Strategic Planning Committee presented a motion that the Strategic Plan presented by Mary Moos and as altered during the committee meeting continue now with Marie Fenn and staff working towards completion of the final product and sending back to the Board for review and adoption on the next Board Conference Call. Motion passed unanimously.

The Board conference call originally scheduled for June 7th was moved to May 16th at 10:00 AM EST. The proposed final Strategic Plan will be sent out to all Board members and Alternates prior to this conference call and the Strategic Plan will be the number one topic on the agenda.

Richard Robbins stated that a Full Board Budget meeting would be held in Atlanta on July 19th. Alternates are welcome at the meeting, but the Board will not pick up the expenses if they do attend, unless attending in place of their Board member.

A discussion of attendees for the APC meeting to be held in Amelia Island June 24th – June 28th occurred. The registration per person is \$500. It was discussed that some members would only be attending the export business meetings and not attending the dinner or meal occasions and was there a way to have the registration reduced or waived. NPB staff will work with APC to see if this fee can be lowered if we are to send six people.

Marie Fenn asked if she could get a Board member to attend FMI show in Chicago along with staff. Jeffrey Pope and John Shackelford each said they would check their schedule to see if either could attend. They will report to staff their availability.

It was brought up by a member that there was some confusion among certain states on the National Peanut Board's stance on Genomics and GMOs. A discussion ensued. Upon recommendation of some of the Board members, the Chairman asked that NPB President and Managing Director Marie Fenn draft a letter to be sent from him to all State Executives, Presidents and Research Committee Chairs, as well as Howard Valentine and Patrick Archer from the Peanut Foundation and the APC to invite them to attend a meeting in Atlanta to discuss Genomics and GMOs and NPB's position especially since funding requests for research would be coming up soon. It was recommended that Marie work with the SE board members on dates as soon as possible.

There being no further business to come before the Board, the meeting was adjourned at 11:35 a.m.

APPROVED: _____ **DATE:** _____

MINUTES

NATIONAL PEANUT BOARD MEETING GENERAL SESSION

SUNDAY AUGUST 5 – TUESDAY AUGUST 7, 2007
ATLANTA, GA

Board members present were: Larry Ford (FL), Wes Shannon (GA), Richard Robbins (NM), Jack Brinkley (NC), John Clay (OK), Roger Neitsch (TX), Jeffrey Pope (VA), Charles Edens (SC), Vic Jordan, who served as alternate for John Shackelford (At-Large) and Ed White, (AL alternate) serving for Board member George Jeffcoat (AL) who was unable to attend.

Also in attendance were alternates: John Harrell (GA), Clarke Fox (VA) and Gayle Walker (NM). Also present were Raffaella Marie Fenn and Maria Mehok (NPB), Melissa Rabern (HLB Gross Collins) and Jeanette Palmer (USDA/AMS). Floudia Bradley (USDA/FAS) was absent.

Sunday August 5, 2007

Board Chairman Richard Robbins called the meeting to order at 3:05 p.m.

Chairman Robbins asked Richard Rossier to read the official statement read at all Board meetings. He read the following statement:

“The Board is governed by the Commodity Promotion Act, the Peanut Promotion, Research and Information Order and the National Peanut Board bylaws. Pursuant to the Peanut Promotion, Research and Information Order, the National Peanut Board works to achieve an effective, continuous, and coordinated program of promotion, research, consumer information, evaluation, and industry information designed to strengthen the peanut industry's position in the marketplace; maintain and expand existing markets and uses for peanuts; and to carry out programs, plans, and projects designed to provide maximum benefits to the peanut industry. Although Board members are nominated by individual states, once appointed by the Secretary of Agriculture, each member has a fiduciary duty to represent all peanut growers to benefit the industry as a whole. The Act and Order prohibit Board members from taking any action in their roles as members of the Board to influence government. In accordance with the Act and Order, the members of the National Peanut Board serve as its decision-making body. The deliberations and discussions of the National Peanut Board are limited to its members, unless a guest requests and is granted permission from the Chair to participate. Any alternate attending a meeting is a guest, unless such alternate is attending in the stead of an absent Board member. All Board decisions are subject to the review and approval of the Secretary of the United States Department of Agriculture.”

The official roll call by state was then conducted by Mr. Rossier; he advised the chairman that a quorum was present.

Chairman Robbins asked for a review of the agenda and by consensus it was approved.

Chairman Robbins asked that everyone review the minutes from the July 19th General Session and Executive Session Budget meeting. A motion was made by Jack Brinkley, seconded by Jeffrey Pope, to approve the minutes as presented. Motion passed unanimously.

Richard Robbins gave his Chairman's report. He thanked everyone for their attendance and noted how close this meeting fell in relation to the Budget setting meeting in July.

Marie Fenn was called on to give her President's report. She referenced her written report that each Board member was given, and verbally hit on a few key items. Ms. Fenn also reviewed with the full Board the six objectives that the Executive Committee had assigned as her performance measures for 2007 and the progress to-date on achievement of these goals.

Chairman Robbins called on Jeanette Palmer to give the USDA-AMS report. Ms. Palmer noted that USDA is in the clearance process stage for the nominations for new Board members and Alternates. The only state that USDA is waiting on is South Carolina. South Carolina is planning another meeting in September and will forward nominations at that point. Ms. Palmer indicated that the other two states' nominations were with the Secretary for consideration. Ms. Palmer commented that she is looking forward to Marie Fenn and Lisa Agostoni traveling to D.C. on September 13 and 14 for meetings with FDA and CNPP.

Roger Neitsch asked Ms. Palmer about the progress and where it stands on Mississippi gaining a seat on the Board. Ms. Palmer said that she would check on the issue to see what stage it is in and what the next step will be. Ms. Palmer will report back to Ms. Fenn on her findings.

Discussion ensued on weighted vote and how that was currently based on a Board with 10 seats.

There was no report from FAS as Flo Bradley was unable to attend the meeting.

Chairman Robbins recessed the General Session so that committees could meet. A motion was made by Roger Neitsch and seconded by Wes Shannon, to recess the general session, subject to re-convening at the call of the chairman. Motion was passed unanimously and the Board recessed at 3:50 p.m.

Monday August 6, 2007

Board Chairman Richard Robbins reconvened the general session of the National Peanut Board quarterly meeting at 8:40 a.m.

Board members present were: Larry Ford (FL), Wes Shannon (GA), Richard Robbins (NM), Jack Brinkley (NC), John Clay (OK), Roger Neitsch (TX), Jeffrey Pope (VA), Charles Edens (SC), Vic Jordan, who served as alternate for John Shackelford (At-Large) and Ed White, serving as alternate for George Jeffcoat (AL).

Also in attendance were Board Alternates: John Harrell (GA), Clarke Fox (VA) and Gayle Walker (NM). Also present were Raffaella Marie Fenn, Maria Mehok, Lisa Agostoni (NPB),

Jeanette Palmer (USDA/AMS) and Raihang Guo (USDA). Floudia Bradley (USDA/FAS) was absent.

Chairman Robbins recessed the general Session so that the Board could undergo a Civil Rights training session and other committees could meet at 8:45 a.m.

Chairman Robbins reconvened the general session at 4:00 p.m.

Chairman Robbins asked for each committee's report and any recommendations to come before the Board.

The Budget and Finance Committee recommended approval of the financials as presented. Motion passed unanimously.

Recommendations coming out of the Executive Committee were:

That the NPB attorney develops a conflict of interest form that will be filled out each year or more frequently if a change occurs for Board members and Alternates, contractors and staff. Recommendation passed unanimously.

That NPB sponsor the International Genomics Symposium being held in October in Atlanta at the \$2,000 level.

The Executive committee also brought to the attention the proposed NPB Online program to help Board members. Chairman Richard Robbins explained that Maria Mehok, Accounting and Compliance Manager, had given the Executive committee a demo and that this effort would streamline communications among Board members and senior staff to save time and dollars. And, the proposed program built on the already in place marketing application platform, resulting in cost savings, and made for continuity in application management and administration of the site. He touched on some of the features that would allow for efficient handling and streamlined distribution of updated Board documents such as policies and procedures, by-laws, and strategic plan. He said, that the documents needing Board review could be handled at our convenience, even documents too big to email. There will be a library of Board essential information and governing documents always readily available no matter where a Board member or senior NPB staff person was. The Board calendar would be there for instant access and reference and any breaking news items could be posted so as not to clog up everyone's emails. And, power point presentations that were too large to email could be easily reviewed on the site. Someone asked if you could conduct surveys on the site and the answer was yes.

Chairman Robbins reported that Marie's husband, Mark Fenn's company was the vendor involved and that Marie was adamant about the potential conflict of interest. He explained the situation in detail how the marketing site had been completed as a sub contract for LBVD, our advertising agency, with full disclosure to him and our attorneys. However, Marie was especially concerned about this latest addition, as it involved the NPB office. While Maria Mehok had been assigned the task of looking into the various options, she had determined the BPI solution was the most cost effective and best option because it built on the platform already created for LBVD and the marketing site.

Marie stressed to the full board that she did not want them to approve this if they had any reservations whatsoever. Richard indicated that the Executive Committee members were comfortable with proceeding, and asked what their opinion was. He re-iterated that Marie did not want this to go forward if even one board member had any reservations about it.

Jeanette Palmer indicated that when conflicts are disclosed that it should not be a problem. Attorney Rossier indicated that he felt all conflicts were waive-able, with proper disclosure it was okay to proceed, if that was the Board's decision.

Marie again said, she did not want this to go forward if there was any hesitation or issue. General discussion ensued, and the Board voted unanimously to accept the Executive Committee's recommendation to proceed with BPI to provide the service and product for the Board's online program building on the existing platform as needed.

Richard then asked if there was any new business. Discussion was re-visited on Mississippi's efforts to become a major certified peanut producing state and whether to wait until that happened or to move ahead to handle the Board's needed changes. John Clay moved and Vic Jordan seconded that the Board proceed with steps needed to allow NPB to add Mississippi with a seat on the Board. Discussion on the motion centered around the need to do an amendment to the order and it was agreed that the attorney should check into language that would make it easy to add other states as they reached the 10,000 tons per three year average calculation needed without having to go through an order amendment each time. The question was called and the motion passed unanimously.

A review of the calendar resulted in discussions concerning holding a Peanut Partner Summit at the APC meeting in Charlotte similar to the one held last year. Larry Ford moved and Jack Brinkley seconded that the NPB hold a state Executive Summit at the December APC meeting. The motion passed unanimously.

There being no further business to come before the Board, the general session recessed at 5:15 p.m.

Tuesday, August 7, 2007

Chairman Richard Robbins called the NPB Program of Work and Budget Setting Session to order at 8:35 a.m. He asked all the members to carefully review the materials in front of them created as a result of the Board's budget setting meeting in July.

The Board conducted a line-by-line review of the overall budget and program of work items. With the Chairman's permission, Marie reviewed the analysis and calculations that addressed the question in July about the current tiers of funding for states. She recommended that the Board consider changing the funding formula, setting new tiers that were more in line with the way the contributions to the program were happening. The new tiers would change the number of levels for co-promotions and state annual meeting tiers. She pointed out that if accepted this would result in a larger allocation of total dollars, a larger allocation to a few states and no reductions to any states. This would increase the \$9,000 previously allocated to state annual meetings to \$10,500, and it would take the co-promotions to \$110,000 from \$100,000 total. She recommended that the \$11,500 come from the domestic promotions opportunity budget. Some discussion ensued, Wes Shannon moved, and Larry Ford seconded that the state co-promotions and the state meeting allocations be changed as presented by Marie. The motion passed unanimously.

Maria Mehok reviewed the production research allocation page indicating that the numbers needed to be adjusted based on a small dollar difference in the assessment shortage.

There was considerable discussion on whether the \$5.9 million figure would actually be collected. Marie was asked which programs would be cut if it did not come in. She indicated the first to go would be the \$171,000 in the opportunity budget and then some of the nutrition research items and peanut industry ads.

Discussion continued on the shortage due to the drought and that peanuts may come in at a high price. Marie was also asked to report on a list of items that she would like to see added back if the collection held and the \$171,000 in opportunity budget was available. She indicated that the Chicago and D.C. subway advertising, the SeaWorld program, consumer advertising and Hispanic ads as well as perhaps other items like some of the trade shows and the American heart walk would be preferences. But she indicated that some of these items were still under way for this year and needed evaluation after completion.

APPROVED: _____ **DATE:** _____

MINUTES

National Peanut Board

Board Conference Call

Thursday, November 14, 2013

Board Members in Attendance: Vic Jordan (At-Large), Laura Robbins (NM), Don Self (MS), Michael Davis (FL), Ed White (AL), John Crumpler (VA), John Harrell (GA), Cindy Belch (NC), and Gayle White (OK). Monty Rast (SC) and Bob White (TX) were absent.

Board Alternate in Attendance: Les Crall (OK) joined late.

Others in Attendance: Bob Parker, President and CEO, Ryan Lepicier, VP Marketing and Communications, Maria Mehok, Sr. Director Finance and Compliance, Amy Jones, Attorney, McLeod, Watkinson and Miller and Jeanette Palmer - Specialist, USDA.

Chairman Vic Jordan called the meeting to order at 9:05 AM. Amy Jones called the roll and advised that a quorum was present.

Bob Parker indicated that USDA needed Board decisions concerning three topics related to the 2014 Peanut Referendum. It was decided to handle each separately.

1. **Schedule for referendum.** Jeanette Palmer has asked that the referendum schedule be set for April 7 – April 18, 2014. Discussion ensued concerning this shortened time frame as opposed to the 2009 referendum period of April 1 – April 30. After discussion, Ed White made a motion that the Peanut Referendum time frame be set for April 7 – April 18, 2014, with the understanding that ballots will be mailed out by USDA by the third week in March 2014. Michael Davis seconded the motion. Motion passed unanimously.
2. **Representative time period for qualification to vote in referendum.** Board discussed need for one year vs. two year time frame. After discussion, Don Self motioned that the representative time period for qualification to vote in the 2014 Peanut Referendum be set as producer must have paid assessments from January 1, 2013 – December 31, 2013. Ed White seconded the motion. Motion passed unanimously.
3. **Ballot signature vs. envelope signature.** After much discussion, John Harrell motioned that signature remain on the envelope as opposed to the signature appearing on the actual ballot. Michael Davis seconded the motion. Motion passed unanimously.

Jeanette also noted that the referendum list must be received in USDA office by February 4, 2014.

April 2014 Board Meeting in South Georgia:

Bob Parker indicated that a great location had been selected in South Georgia. He recommended that the travel date for the meeting be set for March 31. The meeting would be held on April 1

and 2, with scheduled tours to be held on the afternoon of April 1 and the meeting to adjourn by noon on April 2 to allow all ample travel time. John Harrell motioned that this schedule be accepted, Don Self seconded the motion. Motion passed unanimously.

February Board meeting. There was discussion related to invitations to the grower groups to attend for the production research presentations, since only one had attended in the prior year. It was decided to provide information to the state organizations, but leave it up to them to make arrangements if interested.

APC voting seat representative. There was discussion and general consensus was to leave the representation as the NPB chairman as the representative at this time, to be revisited at a later time.

There being no further business to come before the board, the meeting was adjourned at 9:45 AM, by consensus.

APPROVED: _____ **DATE:** _____

MINUTES

NATIONAL PEANUT BOARD MEETING GENERAL SESSION

MONDAY, AUGUST 7 – TUESDAY, AUGUST 8, 2006
LUBBOCK, TX

MONDAY, AUGUST 7, 2006

Board Chairman Larry Ford called the meeting to order at 9:30AM.

Chairman Ford explained the USDA requirement on the seating arrangement. He then asked NPB Attorney Amy Jones to call the roll. Amy read the following statement, “For the official minutes of this meeting of the National Peanut Board, I will now conduct a roll call of the members of the Board by state. When I call the name of your state, please signify your presence by stating your name.” She then called the roll.

Board members present were: George Jeffcoat (AL), Larry Ford (FL), Wes Shannon (GA), Richard Robbins (NM), Jack Brinkley (NC), John Clay (OK), Roger Neitsch (TX), Jeffrey Pope (VA) and John Shackelford (At-Large). Board Member Charles Edens (SC) was unable to attend but was represented by his alternate Monty Rast (SC).

A quorum was present. Also in attendance were alternates: Ed White (AL), Michael Davis (FL), John Harrell (GA), Gayle Walker (NM), Cindy Belch (NC), Monty Rast (SC), Louis Grissom (TX) and Vic Jordan (At-Large). Alternates absent were Gilbert Harris (OK) and Clarke Fox (VA).

Also present were: (NPB staff) Raffaella Marie Fenn, Chris Destino, Lisa Agostoni, Emily Avakian, Cal Chancy and Catherine Karanja; (USDA/AMS) Marlene Betts; (CPA, Gross Collins) Melissa Rabern; (Golin Harris) Laura Layton and Mitch Head; (LBVD) Bob Coyle; (Attorney- McLeod, Watkinson & Miller) Amy Jones; (APC) Patrick Archer.

Chairman Ford asked NPB Attorney Amy Jones to read an official statement that would be read at all Board meetings from now on. She read the following statement:

“The Board is governed by the Commodity Promotion Act, the Peanut Promotion, Research and Information Order and the National Peanut Board bylaws. Pursuant to the Peanut Promotion, Research and Information Order, the National Peanut Board works to achieve an effective, continuous, and coordinated program of promotion, research, consumer information, evaluation, and industry information designed to strengthen the peanut industry's position in the marketplace; maintain and expand existing markets and uses for peanuts; and to carry out programs, plans, and projects designed to provide maximum benefits to the peanut industry. Although Board members are nominated by individual states, once appointed by the Secretary of Agriculture, each member has a fiduciary duty to represent all peanut growers to benefit the industry as a whole. The Act and Order prohibit Board members from taking any action in their roles as members of the Board to influence government. In accordance with the Act and Order, the members of the National Peanut Board serve as its decision-making body. The deliberations and discussions of the National Peanut Board are limited to its members, unless a guest requests and is granted permission from the Chair to participate. Any alternate attending a meeting is a guest, unless such alternate is attending in the stead of an absent Board

member. All Board decisions are subject to the review and approval of the Secretary of the United States Department of Agriculture."

Chairman Ford asked that the minutes from the June 8th conference call be reviewed.

George Jeffcoat (AL) made a motion to accept the minutes with the correction of a small typo, seconded by Richard Robbins (NM). The minutes were approved unanimously.

Chairman Ford delivered his report. He commented that he had attended the Southeast Federation Meeting in Panama City, Florida. He also commented that he had received a letter from Board member Jeffrey Pope (VA) stating in full disclosure of his participation in Royal Oaks Peanut Company and that he would recuse himself from any discussion concerning Royal Oaks in the context of NPB's New Product Development Assistance Program.

Chairman Ford also reported on the Executive Committee Meeting held in Atlanta on July 26th and a subsequent Executive Committee conference call on July 28th at which the Executive Committee carefully pondered, reviewed and developed the proposed and recommended Budget and Marketing Plan of Action for Fiscal Year -07. He indicated that all Board members should have received a full copy of the full proposed budget and marketing action plan prior to this meeting so as to be ready for discussion during the Executive session planned for Tuesday, Aug 8.

Chairman Ford asked President and Managing Director (NPB), Marie Fenn to give her report. She reported on attendance at US Peanut Congress in Ft. Lauderdale, Florida on (6/17-21) where NPB had exhibits as well as speaker, Mr. Ed Engoron, President/CEO of Perspectives/The Consulting Group, whom we have been working with on menu development for some major restaurant chains. Mr. Engoron, who addressed the entire congress audience as well held a separate break-out session just for manufacturers, commented on food and lifestyle trends as well as new peanut product opportunities. Marie updated that his presentations were very well received. Marie also commented on the APRES meeting in Savannah on (7/11-14) where she, Cal Chancy and Research Chairman, Jack Brinkley (NC) attended, addressed the general session and set up a display. She indicated that NPB was well recognized for its sponsorship and combined with our comments at the General Session, the presentation of the Dr. Carver award by Jack Brinkley (NC) and our opportunities to talk with many researchers and industry people, made the event a great success. Regarding The Flavor Experience Summit held in San Diego (7/31-8/3), Marie indicated that it was unfortunate that Roger Neitsch (TX) had to cancel his attendance; however, she and Bob Coyle had a successful seminar where peanuts were prominently showcased and many good contacts were made. Marie commented that in her breakout presentations, she included material on allergy assistance that was very well received. She also gave the Board an update on the status of the CIA/Healthy Kitchens for Healthy Lives Project, and passed out a letter from Greg Drescher which gave an update on where the project is headed. She also introduced new staff members Catherine Karanja (Administrative Assistant) and Emily Avakian (Issues Management and Communication Specialist), officially welcoming them.

Chairman Ford asked for the USDA report. Marlene Betts, Assistant Bureau Chief, indicated her pleasure at attending the National Peanut Board meeting for the first time and said that she was impressed with the amount and scope of work that the Board was handling. She provided an update on the amendment to the Peanut Order. She noted that USDA will provide NPB with a final version of the Order with the changes incorporated. Marlene also thanked and praised the staff regarding the Program Assessment Rating Tool. The Board had been asked in February to provide the required information in a very short turn around time. She answered some questions pertaining to this process and whether we would need to go through it again this year and how can we best prepare for it. She indicated that the

government needs to evaluate this measurement process so it works for NPB as well. She agreed that it is a very time consuming process to provide this information to USDA. Marlene commented that NPB did a very good job on their information. The information sent to USDA was better than other Board's information. And, everyone at AMS sincerely appreciated Marie and the team's effort to comply so thoroughly.

A question was posed to Marlene regarding the process of getting the Almond Board's statements in line and that NPB would love to make the same statements regarding the heart health claim provided by peanuts as well as almonds. Marie indicated that almonds are getting an unfair advantage. According to an analysis she conducted, it equates to a \$16 million advantage for almonds. Marlene indicated that she knows meetings are taking place with the USDA-AMS nutritionists and others to get the Almond Board back in line on their nutritional claims. And, some of the most egregious statements on their website had been removed. She will work to get some of the NPB's benefit statements released in D.C. She agreed that the AMS nutritionist Janet Tenney needs to get back to NPB and she'll work to make that happen.

There was no FAS Report given as FAS representative Flo Bradley was unable to attend.

Chairman Ford called for any old business and Marie Fenn reported that despite the fact that we NPB changed its By-Laws to accommodate an ARS request; ARS subsequently indicated that they would still have to charge overhead. We responded that if that was the case, then our By-Laws and Policies would prohibit our funding their 2006 project. Most recently, Emory Murphy from Georgia received another change from ARS indicating that ARS was moving off this policy that they had set to collect 10%. Right now, NPB Attorney, Amy Jones is studying the matter thoroughly as ARS's position seems unclear. Amy commented that she has tried to reach them and has not yet been able to resolve this issue, but would continue to pursue the matter.

Chairman Ford asked Marie to review the Board Calendar and upcoming events. Marie asked that certain events also be represented by a Board member as well as staff if at all possible. It was noted that the Board had originally scheduled a September conference call. John Shackelford (At-Large) made a motion to cancel the September 7th conference call as it was too close to the current meeting and since the Board had already scheduled a November 9th conference call that would be sufficient. The Chairman could call a Board conference call or an Executive Committee conference call between now and November 9th should he deem it necessary. The motion was, seconded by Wes Shannon (GA) and passed unanimously.

Other Calendars discussions were: Jack Brinkley (NC) extended an invitation to everyone to North Carolina Grower's Meeting on September 7th. Currently Lisa and Marie are planning to attend. Participants were informed of a Georgia Peanut Tour scheduled for September 13th. Marie indicated that Emily and Cal would be attending from NPB staff. Marie and Bob are planning to attend the BEC Partnership Summit in San Diego on 09/20-22. Chairman Ford asked John Clay (OK) if he could attend the Summit as well.

NPB will fund one Board member to attend the Plains Peanut Festival in GA on 9/23 along with staff who will set up a booth. W. Shannon (GA), G. Jeffcoat (AL), and L. Ford (FL) indicated they would attend. Marie asked for Board representation at the SAC Meeting in Atlanta on 9/25. Lisa indicated that C. Edens (SC) and L. Ford (FL) would attend. Marie and Bob will attend the Southern Living Cookoff in Charleston on 10/5-6. Marie indicated that it would be helpful, but not essential, if a Board member within driving distance could attend. M. Rast (SC) indicated that he might attend and requested that staff

send him the information. Suffolk Peanut Fest in October was called to everyone's attention by J. Pope (VA); however no staff or Board members are scheduled to attend.

Marie indicated that it was essential that a grower or Board member attend, even for a short portion of the Southern Foodways Alliance event in Oxford, MS on 10/19-22. L. Ford (FL) asked that J. Shackelford (At-Large) attend and he indicated he could attend some portion of it and that staff should send him the particulars. The PMA Show in San Diego was discussed but no decision was reached about attendance due to other conflict on those dates. R. Robbins (NM) agreed to attend the CIA Worlds of Flavor event in St. Helena, CA on 11/1-5. He indicated that if he could not his alternate G. Walker (NM) would attend. G. Jeffcoat (AL) indicated he would attend the National Peanut Festival in Dothan, AL on 11/6-11 since he lives nearby; no staff is scheduled to attend.

Marie indicated that the Chocolate Peanut Fashion Show, scheduled for 11/6 in NY was still under development and details about it were sketchy. It was not clear if a Board member was needed, but if so J. Brinkley (NC) indicated that he would attend if a Board member was needed.

The December Board Meeting's tentative schedule was discussed and it was determined that all Board members would change hotels from the Wyndham to the Sheraton on Wednesday morning to host the Production Research Proposal Presentations with states as well as the Annual Meeting luncheon and the Peanut Partnership Summit. Those attending the APC Export Division Meetings will be there to attend those meetings at the Sheraton starting on Thursday morning and other members can leave for home the same morning if they had no APC Committee obligations.

Chairman Ford recessed the General Session meeting at 10:30 AM. so that the committees could hold their meetings.

TUESDAY, AUGUST 8, 2006

Board Chairman Larry Ford reconvened the General Session at 8:30 AM.
Roll call was taken by NPB Attorney Amy Jones.

Board members present were: George Jeffcoat (AL), Larry Ford (FL), Wes Shannon (GA), Richard Robbins (NM), Jack Brinkley (NC), John Clay (OK), Roger Neitsch (TX), Jeffrey Pope (VA) and John Shackelford (At-Large). Board Member Charles Edens (SC) was unable to attend but was represented by his alternate Monty Rast (SC).

A quorum was present. Also in attendance were alternates: Ed White (AL), Michael Davis (FL), John Harrell (GA), Gayle Walker (NM), Cindy Belch (NC), Monty Rast (SC), Louis Grissom (TX) and Vic Jordan (At-Large). Gilbert Harris (OK) and Clarke Fox (VA) were absent.

Also present were: (NPB staff) Raffaella Marie Fenn, Chris Destino, Lisa Agostoni, Emily Avakian, Cal Chancy and Catherine Karanja; (USDA/AMS) Administrator Lloyd Day and Marlene Betts; (CPA, Gross Collins) Melissa Rabern; (Golin Harris) Laura Layton and Mitch Head; (LBVD) Bob Coyle; (Attorney- McLeod, Watkinson & Miller) Amy Jones; (APC) Patrick Archer.

Larry introduced Lloyd Day USDA AMS Administrator. Administrator Day spoke and said that he enjoyed attending the promotions committee meeting on the previous afternoon and was also very impressed with the scope and quality of work that the Board is doing. He commented on how the commodity promotion programs are very important. He expressed his desire that AMS be responsive

and he will work to help us on that end. He also addressed the topic about organics, and indicated the need for more information and that he would work hard to right any issues in this area. Administrator Day also indicated that he is a strong believer in research and thanked the Board for supporting the Genomics work. He made himself available for questions. And, many were posed.

Chairman Ford thanked Administrator Day for his attendance and support and then, the Board took a scheduled break.

After the break, Chairman Ford, asked Marie and her team to give a presentation based on the Executive Committee's Recommendation for the coming Fiscal Year 07. Everybody had a copy of the power point presentation as staff and virtual team covered.

Marie reviewed the Long-Term Strategic Plan and current conditions of market inputs and crop size that were factors in the proposal. She addressed increased consumption and new products in the market, trends for health and wellness, demographic trends and export competition were presented. She recommended that NPB work to manage allergy concerns making them as routine as food safety issues. Despite lower expected collections, momentum should not be lost in the program; we should capitalize on ramp-up time invested and consumer audience targets should continually be reviewed.

Marie asked Bob Coyle to cover the next section. Bob gave a presentation, outlining consumer advertising. He addressed magazines, subway posters, truck wraps, in-store events, and the NPB website. Paid advertising will focus on heart disease and diabetes. He recommended targeting children's media, including Radio Disney. He addressed an advertising plan aimed at the Hispanic community. Bob discussed trade marketing/advertising objectives for food service, retail, manufacturing, culinary trade conferences, and trade shows recommendations.

Marie introduced Laura Layton to present the Public Relations initiative "Give Your Heart a Hand." She talked about a partnership with the American Heart Association's events, such as charity walks.

Other marketing strategies include:

- USO's "Hand Over Heart" to support your country's initiatives.
- Working with dietitians
- "Make Peanut Butter Cool" suggestions
- Media promotions
- Xtreme Cuisine kids cooking school
- New mediums of reaching children, i.e. My Space on the Internet
- Chef Pepin (Hispanic)

Marie asked Lisa, Team Leader for Issues Management and Grower Communications to cover the objectives and proposal initiatives in that area. Lisa stressed preparedness and containment. She recommended that allergy issues be put in proper context. Media education will be provided by Dr. Wesley Burks. He and his team at Duke and Arkansas Children's hospital are to inject low doses of peanut flour in children to reduce risk of allergic reaction in those already allergic. There has been much success already in trials on this and now they are working on clinical trials.

Lisa suggested that we reach up-and-coming chefs and educate them about food allergy through expert speakers in association with Culinary Institute of America and National Restaurant Association and participation in FAAN collaboration.

Marie talked about state co-promotion off the shelf packages available to each state based on NPB National efforts.

Also mentioned was the genomics biotechnology library which is a project proposed by Howard Valentine. This funding would be over and above the 20% NPB allocation to product research. She addressed consumer marketing, NPB brand tracking, IRI data tracking, and consumer media tracking.

Marie asked Bob and Mitch to present the FY-07 Export Recommendations. They covered the Mexican, Canadian, European and emerging market strategy in the United Export Strategy and our marketing and public relations support to implement it.

Chairman Ford discussed the grading system proposal that he asked Dr. Marshall Lamb to submit and why the executive committee did not bring it forward. He indicated that at this time with our budget constraints and the long term nature of the project, as well as the dependence on the Standards Board for any changes to the grading system it was not a good time.

Chairman Ford recessed the session for lunch at 12:30 PM. He indicated that the Board would reconvene at 1:30PM in Executive Session without support staff or virtual team, to discuss the budget and to deliberate on the proposed Marketing Recommendation Plan for FY 07.

Chairman Ford reconvened the open general session at 4:15 PM.

Board members present were: George Jeffcoat (AL), Larry Ford (FL), Wes Shannon (GA), Richard Robbins (NM), Jack Brinkley (NC), John Clay (OK), Roger Neitsch (TX), Jeffrey Pope (VA) and John Shackelford (At-Large). Board Member Charles Edens (SC) was unable to attend but was represented by his alternate Monty Rast (SC).

Also in attendance were alternates: Ed White (AL), Michael Davis (FL), John Harrell (GA), Gayle Walker (NM), Cindy Belch (NC), Monty Rast (SC), Louis Grissom (TX) and Vic Jordan (At-Large). Gilbert Harris (OK) and Clarke Fox (VA) were absent.

Also present were: (NPB staff) Raffaella Marie Fenn, (CPA, Gross Collins) Melissa Rabern and (Attorney- McLeod, Watkinson & Miller) Amy Jones.

Chairman Ford asked for each committee's report or items needing to come before the full Board for consideration or vote. The committee reports were as follows:

- Export: Richard Robbins (NM) reported that everyone had been present for the status update and the committee had no specific items to come before the full Board.
- Research: Jack Brinkley (NC) reported that the Research Committee had no items to come before the Board.
- Grower Communications: George Jeffcoat (AL) reported that the committee had met and all had been present at the status update and there were no items for Board vote.
- Diversity: John Shackelford (At-Large) reported they had no items for Board vote.
- Finance: Wes Shannon (GA) indicated that all had been present for the review of the current financials and had received copy of the reports. He asked that the Board accept the current financials as presented. Roger Neitsch moved that the financial reports be accepted; Jack Brinkley moved to accept the current financials, the motion was passed unanimously.

- Promotion: Roger Neitsch (TX) reported that a good report on current status of the program of work was given and all were present; no items to come before the Board.
- Evaluation & Measurement: John Clay (OK) reported that they had no items for Board to consider or vote.

There was no new business brought forward before the Board.

Chairman Ford asked for any further business and with none brought forward. He thanked everyone for their hard work and full participation in the process of creating the FY-07 budget and marketing action plan.

The meeting was adjourned at 4:30 PM.

APPROVED: _____

DATE: _____

MINUTES

NATIONAL PEANUT BOARD MEETING GENERAL SESSION

TUESDAY, DECEMBER 5 – WEDNESDAY, DECEMBER 6, 2006
ATLANTA, GA

Board members present were: George Jeffcoat (AL), Larry Ford (FL), Wes Shannon (GA), Richard Robbins (NM), Jack Brinkley (NC), John Clay (OK), Roger Neitsch (TX), Jeffrey Pope (VA) and Charles Eden (SC). John Shackelford (At-Large) was absent.

Also in attendance were alternates: Edward White (AL) and Louis Grissom (TX). Also present were Raffaella Marie Fenn (NPB), Lisa Agostoni (NPB), Deborah Simmons (USDA/AMS); Floudia Bradley (USDA/FAS); Melissa Rabern (CPA, Gross Collins); Laura Layton and Mitch Head (Golin Harris); Bob Coyle (LBVD) and Richard Rossier (Attorney- McLeod, Watkinson & Miller).

TUESDAY, DECEMBER 5, 2006

Board Chairman Larry Ford called the meeting to order at 8:30AM.

Chairman Ford asked NPB Attorney Richard Rossier to read the official statement read at all Board meetings. He read the following statement:

“The Board is governed by the Commodity Promotion Act, the Peanut Promotion, Research and Information Order and the National Peanut Board bylaws. Pursuant to the Peanut Promotion, Research and Information Order, the National Peanut Board works to achieve an effective, continuous, and coordinated program of promotion, research, consumer information, evaluation, and industry information designed to strengthen the peanut industry's position in the marketplace; maintain and expand existing markets and uses for peanuts; and to carry out programs, plans, and projects designed to provide maximum benefits to the peanut industry. Although Board members are nominated by individual states, once appointed by the Secretary of Agriculture, each member has a fiduciary duty to represent all peanut growers to benefit the industry as a whole. The Act and Order prohibit Board members from taking any action in their roles as members of the Board to influence government. In accordance with the Act and Order, the members of the National Peanut Board serve as its decision-making body. The deliberations and discussions of the National Peanut Board are limited to its members, unless a guest requests and is granted permission from the Chair to participate. Any alternate attending a meeting is a guest, unless such alternate is attending in the stead of an absent Board member. All Board decisions are subject to the review and approval of the Secretary of the United States Department of Agriculture.”

The official roll call by state was then conducted by attorney Rossier; he advised the chairman that a quorum was present.

Chairman Ford asked that everyone review the agenda for the meeting. A motion was made by Charles Eden, seconded by Roger Neitsch, to approve the agenda as presented. Motion passed unanimously.

The minutes of the November 9, 2006 Board meeting via conference call were reviewed. A motion was made by Richard Robbins, seconded by Jack Brinkley, to approve the minutes as presented. Motion passed.

Chairman Ford presented his report making comments on the activities and accomplishments of the NPB and the issues currently facing the NPB. He reported on his direct involvement in several board events.

He then asked for the President's Report. Marie Fenn, referred the Board to her previously distributed written President's report and touched on some of the highlights of the recent marketing and promotion activities of the NPB staff and virtual team. She also reported that she had provided USDA-AMS with the requested information for the President's PART Report and discussed some of the procedures and issues related to that report. Fenn also described the new Guidelines for Commodity Board promotion and advertising materials and indicated that she had provided extensive written comments on the concerns and issues found in the document and their impact on NPB promotion activities. A copy of the PART report and the comments on the Guidelines were provided to the Board. Ms. Fenn also discussed two matters which required that the Board refund some assessments to handlers, one dealt with a bankruptcy on the part of the handler and the matter was settled by the Office of General Council without NPB's ability to impact the decision. In the other matter, the handler had provided the satisfactory documents to our CPA firm, Gross Collins, supporting the accuracy of their request. Both of these had been previously discussed at the Nov. 9th Board call as potential refunds. The total refunded amount for the two handlers was \$ 88, 200.

Ms. Fenn provided an overview of the other activities and matters conducted by or for the NPB over the last few months.

Chairman Ford then asked Debbie Simmons to give the USDA-AMS Report. Debbie updated the Board on the Guidelines issue and some concerns that had been expressed by Ms. Fenn concerning delays in the time the USDA took to review ads submitted for review by the NPB. She indicated that the new Bureau Chief Sonya Jimenez was streamlining the review system and that most materials would be done within the department to expedite the process. Only exceptional items would be sent to higher levels of review.

Floudia Bradley of USDA-FAS gave the USDA-FAS Report updating the Board with respect to the international marketing activities and market development activities of the NPB and generally discussed the approach the FAS was taking on seeking to fund international marketing and market development activities. Ms. Bradley noted that Congress had not yet funded the FAS' Market Access Program.

The Board then reviewed the minutes from the Executive session of the full board from the Board Meeting held in Lubbock, Texas on August 8, 2006. A motion was made by Wes Shannon, seconded by Charles Edens, to approve the minutes as presented. Motion passed unanimously.

Richard Robbins moved, seconded by Roger Neitsch, to recess the general session, subject to re-convening at the call of the chairman. Motion was passed unanimously and the Board recessed at 9:15 AM.

WEDNESDAY, DECEMBER 6, 2006

Board Chairman Larry Ford reconvened the general session of the National Peanut Board quarterly meeting at 5:15 PM.

Board members present were: George Jeffcoat (AL), Larry Ford (FL), Wes Shannon (GA), Richard Robbins (NM), Jack Brinkley (NC), John Clay (OK), Roger Neitsch (TX), Jeffrey Pope (VA) and Charles Edens (SC). John Shackelford (At-Large) was absent.

Also in attendance were alternates: Edward White (AL) and Louis Grissom (TX).

Also present were Raffaella Marie Fenn (NPB), Lisa Agostoni (NPB), Deborah Simmons (USDA/AMS); Floudia Bradley (USDA/FAS); Melissa Rabern (CPA, Gross Collins); Laura Layton and Mitch Head (Golin Harris); Bob Coyle (LBVD) and Richard Rossier (Attorney- McLeod, Watkinson & Miller).

A roll call of the members by state was conducted by Attorney Richard Rossier. All members were present except for John Shackelford. Attorney Rossier advised that a quorum was present. Chairman Ford asked for each committee's report and any recommendations to come before the Board.

Treasurer Wes Shannon reported that the Executive Committee recommended the Board adopt the revised Board Expense Reimbursement Form that had been reviewed previously in the finance and budget committee. Recommendation passed unanimously.

Jack Brinkley, Research committee chair, reported that the Research Committee recommended the adoption of the proposed research proposals as presented by the states subject to technical corrections by staff. Discussion ensued on the possibility that assessment collections may not come in as predicted and the impact on the state allocation total. By consensus, there it was determined that any short falls would be addressed in the following year. Recommendation passed unanimously.

George Jeffcoat, Grower Communications committee chair, reported that the Growers Communication Committee recommended that a sponsorship of \$500.00 be provided to the Mississippi Peanut producer's annual meeting and to accept their recommendation for a presentation by the President and Managing Director and to send up to two NPB members or alternates to Mississippi Peanut Growers Meeting on January 9, 2007. Recommendation passed unanimously.

Wes Shannon, Nominating Committee chair, reported that the Nominating Committee recommended that in the future the Nominating Committee be comprised of five members of the NPB with no more than two members of the Executive Committee serving on the committee. Recommendation passed unanimously

Richard Robbins, Strategic Planning chair, reported that the Strategic Planning Committee recommended that the Board look into revisiting its Long Term Strategic Plan and have a facilitated session to consider revisions in conjunction with the April Board Meeting on Sunday, April 15. Recommendation passed unanimously.

A motion was made by Richard Robbins seconded by Roger Neitsch, to move the Board's scheduled December 2007 Board Meeting to Charlotte, NC to coincide with the APC meetings there. Motion passed unanimously.

There being no further business to come before the NPB, the meeting was adjourned 5:30PM.

APPROVED: _____ **DATE:** _____

MINUTES

NATIONAL PEANUT BOARD MEETING GENERAL SESSION

FEBRUARY 24-25, 2005
ATLANTA, GA

General Session

Attendees:

Chairman Donnie White, Wes Shannon, Larry Ford, John Clay, Roger Neitsch, DeeDee Darden, John Harrell, Richard Robbins, Gayle Walker, Donnie White, Louis Grissom and alternate nominee Gilbert Harris as part of the State Executive Grower Summit. Board members John Shackelford and Ben Bowden did not attend. Also present were Marie Fenn, Stephen O'Brien, Chris Destino & Dee Houston (NPB staff), Melissa Rabern (CPA, Gross Collins), Deborah Simmons (USDA/AMS), Wayne Watkinson (Attorney, McLeod, Watkinson and Miller).

Chairman Donnie White called the meeting to order at 8:00 am. Minutes were reviewed. Motion to approve the minutes from the November meeting. Minutes approved.

Donnie gave a brief report on the Executive committee meeting that took place the day before. He stated that the committee discussed the backlog of contracts currently at USDA including the employment contract for President and Managing Director Raffaella Marie Fenn.

Larry Ford presented an update on the Standards Board. New Board member John Clay of Oklahoma also sits on the Standards Board.

Chairman White recessed the General Session at 8:15 am.

Chairman White called the General Session back to order at 1:00 pm February 25, 2005.

Marie Fenn presented the President's report. (See attached)

Debbie Simmons, USDA, reported on the following items:

- > Options payments in federal registry
- > Order Amendment
- > Shortage of personnel in office
- > New Secretary of Agriculture may pick new people

Richard Robbins reported for the Evaluation and Measurement Committee. Motion by Donnie to allow sales data and allow Marie to recruit and hire a vendor evaluator. Second by Richard. Motion carried.

DeeDee reported that the Diversity committee had no action to bring before the board.

The Research Committee reported on a discussion surrounding the new research invoicing system presented by Chris Destino to the state executives during a meeting held for this purpose in New Orleans, La. Although the meeting was helpful for those states that were able to attend, those states not in attendance will need help understanding the system.

There may also be a need for continued instruction for those states that were able to attend. Wes presented the committees request for a motion to send Chris Destino to any state that needs additional instruction. Motion to send Chris Destino to states that need instruction, contact research committee chair and send accountant only if necessary. Second. Motion carried.

Donnie stated that the Promotions Committee had no motions or voting actions to report.

DeeDee Darden presented the Grower Communications Committee report. She restated the National Peanut Board's plan to hold its annual meeting in conjunction with APRES in July. DeeDee also reported that there was some discussion regarding the Southeast Federation annual meeting that has hosted the NPB's annual meeting for the past three years. There were no motions or actions to report.

Richard Robins presented the report for the Export Subcommittee. Richard stated that the committee had no motions or actions to report.

Larry Ford presented the report the Strategic Planning Committee. Larry stated that after much discussion, the committee decided they were not satisfied with the Strategic Plan document presented by William Watson. Larry further stated that he was not sure how much of the plan needs to be redone. Donnie stated that he didn't feel the entire thing needed to be redone. DeeDee expressed that both the vision and mission statements definitely need to be revised as they currently do not reflect where the NPB would like to/needs to go over the next five years. John Clay asked how much we really use the plan and Marie replied that it will be made public and vendors, staff, and board will use it in developing NPB programs and initiatives. Donnie presented a motion to table the strategic plan until the Strategic Planning Committee can meet via conference call to discuss and revise. Motion carried.

Roger Neitsch presented the Finance Committee report. Roger stated the committee discussed the \$49,300 payment due to Gross Collins for extraordinary services rendered (i.e. flat rate discussions and research accounting). Roger then presented a motion to pay Gross Collin \$49,300 for work already completed. Second. Motion carried. John Harrell asked if this kind of over-budget spending was common. Marie expressed that nothing like this had occurred before; however, the Board asked Gross Collins to jump in immediately to conduct the flat rate assessment. Gilbert asked if there is a way to find out how much it will cost to use Melissa's services for special circumstances beforehand. Marie explained that vendors don't bill excessively and the Gross Collins situation was uncommon. She then reiterated the importance of remaining cognizant of how the Board uses Melissa's, and other vendor's, time and explained that she had warned the Chairman of the costs.

Donnie presented the Executive Committee report. Donnie stated that the committee reviewed an addition to the Board's policy and procedures regarding civil rights. Motion made to publish the section as written. Second. Motion carried. Donnie also reported the committee's discussion regarding the appointment and term dates for new officers. Motion by Larry to 1) appoint new officers in July with terms to begin January 1, 2) develop a procedure to elect new officers at the annual meeting and 3) to extend current officer terms to 12/31/05. 2nd by Richard. Motion carried.

There being no further business. Donnie White motioned to adjourn. Motion carried. Meeting adjourned at 2:00pm.

APPROVED: Donnie White

DATE: _____

MINUTES

NATIONAL PEANUT BOARD MEETING GENERAL SESSION

JULY 11, 2005
PORTSMOUTH, VA

Attendees:

Chairman Donnie White, Wes Shannon, Larry Ford, John Clay, Roger Neitsch, DeeDee Darden, John Harrell, Richard Robbins, Gayle Walker, Louis Grissom, John Shackelford, Ben Bowden, Charles Edens, George Jeffcoat, Jack Brinkley and Vic Jordan. Also present were Marie Fenn, Chris Destino and Mackenzie Morris (NPB staff); Melissa Rabern (CPA, Gross Collins); Deborah Simmons (USDA/AMS), Margaret Irby (Branch Chief, USDA/AMS) and Floudia Bradley (USDA/FAS); Wayne Watkinson (Attorney, McLeod, Watkinson and Miller); Mitch Head, Kristin Altman and Chris Myles (GolinHarris); Bob Coyle and Hilary Stiefelmeyer (LBVD); Patrick Archer (APC); Howard Valentine (Peanut Foundation); Tim Williams (UGA); Jeffrey Pope (NPB nominee)

Donnie White called the meeting to order at 9:00AM and Wes Shannon gave the opening prayer. Donnie then opened the meeting by welcoming everyone. Donnie recessed the General Session at 9:05

Donnie White reconvened the general session at 4:00PM. Minutes from the May 2005 meeting were reviewed and a motion to approve them was made by Larry Ford and Richard Robbins seconded them. The motion passed unanimously.

J.C. Bell of Bell Plantations gave a brief presentation of several new food products that contain peanuts that his farmer-owned company plans to market.

Margaret Irby and Debbie Simmons from USDA-AMS reported that all the NPB nominations had been reviewed and sent to the Secretary. They commented on the collections issue, indicating that it was with FSA, and on the amendment to the order status.

Flo Bradley from FAS commented on the government budget cuts that would probably affect the export dollars available. She indicated that while peanut exports were down, the industry had a strong dollar match and inputs into the program and that kept the peanut allocation strong.

Marie Fenn presented a CEO report covering the recent activities of the staff and marketing and promotion efforts. She asked that all Board members and alternates provide some feedback on the annual meeting's success or what needed change once everything was completed. She reported on the events and activities of the US Peanut Congress meeting indicating that the two representatives from NPB to the global strategy committee were expected to attend a meeting in Washington in August and the Board should provide inputs to them prior to that meeting so they could represent the board sufficiently. She indicated that much of the input provided to the Global Strategy Committee had not been incorporated into the document they saw at the Naples, Florida meeting. Marie also reported that Smuckers invited her to participate in a breakfast focused on peanut allergy

and asked for her input and suggestions on how Smuckers can be more involved in addressing the allergy issue as they are putting together an internal task force within their company.

Marie also announced that Buddy McNutty week was coming up at the Braves/Turner Field soon. She did not have exact dates but said it would be in August and September for two separate weekends. During Buddy McNutty week, Buddy dolls will be given to the first 1,500 kids coming to the park; radio and in-park announcements would begin a considerable amount of time ahead of those actual days. Richard asked that Marie coordinate the event with the upcoming Executive Committee meeting if possible.

The Board discussed conducting the National Peanut Board's annual grower meeting with the APRES meeting again after this event happening tomorrow. John Shackelford indicated that the Board needs to have the annual meeting in conjunction with the APRES meeting for a few years before the Board can evaluate the combined meeting's true value to the industry.

Donnie White asked that the committee chairmen report to the Board on the activities of the committees.

Roger Neitsch indicated that the finance committee reviewed several items [see their agenda]. Roger Neitsch then moved the committee recommendation to send a letter to shellers directing that they remit assessments collected on peanuts that have gone into loan. Motion approved. Wayne Watkinson was asked to draft the letter.

Wes Shannon presented a report of the research committee [see agenda]. There were no actionable items for the board to consider.

Ben Bowden presented a report of the promotion committee [see agenda]. There were no actionable items for the board to consider.

Richard Robbins presented a report of the export subcommittee [see agenda]. There were no actionable items for the board to consider.

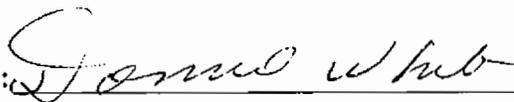
John Shackelford presented a report of the grower committee. There were no actionable items for the board to consider.

It was determined that the nominations committee had not had time to meet and that it was not imperative that new officers be elected until later in the year as they will not take office until January 1, 2006.

Marie Fenn reviewed the schedule of events at the APRES meeting with the Board meeting attendees and asked that those Board members scheduled to speak please plan to attend a walk-through/rehearsal Tuesday morning.

There being no further business to come before the Board, the meeting was adjourned.

APPROVED: _____



DATE: _____

MINUTES

NATIONAL PEANUT BOARD MEETING FY-08 BUDGET SETTING MEETING

JULY 19, 2007
NATIONAL PEANUT BOARD CONFERENCE ROOM
ATLANTA, GA

Board Chairman Richard Robbins called the meeting to order at 8:30 a.m. He then asked Wes Shannon to deliver the invocation.

Richard Rossier, NPB legal counsel, called the roll of Board members. He advised the Chairman that a quorum was present.

Board members present were George Jeffcoat (AL), Larry Ford (FL), Wes Shannon (GA), Richard Robbins (NM), Jack Brinkley (NC), John Clay (OK), Roger Neitsch (TX), Jeffrey Pope (VA), and Charles Edens (SC).

Board members absent: John Shackelford (At-Large).

Also present were Raffaella Marie Fenn, Maria Mehok and Lisa Agostoni (NPB Staff); Jeanette Palmer (USDA/AMS); Laura Layton and Mitch Head (Golin Harris); Bob Coyle (LBVD); and Richard Rossier (Attorney- McLeod, Watkinson & Miller).

Chairman Robbins asked Richard Rossier to read the official attorney's statement:

"The Board is governed by the Commodity Promotion Act, the Peanut Promotion, Research and Information Order and the National Peanut Board bylaws. Pursuant to the Peanut Promotion, Research and Information Order, the National Peanut Board works to achieve an effective, continuous, and coordinated program of promotion, research, consumer information, evaluation, and industry information designed to strengthen the peanut industry's position in the marketplace; maintain and expand existing markets and uses for peanuts; and to carry out programs, plans, and projects designed to provide maximum benefits to the peanut industry. Although Board members are nominated by individual states, once appointed by the Secretary of Agriculture, each member has a fiduciary duty to represent all peanut growers to benefit the industry as a whole. The Act and Order prohibit Board members from taking any action in their roles as members of the Board to influence government. In accordance with the Act and Order, the members of the National Peanut Board serve as its decision-making body. The deliberations and discussions of the National Peanut Board are limited to its members, unless a guest requests and is granted permission from the Chair to participate. Any alternate attending a meeting is a guest, unless such alternate is attending in the stead of an absent Board member. All Board decisions are subject to the review and approval of the Secretary of the United States Department of Agriculture."

Chairman Robbins asked that everyone review the minutes from the May 16 Board conference call meeting. A motion was made by Roger Neitsch, seconded by Larry Ford, to approve the minutes as presented. John Clay asked about a typo in the previous version of the minutes that he had received

via email. Maria Mehok indicated that the correction had already been made. Motion to pass the minutes as presented in the Board books passed unanimously.

Chairman Robbins thanked everyone for attending. He reviewed the agenda indicating that it was going to be a very full day and that the primary purpose of the meeting was to create a preliminary budget for Fiscal Year 08. He was going to keep everyone on time in all meeting segments.

He asked Maria Mehok, accounting, & compliance manager to review the financials. Maria indicated that everyone had a copy in his or her notebooks of the summary budget-to-actual for FY-07 and a balance sheet. She reported that the current fiscal year expenditures are within budget, but collections are off by over \$160,000. However, she fully expected that the shortfall would be covered by more than budgeted interest. Marie Fenn, President and Managing Director, indicated that she and Maria were tracking expenditures and collections very closely to ensure that nothing within the budget would be exceeded should there be any shortfall in total.

Richard then asked Marie Fenn to take over the proposals and the recommended program of work.

Marie called everyone's attention to the President's Report and recap of the Biotech/GMO/Genomics meeting documents, indicating that while there was no time for her to deliver a Board update, anyone having questions or wanting to cover any items on those two documents could do so over lunch.

She then outlined the day, explaining that during the morning portion, she and the team would go through a Power Point presentation (that everyone had in their note books) covering the recommended program of work initiatives for FY08. Also, after lunch, Mark Chase from HLB Gross Collins would be there to give them some estimates for crop collections, based on historical data and current acreage and price reports to assist the Board in coming to agreement on a budget number for collections. Then, for the afternoon session, the Board would go into Executive Session to discuss the costs associated with the program items and review pro-forma spending options to come up with a preliminary budget.

During the PowerPoint presentation, Marie covered the Board's Long-Term Strategic Plan to show how the recommended program of work initiatives tie into these strategies. She also walked through the Board's core benefits. She reminded everyone that considering the very small budget expected for FY08, the smallest in NPB's history, it was important to focus on the core program so that belt tightening avoided losing momentum on past successes. She indicated that the team spent considerable time on creating a more highly focused program and everything was evaluated to get the most reach for the smallest dollars. She also stressed that it was important to focus on the growing trends in health wellness and alerted the Board that they would find several long-standing programs, which had been highly successful, missing from the current recommendations. These were pared down because of cost.

She covered the status of the market in snack peanuts, peanut butter and peanut candy as well as food service. She shared the comments made by Kevin Jackson, JM Smucker Co., VP during his presentation at the US Peanut Congress during which he was exceptionally complimentary of the National Peanut Board's national advertising campaign. He told the entire industry that the NPB's campaign had been instrumental in helping to increase the peanut butter category's consumption (since 2002, overall volume of peanut butter sales has increased 15%). He showed several NPB ads

saying that, "It's a great campaign; the ads are effective in their simplicity and gentle humor; they resonate with consumers."

Dr. Fletcher's analysis of IRI data showed snack peanuts up by 56.6 % on a trend line since NPB started its programs. Despite IRI data showing some flattening in snack peanut consumption, Marie reported that the peanut category was still very robust based on consumer survey information and consumption data. She further reported that restaurant sales were projected for a 5% increase over this year, bringing them to well over \$536 Billion, with 50% of the consumer's food dollar being spent out-of-home. The NPB 2006 tracking study phone survey results showed that taste is number one in consumers' minds, with health wellness a close second. Also, that consumers now recognize the different types of fat, and that they know peanuts are a good source of protein. Convenience is also very important to consumers; they want flavorful, healthy, convenient snack and meal options and peanuts can fill those needs.

Marie and the team further covered domestic promotions, export, issues management and grower and industry communications program recommendations and options.

At 11:30, Chairman Richard Robbins asked for any questions or further clarifications. General discussion ensued for about 45 minutes on various topics dealing with the presentations.

The team was asked whether peanuts could play a lead role in fighting obesity in children as well as in heart health and cholesterol issues. Discussion ensued about how we cannot tackle obesity in children head-on, but rather through messaging and education about peanuts' role in weight management and through our physician and dieticians outreach.

Several people mentioned that Kraft/Planters has developed some new ads on peanuts; indicating that it appeared the company was swinging back to peanuts after having focused their advertising on other nuts for the past three years. Bob and Marie reported that through their meetings with Tony Tyree, the new VP of the Kraft/Planters Snacks Division that they expect Kraft/Planters to focus on more product innovation, the convenience market, and even foodservice.

There was a lively discussion on how the Almond Board and other nut organizations were using the Heart Health claim and their promotion dollars and comments on the relative size of budgets compared with NPB. The team shared that it felt strongly that NPB needed to stay focused on a core program with so little money in comparison to the Almond Board. Marie reminded everyone that the Board led the way in many areas that were now being pursued by competitive snack nuts, particularly in the food service market.

Chairman Robbins then recessed the general session at 12:15 p.m. for lunch.

Chairman Robbins re-convened the general session at 1:30 p.m.

Mark Chase presented a number of data analyses of collections, price and history yields. The Board asked him several questions about possible collection scenarios. Chairman Robbins recessed the general session at 1:45 p.m.

APPROVED: _____ **DATE:** _____

MINUTES
NATIONAL PEANUT BOARD MEETING
GENERAL SESSION
April 1 -2, 2014
ATTAPULGUS, GA

Tuesday, April 1, 2014

National Peanut Board Chairman John Harrell (GA) called the meeting to order at 9:55 a.m.

Amy Jones (Attorney-McLeod, Watkinson & Miller) called the roll and advised that a quorum was present.

Board members present were Edward White (AL), Michael Davis (FL), Don Self (MS), Cindy Belch (NC), Wayne Baker (NM), Gayle White (OK) Monty Rast (SC), Bob White (TX), John Crumpler (VA), and Vic Jordan (At-Large). Alternates present included: Tom Corcoran (AL), Jeffery Pittman (FL), Andy Bell (GA), Peter Froese, Jr. (TX), Les Crall (OK), and Bud Bowers (SC).

In addition to Mrs. Jones, also present were NPB staff members: President & CEO, Bob Parker; SVP Marketing & Communications, Ryan Lepicier; VP Finance and Compliance, Maria Mehok; Marketing and Communications Coordinator, Jewel Hazelton, and Administrative Assistant, Keegan Treadaway. Also present were Bob Coyle (LBVD), Mark Dvorak (Golin Harris), and Jeanette Palmer (USDA/AMS Peanut Specialist).

Special Guests included: Roy Bechtold and Cara Yarusso (General Mills), Joel Longbons (Golden Peanut), and Kyle Baltz (recently resigned alternate for At-Large, due to Arkansas gaining recognition as a major peanut producing state).

The meeting began with invocation and the Pledge of Allegiance.

Agenda and Minutes: Chairman Harrell asked all to review the minutes from the February Board Meeting. Vic Jordan motioned that the minutes be accepted as presented. Don Self seconded the motion. The motion passed unanimously. Chairman Harrell then asked that all review the meeting agenda. Ed White motioned that the agenda be approved as presented and Wayne Baker seconded the motion. Motion passed unanimously.

Chairman's Report: John Harrell provided an update on the Buying Points meeting he had recently attended. He noted that it was well attended.

President's Report:

President & CEO, Bob Parker introduced guests from General Mills and Golden Peanut in attendance at the meeting. He provided a rundown of the activities for the day. Bob indicated that the financial portion of the USDA Management review had been completed and Jeanette Palmer will complete the compliance portion after the August board meeting.

Arkansas has now officially been designated as a major peanut producing state by USDA. Kyle Baltz has resigned his position as At-Large alternate. He is attending this meeting as a guest. Arkansas will hold their nomination meeting on May 6. They are expecting to plant about 10,000 acres this year.

Peanut Milk: Bob Parker provided a recap of steps to this point and then provided recommendations for next steps. After discussion, Ed White made a motion to proceed with the following steps: 1) Market potential, 2) consumer taste comparisons with other non-dairy products, and 3) name of a reliable company to produce the product base or product, provided a manufacturer for the base or product is located prior to testing. A report will be provided to the board after first stage of testing, but Bob Parker is provided authority to move forward with second step, if the first testing is positive. Motion seconded by Don Self. Motion passed unanimously.

GPC staff had visited the NPB office and GPC board will attend the listening session tomorrow.

New York Times has online coverage of Perfectly Powerful Peanut campaign and the print coverage will follow. This is big news.

Bob provided a brief review of the activities for the afternoon and for Wednesday afternoon. Bob indicated that just following the By-Laws committee meeting today, we will travel first to a lunch hosted by Birdsong Peanuts, folled by a tour of their solar array facility. From there we will travel to APGG for a tour of their shelling facility, and finally Glenn Heard will provide a tour and information about his farming operation currently in the process of finalizing carrot harvest. We will then be treated to dinner by Southeastern Minerals owner, Alec Poitevint, at his lovely lake home.

Wednesday afternoon will consist of a grower listening session to be held at the Kirbo Center. Many growers and other guests have been invited to attend, including GPC members. We will then treat all attendees to dinner. Both the listening session and dinner will allow a great opportunity to connect with farmers from the area.

USDA Report:

Jeanette Palmer reminded all that the nomination packages are due to USDA no later than May 1. An extension has been granted for Arkansas' submission.

The general session recessed at 10:30 a.m.

Wednesday, April 2, 2013

National Peanut Board Chairman John Harrell (GA) reconvened the meeting at 10:25 a.m.

Amy Jones (Attorney-McLeod, Watkinson & Miller) called the roll and advised that a quorum was present.

Board members present were Edward White (AL), Michael Davis (FL), Don Self (MS), Cindy Belch (NC), Wayne Baker (NM), Gayle White (OK) Monty Rast (SC), Bob White (TX), John Crumpler (VA), and Vic Jordan (At-Large). Alternates present included: Tom Corcoran (AL), Jeffery Pittman (FL), Andy Bell (GA), Peter Froese, Jr. (TX), Les Crall (OK), and Bud Bowers (SC).

In addition to Mrs. Jones, also present were NPB staff members: President & CEO, Bob Parker; SVP Marketing & Communications, Ryan Lepicier; VP Finance and Compliance, Maria Mehok; Marketing and Communications Coordinator, Jewel Hazelton, and Administrative Assistant, Keegan Treadaway. Also present were Bob Coyle (LBVD), Mark Dvorak (Golin Harris), and Jeanette Palmer (USDA/AMS Peanut Specialist).

Special Guests included: Roy Bechtold and Cara Yarusso (General Mills), and Kyle Baltz (recently resigned alternate for At-Large, due to Arkansas gaining recognition as a major peanut producing state).

Chairman Harrell called for committee reports.

Budget & Finance Committee

No actionable items

By-Laws Committee

Chairman Bob White stated that the committee recommends approval of all policy updates as presented in the committee meeting. Recommendation approved unanimously.

Promotions Committee

No actionable items.

Strategic Planning Committee

No actionable items.

Grower Committee

No actionable items.

After discussion, Ed White motioned that NPB would reimburse travel expenses for Kyle Baltz related to this meeting attendance as a guest of the Board. Vic Jordan seconded the motion. Motion passed unanimously.

Meeting adjourned by consensus.

APPROVED: _____ **DATE:** _____

MINUTES
NATIONAL PEANUT BOARD MEETING
GENERAL SESSION
August 12 - 13, 2014
ATLANTA, GA

Tuesday, August 12, 2014

National Peanut Board Chairman John Harrell (GA) called the meeting to order at 10:15 a.m.

Amy Jones (Attorney-McLeod, Watkinson & Miller) called the roll and advised that a quorum was present.

Board members present were Edward White (AL), Michael Davis (FL), Don Self (MS), Cindy Belch (NC), Wayne Baker (NM), Monty Rast (SC), Bob White (TX), John Crumpler (VA) and Les Crall (OK) who served in the place of Gayle White, who was absent. Vic Jordan (At-Large) was also absent. Alternates present included: Andy Bell (GA) and Paul Rogers (VA).

In addition to Mrs. Jones, also present were NPB staff members: President & CEO, Bob Parker; SVP Marketing & Communications, Ryan Lepicier; VP Finance and Compliance, Maria Mehok; Associate Marketing and Communications, Lauren Highfill Williams, Associate IT and Compliance, Dee Wilson, Marketing and Communications Specialist, Cathy Johnson, Marketing and Communications Coordinator, Catherine Karanja, Marketing and Communications Coordinator, Jewel Hazelton, and Administrative Assistant, Keegan Treadaway. Also present were Sherry Coleman Collins (Nutrition Consultant), Bob Coyle and Hilary Stiefelmeyer (LBVD), Mark Dvorak and Lakeisha Poole (Golin Harris), and Jeanette Palmer (USDA/AMS Peanut Specialist).

Special Guests included: Harry Kaiser (Cornell University), Patrick Archer and Stephanie Grunenfelder (APC), Joel Longbons (Golden Peanut), Anne Marie Delorenzo (M&M Mars), and Mark Kline (Hershey).

The meeting began with invocation and the Pledge of Allegiance.

Agenda and Minutes: Chairman Harrell asked all to review the minutes from the April Board Meeting. Michael Davis motioned that the minutes be accepted as presented. Monty Rast seconded the motion. The motion passed unanimously. The agenda was approved by consensus.

Chairman's Report: John Harrell provided an update to say that the April meeting in Bainbridge was great and that he enjoyed having the board in his home area. Immediately following that meeting John traveled with Bob Parker to the UK to visit with Dr. Lack and tour the research facility, as well they visited the APC office in London. From there they traveled to the International Peanut Forum in Italy. Michael Davis joined them in Italy. The SPGC was held in Panama City and NPB was well received at that event. Bob White indicated the Board's gratitude for the greatly hosted April Board meeting in South Georgia.

President's Report:

President & CEO, Bob Parker introduced guests Harry Kaiser, who has recently completed the required NPB five year ROI evaluation, Anne Marie Delorenzo from M&M Mars, Mark Kline from Hershey, and Joel Longbons from Golden Peanut in attendance at the meeting.

Board Appointments: Bob Parker indicated that the six states: AL, FL, NC, VA, MS, and AR are currently being held up at USDA due to lack of diversity. There is a meeting scheduled for next week that will include Bob Parker, Wayne Watkinson (Attorney-McLeod, Watkinson & Miller), Krysta Harden (USDA), and hopefully Gayle White (OK), if she is able to attend.

Syngenta Peanut Leadership Academy: NPB has received approval to sponsor two people to attend the Peanut Leadership Academy. This program is a two year program and funding for each person costs \$6,250 per year. The funding for the first year for both individuals will be included in the FY 15 budget that will be reviewed tomorrow.

Banking Relationship: There will be a recommendation presented during the Budget and Finance committee to make a change in the NPB banking relationship.

Upcoming Meetings: If the Board approves the proposed program of work, there will be a Spring board meeting held in conjunction with a consumer event in NYC. There was discussion about potential dates. After discussion, it was decided that the week of March 29 would work best. Staff will determine best potential for consumer traffic and then schedule specific days. The plan would be to hold consumer event during morning hours and board meeting in the afternoons within the same space, thus making best use of facility rental fees.

Peanut Milk: Ryan, Bob Coyle and Bob Parker met with a new potential company which showed a lot of excitement for the product. Bob Parker is cautiously optimistic. Next step is to have Cheryl Mitchell meet with R&D for the company.

USDA Report:

Jeanette Palmer reiterated what Bob Parker previously stated that the nomination packages are currently being held up due to lack of diversity in the nomination package.

Jeanette will be completing the Management Review immediately following the board meeting.

Dr. Harry Kaiser was called on to present the findings of the recently completed five year ROI study.

The general session recessed at 11:00 a.m.

Wednesday, August 13, 2014

National Peanut Board Chairman John Harrell (GA) reconvened the meeting at 1:20 p.m.

Amy Jones (Attorney-McLeod, Watkinson & Miller) called the roll and advised that a quorum was present.

Board members present were Edward White (AL), Michael Davis (FL), Don Self (MS), Cindy Belch (NC), Wayne Baker (NM), Monty Rast (SC), Bob White (TX), John Crumpler (VA) and Les Crall (OK) who served in the place of Gayle White, who was absent. Vic Jordan (At-Large) was also absent. Alternates present included: Andy Bell (GA), Paul Rogers (VA), and Jeffery Pittman (FL).

In addition to Mrs. Jones, also present were NPB staff members: President & CEO, Bob Parker; SVP Marketing & Communications, Ryan Lepicier; VP Finance and Compliance, Maria Mehok; Associate Marketing and Communications, Lauren Highfill Williams, Associate IT and Compliance, Dee Wilson, Marketing and Communications Specialist, Cathy Johnson, Marketing and Communications Coordinator, Catherine Karanja, Marketing and Communications Coordinator, Jewel Hazelton, and Administrative Assistant, Keegan Treadaway. Also present were Sherry Coleman Collins (Nutrition Consultant), Bob Coyle and Hilary Stiefelmeyer (LBVD), Mark Dvorak and Lakeisha Poole (Golin Harris), and Jeanette Palmer (USDA/AMS Peanut Specialist).

Chairman Harrell called for committee reports.

Budget & Finance Committee

Monty Rast noted that the Budget and Finance committee recommends that NPB make a change in banking relationship from SunTrust Bank to The Metropolitan Bank. Recommendation approved unanimously.

Promotions Committee

No actionable items.

Export Committee

Michael Davis noted that an update was provided by APC and also from Sid Levy, but no actionable items.

Research Committee

Michael Davis indicated that the committee recommends the reaffirmation of the language related to seed licensing outside the U.S. that is reflected in the research institution agreement that is currently in process. Recommendation approved unanimously.

After discussion concerning the proposed FY 15 Program of Work and related budget, Don Self motioned that the FY 15 Program of Work and related budget be approved as presented. John Crumpler seconded the motion. Motion passed unanimously.

Meeting adjourned by consensus at 1:50 p.m.

APPROVED: _____ **DATE:** _____

MINUTES
NATIONAL PEANUT BOARD MEETING
GENERAL SESSION
Wednesday, December 10, 2014
WASHINGTON, DC

Wednesday, December 10, 2014

National Peanut Board Chairman John Harrell (GA) called the meeting to order at 10:10 a.m.

Amy Jones (Attorney-McLeod, Watkinson & Miller) called the roll and advised that a quorum was present.

Board members present were Edward White (AL), Michael Davis (FL), Vic Jordan (At-Large), Cindy Belch (NC), Wayne Baker (NM), Monty Rast (SC), Bob White (TX), John Crumpler (VA), and Greg Gill (AR). Les Crall (OK) attended in place of Gayle White who was absent.

Alternates present included: Tom Corcoran (AL), Andy Bell (GA), Paul Rogers (VA), Dan Ward (NC), Bud Bowers (SC), Greg Baltz (AR), and Jefferey Pittman (FL). Incoming Board and Alternates present included: Joe Morgan (MS - member), and Raymond Garner, Jr. (NC - alternate).

In addition to Mrs. Jones, also present were NPB staff members: President & CEO, Bob Parker; SVP Marketing & Communications, Ryan Lepicier; VP Finance and Compliance, Maria Mehok; Marketing and Communications Specialist, Cathy Johnson; and Administrative Coordinator, Keegan Treadaway. Also present were Bob Coyle (LBVD), Mark Dvorak (Golin), and Jeanette Palmer (USDA/AMS Peanut Specialist).

The meeting began with invocation and the Pledge of Allegiance.

Agenda and Minutes: Chairman Harrell asked all to review the minutes from the August Board Meeting. Michael Davis motioned that the minutes be accepted as presented. Les Crall seconded the motion. The motion passed unanimously. The agenda was approved by consensus. Bob Parker noted a change to the agenda to add Executive Session following Export Committee, as well as Nominations Committee to present information in General Session following the USDA report. Bob White motioned that the agenda be accepted as amended. Monty Rast seconded the motion. Motion passed unanimously.

Chairman's Report: Chairman Harrell spoke of activities since the August board meeting. Activities included attendance at the following: the GPC peanut tour, Plains Peanut Festival, NPB Allergy Education Council, RIA meeting which included TPPB and TAMU representatives, and finally the Japanese reverse trade mission in Virginia. Chairman Harrell indicated that weekly phone calls continue with Bob Parker, which keeps John up to date on staff activities. John noted that several Board and staff attended Don Self's funeral and indicated that he will be sorely missed.

President's Report: President & CEO, Bob Parker stated that based on crop numbers, revenues should easily exceed \$8.5 million. Mississippi met and nominated first and second choice to replace Don Self as alternate for the state. There is a consumer engagement planned for NYC March 30 – April 2. Initial details will be shared about this in the Promotions committee meeting. Bob Parker indicated that in reviewing historical information, there has not been a formal RFP process completed for the Marketing/Advertising and Public Relations portions of the NPB program of work. Bob feels and USDA would like NPB to incorporate this as a regular practice at least once every five years or so.

John Harrell stated that as a recommendation from the Executive Committee that a committee be formed to include Board Chairman, Vice Chair, Domestic Promotions Chair, plus four staff members to conduct this RFP process. Recommendation approved unanimously.

Bob Parker indicated that even though current vendors are performing at high levels, it is a good idea to look outside occasionally for other ideas and for budgetary purposes.

There will be a media training session for board and alternates on the agenda during the February Board meeting. Staff will also look into scheduling spousal media training in NYC, while Board members are in session.

Bob provided updated information presented recently by USDA, indicating changes in aflatoxin testing requirements to be effective January 1, 2015. Chuck Parrot was immediately contacted and it looks like there will be further discussion and consideration before any changes are implemented.

Finally, Bob Parker, Ed White and Dan Ward attended a meeting with Howard Valentine and received a good Genomics update.

USDA Report: Jeanette Palmer stated that the first and second choice for replacement of Don Self's position as MS alternate had been received by USDA. Also Peanut Standard Board nominees have been cleared by NPB staff.

Ms. Palmer then conducted the swearing in of the incoming Board members: Jeffrey Pittman (FL), Joe Morgan (MS), Greg Gill (AR), John Crumpler (VA) and Dan Ward (NC) and Board alternates: Greg Baltz (AR), Paul Rogers (VA) and Raymond Garner, Jr. (NC).

Nominations for 2015: Ed White delegated his authority as Nominations committee chair to Michael Davis to provide the nominations report. The following slate of officers was presented:

| | |
|-------------|---------------|
| Bob White | Chairman |
| Monty Rast | Vice Chairman |
| Gayle White | Treasurer |
| Ed White | Secretary |

Michael then opened for nominations from the floor. There were none. Monty Rast motioned and John Crumpler seconded the acceptance of the slate of officers as presented by the Nominations committee. Motion passed unanimously.

The general session recessed at 10:50 a.m.

Thursday, December 11, 2014

National Peanut Board Chairman John Harrell (GA) reconvened the meeting at 3:05 p.m.

Amy Jones (Attorney-McLeod, Watkinson & Miller) called the roll and advised that a quorum was present.

Board members present were Edward White (AL), Michael Davis (FL), Vic Jordan (At-Large), Cindy Belch (NC), Wayne Baker (NM), Monty Rast (SC), Bob White (TX), John Crumpler (VA) and Greg Gill (AR). Les Crall (OK) attended in place of Gayle White who was absent.

Alternates present included: Tom Corcoran (AL), Andy Bell (GA), Paul Rogers (VA), Dan Ward (NC), Bud Bowers (SC), Greg Baltz (AR), and Jefferey Pittman (FL). Incoming Board and Alternates present included: Joe Morgan (MS - member), and Raymond Garner, Jr. (NC - alternate).

In addition to Mrs. Jones, also present were NPB staff members: President & CEO, Bob Parker; SVP Marketing & Communications, Ryan Lepicier; VP Finance and Compliance, Maria Mehok; Marketing and Communications Specialist, Cathy Johnson; and Administrative Coordinator, Keegan Treadaway. Also present were Bob Coyle (LBVD), Mark Dvorak (Golin), and Jeanette Palmer (USDA/AMS Peanut Specialist).

Chairman Harrell called for committee reports.

Promotions Committee

No actionable items.

Export Committee

No actionable items.

Budget & Finance Committee

No actionable items.

Evaluation and Measurement Committee

No actionable items.

Grower Committee

No actionable items.

Future Board Meetings:

| | | |
|----------|-------------|--|
| February | Atlanta, GA | Travel Feb 3, Meeting Feb 4 & 5 |
| March | NYC | Travel Sun, March 29, Meeting Mar 30, Event Mar 31 – Apr 2 |
| August | Suffolk, VA | August 10 – 13 |
| December | Atlanta, GA | With APC – Week of December 7, 2015 |

There being no further business to come before the board, the meeting adjourned by consensus at 3:40 p.m.

APPROVED: _____ **DATE:** _____

MINUTES
NATIONAL PEANUT BOARD MEETING
GENERAL SESSION
February 4 and 5, 2014
ATLANTA, GA

Tuesday, February 4, 2014

National Peanut Board Chairman John Harrell called the meeting to order at 9:45 a.m.

Amy Jones (Attorney-McLeod, Watkinson & Miller) called the roll and advised that a quorum was present.

Board members present were Edward White (AL), Michael Davis (FL), Don Self (MS), Cindy Belch (NC), Wayne Baker (NM), Gayle White (OK) – who joined by video conference, Monty Rast (SC), Bob White (TX), Paul Rogers, joined by conference call to serve as VA representative, and Vic Jordan (At-Large). Alternates present included: Tom Corcoran (AL), Andy Bell (GA), Dan Ward (NC), Peter Froese, Jr. (TX), Les Crall (OK) joined by conference call, Bud Bowers (SC), and Kenneth Cox (NM) joined by conference call.

In addition to Mrs. Jones, also present were NPB staff members: President & CEO, Bob Parker; SVP Marketing & Communications, Ryan Lepicier; VP Finance and Compliance, Maria Mehok; Marketing and Communications Associate, Lauren Highfill Williams; and Administrative Assistant, Keegan Treadaway. Also present were Bob Coyle (LBVD), Mark Dvorak (Golin Harris), Sherry Coleman Collins, Leslie Wagner, and Jeanette Palmer (USDA/AMS Peanut Specialist).

The meeting began with invocation and the Pledge of Allegiance.

Attorney Amy Jones then noted that it had been decided by the Board and USDA concurred that the following statement would be read at one meeting a year and from now forward that meeting will be the first meeting of the calendar year. Mrs. Jones read the official statement:

“The Board is governed by the Commodity Promotion Act, the Peanut Promotion, Research and Information Order and the National Peanut Board bylaws. Pursuant to the Peanut Promotion, Research and Information Order, the National Peanut Board works to achieve an effective, continuous, and coordinated program of promotion, research, consumer information, evaluation, and industry information designed to strengthen the peanut industry's position in the market place; maintain and expand existing markets and uses for peanuts; and to carry out programs, plans, and projects designed to provide maximum benefits to the peanut industry. Although Board members are nominated by individual states, once appointed by the Secretary of Agriculture, each member has a fiduciary duty to represent all peanut growers to benefit the industry as a whole. The Act and Order prohibit Board members from taking any action in their roles as members of the Board to influence government. In accordance with the Act and Order, the members of the National Peanut Board serve as its decision-making body. The deliberations and discussions of the National Peanut Board are limited to its members, unless a guest requests and is granted permission from the Chair to participate. Any alternate attending a meeting is a guest, unless such alternate is attending in the stead of an absent Board member. All Board decisions are subject to the review and approval of the Secretary of the United States Department of Agriculture.”

Agenda and Minutes: Chairman Harrell asked all to review the minutes from the December Board Meeting. Michael Davis motioned that the minutes be accepted as presented. Don Self seconded the motion. The motion passed unanimously. Chairman Harrell then asked that all review the meeting agenda. Don Self motioned that the agenda be approved as presented and Monty Rast seconded the motion. Motion passed unanimously.

Chairman's Report: John Harrell noted that his term had begun well. Since January 1 he has maintained weekly calls with Bob Parker. He has also attended the Fancy Food Show and the World of Healthy Flavors at CIA. He spoke highly of each event.

President's Report:

President & CEO, Bob Parker provided additional details related to the Fancy Food Show and the World of Healthy Flavors events.

A grower trip to Argentina has been postponed until 2015, due to difficulties in date selection for all.

Mr. Parker touched on Production research initial project agreement change for dates suggested by one state organization. He indicated this will be covered during the Research Committee meeting.

August Board meeting will be scheduled for Atlanta, GA. Travel day will be Monday, August 11. The meetings will be held August 12 and 13. We will plan to wrap up in time for most or all to leave on the 13th.

USDA Report:

Jeanette Palmer indicated that the Arkansas ruling closed in January. There had been 15 comments. 14 positive comments and one negative comment.

Ms. Palmer indicated that her office would like to receive the 2015 nomination packages by April 15, if possible.

March 16 – 20, Mrs. Palmer and Tarun Hairut will be at the NPB offices conducting a management review.

Ms. Palmer also reminded all of the upcoming referendum to be held in April.

Ms. Palmer then conducted a swearing in oath for reappointed member Gayle White (OK) and alternate Les Crall (OK), and newly appointed member Wayne Baker (NM) and alternate Kenneth Cox (NM).

The general session recessed at 10:15 a.m.

Wednesday, December 11, 2013

National Peanut Board Chairman John Harrell reconvened the meeting at 10:00 a.m.

Amy Jones (Attorney-McLeod, Watkinson & Miller) called the roll and advised that a quorum was present.

Board members present were Edward White (AL), Michael Davis (FL), Don Self (MS), Cindy Belch (NC), Wayne Baker (NM), Gayle White (OK) – who joined by video conference, Monty Rast (SC), Bob White (TX), and Vic Jordan (At-Large). VA member and alternate were absent. Alternates present included: Tom Corcoran (AL), Andy Bell (GA), Dan Ward (NC), Peter Froese, Jr. (TX), Jeffery Pittman (FL) and Bud Bowers (SC).

In addition to Mrs. Jones, also present were NPB staff members: President & CEO, Bob Parker; SVP Marketing & Communications, Ryan Lepicier; VP Finance and Compliance, Maria Mehok; Associate IT and Compliance, Dee Wilson and Administrative Assistant, Keegan Treadaway. Also present were Bob Coyle (LBVD), Mark Dvorak (Golin Harris), and Jeanette Palmer (USDA/AMS Peanut Specialist).

Chairman Harrell called for committee reports.

Promotions Committee

There were no actionable items.

Budget & Finance Committee

Chairman Monty Rast stated that the committee recommends accepting audited financial report as presented. Recommendation approved unanimously.

Mr. Rast noted the committee recommends approval of additional \$25,000 allergy research funding for the existing Dr. Lack research project, the funds to come from opportunity budget line item. Recommendation approved unanimously.

Diversity Committee

Chairman Cindy Belch stated that the committee recommends approval of the updated Diversity Policy. Recommendation approved unanimously.

Executive Session met for a period of time. When Executive Session adjourned, committee reports continued.

Research Committee

Chairman Michael Davis stated that the committee recommends approval of 2014 state research proposals presented with the addition of one Texas project not included in initial presentation. Total funding recommended is \$1,707,467. Recommendation approved unanimously.

Research committee also recommends that the board change the initial research project agreement to 18 month time frame, January 1 of current year to June 30 of the following year. Recommendation approved unanimously.

Research committee also recommends that with the new time frame of the initial project agreement, that only two six-month extensions be allowed, each must be accompanied by a detailed explanation of need for extension. Recommendation approved unanimously.

There being no further business to come before the board, Don Self motioned that the meeting be adjourned. Ed White seconded the motion. Motion passed. The meeting adjourned at 11:00 a.m.

APPROVED: _____ **DATE:** _____

MINUTES
NATIONAL PEANUT BOARD MEETING
GENERAL SESSION
Wednesday, February 4 and Thursday, February 5, 2015
ATLANTA, GA

Wednesday, February 4, 2015

National Peanut Board Chairman Bob White (TX) called the meeting to order at 2:05 p.m.

Amy Jones (Attorney-McLeod, Watkinson & Miller) called the roll and advised that a quorum was present.

Board members present were Edward White (AL), Jeffery Pittman (FL), Vic Jordan (At-Large), Joe Morgan (MS), Dan Ward (NC), Wayne Baker (NM), Gayle White (OK), Monty Rast (SC), Bob White (TX), John Crumpler (VA), and Greg Gill (AR).

Alternates present included: Tom Corcoran (AL), Andy Bell (GA), Paul Rogers (VA), Raymond Garner, Jr. (NC), Les Crall (OK), Bud Bowers (SC), Greg Baltz (AR), and Lonnie Fortner (MS).

In addition to Mrs. Jones, also present were NPB staff members: President & CEO, Bob Parker; SVP Marketing & Communications, Ryan Lepicier; VP Finance and Compliance, Maria Mehok; M&C Manager, Lauren Highfill Williams; Associate – IT and Compliance, De'Marquine Wilson; M&C Specialist, Cathy Johnson; M&C Coordinators Catherine Karanja and Jewel Hazelton; and Administrative Coordinator, Keegan Treadaway. Also present were Sherry Coleman Collins, RD; Bob Coyle and Hilary Stiefelmeyer (LBVD); Mark Dvorak (Golin); and Jeanette Palmer (USDA/AMS Peanut Specialist).

The meeting began with invocation and the Pledge of Allegiance.

Agenda and Minutes: Chairman White asked all to review the minutes from the December Board Meeting. Vic Jordan motioned that the minutes be accepted as presented. Wayne Baker seconded the motion. The motion passed unanimously. After review, motion was made by John Harrell to accept the agenda as presented. Dan Ward seconded the motion. Motion passed unanimously.

Chairman's Report: Chairman White noted he is glad to be here and looking forward to a great year ahead.

Attorney's Statement: Attorney Amy Jones then read the official statement that is read annually for the benefit of new Board and Alternates:

“The Board is governed by the Commodity Promotion Act, the Peanut Promotion, Research and Information Order and the National Peanut Board bylaws. Pursuant to the Peanut Promotion, Research and Information Order, the National Peanut Board works to achieve an effective, continuous, and coordinated program of promotion, research, consumer information, evaluation, and industry information designed to strengthen the peanut industry's position in the market place; maintain and expand existing markets and uses for peanuts; and to carry out programs, plans, and projects designed to provide maximum benefits to the peanut industry. Although Board members are nominated by individual states, once appointed by the Secretary of Agriculture, each member has a fiduciary duty to represent all peanut growers to benefit the industry as a whole. The Act and Order prohibit Board members from taking any action in their roles as members of the Board to influence government. In accordance with the Act and Order, the members of the National Peanut Board serve as its decision-making body. The deliberations and discussions of the National Peanut Board are limited to its members, unless a guest requests and is granted permission from the Chair to participate. Any alternate attending a meeting is a guest, unless such alternate is attending in the stead of an absent Board member. All Board decisions are subject to the review and approval of the Secretary of the United States Department of Agriculture.”

President's Report: Bob Parker provided an update on **Peanut milk** to say that he is very optimistic about how it is moving along.

Southern Peanut Growers Conference: The meeting will be held at Callaway Gardens this year instead of Panama City Beach. The Executive Committee voted for NPB to stay at the Lodge as opposed to the Inn.

Peanut Institute Research at Tufts University: The Peanut Institute would like to collaborate with NPB in funding a research project through Tufts University, a leading institution in dietetics and nutrition. This will be a positive collaboration with PI. This study would include strictly peanuts and peanut butter. Mr. Parker still wants to get further details about the research before committing. The funding would be for a two year time period. The cost to NPB would be \$45,000 in FY 15 and \$45,000 in FY 16. Bob White noted that the Executive Committee recommends funding this research pending further review. John Harrell motioned that the funding be approved pending further review by Bob Parker. Motion seconded by Monty Rast. Motion approved unanimously.

Inspected tonnage report: Using this report the projected assessment totals \$8,945,000. Collections to date total just under \$8,000,000.

Clint Williams: The Board has worked to assist producers to extent allowed.

USDA Ag Outlook Forum: Bob Parker provided update related to this upcoming event and attendees.

USDA Report: Jeanette Palmer conducted the swearing in of Lonnie Fortner (MS – alternate).

General session recessed at 2:25 p.m.

Wednesday, February 5, 2015

National Peanut Board Chairman Bob White (TX) reconvened the General Session at 11:30 a.m.

Amy Jones (Attorney-McLeod, Watkinson & Miller) called the roll and advised that a quorum was present.

Board members present were Edward White (AL), Vic Jordan (At-Large), Joe Morgan (MS), Dan Ward (NC), Wayne Baker (NM), Gayle White (OK), Monty Rast (SC), Bob White (TX), John Crumpler (VA), and Greg Gill (AR). Jeffery Pittman (FL) had to leave the

Alternates present included: Tom Corcoran (AL), Andy Bell (GA), Paul Rogers (VA), Raymond Garner, Jr. (NC), Les Crall (OK), Bud Bowers (SC), Greg Baltz (AR), and Lonnie Fortner (MS).

In addition to Mrs. Jones, also present were NPB staff members: President & CEO, Bob Parker; SVP Marketing & Communications, Ryan Lepicier; VP Finance and Compliance, Maria Mehok; M&C Manager, Lauren Highfill Williams; Associate – IT and Compliance, De'Marquine Wilson; M&C Specialist, Cathy Johnson; M&C Coordinators Catherine Karanja and Jewel Hazelton; and Administrative Coordinator, Keegan Treadaway. Others present included: Mark Dvorak (Golin); and Jeanette Palmer (USDA/AMS Peanut Specialist).

Chairman White called for committee reports.

Promotions Committee

No actionable items.

Budget & Finance Committee

Chairman Gayle White noted that the committee recommends accepting the Financial Audit report as presented. The recommendation was approved unanimously.

Research Committee

Chairman Dan Ward noted that the committee recommends extension of the in-place RIAs with signed language that universities agree not to enter into new international licensing agreements during 2015. Amy Jones and Bob Parker will draft such language. Recommendation approved unanimously.

The committee also recommends approval of Research projects presented pending condition of RIA. Recommendation approved unanimously.

Snackex in Istanbul, Turkey – Bob Parker and Louise McKercher to attend. If Board member interested, contact Bob Parker.

Stanley Fletcher asked that the RIA process be finalized by July to assist in proposal process.

After discussion concerning the RIA process, John Harrell motioned that an ad-hoc committee be formed that includes the executive committee members and Dan Ward, as research chair. Motion seconded by Wayne Baker. Motion passed unanimously.

Final decision for the Marketing and Public Relations RFP is due June 30.

There being no further business to come before the board, Ed White motioned for the meeting to adjourn. Dan Ward seconded the motion. The meeting adjourned at 12:15 p.m.

APPROVED: _____ **DATE:** _____

MINUTES
NATIONAL PEANUT BOARD MEETING
GENERAL SESSION
Monday, March 30, 2015
NEW YORK, NY

National Peanut Board Chairman Bob White (TX) called the meeting to order at 9:05 a.m.

Amy Jones (Attorney-McLeod, Watkinson & Miller) called the roll and advised that a quorum was present.

Board members present were Edward White (AL), Jeffery Pittman (FL), Vic Jordan (At-Large), Dan Ward (NC), Wayne Baker (NM), Les Crall (OK) for the absent Gayle White, Monty Rast (SC), Bob White (TX), John Crumpler (VA), Lonnie Fortner (MS) for the absent Joe Morgan, and Greg Gill (AR).

Alternates present included: Tom Corcoran (AL), Andy Bell (GA), Paul Rogers (VA), Peter Froese, Jr. and Greg Baltz (AR).

In addition to Mrs. Jones, also present were NPB staff members: President & CEO, Bob Parker; SVP Marketing & Communications, Ryan Lepicier; VP Finance and Compliance, Maria Mehok; M&C Manager, Lauren Highfill Williams; and Administrative Coordinator, Keegan Treadaway. Also present were Bob Coyle (LBVD); Mark Dvorak (Golin); Chuck Parrott (USDA/AMS Deputy Administrator) and Jeanette Palmer (USDA/AMS Peanut Specialist).

The meeting began with invocation and the Pledge of Allegiance.

Attorney's Statement: Amy Jones called roll and stated that a quorum was present. She then read the official statement that is read annually for the benefit of new Board and Alternates:

"The Board is governed by the Commodity Promotion Act, the Peanut Promotion, Research and Information Order and the National Peanut Board bylaws. Pursuant to the Peanut Promotion, Research and Information Order, the National Peanut Board works to achieve an effective, continuous, and coordinated program of promotion, research, consumer information, evaluation, and industry information designed to strengthen the peanut industry's position in the market place; maintain and expand existing markets and uses for peanuts; and to carry out programs, plans, and projects designed to provide maximum benefits to the peanut industry. Although Board members are nominated by individual states, once appointed by the Secretary of Agriculture, each member has a fiduciary duty to represent all peanut growers to benefit the industry as a whole. The Act and Order prohibit Board members from taking any action in their roles as members of the Board to influence government. In accordance with the Act and Order, the members of the National Peanut Board serve as its decision-making body. The deliberations and discussions of the National Peanut Board are limited to its members, unless a guest requests and is granted permission from the Chair to participate. Any alternate attending a meeting is a guest, unless such alternate is attending in the stead of an absent Board member. All Board decisions are subject to the review and approval of the Secretary of the United States Department of Agriculture."

Bob Parker introduced the Deputy Administrator, Chuck Parrott.

Agenda and Minutes: Chairman White asked all to review the minutes from the February Board Meeting. Monty Rast motioned that the minutes be accepted as presented. Vic Jordan seconded the motion. The motion passed unanimously. After review of the agenda, motion was made by Monty Rast to accept the agenda as presented. Dan Ward seconded the motion. Motion passed unanimously.

Chairman's Report: Chairman White noted he is glad to have Deputy Administrator, Chuck Parrott in attendance. He wanted all to know that Gayle White is missing due to an automobile accident involving her parents. Bob White had just seen Gayle at the OK grower meeting. Bob White had recently attended two other grower meetings.

President's Report:

Bob Parker provided the following updates:

RIA language: The research institutions have provided suggested language for sections 3.5 (e) and (f). Bob provided an analysis of the RIA meeting. There was a general consensus that institutions need to report to NPB annually using attachment E. After discussion and suggestions from Amy Jones, the language was left as suggested by the research institutions with the addition of NPB to section 3.5 (f) consultation.

Peanut Milk: There was discussion of impact, if any, of the Kraft Heinz merger.

Texoma Peanut Company: Bob provided an update on decision by USDA to work with the affected growers.

Marketing and PR agency review process: Bob Parker provided an update to say that the review process is now underway. A press release will go out this week.

Stocks and Processing: Bob Parker provided detailed information related to the most recent reporting.

USDA Report: Jeanette Palmer provided a brief update on activities and introduced Chuck Parrott, USDA/AMS Deputy Administrator. Chuck Parrott then provided introductory information and an update on activities.

General session recessed at 9:45 a.m.

General session reconvened at 1:30 p.m.

Chairman White called for committee reports.

Promotions Committee

Chairman Jeffery Pittman stated that the committee recommends approval of TPPB's request to use Co-Promotion funding for promotions in Mexico. The recommendation was approved unanimously.

Budget & Finance Committee

The committee recommends accepting the financial report as presented. The recommendation was approved unanimously.

Research Committee

Chairman Dan Ward noted that the committee recommends that NPB staff and NPB research committee continue to review, discuss, and fine tune proposed language for the RIA sections 3.5 (e) and (f). The recommendation was approved unanimously.

By-Laws Committee

Chairman John Crumpler indicated that the committee recommends approval of updates to all four NPB policy manuals as presented. Recommendation approved unanimously.

Staff briefly ran through information pertaining to upcoming events as well as provided a rundown of planned promotional activities for the evening and the next two days.

There being no further business to come before the board, Ed White motioned for the meeting to adjourn. Dan Ward seconded the motion. The meeting adjourned at 2:00 p.m.

APPROVED: _____ **DATE:** _____

MINUTES

NATIONAL PEANUT BOARD MEETING GENERAL SESSION

MAY 26, 2005
ATLANTA, GA

Board members present included Wes Shannon, Richard Robbins, Dee Dee Darden, Larry Ford, John Shackelford and Roger Neitsch. Board Alternate Jack Brinkley, Marie Fenn, President & Managing Director, NPB; Chris Destino, NPB; Dee Houston, NPB; Mackenzie Morris, NPB; Floudia Bradley, USDA; Debbie Simmons, USDA; Amy Jones, McLeod, Watkinson & Miller; Melissa Rabern, HLB Gross Collins; and Martin Arnold, consultant; were also present.

Chairman Donnie White called the Board to order at 8:10 a.m. on May 26, 2005.

Larry Ford reported on the annual Agricultural Research Service meeting NPB had attended on May 25, 2005 on behalf of Donnie White who could not attend due to a scheduling conflict.

Amy Jones of McLeod, Watkinson & Miller, provided the Board with an update on the litigation challenging other checkoff programs, and reported that the Supreme Court had recently upheld the constitutionality of the beef program. The Board reviewed the minutes from its previous meeting, and Richard Robbins moved to approve the minutes as revised. A discussion at 8:55 a.m., discussed election time for officers was changed to January 1st, of “each year” in order to clarify. Larry Ford seconded the motion and the motion passed unanimously.

Marie Fenn reported on the Executive Committee meeting with FSA and the Secretary’s Chief of Staff regarding the collection of assessments.

Marie introduced summer intern, Mackenzie Morris, and vendor evaluator, Martin Arnold.

Wes Shannon and Marie Fenn reported on the FMI show. Wes said that the food trade show was beneficial because they were able to visit with other companies, and he encouraged other board members to be present at future shows. Marie said it was rewarding because they were able to make contacts, and it was probably the best she had attended to date.

Donnie White and Marie Fenn reported on the Busch Partnership Summit in Tampa. Both agreed that good contacts were made, and that NPB has possible partnerships/sponsorships with Pepsi and Southwest.

Larry Ford reported on the Standards Board meeting. He said that the new bill about moisture content for farmer stock should be fully implemented by September 1, 2005.

Donnie White stressed the importance of having our board members serve on other boards so we have a better idea of what is going on in the industry.

The general session was recessed for the meetings of the committees.

The general session was re-convened by Chairman Donnie White on May 27, 2005.

Board members Wes Shannon, Richard Robbins, Roger Neitsch, Larry Ford and Dee Dee Darden were present. Board alternate Jack Brinkley was also present. Marie Fenn, NPB; Mackenzie Morris, NPB; Chris Destino, NPB; Melissa Rabern, Gross Collins; Debbie Simmons, USDA; Floudia Bradley, USDA; and Amy Jones, McLeod, Watkinson & Miller; were also present.

Debbie Simmons and Floudia Bradley, both of USDA, provided reports from USDA.

Marie Fenn gave the president's report. She called attention to information about the promotions done with the Bausch and Lomb tennis tournament. She noted the tremendous activity on the website and the efforts to improve it.

Chris Destino reported on what he is doing to update and improve the NPB website. We want search engines to hit the site more often, to make that happen, we are pulling out keywords that people would search for. We received a proposal from a subsidiary of Yahoo that would jump the site into higher standing and are reviewing it. Marie said that they are investigating why some sites come up more in searches. Chris also reported on the new Buddy McNutty games being developed for the website. He also said that source information on where to purchase peanut products has been added. Marie mentioned that a large amount of requests for allergy information are coming through the website.

Debbie Simmons gave a report from USDA-AMS. She said that an amendment as result of the beef commodity board case, is in the clearing process.

Flo Bradley gave a report from USDA-FSA. She said that they are still waiting for donors, but that she is here to help allocate funds and wants to help NPB. They are working on a formula which would identify where and how much to give. She is pushing the strategic plan to show we are ahead and have a vision for the future.

Larry Ford presented a report from the Strategic Planning Committee on the Strategic Plan indicating that the committee had met and made the necessary changes to the draft, and made a committee recommendation to approve the strategic plan as revised by the committee. The strategic plan was approved unanimously.

John Shackelford presented a report from the Evaluation and Measurement Committee. There were no committee actions to be brought before the Board.

Richard Robbins reported that the Export Sub-Committee recommended that money be allocated in the amount of \$8,000 to support the JIF promotion.

Roger Neitsch provided a report from the Finance Committee. The committee recommends hiring HLB Gross Collins to conduct handler audits and also recommends participating in a co-sponsorship with Jif in Puerto Rico. The Board unanimously approved both of the committee recommendations.

Dee Dee Darden presented a report from the Promotion Committee, the Diversity Committee and the Diversity Outreach Committee.

Dee Dee Darden reported that the Promotions had no action to bring before the board. Domestic programs were reviewed and issues management was discussed.

Dee Dee reported that the Diversity Advisory Committee looked at Federation of Southern Cooperatives and cannot make contributions, and also said that the board member nominations are in, which includes two women. No action was brought before the board. She also reported that the Diversity Outreach Committee met to discuss what can be done to reach the Hispanic population. Guests were Yolanda Lopez and Ramon Chavez. Discussed the possibility of having harvest meeting with growers in Texas to tell what the board is doing and developing a research workshop in the fall.

Larry Ford presented a report from the Grower Communications committee.

Wes Shannon presented a report from the Research Committee. Meeting was planned between Chris Destino, Wes Shannon, and others to discuss future research plans.

The Board discussed peanut allergy research requests, and reviewed the request from FAAN for \$5,000 in funding. Dee Dee Darden made a motion, seconded by Larry Ford, to provide FAAN \$5,000 in funding for their FAAN annual meeting, as that is all the funding available in the current budget. The Board unanimously approved. The Board came to a general consensus to consider the other allergy research proposals during the next budget cycle.

Donnie White provided a report from the Executive Committee. The committee recommended establishing a standing committee of past Board chairmen to attend one Board meeting annually and advise the Board as appropriate. The Board approved the committee's recommendations unanimously. Dee Dee motioned that a past chairman advisory council be created as a standing committee. Larry Ford second. Motion carried.

The Board went into executive session to discuss vendor evaluations.

The Board came out of executive session and discussed upcoming events and the calendar.

Richard Robbins made a motion, seconded by Roger Neitsch, to rent the Carrie B. charter boat for dinner event Monday, July 11, 2005 during annual meeting. The motion was approved unanimously.

Larry Ford moved to adjourn the meeting. The motion was seconded by Wes Shannon and approved unanimously. The meeting adjourned at 11:15 a.m.

APPROVED: _____

DATE: _____

MINUTES

NATIONAL PEANUT BOARD MEETING GENERAL SESSION

MONDAY, JANUARY 26 – TUESDAY, JANUARY 27, 2009
ATLANTA, GA

Board members present were George Jeffcoat (AL), Michael Davis (FL), Wes Shannon (GA), Don Self (MS), Gayle Walker (NM), Cindy Belch (NC), John Clay (OK), Roger Neitsch (TX), Jeffrey Pope (VA), and John Shackelford (At-Large). Charles Edens (SC) was absent. Alternates present were: Ed White (AL), John Harrell (GA), Jeffrey Pittman (FL) and John Michael Pillow (MS). Dan Ward (NC) was absent. Also present were Raffaella Marie Fenn, Maria Mehok, Ryan Lepicier and Lindsay Spencer (NPB); Melissa Rabern (HLB Gross Collins), Mark Dvorak (Golin Harris), Jeanette Palmer (USDA/AMS) and Richard Rossier (Attorney-McLeod, Watkinson & Miller).

Monday, January 26, 2009

Board Chairman Roger Neitsch called the meeting to order at 8:45 a.m.

The official roll call by state was then conducted by Attorney Richard Rossier all states were present, except for SC; he advised the chairman that a quorum was present.

Chairman Neitsch asked NPB Attorney Rossier to read the official statement read at all Board meetings. He read the following statement:

“The Board is governed by the Commodity Promotion Act, the Peanut Promotion, Research and Information Order and the National Peanut Board bylaws. Pursuant to the Peanut Promotion, Research and Information Order, the National Peanut Board works to achieve an effective, continuous, and coordinated program of promotion, research, consumer information, evaluation, and industry information designed to strengthen the peanut industry's position in the marketplace; maintain and expand existing markets and uses for peanuts; and to carry out programs, plans, and projects designed to provide maximum benefits to the peanut industry. Although Board members are nominated by individual states, once appointed by the Secretary of Agriculture, each member has a fiduciary duty to represent all peanut growers to benefit the industry as a whole. The Act and Order prohibit Board members from taking any action in their roles as members of the Board to influence government. In accordance with the Act and Order, the members of the National Peanut Board serve as its decision-making body. The deliberations and discussions of the National Peanut Board are limited to its members, unless a guest requests and is granted permission from the Chair to participate. Any alternate attending a meeting is a guest, unless such alternate is attending in the stead of an absent Board member. All Board decisions are subject to the review and approval of the Secretary of the United States Department of Agriculture.”

All reviewed the agenda. There were no changes to the agenda. All reviewed the minutes from the December 9 and 10, 2008 meeting. Michael Davis motioned that the minutes be accepted as presented. Wes Shannon seconded the motion. Motion passed unanimously.

Chairman's Report

Chairman Neitsch said that there have been a lot of updates in the salmonella issue. He and Marie had had several conference calls with Patrick Archer from the (American Peanut Council (APC)). The Board has been working with the APC in correcting wrong information and putting out good information. A week ago, Roger had been on a conference call with NPB staff and Patrick Archer to propose holding a webinar on food safety for the food service industry, most especially those constituents that NPB has worked with to get peanut products on the menu and in products. Patrick had indicated that a webinar was a good idea, but that he needed to float the idea with his Board. As of today, Roger, nor the staff, had heard anything back from Patrick. Roger expressed that he felt strongly that we need to be proactive in this matter. He stated that he and Marie Fenn had just returned from the CIA Worlds of Healthy Flavor event. He said that Lauren Highfill and Mark Fenn are still at the event. Roger said that he was unsure going in to this event about what the reaction would be from all of the chain restaurant and food service decision makers to our sponsorship and our presence due to the salmonella issue. He was surprised at the response. He said that the food service people are used to dealing with food issues of this type. CIA even rearranged the agenda to allow time for Marie Fenn to address the attendees from the podium to discuss the salmonella issue. As a result, he said that throughout the conference the conversations and comments were positive and encouraging. People thanked us for helping set the record straight and indicated that they were not backing away from peanut butter.

President's Report

Marie Fenn was called on to give her President's report. Marie said that Roger had a busy start to his year as Chairman. Marie referred all to her written report; many of the details for the items highlighted will be covered in committee meetings. Marie said that NPB has an investment and partnership with the CIA. She said that it is not normal to allow time on the podium as they did for her to introduce Roger to the audience and to discuss the salmonella issue. She said that time came due to the relationship that has been built with the CIA over the years. She said that she shared with CIA attendees that America's peanut farmers care and concern for the public were paramount. They covered the fact that this plant provided a small portion of products, less than 1% of total peanut butter production in the country. Marie said that Dr. Walter Willet had provided his private email address to her so that he could receive the salmonella updates. She and Roger talked with representatives from IVO who provides food service and vending to The Ohio State University and, who had students who became ill with the King Nut institutional sized peanut butter product related to this salmonella issue. He asked for NPB's help when they reintroduce peanut butter dishes with perhaps a featured peanut dish on the menu. He was emphatic that while it might be several months away, they would certainly reintroduce peanuts, peanut butter and peanut snack products into their offerings. As well, Army, Marine and Air Force food service representatives attended and said that they will certainly reintroduce these items; as they had currently been asked to put all peanut butter products on hold for the time being.

Marie said that the long awaited Marketing position had been filled and Andy Larkin, with extensive category management and channel marketing experience, would join the staff effective February 2.

Marie touched on work with the USDA marketing communications work group, of which she is a member.

She also said that the Trademark application process for the new slogan, "Peanuts: Energy for the Good Life" was moving forward. Richard Rossier commented that the fact that the publishing for opposition had already occurred was a huge step. He said that it was only administrative steps that remained. Roger Neitsch asked if the process was not complete in time for the NYC Launch event, would it impact our use at all. Richard Rossier said that this would not cause a problem. Marie Fenn stated that the sheller organizations had joined together and committed \$30,000 toward the Agriculture Pavilion, which would be part of the Grand Central Terminal event.

USDA(AMS) Report:

Jeanette Palmer was called on to give her report. She said that Tomas Vilsack from Iowa had been named as the new Secretary of Agriculture. She also said that she would not attend the March meeting, due to the fact that she would be working on the referendum. Roger Neitsch brought up the fact that Charles Edens may have to resign his position as Board member from SC. Roger asked what the process was if the alternate does not intend to fill the seat. Jeanette said that if the alternate is not willing to serve, then SC would have to go through the normal process of submitting names for nomination. The letter of resignation should be submitted in writing to Tomas Vilsack. However, if the alternate was willing to step up to fill the unexpired position of member, then no election would have to take place. The state organization would simply need to write a letter stating that Mr. Edens had resigned and that his alternate would step up into the position. If they wished to have an alternate to replace the one they had, then they needed to go through the nominations process again.

Jeanette then announced the reappointment of George Jeffcoat and Ed White as member and alternate from AL; Jeffrey Pope and Clarke Fox (not present) as member and alternate from VA and the new appointments of Michael Davis and Jeffrey Pittman as member and alternate from FL, Cindy Belch and Dan Ward (not present) as member and alternate from NC and the newly added state of MS, with Don Self and John Michael Pillow as member and alternate. All members and alternates present were asked to stand and repeat the oath of office, led by Jeanette Palmer. She presented the newly appointed and the re-appointed members and alternates present with a certificate.

Chairman Neitsch recessed the General Session at 9:25 a.m. so Board committees could conduct their meetings.

Monday, January 26, 2009

Board Chairman Roger Neitsch reconvened the General Session of the National Peanut Board quarterly meeting at 10:30 a.m. for a special session on the salmonella issue.

Board members present were George Jeffcoat (AL), Don Self (MS), Wes Shannon (GA), Gayle Walker (NM), Cindy Belch (NC), John Clay (OK), Jeffrey Pope (VA), Roger Neitsch (TX) and John Shackelford (At-Large). Charles Edens (SC) was absent.

Alternates present were: Ed White (AL), John Harrell (GA), Jeffrey Pittman (FL) and John Michael Pillow (MS). Dan Ward (NC) was absent. Also present were Raffaella Marie Fenn, Maria Mehok and Ryan Lepicier (NPB); Mark Dvorak and Mitch Head (Golin Harris), Bob Coyle (LBVD), Jeanette Palmer (USDA/AMS) and Richard Rossier (Attorney- McLeod, Watkinson & Miller).

Before moving to the salmonella issue, Marie Fenn gave an update on the referendum list to be generated by HLB Gross Collins. Marie said that the estimated cost to produce the list in the manner that had been requested by USDA was between \$8,000 and \$10,000. From this point forward there would be a push to move toward electronic collection of assessment collection information. There was discussion on where these costs should be coded. It was suggested by Jeanette Palmer that the costs should be coded to the referendum budget line item. The Board agreed the coding to referendum budget line item would be accurate.

Marie Fenn and staff updated the Board on the salmonella issue and the staff and Board's recent activities related to the issue. After much discussion with various sources, it was recommended that NPB develop a webinar that covers food safety and quality assurance. This webinar would be targeted at food service. This would be a proactive move. One of IFIC's representatives estimated that the webinar could be completed for \$40,000. Mitch Head was asked to comment on estimated cost. He said they vary in cost, but he is working on one for next week and it is being developed and run for \$25,000. After further discussion Jeffrey Pope made a motion that staff move forward in planning and developing a webinar on food safety and quality assurance. Wes Shannon seconded the motion. The motion passed unanimously

Richard Rossier then passed out a form for signature by all Board and Alternates covering conflict of interest. This form was to be used to disclose any conflicts there may be. This form is to be completed at the beginning of each Board year. The Board Policies were changed to reflect this requirement. Wes Shannon motioned that the change to the Board policies be accepted as presented. John Shackelford seconded the motion. Motion passed unanimously.

Chairman Neitsch recessed the General Session at 1:25 p.m. so Board committees could conduct their meetings.

Tuesday, January 27, 2009

Board Chairman Roger Neitsch reconvened the General Session of the National Peanut Board quarterly meeting at 10:50 a.m.

Board members present were George Jeffcoat (AL), Don Self (MS), Wes Shannon (GA), Gayle Walker (NM), Cindy Belch (NC), John Clay (OK), Jeffrey Pope (VA), Roger Neitsch (TX) and John Shackelford (At-Large). Charles Edens (SC) was absent.

Alternates present were: Ed White (AL), John Harrell (GA), Jeffrey Pittman (FL) and John Michael Pillow (MS). Dan Ward (NC) was absent. Also present were Raffaella Marie Fenn, Maria Mehok and Ryan Lepicier (NPB); Mark Dvorak and Mitch Head (Golin Harris), Bob

Coyle (LBVD), Jeanette Palmer (USDA/AMS) and Richard Rossier (Attorney- McLeod, Watkinson & Miller).

Roger Neitsch, Board Chairman stated that the Executive Committee recommends that staff with legal assistance make the request to FSA that farmer information be received by NPB electronically on an annual basis. The recommendation was passed unanimously.

Jeffrey Pope gave an update on the Promotions committee and said that no action was needed.

George Jeffcoat gave an update on the export sub- committee meeting and mentioned the upcoming Washington D.C. meeting with UES, no actions were taken.

John Clay gave the Budget and Finance committee report. The committee recommended that the financials be accepted as presented. The recommendation was approved unanimously.

Cindy Belch reported that the Diversity committee heard an excellent report from Ryan Lepicier. The committee also discussed the nominations coming up in GA, TX and the At-Large seats. Staff had reported during the committee that all states through the nominations package sent had been encouraged to adhere to the Board's diversity plan. No actions were taken.

Gayle White reported that the Grower committee recommended approval of the proposal of \$10,000 for sponsorship of a breakfast at the SE Federation meeting and that staff be charged with identifying an appropriate line item in the FY 09 Budget to take it from. Recommendation approved unanimously.

Wes Shannon gave a recap on the Research committee and reported that there were no actions taken.

John Shackelford reported that there were no actions from the Evaluation and Measurement committee.

Roger Neitsch, who acted as chair in the absence of Charles Edens, reported that there were no actions taken by the By-Laws committee.

There was discussion about the NYC Launch Event work schedule and attire/uniform Board members would wear to be identified by consumers and attendees.

Jeanette brought up the fact that the financial audit needed to be accepted by the Board. Wes Shannon made a motion that the FY 08 financial audit be accepted as presented. John Shackelford seconded the motion. Motion passed unanimously.

Marie Fenn referred all to a letter that had been received from the Peanut Institute requesting funding. After much discussion Wes Shannon made a motion that NPB staff work with Peanut Institute staff to see if there is some specific project that we could support. George Jeffcoat seconded the motion. Motion passed unanimously.

Jeffrey Pope asked if at this time the Board should adjust the collections revenue and with the adjustment increase state co-promotions. There was much discussion on this topic as to what this anticipated final assessment number might be. The inspection number was suggested as a reference point. Then there was the question of price/ton to use in any estimate. There was then discussion about the fact that next year's crop is expected to be much smaller, so it might make sense to hold any excess funds from FY 09 to carry forward to FY 10 Budget, to allow for sufficient and consistent funding of the program of work next year. George Jeffcoat and others noted that if the budget for state co-promotions was increased this year, then it would be expected each year. He referenced several years back when the funding had to be reduced due to a lesser total budget. He stated that it may be perceived as a positive this year, but would be perceived as negative next year. It was decided that the Promotions committee would discuss the topic and bring recommendation to the Board for review at some later time. No action was taken to change the allocation to co-promotion dollars to the states. It was also discussed and decided by acclamation that no budget amendments take place until such time as there was a clear indication of planting intentions for the 2009 crop and collections from the 2008 crop were more definitive. Most thought that may not happen until the August meeting.

Calendar:

Marie Fenn walked all through the upcoming calendar. She mentioned that the calendar is very full. When covering the fact that the Board is meeting in June as part of the APC meeting, then in July for the one day Budget workshop, and then in August for the Budget setting, it was decided that costs could be reduced and schedules freed up if the July meeting was cancelled and one day was added to the August meeting. Wes Shannon made a motion that the July budget workshop would be cancelled and that one day be added on the front end of the August meeting. Jeffrey Pope seconded the motion. Motion passed unanimously.

There being no further business to come before the Board, John Shackelford motioned that the meeting adjourn. Wes Shannon seconded the motion. The meeting adjourned at 1:50 p.m.

APPROVED: _____ **DATE:** _____

MINUTES

NATIONAL PEANUT BOARD MEETING GENERAL SESSION

TUESDAY, MARCH 3 AND THURSDAY, MARCH 5, 2009
NEW YORK, NY

Board members present were George Jeffcoat (AL), Michael Davis (FL), John Harrell, serving as the alternate for Wes Shannon (GA), who was absent due to weather travel delays, Don Self (MS), Gayle Walker (NM), Cindy Belch (NC), John Clay (OK), Monty Rast, serving as the alternate for Charles Edens (SC), who was absent, Roger Neitsch (TX) Jeffrey Pope (VA), and John Shackelford (At-Large).

Alternates present were: Ed White (AL), Jeffery Pittman (FL), John Michael Pillow (MS), Richard Robbins (NM), Gayle White (OK), Clarke Fox (VA) and Vic Jordan (At-Large). Dan Ward (NC) was absent due to weather travel delays and Tracy Welch (TX) was absent from the whole meeting. Also present were Raffaella Marie Fenn, Maria Mehok and Ryan Lepicier (NPB); Mark Dvorak (Golin Harris); Bob Coyle (LBVD) and Wayne Watkinson (Attorney- McLeod, Watkinson & Miller). Jeanette Palmer (USDA/AMS) was absent.

Tuesday, March 3, 2009

Board Chairman Roger Neitsch called the meeting to order at 8:55 a.m.

The official roll call by state was then conducted by Attorney Wayne Watkinson, all states were present. He advised the chairman that a quorum was present.

Chairman Neitsch asked NPB Attorney Watkinson to read the official statement read at all Board meetings. He read the following statement:

“The Board is governed by the Commodity Promotion Act, the Peanut Promotion, Research and Information Order and the National Peanut Board bylaws. Pursuant to the Peanut Promotion, Research and Information Order, the National Peanut Board works to achieve an effective, continuous, and coordinated program of promotion, research, consumer information, evaluation, and industry information designed to strengthen the peanut industry's position in the marketplace; maintain and expand existing markets and uses for peanuts; and to carry out programs, plans, and projects designed to provide maximum benefits to the peanut industry. Although Board members are nominated by individual states, once appointed by the Secretary of Agriculture, each member has a fiduciary duty to represent all peanut growers to benefit the industry as a whole. The Act and Order prohibit Board members from taking any action in their roles as members of the Board to influence government. In accordance with the Act and Order, the members of the National Peanut Board serve as its decision-making body. The deliberations and discussions of the National Peanut Board are limited to its members, unless a guest requests and is granted permission from the Chair to participate. Any alternate attending a meeting is a

guest, unless such alternate is attending in the stead of an absent Board member. All Board decisions are subject to the review and approval of the Secretary of the United States Department of Agriculture.”

All reviewed the agenda. There were no changes to the agenda. All reviewed the minutes from the January 26 and 27 meeting. Michael Davis motioned that the minutes be accepted as presented. George Jeffcoat seconded the motion. Motion passed unanimously.

Chairman’s Report

Chairman Neitsch informed all about the call that the NPB Executive Committee had had with the APC Executive Committee at his request. The call was initiated to see if the APC would be supporting NPB’s New York City Outreach Event. Roger said that while it was very short, it was a positive call. There seemed to be a good bit of support from the APC. Roger asked about APC creating a seat for NPB on the APC Board. APC did not want to do that at this time. Roger indicated that about a week after the call, APC Chairman Bill Brown phoned him to say that APC staff would not be attending the NY events due to needs at the office and the upcoming March APC meeting. Roger talked about the numerous suppliers and manufacturers that were supporting this NYC Outreach effort. Roger said that most state organizations showed great support. He mentioned that the Georgia Peanut Commission had voted unanimously to attend the event, and then a day later voted unanimously not to attend. Roger stated that it was now clear that APC staff would attend. They had been offered to participate and speak as the Food Safety Experts at Vanderbilt Hall if they chose to, however they declined. NPB had hired a Food Safety Expert to be there in case there were Food Safety questions. Roger talked about the open letter that appeared in the USA Today. It has created quite a buzz. Roger is scheduled to do a Fox interview with Neil Cavuto. Roger commented that there had been very positive information coming from the consumer research.

There was some discussion on APC funding and then Roger turned the floor over to Marie for her President’s Report.

President’s Report

Marie Fenn referred all to her written President’s report for more detailed information. Marie stated that there had been extremely positive comments on the open letter in the USA Today. Tyron Spearman covered it this past week. She also said that the newly created Sustainability video would be used as part of the Peanut Field in Grand Central Terminal. After this event, the plan is to add one more part to the video for future use. The PQ is scheduled to be in mailboxes about the time that growers are receiving their Referendum voting ballots.

Marie, staff and growers had attended grower meetings in VA, GA, FL and SC. Immediately following the NY events, she would be attending grower meetings being held in OK, TX and NM. She stated that Don Self and Ryan Lepicier had attended the Peanut Buying Points meeting. Don Self said that NPB brought a positive message to this meeting. He stated that NPB was the only one with an offensive move. Marie mentioned that Tyron Spearman had requested the use of the peanut truck for the Peanut Proud day to be held in Blakely, GA. She wanted input from the Board as the truck had not been re-wrapped and was in need of repair and refreshing. John Harrell stated that the truck needs to be there. There will be some costs

involved in moving the truck to and from Blakely and in providing security. Marie agreed that NPB needs to be represented, but was unsure about how they should be represented. If it was the Board's wishes to get the truck there, staff would help make it happen.

Marie commented that she had personally invited all USDA and AMS officials as well as sent the written invitations; and she had expressed to Sonia Jimenez her personal and the Board's disappointment that there not only would not be USDA representation for this Board meeting or for the NYC Outreach Events, but that the USDA had not even had the courtesy to reply to any of the extended invitations. She expressed that USDA had not been a supportive partner to the National Peanut board during this crisis. Sonia apologized for the lack of response and had indicated that the transition in administration and lack of appointments had made it impossible for AMS to attend.

USDA(AMS) Report:

USDA was not represented at the meeting.

Chairman Neitsch recessed the General Session at 10:10 a.m. so Board committees could conduct their meetings.

Thursday, March 5, 2009

Board Chairman Roger Neitsch reconvened the General Session of the National Peanut Board meeting at 10:10 a.m.

Board members present were George Jeffcoat (AL), Michael Davis (FL), Wes Shannon (GA), Don Self (MS), Gayle Walker (NM), Cindy Belch (NC), John Clay (OK), Monty Rast, serving as the alternate for Charles Edens (SC), who was absent, Roger Neitsch (TX) Jeffrey Pope (VA), and John Shackelford (At-Large).

Alternates present were: Ed White (AL), Jeffery Pittman (FL) and Dan Ward (NC). Also present were Raffaella Marie Fenn, Maria Mehok and Ryan Lepicier (NPB); Bob Coyle (LBVD), Mark Dvorak and Mitch Head (Golin Harris) who served as part of NPB's Virtual Team, and Wayne Watkinson (Attorney- McLeod, Watkinson & Miller). Jeanette Palmer (USDA/AMS) was absent. Invited guest speakers: Al Golin, Fred Cook, Ellen Ryan Mardiks, Scott Farrell, Idil Cakim and Kathy Cosgove (Golin Harris International);

Roger started by giving an update on the success of the first day of the Outreach Event. He made mention of how positive all the manufacturers comments and support has been. He gave great credit to Lee Zalben of Peanut Butter and Co. Roger then introduced the Golin Harris team and Bob Coyle (LBVD). Roger said that the purpose of this session was to get recommendations and a proposal to begin a concentrated effort on the resumption of consumption campaign. He then turned the floor over to Mitch Head (Golin Harris) and Bob Coyle (LBVD).

Bob Coyle (LBVD) walked through the most recent results from the rolling consumer research results conducted by the Bantam Group. And, how these results pointed and paved the way for the various recommendations that would be forth coming. Then, various members of the Golin Harris International team walked through details of different areas to focus on in the Resumption of Consumption campaign. Many of the items extended the current program with more of a

concentrated effort at regaining the consumer's trust. There was a concentration on expanding NPB's efforts in the Social Media.

The Proposed items and Budget breakdown included :

| | |
|--------------------------------|--------------------|
| Online Marketing | : \$ 63,000 |
| Food Safety Advisory Council | : \$ 65,000 |
| "Farm to Factory to You" Tours | : \$180,000 |
| Dr. Mom (or J.J. Levenstein) | : \$ 57,000 |
| Partnerships | : \$135,000 |
| | |
| Total Cost | : \$500,000 |

Within each main category, were detailed items and budgets for each.

Once the presentations and all questions had been covered, the Golin Harris team and Bob Coyle were asked to leave.

APPROVED: _____ **DATE:** _____

MINUTES

NATIONAL PEANUT BOARD MEETING BOARD CONFERENCE CALL MONDAY, JUNE 1, 2009

Call Participants:

Members

Roger Neitsch - TX - Chairman
George Jeffcoat-AL
Don Self – MS
Cindy Belch - NC
John Clay-OK
Jeffrey Pope – VA

Staff and Others

Marie Fenn – NPB President & Managing Dir.
Maria Mehok – NPB Manager Accting & Compliance
Wayne Watkinson-MWM, NPB Attorney
Kimberly Coy -USDA-AMS Peanut Specialist
Bob Coyle – LBVD
Mitch Head – Golin Harris

Members Absent: Michael Davis (FL), Wes Shannon (GA), Charles Edens (SC), Gayle Walker (NM) and John Shackelford (At-Large)

Chairman Neitsch called the meeting to order at 11:07 a.m. EST. He asked Attorney Wayne Watkinson to conduct the roll call by state. Members from the states of Texas, Alabama, Mississippi, North Carolina, Oklahoma and Virginia were present. The following states were absent: Florida, Georgia, South Carolina, New Mexico and At-Large. With six states represented, Attorney Watkinson declared a quorum was present.

Chairman Neitsch started the meeting by asking for a planting and crop update from all states present. Each member on the call gave a brief update on weather conditions and planting progress. Several members reported that there had been a lot of rain that is delaying the peanut planting as well as some hail damage to wheat crops. While most areas indicated they had planned to cut back on peanut acres, the rains were making narrowing crop choices.

Chairman Neitsch then turned the discussion to one of the main purpose of the conference call -- the APC Issues Management Committee. Roger said that Marie sits on the APC's industry wide issues management committee on NPB's behalf, as does Jeffrey Pope. While both planned to attend the committee meeting as part of the upcoming US Peanut Congress, Roger was seeking Board guidance on level or participation given that the committee had not met even once during the entire recent crisis and that no involvement was solicited from NPB. Roger felt that NPB's help and participation was discouraged at every turn during the whole salmonella crisis. He asked Marie and Jeffrey to comment. Marie affirmed that APC has a Crisis Management Team, of which she is a member, but there was no meeting of this team during the salmonella crisis. Marie said, that she spoke with Patrick the day that the crisis broken and after continually, and had good conversation; she agreed with Patrick that since the crisis involved a manufacturer that APC would take the lead with the hard news and she supported the review of standby statements and offered his use of NPB's public relations agency, put in place the crisis resource center and any other resources that would be needed. However, the team was never called together to deal with the issue. From what she could tell, Patrick had contacted each of the members individually for conversation and input. Marie had sent an email to Patrick and the entire committee asking that a meeting be called, and while Patrick responded that it was a good idea, it was never scheduled. Roger discussed how he had prompted a meeting during the crisis between APC and NPB's executive committees to help reinforce that this issue affected growers as well as manufacturers and that NPB had resources to offer and to discuss the intended activities in NYC. However, that meeting was extremely short and there was no real coordination of the two organizations in dealing with the crisis despite NPB's efforts to work together.

Comments from others indicated that the crisis was probably run by the APC's Executive Committee or officers and not by the Crisis Management Committee. NPB was not represented on the APC's Executive Committee and discussion ensued about what role the APC's Crisis Management committee really had if any when

a crisis struck. It appeared to most that NPB did what it had to do given there was no encouragement, acknowledgement or acceptance of NPB's role as the national organization representing every American peanut farmer. One member commented that the APC newsletter praised everyone in the industry for even the smallest effort and ignored pretty much all of NPB's efforts. All felt that the crisis extended well beyond the manufacturers and had a huge impact on growers and that NPB could not sit back and do nothing. It appeared that NPB and APC both did what they were going to do and that while on the whole a lot of good things were done a lot more could have been achieved at lower cost and without the pain and anxiety. There was a general consensus that certainly the industry could have saved a lot of money with better coordination between APC and NPB.

Roger asked the Board for suggestions on how to gain better collaboration.

Wayne Watkinson asked if we could request a detail of what the APC Crisis Management team did during the salmonella issue.

Jeffrey Pope stressed that NPB needed to be represented on the APC's Executive Committee. Mitch Head noted that at this time NPB does not even have a seat on the APC's Domestic Board and that this would have to be the first step before you could get to the Executive Committee. And, there may be a couple of steps before an Executive Committee seat could be obtained. Some members suggested that the upcoming Peanut Congress was a good time to let everyone know about the NPB achievements during the crisis and beyond and to ask for a seat on the APC Board. Mitch said that he sees the Peanut Congress as more of a social conference and that he wouldn't expect a lot of meat in the meetings. He suggested that NPB only be there as an observer. Bob Coyle suggested that maybe NPB work on getting on the agenda to let them know what NPB did during the crisis. Marie indicated that NPB had already done that at the APC's March meeting that immediately followed the New York activities. Discussion ensued on trying to get on the Peanut Congress agenda to explain to the industry what NPB had achieved during the crisis and after. Jeffrey felt that for the general sessions that most people wanted to get in and out quickly and if a presentation or meeting went long, it may leave a bad taste for attendees.

Marie reminded everyone that the next APC meeting would not be until December. She suggested that maybe we not use this June meeting for a presentation, but for one-on-one conversations to let people know that we would like more cooperation.

Mitch offered how APC might view a request from NPB for a Board seat. He stated that the \$200,000 that comes from NPB is used for Export. The Domestic Board is made up of some combination of Growers (States), Shellers and Manufacturers. APC may see this request as a conflict with the Grower state representation. Marie asked if Mitch would be at the APC Issues Management meeting. He said that he could be there, but currently was not planning to attend.

John Clay said that we get less respect than our contribution should receive. Jeffrey pointed out that when NPB was considering a webinar on food safety that we contacted the APC for input and actually decided against it in part because of the input from the APC. He said that APC needs to reciprocate with asking for input from NPB on items of this nature.

Don Self agreed with the personal contact at the Peanut Congress. He felt that a letter with a request for a Board seat should come after the Peanut Congress. We could use the one on one as a precursor to the letter of request.

George Jeffcoat indicated that he felt that we did not need to wait on the letter. He believed that NPB will not get attention until we withdraw the \$200,000. He felt that NPB was wasting time and money attending the APC events if they were not going to allow our involvement. Jeffrey asked how much money we provided and was that money necessary to get the FAS funds. Marie explained that NPB provides direct funding of \$200,000 which goes to support the APC's US staff that works on exports such as Patrick, Stephanie, and others, but Louise or those in foreign offices are covered by FAS funding. NPB also contributes approximately another \$130,000 in the direct resources of Mitch and Bob, as well as extensive in kind support. APC would have to get those direct funds elsewhere in order to obtain the \$2 million funding from FAS. Jeffrey asked if Bob Coyle and Mitch Head provide

the majority of the work on the export side. Mitch said that they provide the senior marketing and public relations council to the APC, but that APC staff does a lot of the work in carrying out the activities. Comments were that prior to NPB's direct involvement and putting Bob and Mitch on the implementation team, exports had been stagnant. Bob Coyle stated that the NPB contributions are critical for APC. It was reported that Stephanie had indicated on the most recent Export Committee conference call that the UES was really a joint submission of APC and NPB. However, APC always presents it as APC's activities and achievements.

Roger asked for Board input on the possibility that when and if we made the request for a Board seat, that APC would ask NPB to contribute another significant amount of money in Domestic dues. George indicated that if a request for a seat resulted in a request for domestic dues, that we should offer to split our \$200,000 contribution into \$100,000 toward exports and \$100,000 toward domestic. He felt strongly that money was going to get their attention.

There was some discussion about the make-up of the Export and the Domestic APC Boards. It was determined that there are 18 Export Board members, comprised of shellers and growers and that NPB had six of those seats; six were grower groups and six were shellers. Growers and shellers are the only ones who support exports. There was confusion about how the APC domestic board is comprised; the general belief is that there are about 35 or 36 Domestic Board members split in some way between Grower, Sheller, Manufacturers and allied organizations such as brokers and others. Most thought the composition was 10 shellers, 10 manufacturer, 10 grower representatives and 5 or 6 allied. The grower allocations were unclear, not every state had a member, but it was apportioned geographically depending on production. John Clay noted that it seemed to him that historically manufacturers and shellers run the APC program.

Roger Neitsch stated that he felt from all the discussion that NPB should go ahead and make the request for a Board seat ahead of the US Peanut Congress. Cindy Belch asked for clarification on whether we had previously requested the same and been denied. Roger explained that he had made the request on the joint conference call with the APC Executive Committee. At the time he was told by Chairman Bill Brown that he would add it to the APC board member agenda. However, later he received a call from Bill indicating that NPB should work with the Grower groups to give up a seat to NPB that he wasn't willing to go back and change the Board structure as they had done so in the last December meeting.

More discussion ensued on the leverage needed to get APC's attention on how important it was for NPB to be represented on the APC Board. It was decided that there would be no ultimatum initially, only a request for a board seat. Jeffrey said we need to understand exactly how the Growers are represented, especially if the structure was just changed in December. Marie suggested that this be an assignment for each state to find out from their state grower association how their state is represented on the APC Board. Bob Coyle asked if there would be opposition from the states for NPB having a seat. There was strong agreement that NPB does not want to dilute the grower group, that the NPB representation should be in addition to the currently held grower seats and that should be made clear to all not only in the letter to APC, but to all of the individual state representatives. Mitch Head said that we should let APC figure out how to add NPB to the board. Wayne Watkinson made the point that without an APC Board seat there would never be any obligation for APC to collaborate with NPB with information or during a crisis.

Jeffrey Pope made a motion to draft a letter to APC asking for an NPB seat on the APC Board. This motion was seconded by Don Self. During discussion, it was determined that legal council would draft the letter and that it be sent to all APC Board members, Grower Group State Executives and Patrick Archer with a cc for all NPB Board members. The letter should be delivered at least two weeks prior to the Peanut Congress. Motion passed unanimously.

Roger Neitsch then brought up the subject of The Hand that Feeds Us organization that is run by farmpolicyfacts.org. Roger said that the organization does some good work agriculturally and that many organizations contribute to this cause. Marie asked if Roger wanted to add it to the June agenda. Roger asked if there were any objectives to adding it to the agenda. There was none. The discussion would be about a potential contribution.

Marie asked for a clarification and recap of the charge to staff and action items regarding the upcoming Peanut Congress, the letter and the Industry Issues Management Committee. It was clarified that Marie and Jeffrey would attend the APC industry-wide Issues management committee meeting and that no request would be made by NPB to recap any of the salmonella-related activities we carried out, unless asked to be on the agenda by the APC. Wayne would draft the letter and NPB staff would get it out after review with the Chairman and that all members would talk one-on-one with their state executives about APC structure and their intention to ask for a Board seat. NPB would not present at general session anything about activities.

There being no further business to come before the Board, Jeffrey Pope motioned that the meeting be adjourned, Don Self seconded.

The meeting was adjourned at 12:28 P.M. EST.

APPROVED: _____ **DATE:** _____

MINUTES

NATIONAL PEANUT BOARD MEETING GENERAL SESSION

TUESDAY, JUNE 23 – WEDNESDAY, JUNE 24, 2009
AMELIA ISLAND, FL

Board members present were George Jeffcoat (AL), Michael Davis (FL), Wes Shannon (GA), Don Self (MS), Cindy Belch (NC), John Clay (OK), Monty Rast (SC), who sat in for the absent Charles Edens, Roger Neitsch (TX) Jeffrey Pope (VA), and John Shackelford (At-Large). Gayle Walker (NM) was absent.

Alternates present were: Ed White (AL), John Harrell (GA), and Dan Ward (NC). Also present were Raffaella Marie Fenn, Maria Mehok and Ryan Lepicier (NPB); Bob Coyle (LBVD); Melissa Rabern (HLB Gross Collins); Mark Dvorak and Mitch Head (Golin Harris); Jeanette Palmer and Kimberly Coy (USDA/AMS); Yvonne Dock (USDA/FAS), Stanley Fletcher (UGA Agronomist) and Richard Rossier (Attorney- McLeod, Watkinson & Miller).

Tuesday, June 23, 2009

Board Chairman Roger Neitsch called the meeting to order at 1:45 p.m.

Attorney Richard Rossier conducted the official roll call by state; all states were represented, except for NM. He advised the chairman that a quorum was present.

Chairman Neitsch asked NPB Attorney Rossier to read the official statement read at all Board meetings. He read the following statement:

“The Board is governed by the Commodity Promotion Act, the Peanut Promotion, Research and Information Order and the National Peanut Board bylaws. Pursuant to the Peanut Promotion, Research and Information Order, the National Peanut Board works to achieve an effective, continuous, and coordinated program of promotion, research, consumer information, evaluation, and industry information designed to strengthen the peanut industry's position in the marketplace; maintain and expand existing markets and uses for peanuts; and to carry out programs, plans, and projects designed to provide maximum benefits to the peanut industry. Although Board members are nominated by individual states, once appointed by the Secretary of Agriculture, each member has a fiduciary duty to represent all peanut growers to benefit the industry as a whole. The Act and Order prohibit Board members from taking any action in their roles as members of the Board to influence government. In accordance with the Act and Order, the members of the National Peanut Board serve as its decision-making body. The deliberations and discussions of the National Peanut Board are limited to its members, unless a guest requests and is granted permission from the Chair to participate. Any alternate attending a meeting is a guest, unless such alternate is attending in the stead of an absent Board member. All Board

decisions are subject to the review and approval of the Secretary of the United States Department of Agriculture.”

Chairman Neitsch asked all to review the proposed agenda; there were no changes brought forward. He then asked all to review the minutes from the June 1, 2009 conference call and the March 3 – 5, 2009 meeting. George Jeffcoat motioned that the minutes for both be accepted as presented. Don Self seconded the motion. Motion passed unanimously.

Chairman’s Report

Chairman Neitsch said that the most recent topic was American Peanut Council (APC) and NPB’s request for a seat on the APC Board. It was pointed out that everyone had a copy of the letter that had been sent to the APC officially asking for the seat. There had been much discussion on the subject and many questions from various members of the APC. Roger indicated that he had been asked if NPB would accept an advisory seat. He and Marie had been told by several people that they had no problem with the Board getting a seat on the Board and a few had suggested that NPB didn’t need a seat.

Roger stated that he continues to keep in touch with Marie on a weekly basis by phone and often times more frequently and that all seemed to be running smoothly. Roger had attended two peanut grower meetings, the Oklahoma Peanut Expo and the NM Annual meeting. He had also attended the Western Peanut Growers meeting. He had made presentations and shared the video at each of these meetings.

President’s Report

Marie Fenn was called on to give her President’s report. Marie requested that all refer to her written report. She gave an update on the efforts with the USDA marketing communication workshop. She also reported that almonds had recently been caught presenting themselves as having the most protein of any nut. This is not accurate. Almond Board didn’t feel they needed to pull back on the material because USDA had approved. Marie suggested that NPB consider filing a formal complaint to USDA as they continue to give the Almond Board of California an unfair marketing advantage. Michael Davis stated that he was not sure what precedent there is for formal complaints. Richard Rossier spoke about the topic. Yvonne concurred with Richard Rossier. Pork and Beef boards had history with complaints. The formal letter is not a lawsuit it is a complaint. Richard Rossier stated that he didn’t think the complaint would be addressed to Sonia Jimenez, but to Bob Keaney. Marie said that as part of the workshop, USDA is working on new requirements that would allow less day-to-day oversight and an easier approval process; with a trust and verify approach. Each program would be more responsible for internal control of information being sent out.

Staff was asked to work with Richard Rossier on preparing a letter to Bob Keaney regarding the unfair advantage being provided to the Almond Board of California.

Marie thanked FSA & USDA for time on their program in Atlanta. Marie stated that Ryan Lepicier had given a brief presentation on the current work of NPB. This information focused on the Resumption of Consumption campaign. Melissa Rabern had talked about how to properly

report the grower information and how to calculate and where to send the money and information; and Kimberly Coy also had given updates.

USDA (AMS) Report:

Kimberly was called on to give her report. She said that 610 review would be completed and posted to the Federal Register soon. The referendum vote passed with 89% of the votes affirmative. 25% of the packets mailed out did return a vote.

USDA (FAS) Report:

Yvonne Dock stated that this is her second NPB meeting to attend, so she is still in the learning mode.

Chairman Neitsch recessed the General Session at 2:19 p.m. so Board committees could conduct their meetings.

Board Chairman Roger Neitsch reconvened the general session at 3:00 p.m. to conduct a couple of brief actions. Chairman Neitsch appointed Don Self as Chairman of the Grower Communications Committee and as member of the Promotions, Research and Diversity committees. He also reported that Gayle Walker has expressed that due to the illness of her husband, she is uncertain when she can return to meetings of the Board and would be absent indefinitely. Richard Robbins, her alternate has been notified and will attend future meetings whenever possible. He recessed the general session at 3:05 p.m.

Wednesday, June 24, 2009

Board Chairman Roger Neitsch reconvened the General Session of the National Peanut Board quarterly meeting at 10:43 a.m.

Board members present were George Jeffcoat (AL), Michael Davis (FL), Wes Shannon (GA), Don Self (MS), Cindy Belch (NC), John Clay (OK), Monty Rast (SC), who sat in for the resigned Charles Edens, Roger Neitsch (TX) Jeffrey Pope (VA), and John Shackelford (At-Large). Gayle Walker (NM) was absent.

Alternates present were: Ed White (AL), John Harrell (GA), and Dan Ward (NC). Also present were Raffaella Marie Fenn, Maria Mehok and Ryan Lepicier (NPB); Bob Coyle (LBVD); Melissa Rabern (HLB Gross Collins); Mark Dvorak and Mitch Head (Golin Harris); Jeanette Palmer and Kimberly Coy (USDA/AMS); Yvonne Dock (USDA/FAS), Stanley Fletcher (UGA Agronomist) and Richard Rossier (Attorney- McLeod, Watkinson & Miller).

Marie Fenn asked for discussion on the conceptual direction for 2010, to allow for staff to work on the program of work in conjunction with the budget. Marie also discussed the format for the August meeting. There was discussion about peanuts and peanut butter continuing to recover and the fact that consumer confidence is rebounding. There are however concerns about the 2010 crop. There was less acreage planted and fewer contracts. Weather has played a role in plantings. Definitely the budget year will be much smaller than FY 09. The Focus of the program of work is to build on consumer, influencer and trade relationships. To leverage "*Peanuts: Energy for the Good Life*" platform and campaign, to continue industry integration

and implement across every audience. The focus would be looking toward rational and emotional, aspiration, connectivity, resonating and motivating. There will be a movement toward Slogan and Advertising, integration of advertising, PR, Social media and all other elements of the program. One idea is to publish the brand story, telling the story of, “The Good Life”.

Calendar:

Marie Fenn walked all through the upcoming calendar. She mentioned that the calendar is very full and expressed that there were several events where grower board members were needed. SE Federation – Roger Neitsch, Michael Davis, Don Self and Wes Shannon will attend. Roger Neitsch would be fully reimbursed for all costs associated with attendance and the Board would provide additional funding for the other three attendees for registration and hotel but would not include travel costs. The Japanese Trade Mission Trip is scheduled for September. Roger Neitsch indicated he could attend. Plains Peanut Festival-Wes Shannon will attend. The Road Show would continue in California, most likely in Santa Monica near LA. George Jeffcoat, Michael Davis, Don Self and Jeffrey Pope each said they may be able to attend; staff would check with them once dates were solidified. For the FQAM event in St. Helena, CA in early September normally the Chairman attends. However, Roger expressed that he had committed to attend the NC meeting which overlaps with the FQAM. Don Self, Michael Davis and John Clay indicated they may be able to attend, but would know better as it gets closer. Marie indicated that the Texas road show would probably be held in Houston but exact dates had not yet been set. The SAC meeting will be held in Atlanta in September just ahead of the Plains Peanut Festival actual date still to be determined; most on the Board felt this timing was harvest time. No one volunteered. The CIA-Latin Flavors in San Antonio, Roger Neitsch indicated he will attend. For the Food network event in Nashville Jeffrey Pope or Don Self will attend.

Revised Handler Instructions:

Melissa Rabern was called to present the proposed revised Handler instructions. The proposal included a movement toward electronic receipt of data. John Shackelford made a motion that the revised Handler Instruction be approved and Monty Rast seconded the motion.

Budget & Finance Report

John Clay reported that the Budget and Finance committee voted to recommend to the Board that HLB Gross Collins be paid the \$4,275 difference in costs incurred in retrieving information for the Referendum mailing list. This amount is in excess of the initial approved estimate. The recommendation was approved unanimously. John Clay also stated that the committee had voted to recommend approval of the financial report as given. The financials were accepted unanimously as recommended.

Promotions Report

Jeffrey Pope, Chairman reported that the committee recommended for approval that NPB offer for bid the purchase of the Peanut Mobile to any peanut farmer organization as well as the National Peanut Festival and to Tyron Spearman and The Agirama as is where it sits with NPB

discretion on selection of offer. Legal counsel will draft and receive bids. Recommendation passed unanimously.

Jeffrey also reported that the committee voted to recommend that NPB allocate \$10,000 to each of the 10 major peanut producing states for a special state slogan extension sponsorship to be used within one year from August 1st 2009 for promotions prominently displaying the “Peanuts: Energy for the Good Life” slogan. The Recommendation passed unanimously.

The committee also recommended legal counsel move to secure a hold for other two slogan options. The recommendation passed unanimously.

Research Committee

Wes Shannon reported that the committee recommended that staff gather all the final information necessary for the nutrition study proposal by the Peanut Institute for the Board’s final approval in August providing all elements meet legal counsel’s questions and to hold in abeyance the request for funding of the Gallup study pending additional information. The Board voted to accept the recommendation to fund The Peanut Institute’s health related study proposal provided staff gets all appropriate due diligence and to have Marie Fenn contact The Peanut Institute and offer the Bantam study to fill needs of the gallop study passed unanimously.

The Export, Evaluation and Measurement and Diversity Committees all reported they had nothing to bring before the Board that required a vote but that good meetings had been conducted.

There being no further business to come before the Board, Monty Rast motioned that the meeting adjourn. Michael Davis seconded the motion. The meeting adjourned at 1:58 p.m.

APPROVED: _____ **DATE:** _____

MINUTES

NATIONAL PEANUT BOARD MEETING GENERAL SESSION

WEDNESDAY, AUGUST 12 – THURSDAY, AUGUST 13, 2009
ATLANTA, GA

Board members present were George Jeffcoat (AL), Michael Davis (FL), Wes Shannon (GA), Don Self (MS), Cindy Belch (NC), John Clay (OK), Monty Rast (SC), who sat in for the absent Charles Edens, Roger Neitsch (TX) Jeffrey Pope (VA), John Shackelford (At-Large) and Richard Robbins (NM) sat in for the absent Gayle Walker.

Alternates present were: John Harrell (GA). Also present were Raffaella Marie Fenn, Maria Mehok and Ryan Lepicier (NPB); Bob Coyle (LBVD); Melissa Rabern (HLB Gross Collins); Mark Dvorak and Mitch Head (Golin Harris); Kimberly Coy (USDA/AMS) and Amy Jones (Attorney- McLeod, Watkinson & Miller).

Wednesday, August 12, 2009

Board Chairman Roger Neitsch called on Wes Shannon for the invocation. Chairman Neitsch called the meeting to order at 2:07 p.m.

The official roll call by state was then conducted by NPB Attorney Amy Jones: she advised the chairman that a quorum was present.

Chairman Neitsch asked Ms. Jones to read the official statement read at all Board meetings. She read the following statement:

“The Board is governed by the Commodity Promotion Act, the Peanut Promotion, Research and Information Order and the National Peanut Board bylaws. Pursuant to the Peanut Promotion, Research and Information Order, the National Peanut Board works to achieve an effective, continuous, and coordinated program of promotion, research, consumer information, evaluation, and industry information designed to strengthen the peanut industry's position in the marketplace; maintain and expand existing markets and uses for peanuts; and to carry out programs, plans, and projects designed to provide maximum benefits to the peanut industry. Although Board members are nominated by individual states, once appointed by the Secretary of Agriculture, each member has a fiduciary duty to represent all peanut growers to benefit the industry as a whole. The Act and Order prohibit Board members from taking any action in their roles as members of the Board to influence government. In accordance with the Act and Order, the members of the National Peanut Board serve as its decision-making body. The deliberations and discussions of the National Peanut Board are limited to its members, unless a guest requests and is granted permission from the Chair to participate. Any alternate attending a meeting is a guest, unless such alternate is attending in the stead of an absent Board member. All Board

decisions are subject to the review and approval of the Secretary of the United States Department of Agriculture.”

The Chairman then asked that all review the agenda for any changes, additions or deletions. It was accepted with one change under old business to reflect the mobile marketing unit bid. Then, all reviewed the minutes from the June Board meeting. Jeffrey Pope motioned that the minutes be accepted as presented. John Shackelford seconded the motion. Motion passed unanimously.

Chairman Neitsch then gave his report saying that he continued to have weekly phone visits with NPB President and Managing Director Marie Fenn and that a lot was going on with the program of work. He had also had many calls from growers and grower groups concerning the request from the National Peanut Board for a Board seat on the American Peanut Council Board. Former NPB Chairman Donnie White, Georgia Peanut Commission member Donald Chase and North Carolina Peanut Producers Executive Director Bob Sutter were several of the people with questions about NPB's request for an APC Board seat. He expressed that was the Board's wishes and why. He felt there had been a better understanding of the Board's position for better cooperation and use of grower dollars through the representation. Neitsch also shared that he had been invited to be in a facilitated workshop to evaluate the work of the APC to be held in September.

He indicated that the Southern Peanut Growers had presented NPB with an award for "Best video" for the "Sustainability Video" and that there had been a lot of positive comments about NPB's participation in the Southern Peanut Growers meeting in July in Panama City Beach. Chairman Neitsch mentioned that he would also be attending the NC state Growers' meeting in September, and that he would soon be participating in the trade mission to Japan.

Chairman Neitsch then called on Marie Fenn to give her President's report. Ms. Fenn referred to her printed report on the activities and update of the program of work since the June Board meeting. She said she would touch only on those items that would not be covered in Committee meetings, but welcomed questions and discussion on any items. Reporting on action items from the June meeting, she stated that contracts for the State slogan extension funds had been sent to each of the 10 major peanut producing states as determined by the Board in June. Also, the letter for bids on the mobile marketing unit had been sent out to the state groups and designated industry group. Marie also said that NPB had received a FOIA request from Kim Coy at USDA regarding staff turnover, and despite the request coming at a very demanding and busy time, NPB had replied to the request within the tight timeframe given by USDA.

Marie reported that she and Wayne Watkinson met with the new Administrator Rayne Pegg in Washington, D.C. During the meeting she was able to share the Board's mission and work. Marie took the opportunity to invite the Administrator to the December Board meeting and a Peanut Harvest Tour. She indicated she would try to make both. She and Wayne also talked with Bob Keeney in a separate meeting to cover referendum issues and inequality in materials review.

Marie indicated that NPB had had several conversations with USDA regarding updating the handlers form and instructions. Melissa Rabern was finalizing the draft form for USDA to get it officially changed to reflect the request to receive information electronically. Staff had presented

at the FSA workshop and verbally alerted handlers that electronic data and deposits were the preferred format. The large handlers also prefer this method.

Marie, Bob Coyle and Ryan Lepicier had met with Bob Parker, Golden Peanut Company and current Chairman of the Peanut Institute at his request. Bob had been a great help in facilitating the nutrition research study the Board voted to fund, being coordinated by Pat Kearney. However, the detailed proposal had been received just this morning. She said that more details from her report would be covered within the specific committee meetings unless any one had any questions. There were no questions at this time. This completed the President's report.

Kimberly Coy was called on to give a report on USDA activities. Kimberly explained the FOIA request and time frame requirements indicating that the clock starts when the request is received within USDA, but that the request may not necessarily be passed on to NPB for several days. She thanked Marie and Maria for the quick response. Kimberly stated that the nominations packets are taking longer than normal due to the new administration. At this time only one nominee had been approved.

Since no FAS representative attended the meeting, there was no report,

The chairman recessed the General Session at 2:50 p.m.

Thursday, August 13, 2009

Board Chairman Roger Neitsch reconvened the General Session of the National Peanut Board quarterly meeting at 9:05 a.m. for review of FY10 Program of Work.

Board members present were George Jeffcoat (AL), Michael Davis (FL), Wes Shannon (GA), Don Self (MS), Cindy Belch (NC), John Clay (OK), Monty Rast (SC), who sat in for the absent Charles Edens, Roger Neitsch (TX) Jeffrey Pope (VA), John Shackelford (At-Large) and Richard Robbins (NM) who sat in for the absent Gayle Walker.

Alternates present were: John Harrell (GA). Also present were Raffaella Marie Fenn, Maria Mehok and Ryan Lepicier (NPB); Bob Coyle (LBVD); Melissa Rabern (HLB Gross Collins); Mark Dvorak and Mitch Head (Golin Harris); Kimberly Coy (USDA/AMS) and Amy Jones (Attorney- McLeod, Watkinson & Miller).

Chairman Neitsch called on Marie and Team to present the proposed program of work for FY 2010. Marie handed out printed copies of the entire power point presentation, so that Board members could make notes on pages for discussion purposes. Then, Marie and Bob covered the current market, trends and consumer preferences. After a call for questions, Marie, Ryan Lepicier, Bob Coyle and Mark Dvorak walked through the various areas of the proposed program of work and tactics of how the program could be implemented. The NPB vision is to provide opportunities for USA peanut growers to succeed within the peanut industry. Following their presentation, there was a lively discussion especially on trends and preferences. Also Board members had questions about specific tactics, but on the whole the proposal from staff was very well received. Discussion ensued on a specific proposal that had come within the last few days from the GPC representing all the state groups for \$50,000 to attend various school nutrition

annual expos. These workshops would be an adjunct to what NPB staff had already proposed in one on one meeting with decision makers at key school systems and the work being done with national organizations like NACUFS, School Nutrition Association, and American Dietetic Association. The proposal left many questions unanswered. Ryan offered to contact GPC and Leslie Wagner to see if there was any way they could either call in or come in to address the Board's questions.

The chairman recessed the General Session at 12:40 p.m. for lunch.

Board Chairman Roger Neitsch reconvened the General Session of the National Peanut Board quarterly meeting at 2:00 p.m. in Executive Session.

Friday, August 14, 2009

Board Chairman Roger Neitsch reconvened the General Session of the National Peanut Board quarterly meeting at 9:20 a.m.

Board members present were George Jeffcoat (AL), Michael Davis (FL), Wes Shannon (GA), Don Self (MS), Cindy Belch (NC), John Clay (OK), Monty Rast (SC), who sat in for the absent Charles Edens, Roger Neitsch (TX) Jeffrey Pope (VA), John Shackelford (At-Large) and Richard Robbins (NM) who sat in for the absent Gayle Walker.

Alternates present were: John Harrell (GA). Also present were Raffaella Marie Fenn, Maria Mehok and Ryan Lepicier (NPB); Bob Coyle (LBVD); Melissa Rabern (HLB Gross Collins); Mark Dvorak and Mitch Head (Golin Harris); Kimberly Coy (USDA/AMS) and Amy Jones (Attorney- McLeod, Watkinson & Miller).

Leslie Wagner joined the meeting to discuss the Southern Peanut Growers' request for funding of a program aimed at the school lunch program. She indicated that they envisioned a \$50,000 funding support to sponsor and attend 10 state school nutrition association meetings. The \$50,000 would cover space cost, and attendees travel to include NPB staff and a state representative at each one. The written proposal did not yet have all the dates and information, because many had no yet published that data. In addition to the 10 funded by NPB, each state would sponsor and attend their own state meeting. And, Georgia would pick up an extra two states and Texas may pick up two extra states. The idea would be to spur the schools to request more peanut butter. NPB would provide up to \$50,000 to support 10 of these meetings. There were many questions from several Board members. It was stated the proposal as written indicated shows starting in Oct. 2009. Staff pointed out that no programs could be sponsored ahead of the start of the new fiscal year since these funds would be coming from the new budget. Leslie indicated that those could be October 2010 shows. She would have better details as the various shows were announced by the organizations. There were suggestions that there must be uniformity in the message as well as at the National level a Registered Dietitian may be needed. It was felt that at the state sponsored meetings, a grower from that state would be more effective and a registered dietitian would be more effective at the national events. NPB could provide materials to all so that the slogan could be a unifying element. Chairman Roger Neitsch thanked Leslie for attending on short notice.

After a short break, Board Chairman Roger Neitsch reconvened the meeting at 10:15 A.M. The official roll call by state was then conducted by attorney Jones: she advised the chairman that a quorum was present.

Calendar:

Marie Fenn walked everyone through the upcoming calendar. She said that she would love to have a grower at most of the upcoming events, but understands that time will be scarce for the growers due to harvest. She made all aware of the events and some people volunteered for various events such as FQAM-Jeffrey Pope; Santa Monica Pier-Don Self; Houston Roadshow-John Shackelford; Harvest Tour and Latin Flavors/American Kitchens-Roger Neitsch, Japanese Trade Mission-Roger Neitsch; Worlds of Flavor-Michael Davis, D.C. Metro Show-Jeffrey Pope.

Old Business

There was discussion on the progress on APC Board seat. Roger Neitsch said that Donnie White, Jimbo Grissom, Bob Sutter and Otis Lee Johnson had asked if NPB would be happy with an ex officio or advisory seat on the Board. He reported that he responded to them that the Board had voted to request a seat and not an ex officio or advisory seat. He was not in a position to change the Board's request and said that we would just have to wait to see what happens, and the Board will make a decision from there. Follow-up contact would be made to be sure it was on the APC agenda for December Board meeting.

Discussion moved to bids for the mobile marketing unit. Amy Jones stated that there had been only one bid received. It was received from The National Peanut Festival in the amount of \$500. We motioned to sell the mobile marketing unit to The National Peanut Festival. Jeffrey Pope seconded the motion. Marie Fenn asked to be recognized; she mentioned that the FY 09 budget amount of \$1000 which had been designated for the mobile marketing unit maintenance was still remaining and suggested that NPB consider giving this money to The National Peanut Festival for updating the unit as it did need a good bit of work. There was other discussion concerning the sales contract and it was decided that the contract should include a first right of refusal if the National Peanut Festival decided to get rid of the unit within five years. The first motion was amended by Michael Davis, who motioned that the sale contract be written as suggested and that NPB provide the remaining \$1000 in the FY 09 mobile marketing unit repair line item to the National Peanut Festival. Richard Robbins seconded the motion. The motion passed unanimously.

Budget and Finance Committee recommended that the Board approve the financials as presented. The Board approved unanimously.

The Promotions Committee had reported that the full Board took up the proposed program of work and budget for FY10; there were no actions.

There was a discussion about paying for Alternate meals at non-Alternate paid Board meetings. Kimberly Coy, USDA-AMS stated that the Board could determine whose meals it wished to pay. Marie commented that NPB had been given conflicting information on this item over the years. It was decided that the Alternate meals would be paid for and that this would be incorporated into the Board policies. During this discussion, board members asked Kim to check if spouses

travel could be paid. Over break Kimberly Coy checked with USDA and then provided the policy regarding spouses to the Board.

Then, Marie provided everyone a copy and walked them through the revised Program of Work and Proposed Budget based on the changes the Board recommended the previous afternoon as compared with the original proposal, so all could be clear on what changes they were considering.

Wes Shannon made a motion to accept budget with the following changes:

- 1) additional \$10,000 to conferences and tradeshow
- 2) additional \$25,000 to BEC,
- 3) additional \$10,000 to industry meetings to cover Southern Peanut Growers Sponsorship
- 4) delete \$10,000 in state co promotions - other
- 5) Opportunity budget remainder of total
- 6) add line item to allocate \$50,000 to be used for School Nutrition Lunch Programs proposed by the Southern Peanut Growers.

Monty Rast seconded the motion. The Board voted unanimously to accept the program of work and budget as amended.

There being no further business to come before the Board, the meeting was adjourned at 4:10 p.m.

APPROVED: _____ **DATE:** _____

MINUTES

NATIONAL PEANUT BOARD MEETING GENERAL SESSION

TUESDAY DECEMBER 8, 2009
ATLANTA, GA

Board members present were Ed White (AL) sitting in for the absent George Jeffcoat, who was delayed in travel, Michael Davis (FL), Wes Shannon (GA), Don Self (MS), Cindy Belch (NC), John Clay (OK), Jeffrey Pope (VA), Richard Robbins (NM) who sat in for the absent Gayle Walker, Monty Rast (SC) who sat in for the resigned Charles Edens and John Shackelford (At-Large). Roger Neitsch (TX) was delayed in arriving.

Alternates present were: John Harrell (GA), Gayle White (OK), Clarke Fox (VA), Vic Jordan (At-Large) and Dan Ward (NC). Absent alternates were Jeffery Pittman (FL), John Michael Pillow (MS) and Tracy Welch (TX). Also present were Raffaella Marie Fenn, Maria Mehok, Bill Funke, Ryan Lepicier and Catherine Karanja (NPB); Bob Coyle (LBVD); Melissa Rabern (HLB Gross Collins); Chris Myles, Jordan Worrall and Mitch Head (Golin Harris); Kimberly Coy (USDA/AMS); Richard Rossier (Attorney- McLeod, Watkinson & Miller) and Dr. Stanley Fletcher (UGA-Economist).

Tuesday, December 8, 2009

Board Vice-Chairman Jeffrey Pope, who presided on behalf of the Board Chairman Roger Neitsch, called on Wes Shannon for the invocation. Vice-Chairman Pope called the meeting to order at 3:22 p.m.

The official roll call by state was then conducted by NPB Attorney Richard Rossier. He advised the acting chairman that a quorum was present.

Vice-Chairman Pope asked Mr. Rossier to read the official statement read at all Board meetings. He read the following statement:

“The Board is governed by the Commodity Promotion Act, the Peanut Promotion, Research and Information Order and the National Peanut Board bylaws. Pursuant to the Peanut Promotion, Research and Information Order, the National Peanut Board works to achieve an effective, continuous, and coordinated program of promotion, research, consumer information, evaluation, and industry information designed to strengthen the peanut industry's position in the marketplace; maintain and expand existing markets and uses for peanuts; and to carry out programs, plans, and projects designed to provide maximum benefits to the peanut industry. Although Board members are nominated by individual states, once appointed by the Secretary of Agriculture, each member has a fiduciary duty to represent all peanut growers to benefit the

industry as a whole. The Act and Order prohibit Board members from taking any action in their roles as members of the Board to influence government. In accordance with the Act and Order, the members of the National Peanut Board serve as its decision-making body. The deliberations and discussions of the National Peanut Board are limited to its members, unless a guest requests and is granted permission from the Chair to participate. Any alternate attending a meeting is a guest, unless such alternate is attending in the stead of an absent Board member. All Board decisions are subject to the review and approval of the Secretary of the United States Department of Agriculture.”

The agenda was reviewed and was accepted by consensus.

The August Board meeting minutes were reviewed, Michael Davis moved they be accepted and Don Self seconded the motion. The minutes were passed unanimously.

Since the Chairman Roger Neitsch had not yet arrived, there was no Chairman’s report. Acting Chairman Jeffrey Pope called on Marie Fenn, President and Managing Director to give her President’s report. Marie referenced her written report in the Board notebooks that covered activity through November 15. She indicated that a lot of material would be covered in various committee meetings. She also hit on items that would not be covered later and new developments since the last written report. She reported that NPB had completed two audits—the Independent Financial Audit and the USDA-AMS audit. She indicated that she felt both had gone well based on feedback from the auditors, but that reports were not yet available. The USDA auditors had questioned why we were not doing field audits on a continuing basis. She had told them with more than a 97% compliance rate, it was difficult to justify expending large funds on field audits. She had explained that the Board looks at the compliance analysis and makes a determination each year. She also indicted that the auditors had been complimentary about NPB’s internal controls. Discussion with the auditors about maintaining lists of the grower assessments had led to some frustration as the new instructions allowing NPB to collect the data in electronic form where stalled at USDA as they underwent review from OMB and others. The process was started in May 2009 and the crop had already been harvested and no new instructions had been issued to handlers. She indicated that Kim could report further on the USDA audit.

She also brought the Board an update on the Yale Immersion and campus wide peanut dinner; and the meetings with the New Haven School system foodservice director K-12. There were very positive outcomes from both meetings. She also pointed everyone to the thank you notes from Yale in their notebooks. And, she noted that their books also contained two letters written and delivered to USDA at the meetings in Washington.

Jeffrey noted that as part of the USDA management audit, the auditors had asked to use NPB Accounting Policies and Procedures manual as an example for other Boards and Councils. He expressed that he was proud of that, but that he would not recommend giving it for others to use; both he and the Marie felt that it was developed with NPB time, effort and cost and should remain as NPB’s proprietary information.

The Acting Chair then called on Kim Coy, USDA peanut specialist to give her report. She reported that the USDA audit had been completed; and a report would be issued soon. She said

that they had found NPB Internal Controls exemplary. They may have some recommendations based on what they received from the MOAB representatives that were also there. Kim also reported on the nominations indicating that very few Boards had received them back from the Secretary. NPB had a diversity plan in place and she worked to get it through the Secretary's office. Everyone thanked Kim for her good work. She indicated that now that she is more familiar with the Board's workings, she would be better able to assist in various aspects of reporting information.

Friday, December 11, 2009

Board Chairman Roger Neitsch reconvened the General Session of the National Peanut Board quarterly meeting at 1:25 p.m.

Board members present were George Jeffcoat (AL) Michael Davis (FL), Wes Shannon (GA), Don Self (MS), Cindy Belch (NC); John Clay (OK), Jeffrey Pope (VA). Richard Robbins (NM) who sat in for the absent Gayle Walker, Monty Rast (SC) who sat in for the resigned Charles Edens and John Shackelford (At-Large) and Roger Neitsch (TX).

Alternates present were: Ed White (AL), John Harrell (GA), Gayle White (OK), Clarke Fox (VA), Vic Jordan (At-Large) and Dan Ward (NC). Jeffery Pittman (FL), John Michael Pillow (MS) and Tracy Welch (TX) were absent. Also present were Raffaella Marie Fenn, Maria Mehok, Bill Funke, Ryan Lepicier and Catherine Karanja (NPB); Bob Coyle (LBVD); Kimberly Coy (USDA/AMS) and Richard Rossier (Attorney- McLeod, Watkinson & Miller).

Chairman Neitsch made comments and expressed his sincere appreciation at being able to serve with everyone over the past six years. He thanked everyone for their support. He asked to discuss the 10th anniversary proposal prior to the reports from the various committees.

10th Anniversary

The Board reviewed a proposal that staff presented on "Taste the Change" DC Media Event and 10th Anniversary of the Board. The event would leverage this 10 year milestone with press and others to gain attention and messaging for all the benefits of peanuts. The Board discussed that this event would move the Board meeting from Atlanta to Washington DC and that six members and some staff would already be traveling to D.C. for the APC meetings. It would also alleviate the Board from being gone from their farms for two weeks in a row. The event was not specifically funded, but money to cover the costs did appear in the opportunity promotions budget.

The Board wanted to hold the event on March 10th instead of March 9th and the Board and Committee meetings were shifted to reflect that change. In addition, the new member orientation would happen on Monday, March 8. Discussion ensued on inviting all of the original Board members as well as past chairs.

The board approved the proposal unanimously by consensus.

Budget & Finance Committee

John Clay reported that the Budget and Finance Committee recommended that the Board approve the financials as presented. The Board approved unanimously.

The Budget and Finance Committee recommended also adding the following language to the Board Policy Manual:

“Assessment Collection Compliance

National Peanut Board budgets each year to perform analytical testing of crop collections, by using the services of an independent CPA firm, to ensure handler compliance. Upon completion of analytical testing and receipt of a report of findings, the Board evaluates if additional measures, such as field audits, are warranted.” The Board approved unanimously.

Committee Chairman Clay stated that the Budget and Finance Committee had asked staff to come up with a procedure for auditing handlers for Crop year 08 and provide a cost estimate at the March Board meeting. The Board approved unanimously. The Budget and Finance Committee also recommended that up to \$15,000 be set aside out of the FY 09 budget to fund up to three field audits for Crop year 08. These funds would come from expense savings in the Administrative section of the FY 09 budget year. The Board approved unanimously.

Evaluation & Measurement Committee

Committee Chairman John Shackelford reported that the Evaluation and Measurement Committee had had a productive meeting and that they recommended asking staff to come up with a proposal to conduct research audits to present to the Board. They also recommended that staff come up with a policy and approach and estimated costs for conducting contractor audits, including USDA to present prior to budgeting for FY 11. The motion recommendation passed unanimously.

Research Committee

Committee Chairman Shannon reported that the Research Committee recommended approval of all state proposed funding as proposed for production research. The Committee recommended tabling the Genomics project approval pending further information from Howard Valentine and input from the SE Federation. The Committee recommended that the Genomics topic be addressed at the March 2010 Board meeting. The Board approved unanimously.

Diversity Advisory Committee

Committee Chair Cindy Belch reported that the Diversity Advisory Committee had had a very productive meeting and that they had two recommendations: 1) that staff update the current diversity plan and 2) that the Board fund sending a member of the Diversity Advisory Council to up to three meetings and allow up to \$3,000 for reimbursement of costs. The Board approved unanimously.

Promotions Committee: The promotions committee chair Jeffrey Pope indicated that the Promotions Committee had had a comprehensive report on the extensive activities and had no specific action items, but wanted to compliment the staff for their excellent work.

Grower Committee: Committee Chairman Don Self reported that the Grower Communications Committee had a productive meeting and as a general outcome they had instructed staff to update the PQ format as staff recommended. There were no specific action items needing a vote.

By-Laws Committee

Committee Chairman Don Self reported that the By-Laws & Policy Committee recommended approval of proposed changes to the Board Policy Manual with respect to the review of field audits. The Board approved unanimously.

Executive Committee

The Executive Committee recommended up to \$15,000 be set aside out of the FY 09 budget to fund up to three field audits for Crop year 08. These funds would come from expense savings in the Administrative section of the FY 09 budget year. The Executive Committee also recommended approval of Board policy changes. Both of these recommendations had been presented to the Board through the appropriate committee.

The Executive Committee reported from its meeting that it recommended the following:

The Board should move forward with the 10 Year Anniversary Celebration “Taste the Change” to be held in conjunction with the March 2010 Board meeting. It was also recommended that the date be moved to March 9 – 10, with new member Board Orientation and Executive Committee to meet on March 8. The media event would be scheduled for March 10. The Board approved unanimously. The Executive Committee recommended that \$50,000 be used out of opportunity funds for the “Taste the Change” event expenses. No vote necessary because the budget was not being changed.

There was discussion about whether the alternates paid meeting should be moved from Amelia Island to Washington DC or should alternates be given a choice. It was determined that it was important for the alternates to be present at the DC 10th anniversary media event.

The Executive Committee reported that they felt that the current dedicated reserved was sufficient, but also requested staff to analyze if current reserve amount is sufficient to cover costs if shut-down is required for a recommendation to be considered as part of the next budgeting process.

Calendar

Marie Fenn was called on to cover upcoming calendar events. She stated that due to the fact that the Board would not be meeting in January, the new member swearing in could be held over the phone. She reported that working with USDA to determine a date in early to mid January that would be selected and all would be notified.

In reviewing the calendar:

January events: Fancy Food Show, WOHF (Jeffrey Pope to attend),

There was considerable discussion about the CA School Nutrition event. The School nutrition contract is with Southern Peanut Growers. There was a conversation on whether a grower should attend each of these meetings. The contract reads that costs will cover travel expenses for travel of staff, grower when needed and one other. Ryan indicated that he had spoken with Leslie and that efforts to have the second person be a grower were discussed. She indicated that all costs would come out of the \$50,000 and she felt it was more than enough to conduct all the events. Ryan reminded everyone that as had been agreed upon last August, he would attend the events to provide the NPB continuity of key messages and to fully integrate this effort into the NPB’s

other programs targeting school foodservice. Travel for Ryan and the additional person would come out of the appropriated \$50,000 contract. It was also discussed that it may be difficult to get a grower to go to all of 10 events and the costs may not cover three people going each time; as the SE was looking at having state executives and Leslie Wagner to be the second person. Richard Robbins made a motion to add to the contract that staff try to contact a grower to attend whenever possible, seconded by Michael Davis.

February events: It was noted that the Florida Peanut Producers Meeting was set for February 25 and not 23. Staff noted the correction. John Clay indicated he will attend the SAC meeting with staff. Michael Davis volunteered to attend the Food and Wine Festival, as did Jeffrey Pope if he was needed. Don Self indicated he would attend the Buying Points on February 13-14, 2010.

March events: George Jeffcoat said he was interested and would check his availability to attend FoodEx in Japan. John Clay expressed interested and would let staff know his availability; Michael Davis also expressed interest and depending on how many FAS would pay for. Cindy Belch also indicated she was interested and wanted to be considered a back up if John Clay or Michael Davis were not able to attend

April event: International Peanut Forum will be held in London. It was discussed that the IPF costs could not be covered by FAS funds according to Louise McKercher. It was also discussed that there may be an add-on meeting with Italian customers that APC wanted Marie and Bob to attend and if possible a grower. George Jeffcoat indicated that he would rather be considered for the IPF in London, than the Japanese trip due to timing. Also, Vic Jordan and John Clay expressed interest in attending. It was determined that since NPB had to handle the cost of attendance and the registration fees for the IPF were considerable; as well as travel and cost of hotels, that NPB would fund one Board member and one staff to attend. Staff will check into more of the details and contact those who were interested and also to find out if APC could pay for those who went on to the customer meetings.

APC Board Seat

It had been noted in our June minutes that the APC would address the subject of the NPB request for an APC Board seat at their December Board meeting. However, it was reported by several Board members and the Chairman that the item was not addressed at the APC December meeting and there was nothing on the Agenda.

There was much discussion on the topic and Roger stated that Bill Brown had requested Roger/ NPB retract the request for an APC Board seat. Roger indicated that he felt he had been clear that the request was a Board action and reflected the wishes of the entire Board. Roger said he was disappointed that APC had taken no action.

After much discussion, Dan Ward, alternate now sitting in for Cindy Belch (NC) who had recently left the meeting, made a motion that a letter be drafted requesting an official response from APC as to why the request had been ignored. Motion seconded by George Jeffcoat. Dan also motioned that staff be instructed to check into the protocols for becoming an FAS

cooperator. The motion was seconded by John Harrell, Alternate GA, now sitting in for Wes Shannon who had left the meeting. The motion passed unanimously.

There being no further business to come before the Board, the meeting was adjourned at 4:10 p.m.

APPROVED: _____ **DATE:** _____

absent Gayle Walker (NM). Vic Jordan (At-Large) was absent; his alternate was not available to serve in his stead. Also present were Raffaella Marie Fenn, Maria Mehok, Bonnie Johnson and Ryan Lepicier (NPB); Kimberly Coy (USDA/AMS) and Wayne Watkinson (Attorney- McLeod, Watkinson & Miller). Chairman Pope asked for committee reports from each committee chair.

Budget & Finance Committee

John Clay, Chairman, presented the recommendation from the Budget and Finance Committee that the Compliance Analysis report on Crop Year 2008 be accepted as presented. The Board approved unanimously.

John Clay presented the recommendation from the Budget and Finance Committee that the preliminary Compliance Analysis report on Crop Year 2009 be accepted with the removal of items related to NASS data. The Board approved unanimously.

John Clay presented the recommendation from the Budget and Finance Committee that the Compliance Policy and Plan be accepted as presented and forwarded to USDA for approval. The Board approved unanimously.

John Clay noted that the Financial Statements had been accepted by the Budget and Finance Committee as presented.

The Board voted unanimously to accept the Budget & Finance committee's recommendations.

Research Committee

Michael Davis, Chairman, noted that there were no recommendations from the Research Committee at this time.

By-Laws and Policy Committee

Bob White, Chairman, presented the recommendation from the By-Laws and Policy Committee that the Social and Digital Media Policy and Procedure be added to the Personnel Manual as presented. The Board approved unanimously.

Promotions Committee

Don Self, Chairman, reported that the committee had had a very comprehensive report of activities and he complimented the staff and virtual team for their hard work. There were no actionable items coming from the committee.

Grower & Industry Committee

John Harrell, Chairman, reported that the Grower & Industry Communications committee had met and that staff was creating a draft of the Grower letter to be reviewed at the December Board meeting. There were no actionable items.

Evaluations & Measurement Committee

Jeffrey Pope chaired the committee and indicated there were no actions.

Diversity Outreach Committee

Cindy Belch, Chairman, reported that the Diversity Outreach Committee recommended acceptance of the revisions to the Diversity Outreach Plan for submission to USDA for approval. The Board approved unanimously.

Export & International Trade Committee

George Jeffcoat, Chairman, reported that the committee had no actionable items to bring before the Board.

Following all the committee reports, Chairman Pope called on the President and Managing Director to cover the calendar items and any that needed Board member attendance.

Calendar

Plains Peanut Festival – Jeffrey Pope and NPB staff will attend

Editor's Tour in Tifton, GA – John Harrell will try to attend along with staff

Japanese Customer Visit to South GA – Jeffrey Pope may attend, Bob Coyle will attend.

Edisto Research Tour – Monty Rast noted that it would be a good event to be attended. He indicated staff did not have to be there since there were several overlapping events. Jeffrey Pope may attend. Monty Rast will attend.

SAC meeting - Atlanta, GA – John Clay will try to attend.

San Antonio CIA Event – No Board members were available since it's right in the middle of harvest, staff will attend.

Canadian Editor's Tour – Bob White will try to attend along with Bob Coyle.

Georgia Peanut Tour – Ryan Lepicier and Bob Coyle to attend.

December Board Meeting – Will be held in Atlanta, GA at Westin Peachtree in conjunction with the American Peanut Council. This is one of two meetings per year where Alternates' travel is paid for. The meetings will start on Monday afternoon and end on Wednesday end of day, December 6, 7 and 8. Marie mentioned that during the December Board meeting time, we traditionally held our annual meeting luncheon and invited the industry and that having the meeting in conjunction with the APC meetings was a good fit. Also, there would be the annual Peanut Partner Summit. It was noted that there may be a need for a Board conference call prior to the December meeting, but Jeffrey Pope indicated it would not be necessary to schedule at this time. Jeffrey said if it was needed, he would ask staff to schedule possibly for the first week in November. There was discussion about the Westin Peachtree Downtown and the need to be in the same place as APC. Jeffrey felt that it was important to be in the same location. John Harrell said that he agrees with what Bob White had said in DC, that it is important to be in the same location. Jeffrey mentioned that staff was looking into a networking opportunity to include all State Executives. Board members inquired about attire for the meeting and it was concluded that all Board and Alternates would be in coat and tie for the Research Committee meeting.

Christmas at SeaWorld. This calendar item goes for seven, three-day weekends starting the second weekend in November and going through January 2, 2011. Ryan Lepicier asked that anyone interested in working this event get in contact with him.

The Chairman called the meeting into Executive Session. Wayne Watkinson was asked to leave the room.

General Session reconvened at 9:45 a.m. to hear the proposal for the FY 11 Program of Work. Jeffrey Pope called on NPB President and Managing Director Marie Fenn to present recommendations for FY11. Marie then introduced a comprehensive program of recommendations starting with the strategic platform to leverage three health pillars: protein packed, nutrient rich and antioxidant power. She then asked members of her staff and the virtual team to present proposed initiatives for each of the following areas: Consumer Advertising, Health and Wellness Initiatives, Associative Branding and Lifestyle Marketing, Digital media, M.O.V.E. More Peanuts, Reputation Management and Grower & Industry Communications.

Staff then answered questions related to the proposals that had been presented.
The General Session recessed at 1:00 p.m.

Friday, August 20, 2010

Board Chairman Jeffrey Pope reconvened the General Session of the National Peanut Board quarterly meeting at 9:55 a.m.

Board members present were: Michael Davis (FL), John Harrell (GA), Monty Rast (SC), Cindy Belch (NC), John Clay (OK), Bob White (TX), Don Self (MS), and Jeffrey Pope (VA).
Ed White (Alternate-AL) served for the absent George Jeffcoat (AL) and Richard Robbins (Alternate-NM) served for the absent Gayle Walker (NM). Vic Jordan (At-Large) was absent; his alternate was not available to serve in his stead.

Also present were Raffaella Marie Fenn, Maria Mehok, and Ryan Lepicier (NPB); Veronica Douglass, (USDA/AMS), who joined by phone and Wayne Watkinson (Attorney- McLeod, Watkinson & Miller).

Executive Session reconvened for fifteen minutes after which the General Session reconvened.

Marie Fenn mentioned that she had spoken with Sonia Jimenez about the large increase in the USDA projected oversight budget number. Sonia Jimenez indicated that the figure may be high, but at this time she suggested that we budget the proposed figure because there is no way to know before they close out their current year and more closely project next year.

Marie also noted that staff had reviewed the reserve balance and did not recommend funding an addition to that account this year.

A complete budget as voted on the day prior was passed out to all in attendance. Once reviewed in detail by all Board members present, Don Self made a motion to accept the FY 11 Budget as adjusted and presented. John Clay seconded the motion. Motion passed unanimously.

Wayne Watkinson stated that since yesterday, an additional email had been received from Stanley Fletcher stating that there was a misunderstanding. Wayne stated that there was no animosity and that Stanley would like to continue a relationship if there was a need for that.

Board Calendar Setting for FY 11

December Board Meeting:

Monday afternoon, December 6: Executive Committee and other Committees (not involving John Harrell who is not able to arrive until late that Monday night)

Tuesday, December 7: Committee Meetings

Wednesday, December 8: Research Proposals/Annual Meeting Luncheon/Peanut Partner Summit & Committee voting

Jeffrey Pope asked if the deadline for Research proposals could be moved up so that Research Committee members could have more time to review the proposals. Marie and Maria said yes, the due date would be moved up.

Marie Fenn said that like last year, we will hold a phone conference swearing in of the new Members and Alternates in January since the Board would not meet again in person until March 2011.

The Board discussed separating the March meeting from the APC meeting and determined that it would be best to hold our meeting in Atlanta and that those needing to attend the APC meeting in Washington D.C. would have a few days in between.

Sunday, March 20: Travel to Atlanta for Board meeting – Executive Committee Meeting

Monday, March 21: Committee Meetings

Tuesday, March 22: Committee Meetings, adjourn by 3:00 p.m.

Friday, June 17: Travel to Asheville, NC for Board Meeting in conjunction with Peanut Congress

Saturday, June 18: Committee Meetings

Sunday, June 19: Committee Meetings, all but Export Committee members depart

It was noted that since the US Peanut Congress schedule was not yet definitive, and might not be until sometime next spring, these days might have to be adjusted accordingly. Richard Robbins made a motion to accept the Board dates as proposed, Don Self seconded the motion. Motion passed unanimously.

Bob White asked that the chairman read the Ted Higginbottom letter located in each binder behind the “Other” section tab. The letter had been sent by Ted, former NPB Chairman and Board member from Texas to the Editor of Southern Farmer and to the Board, but it had not been published by the magazine. Jeffrey read the letter pertaining to the article that ran in the *Southern Farmer*.
The letter is attached to these minutes.

There being no further business to come before the Board, Don Self motioned for adjournment and Monty Rast seconded the motion. The motion passed unanimously. The meeting adjourned at 10:37 a.m.

APPROVED: _____ **DATE:** _____

**Ted Higginbottom Farms
P.O. Box 1379
Seminole Tx 79360**

Received

JUL 26 2010

National Peanut Board

**Mr. Dan Crummett
Executive Editor
Farm Progress
107 North 4 St. Suite 227
Ponca City, OK 74601**

Dear Mr. Crummett,

I was fortunate enough to be selected by the peanut growers of Texas and appointed by the Secretary Of Agriculture to serve on the first National Peanut Board of Directors. I was very humbled by this and also honored to serve with such fine folks that represented the other major peanut growing states. This diverse group of men and women came together 10 years ago with a common goal in their minds. This goal was to increase consumption of United States grown peanuts and to also increase the profitability of this crop to the American farmer. In addition, we wanted to give the U.S. peanut farmer a forum of their own to increase unity in an increasingly disjointed industry. I am proud to say that the National Peanut Board not only accomplished these tasks, but just keeps getting more effective each year.

The USA peanut farmers overwhelmingly support this organization because they are assured that their hard earned money is invested in the most cost effective and efficient way possible. Growers from each peanut producing state make all of the final decisions on how the money is spent. Their fellow producers elect these men and women because they have faith in their ability and know any decision they make will have the grower's best interest at heart. I have known or got to know all of the past and present NPB directors. They are an outstanding group of individuals who have spent countless hours away from their

families and farming operations with absolutely no pay to serve the nations peanut farmers.

These men and women always weigh the pro and cons of anything they spend grower dollars on. To suggest that they do not understand a very simple budgeting format is arrogant and insulting. As any business person knows, a page with numbers is meaningless where the substance of the budget is discussed in a meeting, which by the way, is open to the public. Perhaps Ms. Golden's business school friend should have paid more attention in his classes. In fact, one of the original decisions of the board was to not pay any board member a per diem or compensate themselves in any way for their time spent representing the NPB. The Board does not even pay the member's spouses' expenses in order that all money taken in will be used for the purpose intended even though many of them volunteer extensively in promotional efforts.

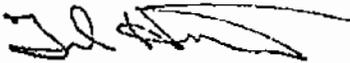
The Board realized from the start that we needed the best leadership talent available to run the day to day operation for NPB organization. We also realized we would have to pay the going rate to obtain the caliber of person we wanted representing our growers. By doing this, grower dollars have been used in the most effective and efficient manner in determinations and the boards since have continued.

I am particularly proud of our decision to hire NPB's CEO, Mrs. Marie Fenn. A sub-committee was formed to search out, interview and recommend a candidate for this position. The decisions that were made by this group in my opinion have been the biggest success story of the NPB's history. The board used a professional recruiting firm and after countless interviews, the field was narrowed down and the job was ultimately offered to Mrs. Fenn. She was hired for many reasons of which I will mention a few. She had no background in the peanut industry thus having no excess baggage from the past that would hurt the NPB. She had many years of experience in leadership positions in business and community organizations. With her MBA and her extensive marketing/public relations background, we knew we had hit a home run. We felt this was very important because we were being out

decisions have to be made that are not popular, but Mrs. Fenn always takes the high road for the American peanut farmer instead of the easy road for herself. She looks at any situation that comes up from a business standpoint and how to do the most efficient, cost effective job for the peanut farmer. This is why she has survived and thrived in her capacity as the CEO. During my tenure as Chairman, I had the opportunity to work very closely with her. We did not always agree on everything, but I have never seen an individual that is more concerned with the peanut farmers' well being and the success of the peanut industry. Her heart is in the right place 100% of the time. I feel like no one who knows Mrs. Fenn and her work ethics can dispute this fact. I have never seen someone as dedicated to her industry as she is.

The American Peanut Farmer who supports the National Peanut Board with funds to operate can rest assured that their money is being spent wisely. No person or organization can be all things to all people or suit everyone all of the time, but the NPB is fulfilling its original objective quite well.

Sincerely,



Ted Higginbottom

cc: **National Peanut Board**
Texas Peanut Producers Board
Western Peanut Growers Association

MINUTES

NATIONAL PEANUT BOARD MEETING GENERAL SESSION

TUESDAY, DECEMBER 7, 2010
ATLANTA, GA

Board members present were: George Jeffcoat (AL), Michael Davis (FL), John Harrell (GA), Monty Rast (SC), Cindy Belch (NC), John Clay (OK), Bob White (TX), Don Self (MS), Vic Jordan (At-Large) and Jeffrey Pope (VA). Richard Robbins (Alternate-NM) served for the absent Gayle Walker (NM). Alternates present were: Ed White (Alternate-AL), John Shackelford (At-Large), Dan Ward (NC), Gayle White (OK), Bud Bowers (SC), Peter Froese, Jr. (TX) and Clarke Fox (VA). Jeffery Pittman (FL) and Andy Bell (GA) were absent.

Also, present: Raffaella Marie Fenn, Maria Mehok, Catherine Karanja and Ryan Lepicier (NPB); Kimberly Coy (USDA/AMS); Melissa Rabern (HLB Gross Collins) and Amy Jones (Attorney- McLeod, Watkinson & Miller). Bob Coyle (LBVD), Mitch Head (Golin Harris).

Special Guests present were Laura Robbins, (Incoming Board Member – NM) Wayne Baker (Incoming Alternate -NM) and Les Crall (Incoming Alternate - OK).

Tuesday, December 7, 2010

National Peanut Board Chairman Jeffrey Pope called the meeting to order at 8:35 a.m.

NPB Attorney Amy Jones conducted the roll call; she advised the chair that a quorum was present.

Chairman Pope asked Ms. Jones to read the official statement read at all Board meetings. She read the following statement:

“The Board is governed by the Commodity Promotion Act, the Peanut Promotion, Research and Information Order and the National Peanut Board bylaws. Pursuant to the Peanut Promotion, Research and Information Order, the National Peanut Board works to achieve an effective, continuous, and coordinated program of promotion, research, consumer information, evaluation, and industry information designed to strengthen the peanut industry's position in the market place; maintain and expand existing markets and uses for peanuts; and to carry out programs, plans, and projects designed to provide maximum benefits to the peanut industry. Although Board members are nominated by individual states, once appointed by the Secretary of Agriculture, each member has a fiduciary duty to represent all peanut growers to benefit the industry as a whole. The Act and Order prohibit Board members from taking any action in their roles as members of the Board to influence government. In accordance with the Act and Order, the members of the National Peanut Board serve as its decision-making body. The deliberations and discussions of the National Peanut Board are limited to its members, unless a guest requests and is granted permission from the Chair to participate. Any alternate attending a meeting is a guest, unless such alternate is attending in the stead of an absent Board member. All Board decisions are subject to the review and approval of the Secretary of the United States Department of Agriculture.”

Chairman Pope asked that all review the agenda; a motion to accept the agenda was made by Michael Davis (FL) and seconded by Don Self (MS). Chairman Pope asked that all review the minutes from the Board's August 17 - 20, 2010 meeting. A motion to accept the minutes as presented was made by Bob White (TX), and seconded by Monty Rast (SC). The motion passed unanimously.

Chairman's Report: Chairman Jeffrey Pope reported that he had attended the Plains Peanut Festival in September which he felt was very good and productive. The festival had the largest attendance in its

history. Immediately following the Plains Peanut Festival he went on to attend the Planters meeting on creation of their Remarkable Planters Award Program in Dawson, GA. Jeffrey expressed at the meeting that Planters should consider awarding a Sustainability award in each peanut growing region. During the meeting, he was asked to chair the Planters' Sustainability Award selection committee. Jeffrey also reported that he and Marie were invited to attend the launch of the Planters new advertising campaign in NYC where Planters showed the NPB sustainability video to the media attendees. Chairman Pope said that he along with Dan Ward, Jimbo Grissom and another Georgia peanut farmer had been asked to join the APC Sustainability Task Force. This completed the Chairman's report.

President's Report: NPB President and Managing Director, Marie Fenn reported that recent staff efforts have been extremely focused on wrapping up FY10's financials as well as execution of program of work. She reported that there were still a few initiatives in progress that should all be wrapped up by the end of January and that billing lags behind execution.

She reported that she and the team had launched the FY11 program of work as of November 1. And that the new program involved an evolution of a new ad campaign which featured several growers—one Board member and two alternates. Ms. Fenn said that her number one driver is on increasing demand for USA grown peanuts or peanut "sales". She mentioned several companies that she and the team are working with including Planters, Hampton Farms, Ritz Carlton Hotels, and several others. In addition, she reported that the team is working with another national food company on developing a new peanut soup. She reminded the Board that her internal M.O.V.E. more peanuts campaign, has identified five categories one of which is manufacturers. And, that while NPB has been working with Planters for quite a while, this new Planters team is very action-oriented. Ms. Fenn talked about the Planters new ad campaign [press event and said there were a lot of creative things done there and Planters had announced they would spend \$35 million advertising all nuts. She felt it was a testament to the Board that NPB was invited to be present at the new ad campaign launch and that the Remarkable Planters Awards program continues the work NPB has done to promote the excellent job growers are doing on sustainability. Michael Davis commented that Planters' focus should probably be on quality. Ms. Fenn indicated that Planters had expressed they were indeed working on quality and that they are developing a small sample bag that will display the Peanuts: Energy for the Good Life logo and contain their best quality peanuts as an excellent ambassador for them at many of the NPB consumer outreach events.

Legal Report: Chairman Pope then called on Amy Jones, NPB legal representative to give her report. She said that she and her firm were reviewing the new guidelines issued by USDA on November 4, 2010. Ms. Jones reported that NPB is working to ensure the Board is fully compliant with new guidelines. Marie and Amy had worked closely together during the formation of the new guidelines and felt NPB was already in good shape with just a few tweaks to the current procedures and ensuring those tweaks are documented appropriately.

Ms. Jones also reported that NPB had received a letter from an attorney asserting that the Peanuts: Energy for the Good Life trademark was infringement of his client's trademark logo "Energy for Life". She had explored the matter and written a response; this very company was one the trademark office had looked at during the registration process. She did not feel the contention had validity.

Ms. Jones touched briefly on aspects of the new Food Safety bill.

She went on to conduct a short session on Board Governance talking about Governance of leadership, Fiduciary duty, financial understanding and the strategic role of Boards and generative thinking. She discussed how important this topic is and also reported that she and Marie Fenn had determined that Board governance become a regular discussion section at each Board meeting with a short discussion of different topics each time perhaps.

USDA Report: Chairman Pope then called on Kim Coy, USDA-AMS peanut specialist to give her report. Ms. Coy spoke briefly on a few topics. She also shared with the Board that she and Marie Fenn had scheduled this year's USDA management review for Nov 2011 as the guidelines state that Research and Promotions Boards need to be reviewed at least once every three years. While NPB had had a review last December it was really a continuation of a review that happened in 2008, therefore another needed to be conducted in 2011.

She also reported that Administrator Rayne Pegg has been out on maternity leave and will return December 16.

She also indicated that she would be conducting a swearing in of the 2011 Board members.

New Member and Alternate Swearing in ceremony:

Ms. Coy called Gayle White, Laura Robbins, Wayne Baker and Les Crall to join her at the front of the room. Appointed by the Secretary of Agriculture, she introduced each as follows: Gayle White- is currently the Oklahoma Alternate and will serve as a new Board member for Oklahoma, Laura Robbins will serve as new Board member for New Mexico, and Wayne Baker will serve as new Alternate for New Mexico. Les Crall will serve as new Alternate for Oklahoma. Ms. Coy then administered the oath of office to the four, and stated that their term would become effective Jan 1, 2011.

Chairman Pope recessed the General Session at 9:20 a.m.; committee meetings followed.

Wednesday, December 8, 2010

Board Chairman Jeffrey Pope reconvened the General Session of the National Peanut Board quarterly meeting at 5:40 p.m.

Board members present were: George Jeffcoat (AL), Michael Davis (FL), John Harrell (GA), Monty Rast (SC), Cindy Belch (NC), John Clay (OK), Bob White (TX), Don Self (MS), Vic Jordan (At-Large) and Jeffrey Pope (VA). Richard Robbins (Alternate-NM) served for the absent Gayle Walker (NM). Alternates present were: Ed White (Alternate-AL), John Shackelford (At-Large), Dan Ward (NC), Gayle White (OK), Bud Bowers (SC), Peter Froese, Jr. (TX) and Clarke Fox (VA). Andy Bell (GA) and Jeffery Pittman (FL) were absent.

Special guests present were Wayne Baker (NM), Laura Robbins (NM) and Les Crall (OK).

Also, present: Raffaella Marie Fenn, Maria Mehok, Catherine Karanja and Ryan Lepicier (NPB); Kimberly Coy (USDA/AMS); Amy Jones (Attorney- McLeod, Watkinson & Miller) and Bob Coyle (LBVD).

The Chairman then asked for committee reports from each of the committee chairs.

By-Laws and Policy Committee

Bob White, Chairman, presented the recommendation from the By-Laws and Policy Committee that the Board approve redline changes to the Office, accounting & Internal controls procedures manual reflected in the written document reviewed during the committee meeting. The committee also recommended that the Board approve changes to the Personnel Policy Manual reflected in the redlined document reviewed during the committee meeting. The Board approved changes to both documents unanimously.

Budget & Finance Committee

John Clay, Chairman, reported that the Budget and Finance Committee recommended that the Financial Statements be accepted as presented. The Board approved the Financials unanimously.

Export & International Trade Committee

George Jeffcoat, Chairman, reported that the committee had had a good meeting and that there were no actionable items to bring before the Board.

Grower & Industry Committee

John Harrell, Chairman, reported that the Grower & Industry Communications committee recommended by consensus that staff move forward with the Grower letter.

Evaluations & Measurement Committee

Vic Jordan, Chairman, reported that the committee had no actionable items to bring before the Board.

Strategic Planning Committee

Monty Rast, Chairman, presented the recommendation from the Strategic Planning Committee that the three changes discussed and reviewed from efficiencies to sustainability be made to the Long-term strategic plan. The Board approved unanimously.

Diversity Outreach Committee

Cindy Belch, Chairman, reported that the Diversity Outreach Committee recommended sending the letter reviewed by the committee to Syngenta asking for a potential partnership with NPB for the Peanut Leadership Academy. There will be further review to learn which states are included in the program and the cost of sponsorship.

The Committee also informed the Board of the passing of Melvin Crum and of Laura Robbin's resignation from the Council based on her becoming a Board member. The Committee recommended that staff explore possible membership on the council by Melvin Crum's nephew and also Naveen Puppala, . The Board approved all recommendations unanimously.

Research Committee

Michael Davis, Chairman, reported that the Research committee recommended that the Board approve the proposal from Tim Sanders for the nutrient studies once staff works out all the details of the proposal to fit the assigned budget and needs. They also recommended that staff build a report out of the research database by type for review by the Board in June. Lastly, the Committee recommended that the Board approve the package of the research proposals. These included the Mississippi proposal which was approximate since they have not yet received their definitive proposal from the research institution as well as the addition of the addendum to Peggy Ozais' research project and the addition to GA research funding for the Corley Holbrook research entitled "Development and Phenotypic Evaluation of (RIL) Population for Mapping and Marker Development" in the amount of \$15,000. The Board approved all unanimously.

Promotions Committee

Don Self, Chairman, reported that the committee had an excellent report on program activity and was complimentary of the staff and virtual team's work; he reported the committee had no actionable items.

Executive Committee

Chairman Pope stated that the Executive Committee recommends funding the Healthy Kids Initiative (Harvard School of Public Health and CIA) program in the amount of \$25,000. Most, if not all of the funds will come from unspent budget dollars in FY-10 School Lunch Conferences with Growers program. He asked Marie Fenn to give a brief update on the program's goals. The Board approved unanimously.

Other

Marie Fenn recommended moving the March Board meeting dates based on the numerous meetings and promotional initiatives occurring in March for both Board members and staff. She recommended that Sunday March 27 be designated as the travel day, and executive meeting at 1:00 p.m. and if possible at least one committee meeting, then holding the bulk of the meetings Monday, March 28 and Tuesday, March 29, with meetings adjourning no later than 3:00 p.m. on March 29. The Board by consensus accepted the recommendation by the President & Managing Director.

Ms. Fenn then moved quickly through the upcoming events which would benefit from Board member participation.

Old Business

Vic Jordan asked for updated information on the Mid-South Gin Show. Ms. Fenn reported that staff was aware of the desire by Board members to investigate this venue to reach growers as well as to promote both peanuts and the program. Staff is looking into getting booth space And if good booth space is no longer available, then she has assigned staff to attend to review the viability for exhibiting in future years.

Other Business

Marie Fenn acknowledged Gayle White for her service as Alternate for OK for the past three years and welcomed her as the new member from OK. Ms. Fenn also acknowledged John Clay for his six years of service as Board member from OK and also Richard Robbins for his long years of service as Board alternate, member and chairperson and as an inaugural member of the Board at its formation.

There being no further business to come before the Board, the General Session adjourned at 6:25 p.m.

APPROVED: _____ **DATE:** _____

**NATIONAL PEANUT BOARD
NEW MEMBER & ALTERNATE SWEARING IN
CONFERENCE CALL
FRIDAY, JANUARY 15, 2010
CALL SUMMARY**

Call Participants:

Attendees:

Jeffrey Pope - VA - Chairman
Marie Fenn – NPB President & Managing Dir.
Catherine Karanja –NPB Administrative Assistant
Chris Salisbury -MWM, NPB Attorney
Kim Coy -USDA-AMS Marketing Specialist

New Members and Alternates Being Sworn-In

Monty Rast- SC Board Member
Vic Jordan– At-Large Board Member
Bob White – TX Board Member
Peter Froese Jr. – TX Alternate
Andy Bell- GA Alternate
Bud Bowers- SC Alternate
John Shackelford At-Large Alternate – Joined call prior to the administration of the Oath of Office at 10:15 a.m.
John Harrell- GA Board Member. Absent
SPECIAL NOTE: USDA-AMS Specialist Kim Coy administered the Oath of Office to Mr. Harrell later in the day as he was unable to attend the scheduled meeting.

Board Chairman Jeffrey Pope convened the meeting at 10:05 A.M. EST. He welcomed everyone and commented that usually Board members and alternates take the Oath of office at the January in-person NPB Board meeting. However, this year the Board does not meet in person until March in Washington DC.

Marie Fenn asked that everyone briefly officially introduce themselves to each other on the call. Each Board member and alternate on the call stated his or her name, position and state. She then introduced NPB staff, USDA representative and the attorney present on the call.

Chairman Pope asked NPB Attorney Salisbury to read the official statement read at all Board meetings and Board conference calls. He read the following statement:

“The Board is governed by the Commodity Promotion Act, the Peanut Promotion, Research and Information Order and the National Peanut Board bylaws. Pursuant to the Peanut Promotion, Research and Information Order, the National Peanut Board works to achieve an effective, continuous, and coordinated program of promotion, research, consumer information, evaluation, and industry information designed to strengthen the peanut industry's position in the marketplace; maintain and expand existing markets and uses for peanuts; and to carry out programs, plans, and projects designed to provide maximum benefits to the peanut industry. Although Board members are nominated by individual

states, once appointed by the Secretary of Agriculture, each member has a fiduciary duty to represent all peanut growers to benefit the industry as a whole. The Act and Order prohibit Board members from taking any action in their roles as members of the Board to influence government. In accordance with the Act and Order, the members of the National Peanut Board serve as its decision-making body. The deliberations and discussions of the National Peanut Board are limited to its members, unless a guest requests and is granted permission from the Chair to participate. Any alternate attending a meeting is a guest, unless such alternate is attending in the stead of an absent Board member. All Board decisions are subject to the review and approval of the Secretary of the United States Department of Agriculture."

Chairman Pope requested everyone to stand and raise his or her right hand. He asked Kim Coy from USDA to administer the Oath of Office to the incoming members and alternates. She introduced herself and on behalf of the USDA secretary recognized John Harrell, from Whigham, GA the incumbent alternate for Georgia, who will now serve as the member; Edward Monty Rast, Jr., from Cameron, SC the incumbent alternate for South Carolina, who will now serve as the member; Francis V. Jordan III, from Rayville, LA, the at-large incumbent alternate, who will now serve as the at-large member; and John F. Shackelford, from Mer Rouge, LA, the at-large incumbent member, who will now serve as the at-large alternate.

In addition, she congratulated the newly appointed member and three alternate members Bob White, of Clarendon, TX who will now serve as the member for Texas. And the alternate members William Andy Bell, from Climax, GA who will be serving as the alternate for Georgia, Corrin F. Bowers, Jr., from Estill, SC who will be serving as the alternate for South Carolina; and Peter Froese, Jr., from Seminole, TX who will be serving as the alternate for Texas.

Kim reminded them that the Secretary of Agriculture has appointed each of them on the recommendation of their fellow peanut producers to carry out the Board's responsibilities on behalf of the Secretary and for the benefit of the U.S. peanut industry. Their nomination and selection demonstrates the respect and confidence that they have earned as an effective leader in their industry. She reminded them that it is a national board and they have an obligation to represent all producers who pay the check-off.

Kim requested all the Board members and alternates to take an oath by repeating after her.

"I promise to carry out my duties and responsibilities as a member of the National Peanut Board in an unbiased manner and in accordance with the intent of the Act and Order."

Kim Coy congratulated the official members of the National Peanut Board and wished them success in their endeavor. She also informed them that she was looking forward to working with them. They became official National Peanut Board members at 10:17 A.M. EST.

Chairman Pope indicated that Marie Fenn had some things to cover with everyone. Marie reported that there would be an in-depth New Member Orientation at the March meeting. She asked if all the new members had received a package with all the Board information and governing documents. Everyone acknowledged receiving the information. She indicated that there would be more information coming their way about upcoming Board meetings and conference calls. Marie requested the members let NPB staff know of any special preferences they may have on how to receive correspondence. She informed them that there is a Board conference call scheduled for February 18, 2010 from 9-11:30 A.M. EST. and, more information and specifics would be sent out shortly.

Marie also requested members log on to npbonline so that they can have access to board related materials. She indicated that Maria Mehok, NPB Director of Finance and Compliance would be sending them a sign on and temporary password and that she would be readily available to assist with any

questions about the confidential website. She reminded them that Board alternates are always welcome to all the Board meetings however, the NPB will only pay for two of those meetings. She expressed that one of the paid meetings for this year is scheduled for March in Washington DC. She also mentioned that if a Board member is absent, it is the responsibility of the Board member to let staff know as early as possible and to alert the alternate to sit on behalf of that Board member so as not to have the state go unrepresented.

Marie reminded members to arrange their travel arrangements and provide arrival and departure times to NPB staff so that staff can book hotel rooms in a timely manner. NPB encourages Board members to purchase non-refundable airline tickets because they are considerably cheaper and that in the rare instance of having to cancel, the total costs are significantly less than purchasing refundable tickets. Marie explained that staff is available to assist any member or alternate with airline tickets or questions on best fares and logistics. For the March meeting in D.C. members and alternates should be the process of identifying possible flights and even purchasing tickets. The scheduled agenda will be sent out next week and the hotel choice will be made by Monday as staff is currently in Washington DC finalizing arrangements.

Chairman Pope asked if anyone had any questions of Marie or of anything discussed today. There being no questions, Chairman Pope said that Monty Rast had expressed a desire to talk about NPB helping with relief efforts to the victims of Haiti who were recently hit by a major earthquake. Monty expressed that he hoped that National Peanut Board would get involved in providing relief and perhaps take a lead in the effort. He expressed that he did not know if there was precedence for NPB doing this type of thing or if it was allowed under our governing rules. Kim Coy indicated that she was sending an email to Marie Fenn with contact information of the USAID organization that can help organize those efforts. Marie indicated that that NPB had started to look into this as soon as the disaster struck but that there was as yet no clear way to donate peanut butter. She also reported that she had received an email from Sally Tabb-Wells from Birdsong that an industry wide effort was a foot and that it would be difficult for NPB to take the lead so as not to cause any sensitivity within the industry. She expressed that there was a precedent for NPB to participate. NPB had donated \$10,000 toward peanut butter purchases and delivery for the Katrina victims a few years ago. She had worked with Second Harvest to ensure the size of the peanut butter needed and where the delivery was to be made, etc. and coordinated with Tyron Spearman. She said she would move quickly to contact the person Kim identified to find out the best way to get the food to the victims. If it was the wish of the Chairman to ask staff to identify, an amount and she would send an email to the entire Board with the proposal to aid in the Haiti relief efforts and that the Board could be polled via email, phone or fax as soon as possible.

Bob white asked if we were connected through the doctors without borders organization. Marie responded by saying that we have a relationship, but there are government restrictions to consider. She advised that the best channel to go through would be through USAID who are in the process of organizing a container. At this time, there is no budget item allocated for this Haiti relief effort. Marie Fenn asked for guidance about a dollar amount towards the proposal. . Chairman Pope proposed that we match with the rest of the other Boards but also look at the Katrina aid contribution by NPB. It was suggested that up to \$10,000 would be a good dollar amount towards the Haiti relief efforts. Monty indicated that South Carolina was ready to contribute cash or peanut butter in addition to NPB's contribution. Monty also suggested that we appeal to different states to commit to NPB. Marie acknowledged that it was a good idea but she on the other hand, does not want to have NPB perceived as taking over. She advised to call Sally Tabb-Wells to get more information about the current status on that effort and for us to work collaboratively. Marie informed the Board members & alternates that NPB staff would identify something in the budget that could be postponed to accommodate up to \$10,000 for the aid effort and that all Board members will receive an email with all the information including a deadline to respond. Once

there is a quorum of yes votes, NPB could move forward and she would talk with USAID and Sally Tab-Wells and keep everyone informed.

Chairman Pope asked if there was any other item of discussion. There being none. The Chairman ended the conference call at 10:35 A.M. EST.

APPROVED: _____ **DATE:** _____

**NATIONAL PEANUT BOARD
NEW MEMBER & ALTERNATE SWEARING IN
CONFERENCE CALL
THURSDAY, FEBRUARY 18, 2010MINUTES**

Call Participants:

Attendees:

Jeffrey Pope - VA - Chairman
Michael Davis- FL
John Harrell- GA
Bob White- TX
John Clay- OK
Cindy Belch-NC
Don Self- MS
Monty Rast- SC
Bud Bowers- SC Alternate

Richard Robbins-NM Alternate in place of the
absent Gail Walker.
At-Large-Absent
George Jeffcoat- AL
Marie Fenn – NPB President & Managing Dir.
Maria Mehok –NPB Director of Finance
&Compliance
Melissa Rabern-HLB Gross Collins
Richard Rossier -MWM, NPB Attorney
Kim Coy -USDA-AMS Marketing Specialist
Mary Marten – Principal with Brooks, McGinnis
and Associates

Board Chairman Jeffrey Pope welcomed everyone to the call. Since the NPB attorney was detained, he took roll call at 9:08 A.M. EST. A quorum was present.

Chairman Pope asked NPB President & Managing Director to read the official statement read at all Board meetings and Board conference calls since the attorney had not yet joined the call. She read the following statement:

“The Board is governed by the Commodity Promotion Act, the Peanut Promotion, Research and Information Order and the National Peanut Board bylaws. Pursuant to the Peanut Promotion, Research and Information Order, the National Peanut Board works to achieve an effective, continuous, and coordinated program of promotion, research, consumer information, evaluation, and industry information designed to strengthen the peanut industry's position in the marketplace; maintain and expand existing markets and uses for peanuts; and to carry out programs, plans, and projects designed to provide maximum benefits to the peanut industry. Although Board members are nominated by individual states, once appointed by the Secretary of Agriculture, each member has a fiduciary duty to represent all peanut growers to benefit the industry as a whole. The Act and Order prohibit Board members from taking any action in their roles as members of the Board to influence government. In accordance with the Act and Order, the members of the National Peanut Board serve as its decision-making body. The deliberations and discussions of the National Peanut Board are limited to its members, unless a guest requests and is granted permission from the Chair to participate. Any alternate attending a meeting is a guest, unless such alternate is attending in the stead of an absent Board member. All Board decisions are subject to the review and approval of the Secretary of the United States Department of Agriculture.”

Chairman Pope asked that all review the minutes from the December Board meeting. Cindy Belch made a motion that they be approved as submitted. Monty Rast seconded the motion. Motion passed unanimously.

Chairman's Report

In reference to the outstanding issue of the request to have an NPB seat on the APC Board, Jeffrey Pope said that Bill Brown from the APC had stated that they would allow an NPB representative to be present at the APC Executive meetings to give an update on NPB proceedings.

He also reported that as part of the January 15th conference call, Kim Coy swore in the new NPB members and alternates. He mentioned that as part of that call there was a discussion about contributing dollars to provide peanut butter to the victims of the disaster in Haiti. Subsequently, there had been a Board vote taken by email and phone calls that resulted in a unanimous approval of NPB contributing \$10,000 toward the combined industry effort to ship peanut butter to Haiti. Don Self indicated that he had just heard a report at the National Buying Points meeting which he attended that said that the peanut industry had now collected enough money to send seven containers of peanut butter to Haiti.

Jeffrey went on to give a report on his trip to attend the west coast Fancy Food Show in San Francisco. He felt that it was a very beneficial show; and was even better than the past Fancy Food Shows he had attended in NYC. He said that staff had made a lot of great contacts who were interested in getting some of the peanut products being sampled at the NPB booth into their specialty food outlets. Jeffrey indicated that directly following the Fancy Food Show he had attended the Worlds of Healthy Flavors at the Culinary Institute in California; he felt that it was also a great event with some great contacts made.

On the topic of the APC Board seat, John Harrell stated that he had heard that growers will align against NPB unless NPB pays dues. Chairman Pope suggested that a portion of the \$200,000 that NPB currently pays could be designated as dues. Richard Robbins asked if the invitation to the APC Executive meeting was for the March meeting only or was it an ongoing invitation to join the APC Executive meetings. Chairman Pope said he felt it was an ongoing invitation, but only for a brief update, not to sit in on the whole meeting or to provide any input of any kind.

President's Report

Marie referenced her written report and hit on just a couple of items. She reported that the new staff structure she had put in place with Bill Funke's leaving, puts the former marketing team staff under Ryan Lepecier's direct supervision. Ryan is giving daily guidance to the former marketing team staff under his purview. And, the new structure also helps ensure that all the team members work collaboratively. In this process she dissolved the Communications team and the Marketing team, and created the Marketing and Communications team. She reported that the search for the open position resulted in a great candidate. The background and references all checked out great. Marie said she hoped to give this person an offer as Marketing Manager reporting to Ryan by the end of the week.

Marie then reported that although Kim had reported orally in December NPB had not yet received the written audit report from USDA. Because of that, staff was waiting to finalize the compliance proposal in case there were any elements or recommendations that impacted the Compliance field audit or procedures.

USDA Report

Kim Coy explained that the USDA office was closed down for a couple of days due to the snowstorm that shut down the government in D.C., and that now various areas were trying to catch up. She responded that the report was complete, but that the report was awaiting review by the Administrator. She indicated that there would probably be some recommendation concerning compliance, but thought that the field audits currently under discussion would not be impacted.

Kim also reported that three Commodity Boards have not yet had their nominations approved for 2010. NPB was fortunate to get through. Some new requirements coming out of D.C. regarding nominations include:

1. Diversity: Boards need to add more women and minorities.

2. No repeats: If a member served two terms, left, and was re-nominated at a later time, they would probably not be selected. Also, there was going to be some additional information needed when submitting the nominations packages. She indicated that she understood that in some states this may be difficult due to the small number of growers available to fill the positions. She alerted everyone that when a state submitted its slate with a first and second choice, that the Secretary may pick the second choice. Richard Robbins asked Kim if a grower who had served in the past could be put on the slate to round out the needed four for each state, as often they did not have more than two who were able to serve. Kim answered that someone who had previously served could be on the slate to achieve the required two for each position of member and alternate, but they probably would not be selected.
3. More detail in election count: Kim indicated that it was now necessary to provide with the nominations slate, the number of total votes, and how many had been cast for each candidate. Marie asked if Kim had received her email about this responsibility belonging to the Farm Service Agency's representative per the Peanut Order. Kim acknowledged that they had communicated the added required information to FSA folks who would be monitoring the election.

Attorney Rossier asked about small states and the limited pool of candidates those states have to fulfill these requirements. In the case of small states, he asked if an explanation could be sent along with the package. Kim Coy said yes that an explanation would be great, but she could not be sure of approval. She did however feel that she has a better understanding of the NPB now and could explain these cases appropriately.

Financial Audit Report

Mary Marten, from Brooks, McGinnis and Associates was called on to give findings of the recently completed Audit for the year ended 10/31/09. Ms. Marten first stated that all the materials that she would cover had previously been sent by email from her office to the entire Board, Alternates and USDA. She stated that an unqualified opinion had been issued and explained a little about the audit protocols her firm used to audit NPB.

Ms. Marten mentioned that while there were no issues, and that NPB had strong internal controls, she had made some suggestions to further strengthen those controls. The recommendations were:

1. Board expense reimbursements should always be accompanied by detailed receipts and not copies of credit card statements.
2. Credit card limits should be set for each employee that is issued an NPB American Express Credit Card. Once set, the limits should be noted on the control document held by the Director of Finance & Compliance. This control sheet should be reviewed and signed by the President & Managing Director and Board Treasurer and noted in minutes of the Executive Committee.

Ms. Marten gave a brief overview of the Financial Statements at 10/31/09 and noted significant items such as the Referendum approval and the sale of the mobile marketing unit for a nominal amount. Ms. Marten asked for any questions. There were none. She said if anyone thought of questions to call their firm. She gave their number and also directed members to contact Maria Mehok to get contact number if needed.

Monty Rast (SC) asked about the detailed information to be attached to Board expense reimbursements. He asked if it needed to be original. Marie Fenn answered that a detailed receipt should be attached and certainly originals when available, but many receipts now are not original, since they are often generated electronically and received by email. These are sufficient. She indicated that if a Board member lost a receipt from a hotel, they could call the office and staff could, in most cases, get the hotel to re-issue one electronically with all the detail of charges. She said, that airlines allow you to get a receipt at the airport

kiosk when flying, and that most will send your receipt electronically, breaking out the charges. And, while she knew that the charges were legitimate and the trip approved, the credit card bill did not have all the necessary information to document the expenditure for audit purposes. She emphasized that there were no inappropriate charges, but that in a few instances, credit card statements had been used as the support, they would no longer be accepted.

Financial Report

Chairman Pope asked Maria Mehok to review the FY 10 summary financial statements. Maria stated that against a budget of \$7,358,154 total expenditures through February 17 were \$1,822,491. Interest Income through January 2010 is \$15,554 against a budget of \$75,000. Ms. Mehok presented the Balance Sheet information and noted that the total liability number was not accurate. She calculated the correct number and made the correction to the presented information.

Genomics Research

Marie Fenn noted that all Board members had been sent a list of genomics projects and the dollar allocation for Board consideration and approval. This was due to the fact that the Genomics portion of the Production Research had been tabled at the December Board meeting because the Board was told that the SPRI (AL, FL and GA) had not made a decision as to how to fund genomics for 2010. As a follow-up action item from the December meeting, Ms. Fenn had contacted Howard Valentine asking where this stood; he indicated he had talked with Don Koehler about the situation and had resolved that SPRI would participate in the united Genomics effort for 2010. She also reported that while it had been informally communicated that Mississippi would participate, as of now, there had not yet been any official notification from Mississippi. Don Self (MS) said that Mississippi had just hired an executive director and it would take a little time to get the backlog of paperwork resolved and while it was understood that they would participate; it was probably better to await the formal confirmation of that. It was decided to move forward with the vote without MS dollars in the consideration at this time. Don Self made a motion to approve the Genomics funding at the amount of \$123,959 with MS funding to be added at a later date. The motion was seconded by Richard Robbins. The motion passed unanimously.

10th Anniversary

Marie gave an update on the NPB 10 year anniversary and media outreach event planned for Washington, D.C. She reported that the details of the event were coming together and reminded the Board that this was an event aimed at the media and a celebration with our industry and not a consumer event such as the launch event in NYC in March 2009. It would be a much smaller in scope. They were reusing much of the backdrop materials from the NYC event and creating some very special things that would showcase peanuts in a very positive way.

She reported that earlier the plan had been to rollout the sustainability index to the media at the March 10th luncheon. However, in December Marie had learned that the National Peanut Foundation was also interested in this effort and that M& M Mars Company was willing to split the cost with NPB. The contract to get this done jointly was delayed due to Howard Valentine, NPF president, being out of the country. Marie had contacted the researcher who had compiled the data that would be used in the index to pull together at the very least some of the key points to use as part of the media outreach. But the Index itself would not be available for about three months. She further reported that as part of the entire National Peanut Month and anniversary promotional activities, NPB was conducting an SMT with the author of *The 10 Things You Should Eat*. This SMT would be held in NYC and be picked up nation-wide March 3. Also, NPB was rolling out an I-phone application that was part of the Trump the Slump Campaign approved in the Work Plan. The timing was set to layer more media interest in the March 10th Events and the other segments of that campaign on College and University Campuses would roll out later. Marie then touched on specific arrangements for the March event, indicating that the Board members would be bused from the meeting location at the Holiday Inn to Eastern Market together. She also shared

that there would be Board individual and group photos immediately upon arrival at Eastern Market and that all should be prompt so as to be ready when invitees started arriving. She noted that if anyone had not yet let staff know of their travel plans, to please do so.

Chairman Pope then noted that the financial statements had not been considered for approval. John Clay motioned to approve the financials as corrected. Don Self seconded the motion. Motion passed.

Attorney Rossier said that his office had updated contact with Secretary Vilsak's office on Tuesday of this week, but his attendance for the March event is still pending.

On the export discussion, Marie reported that she, George Jeffcoat, Bob Coyle & John Clay were planning to attend the International Peanut Forum in London, however, Louise Mckercher (APC) had not been able to confirm if the added Italian customer seminar would happen and if so, in what city. It had been first indicated that the seminar would occur in Rome the Monday or Tuesday following the IPF. That had changed to Naples, and most recently to Milan, without any confirmation that it would happen. And, that uncertainty had prevented the NPB people from buying airline tickets. Marie reported that Michael Davis, Cindy Belch, Bob Coyle and she were set to go to FoodEx in Japan leaving Feb. 28 and returning just prior to the March Board meeting and media event. She also indicated that Stephanie Grunenfelder had asked for NPB Board member participation at an event to be held in Vancouver, Canada in May. Jeffrey Pope expressed an interest in attending depending on the exact dates. Discussion was that May was a very difficult month for travel for peanut farmers.

Chairman Pope asked if there was any other item for discussion. There being none. The Chairman ended the conference call at 11:05 A.M. EST.

APPROVED: _____ **DATE:** _____

MINUTES

NATIONAL PEANUT BOARD MEETING GENERAL SESSION

TUESDAY, MARCH 9, 2010
HOLIDAY INN
ARLINGTON, VA

Board members present were: George Jeffcoat (AL), Michael Davis (FL), John Harrell (GA), Monty Rast (SC), Vic Jordan (At-Large), Don Self (MS), Cindy Belch (NC), John Clay (OK), Jeffrey Pope (VA), Bob White (TX), and Richard Robbins (NM) for the absent Gayle Walker (NM).

Alternates present were: Ed White (AL), Gayle White (OK), Andy Bell (GA), Bud Bowers (SC), Peter Froese, Jr. (TX) and Clarke Fox (VA). Absent were John Shackelford (At-Large), John Michael Pillow (MS), Dan Ward (NC), and Jeffery Pittman (FL). Also present were Raffaella Marie Fenn, Maria Mehok, Bonnie Johnson, Ryan Lepicier and Lauren Highfill (NPB); Bob Coyle and Hilary Stiefelmeyer (LBVD); Chris Myles and Kathryn Sneed (Golin Harris); Kimberly Coy (USDA/AMS); Wayne Watkinson (Attorney- McLeod, Watkinson & Miller) and Mark Fenn (Guest)

Tuesday, March 9, 2010

Board Chairman Jeffrey Pope called the meeting to order at 8:30 a.m.

The official roll call by state was then conducted by NPB Attorney Wayne Watkinson. He advised the chairman that a quorum was present.

Chairman Pope asked Mr. Watkinson to read the official statement read at all Board meetings. He read the following statement:

“The Board is governed by the Commodity Promotion Act, the Peanut Promotion, Research and Information Order and the National Peanut Board bylaws. Pursuant to the Peanut Promotion, Research and Information Order, the National Peanut Board works to achieve an effective, continuous, and coordinated program of promotion, research, consumer information, evaluation, and industry information designed to strengthen the peanut industry's position in the market place; maintain and expand existing markets and uses for peanuts; and to carry out programs, plans, and projects designed to provide maximum benefits to the peanut industry. Although Board members are nominated by individual states, once appointed by the Secretary of Agriculture, each member has a fiduciary duty to represent all peanut growers to benefit the industry as a whole. The Act and Order prohibit Board members from taking any action in their roles as members of the Board to influence government. In accordance with the Act and Order, the members of the National Peanut Board serve as its decision-making body. The deliberations and discussions of the National Peanut Board are limited to its members, unless a guest requests and is granted permission from the Chair to participate. Any alternate attending a meeting is a guest, unless such alternate is attending in the stead of an

absent Board member. All Board decisions are subject to the review and approval of the Secretary of the United States Department of Agriculture."

The agenda was reviewed and was accepted by consensus.

Although the December Board meeting minutes were approved on the February Conference call; the Board was asked to review them. Also, the February conference call meeting minutes were in the Board book and were reviewed. Don Self moved they be accepted and George Jeffcoat seconded the motion. The minutes were approved unanimously.

Chairman's Report: Chairman Pope informed the Board that the NPB request for an APC board seat would be brought up in the APC Grower Caucus meeting Thursday morning. Bob White commented from the APC perspective that one of the negatives to adding another seat was the fact that the APC by-laws would have to be changed. Ed White asked that a brief overview be given for the new members. Wayne Watkinson provided an overview of the ongoing issue.

Chairman Pope added that it all came to a head during the salmonella crisis and that we are looking for better communication. During the crisis there was no communication from APC to NPB, despite NPB's efforts on the part of staff and Board members. The crisis communication team of which NPB is a part of, never even met once. NPB feels that with a board seat, we would be better informed and have a better understanding of actions by APC as well as be able to better coordinate efforts. Chairman Pope said that Armond Morris, grower representative to the APC Executive Committee, would join the NPB General Session meeting on Wednesday to give an update of activities of the APC. Jeffrey would also join the Executive Committee of APC on Thursday to give them an update on the activities of the NPB.

Jeffrey had recently attended the South Beach Food and Wine festival on NPB's behalf. He said it was a successful event. He said that NPB consulting Chef Suvir Saran had prepared peanut items for sampling that were very well received by this well attended consumer event.

President's Report: Marie Fenn referred all to her written report; she indicated that most of the information would be covered in detail in various committee meetings so in the interest of time, she would reference only a few items that would not be covered elsewhere, but was happy to answer any questions pertaining to anything within the report. She informed the Board that Ryan Lepicier had been promoted to Vice President of Marketing & Communication as of March 1. And, she also introduced registered dietitian, Bonnie Johnson, who had been NPB's nutrition consultant for the past two years and had recently joined NPB as the new Marketing Manager, reporting to Ryan. She mentioned that Bob Coyle would still give senior guidance to the marketing and communication team even though Ryan would take over the team leadership and all of the staff members formally on the two teams--IMGIC and Marketing reported to Ryan. Marie indicated that as things evolved it was also appropriate to have all the non-administrative team members working more cohesively.

Marie then referred everyone to a copy of the printed Congressional record item, which would be read today in a congressional session by the Honorable Bobby Bright of Alabama. The record recognizes NPB for 10 years of work on behalf of America's peanut farmers and touches on some of the many accomplishments that the Board has achieved over that 10 year period.

Marie covered some of the highlights for the upcoming 10 year anniversary media outreach event. She indicated that most of the inaugural board members were going to be present.

USDA Report: Chairman Pope then called on Kim Coy, USDA peanut specialist to give her report. She reported on the renewed emphasis on diversity and that going forward it was necessary to report the number of voters and number of voters per nominee. She said it was the administration's intent to "get fresh blood" with a fresh set of eyes and ideas to sit on the Research and Promotion boards. She stated that she was unsure if someone who had served in the past would be approved to serve again. She acknowledged that she well understood that in some states there is a small pool of individuals who could serve and she would be prepared to cover those on a case-by-case basis. She then individually called each new NPB Board member and alternate up and presented them with a certificate from USDA. All had been sworn in by phone in January.

Chairman Pope recessed the meeting at 9:02 a.m.

Tuesday, March 9, 2010

Board Chairman Jeffrey Pope reconvened the General Session of the National Peanut Board quarterly meeting at 3:45 p.m.

Board members present were: George Jeffcoat (AL), Michael Davis (FL), John Harrell (GA), Monty Rast (SC), Don Self (MS), Vic Jordan (At-Large), Cindy Belch (NC), John Clay (OK), Jeffrey Pope (VA), Bob White (TX), and Richard Robbins (NM) for the absent Gayle Walker (NM).

Alternates present were: Ed White (AL), Gayle White (OK), Andy Bell (GA), Dan Ward (NC), Bud Bowers (SC), Peter Froese, Jr. (TX) and Clarke Fox (VA).

John Shackelford (At-Large), John Michael Pillow (MS), and Jeffery Pittman (FL) were absent. Also present were Raffaella Marie Fenn, Maria Mehok, Bonnie Johnson, Ryan Lepicier and Lauren Highfill (NPB); Bob Coyle and Hilary Stiefelmeyer (LBVD); Chris Myles and Kathryn Sneed (Golin Harris); Kimberly Coy (USDA/AMS); Wayne Watkinson (Attorney- McLeod, Watkinson & Miller). Guests present included: Murray Campbell (Original Board Member from GA and First Chairman); Dr. Stanley Fletcher (UGA Economist), Ben Bowden (original Board member-AL), Billy Bain (original Alternate-FL), Wes Shannon (Past Board member – GA and past Chairman), Dee Dee Darden (Original Board member from VA and Past Board Chairperson and Mark Fenn (Guest).

Chairman Pope asked for committee reports from each committee chair.

Budget & Finance Committee

John Clay stated that the Budget and Finance Committee recommended acceptance of the financials as presented. He reported that the new approach to the field audits and the associated proposal were discussed and considered as the appropriate direction to follow. The Board approved unanimously.

Executive Committee

Jeffrey Pope reported that the Executive Committee recommended rescinding the original three field audits for up to \$15,000 which had been approved at the December Board meeting and approving the current proposal from Gross Collins for six field visits as well as phone calls to all other handlers to be used predominately for training on the new instructions and electronic submission of information as well as checking on some transactions. John Clay made a motion to use the earmarked \$15,000 to cover the field visits, seconded by Vic Jordan. The Board approved unanimously.

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Promotions Committee

Committee Chairman Don Self reported that the Promotions Committee had no actions. However he complimented the NPB Board & staff on a great job in promotional activities and commended them for their work.

Diversity Outreach Committee

Committee Chairman Cindy Belch reported that the Diversity outreach committee recommended that the updated Diversity Outreach Plan be accepted and included with the nominations package submitted to the Secretary of Agriculture prior to May 1 and that staff be responsive to the information as requested by Peanut Specialist Kim Coy. Motion passed unanimously.

Research Committee

Committee Chairman Michael Davis reported that the Research Committee recommended that a total funding of \$125,707 for Genomics research with the additional \$707 in excess of \$125,000 to be allocated to the project from UC Davis.

The Committee also recommended that \$3,500 be moved from salaries to travel for the Production Research project entitled "Net CO2 Exchange & Soil Respiration in Peanut Ecosystem in Response to Rainfall Variability" as requested by Emory Murphy from GPC. The Board approved unanimously.

Grower Committee

Committee Chairman John Harrell reported that the Grower Communications Committee had a good update and recommended changing the name of the committee from Grower Communications to Grower and Industry Communications. The Board approved unanimously.

By-Laws Committee

Committee Chairman Bob White reported that the By-Laws & Policy Committee recommended accepting the Board Policy Manual and Personnel manual changes as presented by staff. The Board approved these recommendations unanimously. He indicated that the Committee had discussed the name changes to the two committees and were in favor of changing the name of Export Subcommittee to Export and International Trade Committee and to change the name of the Grower Communications Committee to Grower & Industry Communications Committee; however, the committee names were not reflected in the By-Laws, therefore the By-laws did not need to be amended.

Export Committee

Chairman Jeffcoat reported that the Export Committee recommended that NPB sponsor up to \$4,000 for the International Peanut Forum meeting to be spread out among having a booth, putting an ad in the program and some other item as determined by staff. The Board accepted both recommendations unanimously.

Calendar

Marie Fenn was called on to cover upcoming calendar events.

In reviewing the calendar:

Board Meetings:

June Board meeting will be held at Amelia Island, FL on June 18-19 2010; with the US Peanut Congress following immediately at the Ritz-Carlton also on Amelia Island. The six NPB export committee members would stay on and attend the conference. Vic Jordan asked if those alternates who had been unable to attend this March meeting could be covered for their expenses to attend the June meeting to ensure continuity which was the purpose of picking up the expenses for alternates to attend two Board meetings a year. Discussion ensued and Richard Robbins moved that alternates not able to be at the March meeting be reimbursed for expenses for their attendance at the June Board meeting. Vic Jordan seconded the motion. Motion passed unanimously.

Marie covered the dates and indicated that NPB would meet at the Residence Inn as the cost was significantly higher at the Ritz-Carlton where the US Peanut Congress was meeting. The Amelia Island Plantation was completely booked for a conference and was not available.

August Board and Budget setting meeting will be in Atlanta, GA on August 18-20, 2010.
December Board meeting will be in Atlanta, GA on December 7-9 2010.

Other calendar events were touched on that may need Board member attendance. There was discussion about member attendance at SNA events. None were confirmed and it was decided that it was not a must to have a member at each of these. They would be looked at as they got closer. Many would be difficult to get attendance from a farmer due to scheduling conflicts.

Vic Jordan talked about an event that NPB had not attended before. The Mid South Gin Show was a show that draws a lot of farmers and it was something NPB staff might look into as a way to reach more growers. Jeffrey Pope also mentioned the International Ag Show, which had been held in Orlando recently. Staff was instructed to look into these two events to determine costs of attendance and report back to the Board.

The Chairman recessed the meeting at 4:25 p.m.

Wednesday, March 10, 2010

At 8:35 Board Chairman Jeffrey Pope asked for everyone's attention and introduced guest speaker, Armond Morris, who sits on the APC Executive Committee and who is chairman of the Georgia Peanut Commission to provide an update on the activities of the American Peanut Council. Chairman Pope indicated that he had invited Mr. Morris to help increase dialogue between the two organizations. Mr. Morris went through a Power Point presentation outlining the goals and mission of the APC.

After a short break, Chairman Pope reconvened the General Session at 9:25 a.m.

Jeffrey asked Marie to cover the details about the upcoming Media Outreach event and the role Board members were to play. Marie also stressed that there were to be official photos and the order those would be taken. She indicated that all would go to Eastern Market by bus and that there would be media present as well as other guests and speakers.

Chairman Pope asked if there were any other topics to be brought before the Board. John Harrell brought up a topic for discussion about the June meeting and the hotel the board was staying at; he felt strongly that there was no sense in having a meeting in conjunction with the APC timing if those attending were going to be at a different hotel and that the hotels NPB was staying at were inferior. Discussion ensued among Board members some indicating that they felt the hotels were adequate and others agreeing that when doing meetings at locations with the APC it was important to stay at the same hotels even though those hotels cost quite a bit more. Marie indicated that staff was happy to accommodate the Board's wishes, but that when the budget had been set last year, it had not planned for the March outreach event, that element was added at the December board meeting and the hotel costs in D.C. were greater than holding the meeting in Atlanta or in Arlington, where the meeting was currently being held. Prior board members had expressed a strong need to keep meeting costs down and that had been the staff's mandate over the past several years. Also, the Board had added the Japan Tokyo trip and the International Peanut Forum attendance, both unbudgeted items, so adding extra

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costs to US hotels to attend the APC export meetings would put the Board over budget in the Export line item; she indicated that staff had looked hard at reducing costs but that those items in the budget needed to be amended if Board members were going to stay at the Ritz-Carlton and sponsor the International Peanut Forum. She expressed that she was obligated to keep costs within the set budget and that if the Board wanted to increase the budget line item on exports and Board expenses to stay at the same hotels as the APC as well as to stay at better hotels during the board meetings, it was their prerogative; she was glad to do want ever they wanted, but she could not ignore set budgets. Richard Robbins said that these items need to be discussed at budget setting time in August for the next fiscal year.

Several noted that there was no need to follow APC for meetings but for those attending the meetings, they need to be at same location as the APC. Since Bob White was a member of the APC board, he presented the APC perspective that for NPB to come to the location of an APC meeting but not stay at the same hotel, that NPB is being viewed as trying to keep separated from APC. Ed White noted that if that was the case, then we need to integrate with APC, cooperate with one another and work together and stay at the same hotels.

A motion to put the NPB Board members attending the APC meeting following the NPB board meeting in June up at the Ritz-Carlton on Amelia Island during the upcoming US Peanut Congress meeting was made by Vic Jordan and seconded by Bob White.

A motion for staff to determine the amount of additional Export funds needed to cover costs to move the six Export committee members to the Ritz Carlton once the Peanut Congress starts and to pay for International Peanut Forum funds was made by Richard Robbins and seconded by Monty Rast.

Kim Coy noted that once an additional amount was determined then there needed to be a vote and an official budget revision prepared and sent to USDA for approval.

There being no further business to come before the Board, Bob White motioned for adjournment. Vic Jordan seconded the motion. The meeting was adjourned at 10:55 a.m.

APPROVED: _____ **DATE:** _____

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MINUTES

NATIONAL PEANUT BOARD MEETING GENERAL SESSION

FRIDAY, JUNE 18, 2010
FERNANDINA BEACH, FL

Board members present were: George Jeffcoat (AL), Michael Davis (FL), John Harrell (GA), Monty Rast (SC), Vic Jordan (At-Large), Cindy Belch (NC), John Clay (OK), Bob White (TX), Don Self (MS), and Jeffrey Pope (VA). Gayle Walker (NM) was absent as well as the alternate from NM.

Alternates present were: Ed White (AL), Andy Bell (GA), Bud Bowers (SC), Peter Froese, Jr. (TX). Also present were Raffaella Marie Fenn, Maria Mehok, Bonnie Johnson and Ryan Lepicier (NPB); Bob Coyle (LBVD); Mark Dvorak (Golin Harris); Kimberly Coy (USDA/AMS); Yvonne Dock (USDA/FAS); Melissa Rabern (HLB Gross Collins); Richard Rossier (Attorney- McLeod, Watkinson & Miller) and Mark Fenn (Guest)

Friday June 18, 2010

National Peanut Board Chairman Jeffrey Pope called the meeting to order at 8:43 a.m.

NPB Attorney Richard Rossier conducted the roll call; he advised the chair that a quorum was present.

Chairman Pope asked Mr. Rossier to read the official statement read at all Board meetings. He read the following statement:

"The Board is governed by the Commodity Promotion Act, the Peanut Promotion, Research and Information Order and the National Peanut Board bylaws. Pursuant to the Peanut Promotion, Research and Information Order, the National Peanut Board works to achieve an effective, continuous, and coordinated program of promotion, research, consumer information, evaluation, and industry information designed to strengthen the peanut industry's position in the market place; maintain and expand existing markets and uses for peanuts; and to carry out programs, plans, and projects designed to provide maximum benefits to the peanut industry. Although Board members are nominated by individual states, once appointed by the Secretary of Agriculture, each member has a fiduciary duty to represent all peanut growers to benefit the industry as a whole. The Act and Order prohibit Board members from taking any action in their roles as members of the Board to influence government. In accordance with the Act and Order, the members of the National Peanut Board serve as its decision-making body. The deliberations and discussions of the National Peanut Board are limited to its members, unless a guest requests and is granted permission from the Chair to participate. Any alternate attending a meeting is a guest, unless such alternate is attending in the stead of an absent Board member. All Board decisions are subject to the review and approval of the Secretary of the United States Department of Agriculture."

The agenda was reviewed and was accepted by consensus.

Chairman Pope asked that all review the minutes from the Board's March 9- 10, 2010 meeting. A motion to accept the minutes as presented was made by Don Self (MS), and seconded by Monty Rast (SC). The motion passed unanimously.

Chair's Report: Chairman Pope addressed the drying research exploration discussion to be covered in a forum on Saturday during the Research Committee meeting. He indicated Michael Davis, NPB Research Committee chair, had approached him about looking into this topic because it is so important to growers. The panel will consist of several outside guests and researchers.

He then addressed the status of the requested NPB seat on the APC Board of Directors. The APC granted NPB an Ex-Officio Board seat. And, while the APC Board had voted and approved this change, the APC still needs to change their By-Laws. Jeffrey indicated that the APC By-laws change cannot occur until their December

Meeting. There, then ensued discussion on this topic. NPB had requested a Board seat, not an ex-officio seat. Conversation about whether or not to accept the Ex-Officio, since that was not what NPB had requested, ensued. It was also mentioned that maybe we need to be affiliated in another way down the road. After much discussion, it was decided to revisit the topic later in the closing General session.

Chairman Pope shared with the Board that Chef Suvir Saran visited his farm and that Chef Suvir Saran is working on a blog about peanuts from planting to harvest to restaurant. He and his family enjoyed the visit and he also cooked with peanuts at their home and encouraged other Board members to consider offering their farm as part of Suvir's three-region tour for the blog.

President's Report: Marie Fenn referred all to her written report and said she would only report on the items not being covered in committee meetings later. She informed the Board that Marketing and Communication's staff as well as virtual team members from Golin Harris would be in DC to train and finalize the pilot program for the new USDA approval process. This is in an effort to have USDA review materials in a more consistent fashion across all programs and to provide for streamlining the review and approval of marketing/communications materials. NPB, Almond Board- CA, Walnut and Mango Boards will all participate in the pilot program. Once the pilot is complete, the program will be rolled out to all other Marketing Orders as well as to the Research and Promotions Boards for uniform application.

Marie further reported that NPB was invited to be on the call when USDA issued the new Dietary guidelines open for public comment earlier in the week. She had asked Bonnie Johnson and Ryan Lepicier to listen on the conference call. The good news is that the guidelines focus heavily on plant-based foods; and Bonnie Johnson will comment further during the Promotions Committee Report.

The USDA-AMS Administrator Rayne Pegg issued new draft guidelines governing Research and Promotions Programs. Marie worked extensively with Amy Jones (MWM) and other commodity Boards to request an extension for the comment period as well as to prepare comments to USDA of NPB's concerns and requested language clarification. Marie had to submit the comments prior to this meeting, but sent them to all for their perusal and they are in the Board notebooks. In addition, she is part of a small group invited to participate at a meeting with the Administrator, Rayne Pegg for further input and to help finalize the guidelines set for June 29 in Washington, DC.

Marie commended all for earning a Silver Anvil Award. She stated that this award is like the Oscars in the PR and Marketing world. She thanked the NPB internal and virtual teams and commended the Board for its vision and courage. The fiscal award was on display in the room and also NPB took two awards of Excellence also on display.

USDA Report: Chairman Pope then called on Kim Coy, USDA peanut specialist to give her report. She reported on the new nominations package which is back to what it was before it changed. She also informed the Board that there were two new hires at USDA/AMS. One of the new hires would serve as the peanut backup specialist-Veronica Douglas. She stated that new Boards for Christmas trees and for the Lumber industry may be added soon to those being governed by USDA-AMS Research and Promotions.

FAS Report: Chairman Pope then called on Yvonne Dock, USDA-FAS. She reported on the new FAS online system. She indicated that the Peanut industry UES had been submitted for funding. And, that President Obama is focused on doubling exports within the next five years. She indicated that while that effort doesn't yet translate into a lot more dollars, there is an additional \$200,000 available for export efforts. She said that the FAS Administrator is scheduled to meet with Rep. Bishop next week to help push for more export funds.

Chairman Pope recessed the General Session at 9:20 a.m.; committee meetings followed.

Saturday, June 19, 2010

Board Chairman Jeffrey Pope reconvened the General Session of the National Peanut Board quarterly meeting at 9:05 a.m.

Board members present were: George Jeffcoat (AL), Michael Davis (FL), John Harrell (GA), Monty Rast (SC), Vic Jordan (At-Large), Cindy Belch (NC), John Clay (OK), Bob White (TX), Vic Jordan (At-Large), Don Self and Jeffrey Pope (VA). Gayle Walker (NM) was absent; her alternate Richard Robbins was also absent.

Alternates present were: Ed White (AL), Andy Bell (GA), Bud Bowers (SC), Peter Froese, Jr. (TX), John Shackelford (At-Large) and Dan Ward, NC. Also present were Raffaella Marie Fenn, Maria Mehok, Bonnie Johnson and Ryan Lepicier (NPB); Bob Coyle (LBVD); Mark Dvorak (Golin Harris); Kimberly Coy (USDA/AMS); Yvonne Dock (USDA/FAS); and Richard Rossier (Attorney- McLeod, Watkinson & Miller).

FY 11 Ideation Discussion

Marie Fenn and her team gave an overview on the recommended direction for the FY 11 program of work. The team presented a PowerPoint showing the current market landscape and general concepts for moving forward. The Strategic Platform focused on Move Mindsets to Move Behavior to MOVE More Peanuts. The direction the team recommended was to build on the foundation of the Peanuts: Energy for the Good Life platform working off three health pillars of Protein Packed, Nutrient Rich and Antioxidant Power. The efforts would work on two major strategies—manage the brand and claim the competitive territory for peanuts. They gave several examples of possible initiatives. Marie then asked for thoughts, input, questions and comments from the Board. After several comments and short discussion, the Board felt what was presented was the correct direction, a motion was made by Michael Davis and seconded by Don Self for the staff to move forward with developing specific recommendations with associated costs for the Board's consideration at the Budget setting workshop and FY11 Program of Work Session in August. The motion passed unanimously.

APC Board Seat

The Chairman asked that each Board member give his/her view on the topic before voting on whether or not to accept the ex-officio seat as there had been a lot of exchanges over the course of the previous day; he also asked each to provide any other input as well.

Jeffrey Pope stated that he hoped accepting the seat was a step in the right direction; he felt it does not lock NPB in if two years down the road we want to again request a voting seat. It was his belief that NPB needed to accept it and work towards a better communication process with APC. That was the purpose of asking for the seat.

George Jeffcoat said that the Grower caucus held at the APC meeting in March was confusing. He felt the Alabama Peanut Producers Board thought that it would come up as a vote for an actual seat. He felt it was put to Grower Caucus to get a seat, and that if the mission didn't succeed, we shouldn't accept an Ex officio seat as that was not what we requested. He felt offended that NPB as the largest organization of growers was campaigned against by some to not get a seat. He felt strongly that NPB should focus on its own programs. He expressed that NPB should have applied for a seat as an allied member since we were being treated differently. He felt it was not appropriate to turn the matter over to the Grower caucus as it was the state executives and not the growers or grower organizations that had opposition. He indicated that perhaps we don't push this anymore and drop the subject for now. The state executives are the ones who have a relationship with APC staff.

Bob White said he thought NPB should accept the seat and that it may help improve communications. He commented that it is the only peanut organization that has all three segments-- producers, shellers and manufacturers.

Michael Davis felt that this was Grower money being put into the APC and he was disappointed with the action taken. He said that NPB should be a Promotions and Production Research organization. He felt the only way

APC would give NPB a voting seat would be to affect the dollars involved. He felt it was important to turn down the ex-officio position.

Vic Jordan said he did not have as much knowledge on the issue as the minority state representative, but he felt the bigger issue is of whether there is proper representation of the grower's national organization. He felt we should not accept the seat. His feeling was to pull out of the APC and take our money to fund exports directly.

Monty Rast said that with five years in the peanut industry, he was appalled at the division of the peanut industry. He felt it suffered from self-interest and control issues. However, he felt that while he wanted a voting seat, we should be a part of what goes on in the industry, accept the position offered and talk more and work to unify.

Don Self expressed that he had never been more conflicted on any issue. He had mixed emotions on it. He saw first-hand on the salmonella issue NPB efforts and lack of effort at communicating with us from APC. He saw the choices as-- take it; reject it and move on; or, reject it and pull the funds from APC. He does not feel one vote will have an impact on any outcomes. And, while he was unhappy with it, he felt we should go ahead, accept, and give it a chance to see if anything positive comes from it.

John Harrell said if we are going to be part of the industry, then vote yes. If you vote no, then pull the money out of the APC and be prepared for the enemy to pounce. He added that he felt that we had won since it was well-known Georgia had campaigned against any seat at all; he felt that the Ex-officio seat was a form of victory.

Cindy Belch said she was very torn. She felt APC was prepared for us to accept the seat. Someone is going to have to step up; with this we can at least comment and be involved. She felt it was a step forward.

John Clay also expressed very mixed feelings, but a decision must be made. He said that when NPB initially requested the seat he felt the opposition would come from the shellers and manufacturers, but it came from grower organizations. However, if we are absent, we're out of the picture. Originally, before NPB was formed the state organizations were the voice of the grower and they still feel this should be the case. He was disappointed in the overall attitude of the APC. There are some issues that will not be settled anytime soon. He felt to reject it makes us look worse, than to say "not what we wanted, but will accept." He suggested we can look at this again in future.

John Shackelford, alternate At-Large, asked to be recognized and said, we started this process in requesting a seat due to lack of communication offered by the APC. He felt this Ex Officio seat solves that issue even if it is not what we asked for.

Ed White asked to be recognized and commented that this was offensive and that everyone knows who runs the APC. He felt strongly that the APC seat was something we should have been given based on the fact that the NPB is the national grower organization and that we fund so much of APC's existence. He felt that money talks and unless we do something about the money we will never be listened to.

Monty Rast then made a motion to accept the Ex Officio seat offered by APC, it was seconded by Bob White.

The Chairman asked for any further discussion; there was none. Attorney Rossier called for a recorded vote:

| | | | |
|--------------|---------------|-----------|---------|
| AL - Abstain | At Large- yes | FL- no | MS- yes |
| GA-yes | NC-yes | NM-absent | SC-yes |
| OK- yes | TX- yes | VA -yes | |

Discussion then ensued on who would fill the ex-officio seat. It was recommended that the Chairman of NPB serve, unless there was a conflict in which case the chairman would select the replacement. It was pointed out

that it was important for continuity of communication that the person should serve for more than one year. Unlike the NPB chairman position where the chairman will have served on the executive committee for several years to ensure continuity. It was recommended that NPB put Jeffrey Pope on for now, and he can serve for a couple of years and then NPB can look at again.

John Harrell made a motion to nominate Jeffrey Pope to serve as APC Ex Officio seat; it was seconded by Bob White and passed unanimously.

Chairman Pope asked for committee reports from each committee chair.

Budget & Finance Committee

John Clay stated that the Budget and Finance Committee recommended accepting the financials as presented. Board approved unanimously. The Committee recommended the approval of OMB form with staff to review; the Board approved unanimously. The committee also recommended approval of the proposed FY 10 budget amendment which would represent a reallocation of funds from the opportunity budget line in the amount of \$25,000. This \$25,000 is to be allocated as follows: \$10,000 would be added to the Export program management line item to cover the additional costs of the International Peanut Forum & Food-Ex, Under Issues Management \$10,000 would be added to the Scientific Advisory Committee line item to allow for an additional meeting to be held in Atlanta, \$5,000 would be added to Board Meeting Expense line item to assure that all costs are covered within budget considering additional costs were incurred related to the DC Board meeting; the Board approved the recommendations unanimously.

By-Laws and Policy Committee

Committee Chairman Bob White reported that the By-Laws & Policy Committee recommended accepting the ammendment to the Board Policy Manual of a Social Media Policy. The committee also recommended approval of changes as presented by staff to the Accounting & Internal Control Manual. The Board approved these recommendations unanimously.

Grower Committee

Committee Chairman John Harrell reported that the Grower Communications Committee had had a good update by Ryan on activities and he had introduced a new PQ format that he felt will be impressive. There were no items requiring a vote.

Export International Trade Committee

Chairman Jeffcoat said that the committee heard an update on International Peanut Forum and the Export meeting in Washington. He further reported that Marie Fenn & Jeffrey Pope and others would be meeting with Janet Nezum, FAS General Sales Manager in Washington, D.C. to explore opportunities for small farms and agribusiness on the international front. There were no actionable items.

Evaluations & Measurement Committee

Chairman Jordan thanked Bob Coyle for the update on IRI data and for the presentation of the Bantam Group study results by Marie Fenn and Ryan Lepicier. There were no items requiring a vote.

Executive Committee

Jeffrey Pope said that the executive committee also recommended the acceptance of budget ammendment proposed in Budget & Finance committee.

Promotions Committee

Committee Chairman Don Self reported that the Promotions Committee had had an excellent update of activities and commended the staff and virtual team for their outstanding work. The committee had voted to recommend to the Board that the remaining funds in the opportunity fund line item for FY 10 be used to secure sponsorship of the Southern Foodways Alliance for \$16,000 or \$17,000 and that up to \$3500 be used for related expenses. The Board approved this recommendation unanimously.

Diversity Outreach Committee

Committee Chairman Cindy Belch reported that the Diversity Outreach Plan would be updated by staff and sent to committee members prior to the August board meeting. There were no items requiring a vote.

The Chairman recessed the general session at 12:50 p.m.

Chairman reconvened the general session at 4:40 p.m.

He asked for any outcomes from the Research Committee Meeting.

Research Committee

Michael Davis reported that the committee had a productive meeting and an interesting and educational panel discussion on drying. There were no items requiring a vote coming out of committee.

Calendar

Marie Fenn was called on to cover upcoming calendar events. One of the major events she covered was the dates of the August Board meeting and program of work and budget setting.

John Harrell asked about NPB representatives to attend the southern Growers Conference and whether there were any specific ones being covered by NPB. It was discussed that Jeffrey Pope would preside over the Profitability Award breakfast that NPB was sponsoring and his attendance would be covered by NPB as would staffs. Chairman Pope asked what other representatives would be attending as covered by their states. Several indicated they would already be attending as Board members from their SE states, except Michael Davis. Motion was made by Don Self and seconded by George Jeffcoat to have Michael Davis, the Florida representative, be designated as an NPB representative to the Southern Growers Conference; and, that his travel be paid by NPB. Staff would handle the arrangements for Michael and for Jeffrey.

There being no further business to come before the Board, Monty Rast motioned for adjournment, and Don Self seconded the motion. The motion passed unanimously. The meeting adjourned at 4:55 p.m.

APPROVED: _____ **DATE:** _____

**DRAFT
MINUTES**

**NATIONAL PEANUT BOARD MEETING
GENERAL SESSION**

WEDNESDAY, AUGUST 18, 2010
ATLANTA, GA

Board members present were: Michael Davis (FL), John Harrell (GA), Monty Rast (SC), Cindy Belch (NC), John Clay (OK), Bob White (TX), Don Self (MS), and Jeffrey Pope (VA). Ed White (Alternate-AL) served for the absent George Jeffcoat (AL) and Richard Robbins (Alternate-NM) served for the absent Gayle Walker (NM). Vic Jordan (At-Large) was absent; his alternate was not available to serve in his stead.

Also present: Raffaella Marie Fenn, Maria Mehok and Ryan Lepicier (NPB) ; Kimberly Coy (USDA/AMS); Melissa Rabern (HLB Gross Collins) and Wayne Watkinson (Attorney- McLeod, Watkinson & Miller), who joined late.

Tuesday, August 18, 2010

National Peanut Board Chairman Jeffrey Pope called the meeting to order at 8:30 a.m.

Chairman Pope then conducted the roll call because Attorney Wayne Watkinson was not yet in attendance due to an early morning arrival; a quorum was present.

Chairman Pope then read the official statement that is read at the start of all Board meetings.

"The Board is governed by the Commodity Promotion Act, the Peanut Promotion, Research and Information Order and the National Peanut Board bylaws. Pursuant to the Peanut Promotion, Research and Information Order, the National Peanut Board works to achieve an effective, continuous, and coordinated program of promotion, research, consumer information, evaluation, and industry information designed to strengthen the peanut industry's position in the market place; maintain and expand existing markets and uses for peanuts; and to carry out programs, plans, and projects designed to provide maximum benefits to the peanut industry. Although Board members are nominated by individual states, once appointed by the Secretary of Agriculture, each member has a fiduciary duty to represent all peanut growers to benefit the industry as a whole. The Act and Order prohibit Board members from taking any action in their roles as members of the Board to influence government. In accordance with the Act and Order, the members of the National Peanut Board serve as its decision-making body. The deliberations and discussions of the National Peanut Board are limited to its members, unless a guest requests and is granted permission from the Chair to participate. Any alternate attending a meeting is a guest, unless such alternate is attending in the stead of an absent Board member. All Board decisions are subject to the review and approval of the Secretary of the United States Department of Agriculture."

Chairman Pope asked that all review the agenda; there being no changes, it was accepted by consensus. He asked that all review the minutes from the Board's June 18 - 19, 2010 meeting. A motion to accept the minutes as presented was made by Monty Rast (SC), and seconded by Cindy Belch (NC). The motion passed unanimously.

Chair's Report: Chairman Pope reported that he had attended the New York Fancy Food Show as part of his own business and that he found it very rewarding to see the impact that NPB has had on the industry at this show; there were lots of peanut products. Jeffrey then discussed the meeting with Janet Nuzum,

General Sales Manager for the Foreign Agricultural Service in Washington, DC, that he participated in along with Wes Shannon, Marie Fenn, Bob Coyle and Mitch Head. He shared how Ms. Nuzum talked about the SUSTA program and helping small farmers by increasing exports. She had been extremely interested in the problems encountered by small agricultural businesses. From there, Jeffrey attended the Southern Growers' Conference. He said there was a large industry showing. NPB sponsored and Jeffrey addressed the audience at the Profitability Awards Breakfast event. Ed White said that NPB's sponsorship was greatly appreciated. Jeffrey also reported that he attended the Planters meeting along with staff. Planters discussed its plans to reinvent the theme of the company; going back to its name "Planters" and refocusing on those who grow the nuts. They also indicated they were planning a new look for Mr. Peanut. Jeffrey said that he encouraged pushing quality as much as possible. Planters is very interested in sustainability both on the manufacturing side and in the fields. Planters' staff had remarked that the Planters Suffolk plant is 100% energy self-sufficient. He said that Jason Levine, the Director of Advertising, comes from the coffee industry which employs a 360 degree whole earth strategy and he is now working to bring that same strategy to Planters Peanuts. There was discussion about high oleic and research to get the high oleic gene into the high yield varieties. According to Marshall Lamb, this is moving quickly.

President's Report: NPB President and Managing Director Marie Fenn referred all present to her written report and said she would only report on the items not being covered in committee meetings later.

Marie said that the USDA pilot program had been going smoothly and that Kim Coy had completed her first audit related to the pilot program on the day prior. She stated that this program is based on trust and verify.

Marie said that just following the June Board meeting, Josh Morris was brought on staff as Marketing and Communications Coordinator. She stated that existing staff are doing a great job and that Lindsay Spencer had recently been promoted from Coordinator to Marketing and Communications Specialist as well as the fact that Lauren Highfill Williams had taken on additional responsibilities as Marketing and Communications Project Leader. She said that Catherine Karanja is now working with the Marketing and Communications to help with the logistics for tradeshow.

Marie then covered the response to the Albany Herald article and passed around a letter from Administrator Rayne Pegg as well as the response letter Marie had sent to the Administrator. Marie also said that Administrator Pegg had called Marie personally to say that she felt the letter was a little harsh and wanted Marie to know that she felt that way and that she still loves what Marie and the Board do. Marie asked for any questions. Monty Rast asked if any problems had come from this. Marie said no. Wayne Watkinson said that growers could voice their opinion on legislative matters as a grower, but not as a member of the National Peanut Board.

Marie touched on the Planters visit, but said that it would be covered in detail in the Promotions Committee meeting.

Marie said that after the Southern Farmer story that she had worked closely with Jeffrey Pope, Amy Jones and Kim Coy. She said that the *Southern Farmer* did print the letter from Jeffrey that he sent in response to the story. Marie said that since that time, Pam Golden has asked for other comments about grower image campaigns. Marie said that USDA had in the past not approved expenditures for grower image campaigns. She said that the current branch chief calls NPB grower ads that depict a farmer to convey the message about the program a "farmer image" ad which they are not in the true sense. NPB has put growers front and center in numerous promotions such as the Sustainability Video and on the Food Network, but it was always allowed because the essence of the ad was not farmer image, but rather the person who helped convey the message. She expressed that one of the comments made by an FSA

representative at the Southern Growers Conference was that Lays potato chips ads were promoting farmers. Marie indicated that that while Lays used farmers in the ads, they are promoting a brand, not farmers. She indicated that was the end of her report unless anyone had any questions regarding any of the items in the written report.

John Harrell asked what comments had Board members heard about the article in the *Southern Farmer*. Richard Robbins, Ed White and Don Self said they had not heard any comments. John Harrell said he had heard a few comments about Marie's salary. Ed White said that we need to realize that this is an agricultural magazine with free unsolicited subscribership, and that most copies are never even read. The subject would die quickly if we ignore it.

Marie asked Ryan to relay his conversation with Shelly Nutt, Texas Peanut Producers Board's Executive Director. Ryan said that Shelly was disappointed about the negative publicity that would be brought on all check-off programs.

Don Self, Michael Davis and Ed White relayed they had each spoken with Pam Golden at the Southern Growers' Conference as individual farmers and expressed their personal dismay at the tone and misstatements in her article. Marie indicated that she also had attended the Southern Growers' Conference and had been approached by several industry people and journalists who said they were appalled at the article and the "National Inquirer" tactics used by the reporter. Don Self suggested that we put it behind us and move on.

Wayne Watkinson discussed allegations against the Soybean Board. He said that there is concern that producers will lose confidence in these check-off Boards. Wayne works with 11 Boards. There are a lot of instances of comments in print regarding Boards. He said that check-off programs do have good support from AMS, but also have opposition in government.

USDA Report: Chairman Pope then called on Kim Coy, USDA peanut specialist to give her report. Kim said that the nominations have moved to the Secretary's office.

She said that as Marie had mentioned, she had completed her first field audit for the Audit based Pilot Program yesterday. She said that a written report would be issued. She stated that there are three categories: 1) Pre-approval, 2) Audit based and 3) Courtesy Copy. There had been 30 documents submitted since inception of the pilot program and all had passed review. She said the next step is to view the published content to see that what was published is what was approved. She said that once that is complete then she would issue the audit report. Jeffrey asked what would happen if not sent pre-approval when it should have been. Kim explained that there would be a three strike system per one year time frame. Once three strikes, then all would have to be submitted as pre-approval. The pilot program is used as a training phase and Kim explained that AMS and staff are working closely to monitor the program and make suggestions for changes needed. Kim said that the pilot program would end in December, which would mark six months.

Chairman Pope recessed the General Session at 10:03 a.m.; committee meetings followed.

Thursday, August 19, 2010

After a short Executive Session which began at 8:35 a.m., Board Chairman Jeffrey Pope reconvened the General Session of the National Peanut Board quarterly meeting.

Board members present were: Michael Davis (FL), John Harrell (GA), Monty Rast (SC), Cindy Belch (NC), John Clay (OK), Bob White (TX), Don Self (MS), and Jeffrey Pope (VA). Ed White (Alternate-AL) served for the absent George Jeffcoat (AL) and Richard Robbins (Alternate-NM) served for the

**NATIONAL PEANUT BOARD
CONFERENCE CALL
THURSDAY, FEBRUARY 23, 2011 MINUTES**

Call Participants:

Board Members Present
George Jeffcoat - Chairman
Michael Davis - FL
John Harrell - GA
Don Self - MS
Cindy Belch - NC
Laura Robbins - NM
Gayle White – OK
Monty Rast- SC

Bob White- TX
Jeffrey Pope - VA
Vic Jordan - At-Large
Others on the call:
Raffaela Marie Fenn – P&MD NPB
Maria Mehok - NPB
Kim Coy – USDA
Amy Jones – MW&M
Mary Marten – Brooks McGinnis & Co.
Mark Dvorak – Golin Harris (joined later for
Skinny on Nuts Update)

Board Chairman George Jeffcoat called the meeting to order at 9:12 a.m. and welcomed everyone to the call. He asked attorney Amy Jones to take the role by state. A quorum was present.

Chairman Jeffcoat asked NPB attorney Amy Jones to read the official statement read at all Board meetings and Board conference calls. She read the following statement:

“The Board is governed by the Commodity Promotion Act, the Peanut Promotion, Research and Information Order and the National Peanut Board bylaws. Pursuant to the Peanut Promotion, Research and Information Order, the National Peanut Board works to achieve an effective, continuous, and coordinated program of promotion, research, consumer information, evaluation, and industry information designed to strengthen the peanut industry's position in the marketplace; maintain and expand existing markets and uses for peanuts; and to carry out programs, plans, and projects designed to provide maximum benefits to the peanut industry. Although Board members are nominated by individual states, once appointed by the Secretary of Agriculture, each member has a fiduciary duty to represent all peanut growers to benefit the industry as a whole. The Act and Order prohibit Board members from taking any action in their roles as members of the Board to influence government. In accordance with the Act and Order, the members of the National Peanut Board serve as its decision-making body. The deliberations and discussions of the National Peanut Board are limited to its members, unless a guest requests and is granted permission from the Chair to participate. Any alternate attending a meeting is a guest, unless such alternate is attending in the stead of an absent Board member. All Board decisions are subject to the review and approval of the Secretary of the United States Department of Agriculture.”

Chairman Jeffcoat welcomed Gayle White and Laura Robbins as new Board members and thanked them for their service to their states. He then asked that all review the minutes from the December Board meeting. Don Self made a motion that they be approved as submitted. Michael Davis seconded the motion. Motion passed unanimously.

Chairman's Report

Chairman Jeffcoat said that he and Gloria along with staff had recently attended the Fancy Food Show in San Francisco and the Worlds of Healthy Flavor event at CIA. He said that there were many contacts made at each of these events. Chairman Jeffcoat noted that his goal was to attend all of the State Grower meetings but knew that there would be some that he would not be able to attend. He is enthusiastic about

the coming year. He has already attended the MS, AL and VA meetings. Michael Davis asked if he would be attending the FPPA meeting on Thursday. Chairman Jeffcoat said that he would be unable to attend that meeting. Marie Fenn said that she plans to attend, but not sure at this time if that may change.

President's Report

Marie said that she and Don Self had just attended and presented at the National Buying Points Association's Annual meeting and that there was a lot of positive feedback from attendees. She noted that another Energizing for Great Causes award was presented to Liberty Kitchens, a New Orleans based organization, which provided delicious peanut butter bars for all to enjoy at the Sunday morning break of the NBPA. Marie had also worked a sampling event at the Sunshine Classic in Jacksonville, FL the prior weekend along with Berna Akgun. Marie reported that this was one of the few times that she had come in contact with young people themselves talking about their peanut allergies. She noted that usually it is the parents talking about the allergy. She indicated that NPB had a full complement of promotional and media activities set for March which is both National Peanut Month and National Nutrition Month. Starting the first week of the month she, along with Mark Dvorak and Deanna Seagraves are making deskside visits with various publications as well as attending the Food Fete meeting with allergy bloggers and writers; and the Nutropolitan event would all occur over the first week and weekend. Immediately following these NYC events she will visit USDA in DC as well as attend the APC Spring Conference occurring there. There will be several grower annual meetings that staff and board members will cover and the month will end with the Board meetings in the NPB offices in Atlanta.

USDA Report Since the previous attempts by NPB were unsuccessful, Kim Coy reported that USDA-AMS is working to reach an MOU with USDA-FAS to obtain the certified acres information needed for NPB to fully comply with the NPB internal compliance program. Laura Robbins asked about the background on this issue. Kim Coy and Marie Fenn provided the full background information. Chairman Jeffcoat thanked Kim and Sonia Jimenez for their work on this MOU.

Financial Audit Report

Maria Mehok introduced Mary Marten, CPA and Partner in charge of the NPB audit with Brooks, McGinnis and Co. Mary Marten presented the information contained in the annual audit report which every board member had already received. Ms Marten indicated that the audit was a clean audit; there were no material findings. She complimented and thanked NPB staff for their work and help in making the audit as efficient as possible.

Financial Report

Maria Mehok was called upon to provide a financial update. She reported that the financial information could be found in the conference call email or also was located on NPBonline.net. All financial information was presented as of 02/21/11. Ms. Mehok went over the Summary Budget Year 10 information first, stating that against a budget of \$7,358,154, expenditures totaled \$6,035,532. She indicated that billing would continue for open FY 10 initiatives. She also indicated that after payment of open FY 10 initiatives, production research and coverage of the \$46,363 interest shortage there may be a small amount available for carry forward. On the positive side, \$30,031 in assessments have been received for crop year 2009 since the budget was created and adopted; these funds are unallocated at this time and are available for roll forward to FY 11 or FY 12 as determined. Ms. Mehok then presented FY 11 financial information. As of 02/21/11 expenditures total \$1,812,126 against a budget of \$8,044,172. She pointed out the footnote for the line item, "other expenses". USDA oversight falls under that category and was budgeted at \$169,600. USDA has revised the estimated cost to \$154,464 which provides an excess of \$15,136 that could be considered for reallocation if needed. The assessments for crop year 2010 are currently at \$6,927,745 against a budget of \$7,250,000. She then presented the balance sheet and asked for any questions. Don Self asked if the feeling is that we will collect the

budgeted \$7,250,000. Ms. Mehok indicated that it is hard to know. She indicated that we are well ahead of last year in collections, but that the collections started coming in earlier this year than last. We are looking optimistically toward collecting the complete budgeted amount. We should know for sure by the March Board meeting, if not before. There were no other questions.

Production Research

Maria Mehok explained a request from Mississippi Peanut Producers Association to revise the production research proposal submitted and approved at the NPB December Board meeting. She indicated that when the proposal was submitted that Malcolm Broome indicated that the figures were estimates and they were still working to finalize the details of the project. The revised project and its associated budget had been sent to all Board members as part of the conference call email. Ms. Mehok indicated that while the revised project was higher in cost than originally projected, it was still within the allocation available to MS. Don Self made a motion to approve the revised proposal as presented; Michael Davis seconded the motion. Motion passed unanimously.

Genomics Mapping Project

Chairman Jeffcoat discussed the Howard Valentine email indicating that an additional \$5 million in funding is needed to complete the Genomics mapping project. Howard would like to address the NPB Board meeting at its March meeting to present and discuss how NPB could be involved. Chairman Jeffcoat also mentioned that the Genomics portion of the APC meeting will be held on Tuesday and encouraged those who could attend to do so.

Skinny on Nuts & other Promotional Updates

Marie Fenn had to leave the call. She asked Mark Dvorak to join the call to give an update on the Skinny on Nuts initiative. He stated that the website was nearing completion. Mark also shared information about National Peanut Board's activities in New York City to kick off National Peanut Month. NPB will conduct deskside visits with O, Men's Health, Shape and American Baby Magazines and participate in a Food Fete media event on the topic of Foods for People with Food Allergies. NPB will also partner with Sunsweet on a co-op Satellite Media Tour featuring Skinny Chef Jennifer Iserloh. The week will cap off with the "Nutropolitan Museum of Art" a partnership with Peanut Butter & Co. to celebrate 365 days of peanut butter art. George & Gloria Jeffcoat and Jeffrey and Stephanie Pope will represent farmers to the consumers and media attending.

Misc

Chairman Jeffcoat discussed upcoming grower meetings and had Ms. Mehok give some details related to travel and meeting plans for the NPB March Board meeting. She asked all who had not done so to log on to NPBonline.net to complete the survey. George Jeffcoat, Don Self and Michael Davis indicated that they have been unable to log on to NPBonline.net. Ms. Mehok said she would correct that issue today and asked that any others having trouble using the site contact her directly.

Acreage Update

Chairman asked each about Peanut acreage for crop year 12. Most indicated a reduction between 10 and 20 percent and noted that many farmers are moving to cotton.

Chairman Jeffcoat asked if there were any other items for discussion. There being none, John Harrell made a motion to adjourn, seconded by Bob White. Meeting adjourned at 10:20 A.M. EST.

APPROVED: _____ **DATE:** _____

MINUTES

NATIONAL PEANUT BOARD MEETING GENERAL SESSION

MONDAY, MARCH 28, 2011
ATLANTA, GA

Board members present were: George Jeffcoat (AL), Michael Davis (FL), John Harrell (GA), Monty Rast (SC), Cindy Belch (NC), Gayle White (OK), Don Self (MS), Jeffrey Pope (VA), Don Self (MS), Vic Jordan (At-Large) and Peter Froese, Jr. (TX) who served as alternate for the absent Bob White.

Alternates present included: Ed White (AL), and Andy Bell (GA). Also present were Raffaella Marie Fenn, Ryan Lepicier and Maria Mehok (NPB); Bob Coyle (LBVD), Mitch Head and Mark Dvorak (Golin Harris); Attorney Amy Jones (McLeod, Watkinson & Miller) and Kimberly Coy (USDA/AMS).

Monday, March 28, 2011

National Peanut Board Chairman George Jeffcoat called the meeting to order at 8:35 a.m.

Attorney Amy Jones (McLeod, Watkinson & Miller) called the roll and advised that a quorum was present.

Attorney Amy Jones then read the official statement that is read at the start of all Board meetings.

“The Board is governed by the Commodity Promotion Act, the Peanut Promotion, Research and Information Order and the National Peanut Board bylaws. Pursuant to the Peanut Promotion, Research and Information Order, the National Peanut Board works to achieve an effective, continuous, and coordinated program of promotion, research, consumer information, evaluation, and industry information designed to strengthen the peanut industry's position in the market place; maintain and expand existing markets and uses for peanuts; and to carry out programs, plans, and projects designed to provide maximum benefits to the peanut industry. Although Board members are nominated by individual states, once appointed by the Secretary of Agriculture, each member has a fiduciary duty to represent all peanut growers to benefit the industry as a whole. The Act and Order prohibit Board members from taking any action in their roles as members of the Board to influence government. In accordance with the Act and Order, the members of the National Peanut Board serve as its decision-making body. The deliberations and discussions of the National Peanut Board are limited to its members, unless a guest requests and is granted permission from the Chair to participate. Any alternate attending a meeting is a guest, unless such alternate is attending in the stead of an absent Board member. All Board decisions are subject to the review and approval of the Secretary of the United States Department of Agriculture.”

Chairman Jeffcoat asked that all review the agenda; there being no changes, it was accepted by consensus. He asked that all review the minutes from the Conference call held on February 23,

2011. A motion to accept the minutes as presented was made by Michael Davis and seconded by Vic Jordan. The motion passed unanimously.

Chairman's Report: Chairman Jeffcoat reported that he had attended grower meetings for MS, AL/FL, VA, NM and OK. He had some "Red River Runner" sample packs which are now being grown in the Southwest. Chairman Jeffcoat had also attended the Nutropolitan event in NYC and spoke highly of the big turnout for the event.

President's Report: NPB President and Managing Director Marie Fenn referred everyone to her written report. She indicated she would address only those items not being covered in committee reports later. During her visit to D.C., she had extensive meetings with USDA and met with the new Associate Deputy Administrator for F & V, Bruce Summers. Ms. Fenn explained that he was new to his job; but not new to AMS. While meeting with USDA-AMS, F&V Bureau Chief Sonia Jimenez, Ms. Jimenez asked that they together meet with FAS regarding FAS travel and that during that meeting she had asked that FAS provide a proposal for this Board meeting for NPB to review, but it had not yet been received.

Further Ms. Fenn reported that she and Ms. Mehok travelled to Asheville, NC, the site of the upcoming June Board meeting, to meet with the hotel staff regarding meeting setup and to check out accommodations and dining options.

Ms. Fenn also reported on the Ag Symposium she had recently attended at UC Davis.

She also reported that there had not been any progress with the MOU between NPB and FAS for the certified acres list necessary to meet compliance plans and that Ms. Jimenez indicated that AMS would enter into an agreement with FAS and provide us with the information. She indicated that NPB was up to date on all other areas of compliance, but couldn't fulfill this requirement without the agency's data.

USDA Report: Chairman Jeffcoat then called on Kim Coy, USDA peanut specialist, to give her report. Ms. Coy discussed some of the requirements the Board should include and address in the nominations packets due May 1, 2011. She stated that there is a complete section on outreach efforts.

She said that USDA was finalizing the date and time for the management audit. She informed the Board that she was looking at old guidelines as well as new guidelines, due to the timeframe to be covered. The audit may take longer due to that fact.

She said that she was still working through the MOU between AMS and FSA.

Ms. Fenn complemented Sonia Jimenez and Ms. Coy for their work.

Chairman Jeffcoat recessed the General Session at 9:05 a.m.; committee meetings followed.

Tuesday, March 29, 2011

Board Chairman George Jeffcoat reconvened the General Session of the National Peanut Board quarterly meeting at 11:55 a.m.

Board members present were: Michael Davis (FL), John Harrell (GA), Monty Rast (SC), Cindy Belch (NC), Gayle White (OK), Don Self (MS), Laura Robbins (NM), Jeffrey Pope (VA), Vic Jordan (At-Large) and Peter Froese, Jr., who served as alternate for Bob White who was absent. Alternates present included: Ed White (AL), and Andy Bell (GA). Also present were Raffaella

Marie Fenn, Ryan Lepicier and Maria Mehok (NPB); Bob Coyle (LBVD), Mark Dvorak (Golin Harris); Kimberly Coy (USDA/AMS) and Wayne Watkinson (Attorney- McLeod, Watkinson & Miller).

Chairman Jeffcoat asked for committee reports from each committee chair.

Budget & Finance Committee

Vic Jordan, Chairman, presented the recommendation from the Budget and Finance Committee that the financials be accepted as presented. The Board approved unanimously.

Research Committee

Jeffrey Pope, Chairman, presented the committee's recommendation that staff look for areas in the budget that could be directed toward Genomics funding, for the Board's discretion as to whether it could come from production research or from another area of the budget for consideration as part of the FY12 budget for Genomics. The Board approved it unanimously.

By-Laws and Policy Committee

NPB Chairman George Jeffcoat, serving for the absent Committee Chairman Bob White, presented the recommendation from the By-Laws and Policy Committee that the Board approve the staff requested changes in three documents: the Office, Accounting & Internal Control Procedures Manual, the Board Policy Manual and the Employee Policies & Procedures Manual. The Board approved the motion unanimously.

Promotions Committee

Don Self, Chairman, reported that the committee had no actionable items.

Export & International Trade Committee

Michael Davis, Chairman, reported that the committee had no actionable items.

Grower & Industry Communications Committee

John Harrell, Chairman, reported that the Grower & Industry Communications Committee had no actionable items.

Evaluations & Measurement Committee

Monty Rast, Chairman, reported the committee had no actionable items.

Diversity Outreach Committee

Cindy Belch, Chairman, reported that the Diversity Outreach Committee directed staff to contact potential candidates for the Diversity Advisory Council. There was no Board action needed.

The committee also recommended sending the Syngenta letter to state executives. The Board approved this recommendation unanimously.

Chairman Belch asked the Board to accept the resignation of Laura Robbins from the Diversity Advisory Council. The Board approved the recommendation unanimously.

Old Business

The June Board meeting schedule and information was shared and was accepted by consensus.

New Business

December Board meeting venue change. There was discussion concerning the next December Board meeting since the APC had changed the location of the meeting from Atlanta to DC since NPB had set their meeting to coincide with APC. The Board considered whether the meeting should be held in Washington DC and if so the difficulty of being able to hold all of NPB's meetings prior to since the dates APC had chosen created conflicts for several Board members who attend Farm Bureau meetings during that time. Staff was given direction to work up a possible schedule and then reach out to APC to work out a set up for the meeting that was workable to be reported at the June Board meeting.

SeaWorld Opportunity: Marie Fenn reminded the Board that as part of the budgeting for FY 11, there was no money designated for a SeaWorld partnership, but there had been a discussion at the time that some funds from the opportunity line item could be used if it was later decided to do so. After discussion, Vic Jordan made a motion to authorize staff to negotiate a contract with SeaWorld, not to exceed \$5,000, the funds to come from the FY 11 Opportunity Budget line item. Don Self seconded the motion. The motion passed unanimously.

There being no further business to come before the Board, Vic Jordan motioned for adjournment and Don Self seconded the motion. The motion passed unanimously. The meeting adjourned at 12:50 p.m.

APPROVED: _____ **DATE:** _____

MINUTES
NATIONAL PEANUT BOARD MEETING
GENERAL SESSION
FRIDAY, JUNE 17, 2011 – SATURDAY, JUNE 18, 2011
ASHEVILLE, NC

Board members present were: George Jeffcoat (AL), Michael Davis (FL), John Harrell (GA), Monty Rast (SC), Cindy Belch (NC), Gayle White (OK), Don Self (MS), Jeffrey Pope (VA), Laura Robbins (NM), Vic Jordan (At-Large) and Bob White (TX).

Alternates present included: Ed White (AL), Les Crall (OK), Wayne Baker (NM), Peter Froese, Jr. (TX) and Clarke Fox (VA). In addition to Ms. Jones, also present were Raffaella Marie Fenn, Ryan Lepicier and Maria Mehok (NPB); Bob Coyle (LBVD), Mitch Head and Mark Dvorak (Golin Harris), Kimberly Coy (USDA/AMS) and Susan Wentzy (USDA/FAS). Guest: Mark Fenn.

Friday, June 17, 2011

National Peanut Board Chairman George Jeffcoat called the meeting to order at 10:45 a.m.

Attorney Amy Jones (McLeod, Watkinson & Miller) called the roll and advised that a quorum was present.

Attorney Amy Jones then read the official statement that is read at the start of all Board meetings.

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Chairman Jeffcoat asked that all review the agenda; there being no changes, it was accepted by consensus. He asked that all review the minutes from the March 28 and 29, 2011 Board meeting. A motion to accept the minutes as presented was made by Jeffrey Pope and seconded by Cindy Belch. The motion passed unanimously.

Chairman's Report: Chairman Jeffcoat shared how he worked with the Peanut Proud group in providing hands-on relief in distributing peanut butter, kids supplies and water to tornado victims in Hamilton, AL; and commented that he was glad the Board members voted to contribute the \$10,000 to the effort. In addition, he had also attended the Small Business Export Initiative meeting in Atlanta, along with Michael Davis, Export & International Trade Committee Chairman; they both felt it was very successful and will be helpful for small farmers and small businesses. He said that more details on the program would be provided in the Export & International Trade Committee meeting.

President's Report: NPB President and Managing Director Marie Fenn referred everyone to her written report. Ms. Fenn commended John Underwood in processing the MOU between NPB and USDA/FSA. This has been a long time coming and John Underwood was able to expedite the process. The MOU is now fully executed and we have already received the Crop Year 10 certified acres list.

USDA Report: Kim Coy said that the nomination package has been received and the information provided was very thorough. She also stated that the USDA/AMS offices will be moving to a new location and would now be sharing space with MOAB. Ms. Coy stated that the Management review of NPB dates have been confirmed for November. Administrator Rayne Pegg will be leaving at the end of June. A replacement has not yet been named, but that in all probability Dave Shipman would serve as interim or acting administrator until one is named.

FAS Report: Susan Wentzy, new FAS representative to peanuts and to NPB replacing Yvonne Dock introduced herself to the Board and provided a brief update on her background and work experience.

Chairman Jeffcoat recessed the General Session at 11:10 a.m.; committee meetings followed.

Saturday, June 17, 2011

Board Chairman George Jeffcoat reconvened the General Session of the National Peanut Board quarterly meeting at 2:15 p.m.

Board members present were: George Jeffcoat (AL), Michael Davis (FL), John Harrell (GA), Monty Rast (SC), Cindy Belch (NC), Gayle White (OK), Don Self (MS), Jeffrey Pope (VA), Laura Robbins (NM), Vic Jordan (At-Large) and Bob White (TX).

Alternates present included: Ed White (AL), Les Crall (OK), Wayne Baker (NM), Peter Froese, Jr. (TX) and Clarke Fox (VA). In addition to Ms. Jones, also present were Raffaella Marie Fenn, Ryan Lepicier and Maria Mehok (NPB); Bob Coyle (LBVD), Mitch Head and Mark Dvorak (Golin Harris), Kimberly Coy (USDA/AMS) and Susan Wentzy (USDA/FSA). Guest: Mark Fenn.

Chairman Jeffcoat asked for committee reports from each committee chair.

Budget & Finance Committee. Chairman Jordan stated that the committee recommends that the Preliminary Compliance Report be accepted as presented. The Board approved unanimously. The committee also recommends that the financials be accepted as presented. The Board approved unanimously.

Grower & Industry Communications Committee. No action items were brought forward.

Research Committee. Chairman Pope stated that the committee recommends that staff develop a response to Dr. Lack's funding request for new projects stating that no new projects can be considered for funding at this time due to budgetary constraints. The Board approved unanimously.

Evaluation & Measurement Committee. Chairman Rast stated that the committee recommends that staff investigate costs for a program five-year evaluation. The Board approved unanimously.

Promotions and Reputation Management Committee. Chairman Don Self noted that there were no action items, but it was suggested that as part of the FY 12 Budget setting meeting in August that items be noted for possible cutting if necessary due to assessment shortage and those that may be added should funds become available.

Export & International Trade Committee. No action items were brought forward

Old Business. There was no old business.

New Business. Marie Fenn indicated that John Powell (APSA and TPI) had contacted her to ask if NPB has intentions of holding a meeting in conjunction with the US Peanut Congress in June 2012; the location they have chosen is Charleston, SC. He indicated that if that was the case, he would need a commitment now and was also interested in getting a commitment from the Board for the following year in 2013. Much discussion ensued involving the upcoming December Board meeting in DC in tandem with APC; and the Peanut Congress scheduled for June 2012.

Ms. Fenn shared the document the Chairman had asked her to create of suggested meeting dates and sites for FY12. After the discussion, Laura Robbins made a motion that the Board keep the current commitment for the December 2011 meeting, but not commit to Peanut Congress June 2012 meeting until additional ideas have been presented by staff and further discussion at the August Board meeting. Vic Jordan seconded the motion. Motion passed unanimously.

There being no further business to come before the Board, Vic Jordan motioned for adjournment and Don Self seconded the motion. The motion passed unanimously. The meeting adjourned at 3:25 p.m.

APPROVED: _____ **DATE:** _____

MINUTES
NATIONAL PEANUT BOARD MEETING
GENERAL SESSION
AUGUST 17 - 19, 2011
PORTLAND, OR

Board members present were: George Jeffcoat (AL), Michael Davis (FL), John Harrell (GA), Monty Rast (SC), Cindy Belch (NC), Gayle White (OK), Don Self (MS), Laura Robbins (NM), Vic Jordan (At-Large) and Bob White (TX). Jeffrey Pope (VA) was absent. Alternates present included: Ed White (AL) and Peter Froese, Jr. (TX).

Others present were Raffaella Marie Fenn, Ryan Lepicier, Sherry Coleman Collins and Maria Mehok (NPB); Bob Coyle (LBVD), Mitch Head and Mark Dvorak (Golin Harris), Amy Jones (MWM) and Maureen Pello (USDA-AMS).

Wednesday, August 17, 2011

National Peanut Board Chairman George Jeffcoat called the meeting to order at 8:42 a.m.

Attorney Amy Jones (McLeod, Watkinson & Miller) called the roll and advised that a quorum was present.

Attorney Amy Jones then read the official statement that is read at the start of all Board meetings.

"The Board is governed by the Commodity Promotion Act, the Peanut Promotion, Research and Information Order and the National Peanut Board bylaws. Pursuant to the Peanut Promotion, Research and Information Order, the National Peanut Board works to achieve an effective, continuous, and coordinated program of promotion, research, consumer information, evaluation, and industry information designed to strengthen the peanut industry's position in the market place; maintain and expand existing markets and uses for peanuts; and to carry out programs, plans, and projects designed to provide maximum benefits to the peanut industry. Although Board members are nominated by individual states, once appointed by the Secretary of Agriculture, each member has a fiduciary duty to represent all peanut growers to benefit the industry as a whole. The Act and Order prohibit Board members from taking any action in their roles as members of the Board to influence government. In accordance with the Act and Order, the members of the National Peanut Board serve as its decision-making body. The deliberations and discussions of the National Peanut Board are limited to its members, unless a guest requests and is granted permission from the Chair to participate. Any alternate attending a meeting is a guest, unless such alternate is attending in the stead of an absent Board member. All Board decisions are subject to the review and approval of the Secretary of the United States Department of Agriculture."

Chairman Jeffcoat asked that all review the agenda; there were no changes, Bob White made a motion that the agenda be accepted as presented; Don Self seconded the motion. Motion passed. Chairman Jeffcoat asked that all review the minutes from the June 2011 Board meeting. A motion to accept the minutes as presented was made by Don Self and seconded by Vic Jordan. The motion passed unanimously. Chairman Jeffcoat then asked all to review the minutes from the August 11, 2011 conference call. Vic Jordan made a motion to accept the conference call minutes as presented, seconded by Cindy Belch. The motion passed unanimously.

Chairman's Report: Chairman Jeffcoat shared that he had attended the Southern Peanut Growers conference in late July. He mentioned the other Board members who had also attended the event. He commented that NPB was well received. Chairman Jeffcoat went on to talk about the dry areas and the anticipated tonnage for peanut production.

President's Report: NPB President and Managing Director Marie Fenn referred everyone to her written report. Ms. Fenn noted that the details for the CRM initial contract, totaling ~~\$67,500~~ have been worked out. The contract has not been signed due to the fact that legal staff is still working out details of the whole project.

Ms. Fenn noted that she had received a call from George Birdsong, who was very complimentary of the job NPB was doing on peanut allergy. He also asked what she would do differently if she had more money. She reported that she had told him that NPB would do more of the same things it was doing now, more proactive outreach and training on proper food allergy management in schools and institutions and training for decision makers and gatekeepers. And, that some of the promising work in research that NPB has funded in the past may not have as many dollars this year due to the drought. Based on the conversation, she felt that there may be some funding for additional allergy research by asking the shellers to participate.

Ms. Fenn commented that NPB also was well received at the National Buying Point Summer meeting, and the APRES conference, where NPB staff gave presentations. She mentioned that Monty Rast had provided a tour for the PB&Co. sponsored National Women's Champion cycling team. She asked for input from those who participated in these events. Chairman Jeffcoat thanked all for representing NPB in their areas.

USDA Report: Maureen Pello introduced herself and provided some background. She would serve as representative for USDA (AMS) for a portion of this meeting until Kim Coy joins the group later in the week. She reported that the NPB nominations package is moving through the proper channels, currently at the Secretary's office for review and approval. She thanked NPB for providing all the proper details and for attention to the requirement for diversity. Ms. Pello indicated that Ms. Coy, along with a representative from USDA Compliance would be conducting a management audit in November at the NPB offices and that Ms Fenn had been notified.

Ms. Pello also noted that the NPB updated policies would be approved shortly. Ms. Fenn noted that NPB had not been informed that the policy changes required USDA approval since the USDA has always been at the meetings when the Board has made any changes. NPB always submits a clean copy of what the Board approved, but I had never been informed in the past that those were more than an FYI copy. Ms. Pello also let everyone know that Dave Shipman is now the acting Administrator in place of the now resigned Administrator Rayne Pegg.

Chairman Jeffcoat recessed the General Session at 9:19 a.m.; committee meetings followed.

Friday, August 19, 2011

Board Chairman George Jeffcoat reconvened the General Session of the National Peanut Board quarterly meeting at 11:15 a.m.

Board members present were: George Jeffcoat (AL), Michael Davis (FL), John Harrell (GA), Monty Rast (SC), Cindy Belch (NC), Gayle White (OK), Don Self (MS), Laura Robbins (NM), Vic Jordan (At-Large) and Bob White (TX). Jeffrey Pope (VA) was absent. Alternates present included: Ed White (AL) and Peter Froese, Jr. (TX).

Others present were Raffaella Marie Fenn, Ryan Lepicier, Sherry Coleman Collins and Maria Mehok (NPB); Bob Coyle (LBVD), Mitch Head and Mark Dvorak (Golin Harris), Amy Jones (MWM) and Kim Coy (USDA-AMS).

Marie Fenn presented a proposed schedule for FY 12 Board meetings, which would only include three meetings due to the lower total budget. The meetings would be in Washington, D.C. in December 2011, which had already been committed to by the Board in conjunction with the APC, a proposed March meeting in Point Clear, AL with an opportunity to meet with the Alabama Peanut Producers Board, and an August meeting to be set at a location with education opportunities for the Board at this time a location in North Georgia was being explored. Motion made by John Harrell, seconded by Monty Rast to accept the schedule with the change to the March meeting dates to March 14 – 16, 2012. The motion passed unanimously.

Chairman Jeffcoat called for committee reports:

Budget & Finance Committee. Chairman Jordan stated that there were no official recommendations, but that the Committee had requested that legal counsel report to the full Board on the issues raised by the Committee related to assessment collections and the interpretation of the Order. Legal counsel Amy Jones reported that she had reviewed the Order and the Handler Instructions, and that it is her opinion that the instructions do not appear to clearly and accurately reflect the provisions related to the collection of assessments in the Order. The Board requested that staff and the legal team look into assessment collections and the Handler Instructions to determine how the Handler Instructions are being interpreted and applied by handlers.

Research Committee. Chairman Jeffcoat, filling in for the absent Chairman Pope, presented the following recommendations:

1. Staff prepare a letter to be sent to APRES stating that the Board could not guarantee that the same individual would serve for three years and ask that APRES understand that it would most likely be the NPB Research Chair but that it would be best if it could be assigned as an NPB seat. The Board approved unanimously.
 2. Staff contact at least three researchers to get feedback on the proposed format for production research project proposals. The Board approved unanimously.
 3. Hire outside contractor, Mary Zischke to provide a five-year, spot check evaluation of production research projects. The Board approved unanimously.
 4. Hire outside contractor, Mary Zischke to review all 2012 proposals to provide summary comments on each at a cost of \$50/proposal. The Board approved, with one dissenting vote from John Harrell (GA).
- Export & International Trade Committee.** Committee recommends funding a fact finding trip to China for Marie Fenn and Bob Coyle to attend a Chinese Trade Show. The Board approved unanimously.
- Diversity Committee.** Chairman Belch said that the Committee recommends that staff draft a letter of invitation to each of the three candidates discussed to serve as a member of the Diversity Advisory Council. The Board approved unanimously
- Promotions and Reputation Management Committee.** Chairman Don Self noted that there were no action items, but commended the staff on an excellent report.

Calendar. Marie Fenn updated all on the upcoming activities, some of which included: SC Field Day – September 1; Plains Peanut Festival – September 24 and Mexico Reverse Trade Mission, October 17 – 19 to be held in Lubbock, TX.

There being no further business to come before the Board, Michael Davis motioned for adjournment and Don Self seconded the motion. The motion passed unanimously. The meeting adjourned at 12:20 p.m.

APPROVED: _____ **DATE:** _____

MINUTES
NATIONAL PEANUT BOARD MEETING
GENERAL SESSION
December 6 - 7, 2011
WASHINGTON, DC

Tuesday, December 6, 2011

National Peanut Board Chairman George Jeffcoat called the meeting to order at 9:25 a.m.

Amy Jones (Attorney-McLeod, Watkinson & Miller) called the roll and advised that a quorum was present.

Board members present were Michael Davis (FL), John Harrell (GA), Don Self (MS), Cindy Belch (NC), Laura Robbins (NM), Gayle White (OK), Monty Rast (SC), Bob White (TX), Jeffrey Pope (VA) and Vic Jordan (At-Large).

Alternates present included: Ed White (AL), Peter Froese, Jr. (TX), Les Crall (OK), Dan Ward (NC), Andy Bell (GA), Bud Bowers (SC), Clarke Fox (VA), John Shackelford (At-Large). Jeffrey Pittman (FL) and Wayne Baker (NM) were not in attendance.

In addition to Ms. Jones, also present were Raffaella Marie Fenn, Ryan Lepicier, Maria Mehok and Sherry Coleman Collins (NPB); Bob Coyle (LBVD), Mitch Head and Mark Dvorak (Golin Harris) and Kim Coy (USDA/AMS). Guests present included: incoming Board and Alternates: Tom Corcoran (AL), Paul Rogers III (VA) and Mike Steede (MS). Other guest: Mark Fenn.

Attorney Amy Jones then read the official statement that is read at the start of all Board meetings.

"The Board is governed by the Commodity Promotion Act, the Peanut Promotion, Research and Information Order and the National Peanut Board bylaws. Pursuant to the Peanut Promotion, Research and Information Order, the National Peanut Board works to achieve an effective, continuous, and coordinated program of promotion, research, consumer information, evaluation, and industry information designed to strengthen the peanut industry's position in the market place; maintain and expand existing markets and uses for peanuts; and to carry out programs, plans, and projects designed to provide maximum benefits to the peanut industry. Although Board members are nominated by individual states, once appointed by the Secretary of Agriculture, each member has a fiduciary duty to represent all peanut growers to benefit the industry as a whole. The Act and Order prohibit Board members from taking any action in their roles as members of the Board to influence government. In accordance with the Act and Order, the members of the National Peanut Board serve as its decision-making body. The deliberations and discussions of the National Peanut Board are limited to its members, unless a guest requests and is granted permission from the Chair to participate. Any alternate attending a meeting is a guest, unless such alternate is attending in the stead of an absent Board member. All Board decisions are subject to the review and approval of the Secretary of the United States Department of Agriculture."

Agenda and Minutes

Chairman Jeffcoat asked all to review the meeting agenda. There were no changes and the agenda was accepted by consensus. Chairman Jeffcoat then asked that all review the minutes from the August 2011 Board meeting. Jeffrey Pope motioned that the minutes be accepted as presented; Bob White seconded the motion. The motion passed unanimously.

Don Self then stated that the nominating committee asks that the vote of officers be handled in the Board meeting, not at the annual meeting luncheon. Don Self motioned that the agenda be updated to reflect this, Vic Jordan seconded the motion. The motion passed unanimously and it was determined that the nominations committee report occur during the general session immediately following the swearing the USDA report and removed from the agenda for the Annual Meeting Luncheon.

Chair's Report

Chairman Jeffcoat reported on his activities since the August Board meeting. He indicated that much of his time was spent in the field just following the summer meeting, but he had attended the FQAM (Flavor, Quality and the American Menu) conference in the fall at Culinary Institute of America (CIA). He discussed how John Birmingham, Director of Food Service for Aramark, had addressed the audience about how working with NPB he had added some

appealing offerings that included peanuts and peanut butter and the peanut butter grinder and freshly made peanut butter were now a part of his overall menu programs and that the students loved it.

Ms. Fenn, President and Managing Director, advised the Board that the minutes from the November 2 conference call still needed to be reviewed and approved.

After review, Don Self motioned that the minutes be approved as presented, Jeffrey Pope seconded the motion. Motion passed unanimously.

President's Report:

Ms. Fenn was called on to provide her President's report. Ms. Fenn stated that she had sent a written report recently and since that time, she had attended a business development conference focused on US Business Opportunities in Asia at UC Davis. There, NPB showcased some value-added peanut products to potential buyers; and also participated in activities and presentations about business potential in Asia for US value-added products. Several key relationships were established that would be helpful to NPB's foray into China in the spring. She also reported that much of her time in the past several months had been devoted to the new product development work. All her activity would be covered in detail in committee reports.

USDA Report

Kim Coy, USDA/AMS reported that the management audit had been completed in early November. She had completed this on-site office audit with Bob Pluebell, senior auditor, USDA Compliance. She stated that the audit was very good and that there were no financial findings and Marketing had just one minor item found where the posted item was slightly different from the final copy USDA had been provided. She indicated that the item would not have required pre-approval, but a notification copy should have been sent. Kim complimented Ms. Fenn and her team for an outstanding job. Ms. Coy then provided an update on the Board seat from VA and the Alternate seat from FL. The Secretary had appointed the number two choice in both instances and those appointed had immediately resigned their positions. She indicated that she had the re-submission information provided by Ms. Fenn and that the two submissions are now before the Secretary.

Ms. Coy then administered the oath of office to the re-appointed and new members and alternate members present including: Edward White, Michael Davis, Don Self, Cindy Belch, Tom Corcoran, Mike Steede, Dan Ward and Paul Rogers, III. After the oath, Ms. Coy congratulated all. Then, Chairman Jeffcoat also congratulated them.

Chairman Jeffcoat then called for the Nominations Committee report. Jeffrey Pope presented the following recommended slate:

Chairperson: Cindy Belch
Vice Chair: Vic Jordan
Treasurer: John Harrell
Secretary: Bob White

Don Self motioned that nominations be closed. Monty Rast seconded the motion. Motion passed unanimously.

The nominations were approved by acclamation.

Chairman Jeffcoat recessed the General Session at 9:43 a.m.

National Peanut Board Chairman George Jeffcoat reconvened the meeting to order at 3:30 p.m.

Amy Jones (Attorney-McLeod, Watkinson & Miller) called the roll and advised that a quorum was present.

Board members present were Michael Davis (FL), John Harrell (GA), Don Self (MS), Cindy Belch (NC), Laura Robbins (NM), Gayle White (OK), Monty Rast (SC), Bob White (TX), Jeffrey Pope (VA) and Vic Jordan (At-Large).

Alternates present included: Ed White (AL), Peter Froese, Jr. (TX), Les Crall (OK), Dan Ward (NC), Andy Bell (GA), Bud Bowers (SC), Clarke Fox (VA), John Shackelford (At-Large). Jeffrey Pittman (FL) and Wayne Baker (NM) were not in attendance.

In addition to Ms. Jones, also present were Raffaella Marie Fenn, Ryan Lepicier, Maria Mehok and Sherry Coleman Collins (NPB); Bob Coyle (LBVD), Mitch Head and Mark Dvorak (Golin Harris) and Kim Coy (USDA/AMS). Guests present included: incoming Board and Alternates: Tom Corcoran (AL), Paul Rogers III (VA) and Mike Steede (MS). Other guests: Antron Williams, Lewis Walker and Mark Fenn.

Marie Fenn, President and Managing Director said that she had researched several locations to consider for the August Board meeting that would allow for educational opportunities in and outside of peanut growing regions. She said that the Board needed to select a city at this time in order to allow time for securing the hotel and developing the educational activities. The areas to consider have been narrowed to the following:

Seattle, WA which offers educational opportunities in apple production, timber, other agriculture and seafood, Boston, MA which offers educational opportunities in seafood, cranberries and access to the UMASS campus where NPB has had a great influence. Or, the Board could consider going to another another peanut growing area.

After much discussion, the Board took a head count of all members and alternates and decided to hold the meeting in Seattle, WA. Staff will work to identify and finalize a hotel and meeting place, along with the educational tours.

Calendar

Ms. Fenn directed all to the calendar in the back of the Board books and indicated that some Board members would be needed for several of the promotional efforts and upcoming activities through March. Laura Robbins volunteered to attend the World of Healthy Flavors, January 18-20 in St. Helena, CA; Don Self volunteered to attend the NPBPA Winter Conference February 11- 12 in New Orleans; Gayle White or Laura Robbins will attend the SAC meeting March 1 in Orlando; Michael Davis, Vic Jordan and if needed Don Self will attend the NYC Energize Your World Event March 14 – 15; and Bob White and Gayle White volunteered to attend the Oklahoma Peanut Expo March 15 – 16. Staff will get information to all those who volunteered. Dates of some other events had not yet been nailed down.

Chairman Jeffcoat alerted all that Dan Ward will be the new chairman of the APC Foundation Committee.

Howard Valentine was called on to provide an update on Peanut Genome Research progress and funding of the research.

General Session recessed at 4:00 p.m.

Wednesday, December 7, 2011

National Peanut Board Chairman George Jeffcoat reconvened the meeting to order at 3:50 p.m.

Amy Jones (Attorney-McLeod, Watkinson & Miller) called the roll and advised that a quorum was present.

Board members present were Michael Davis (FL), John Harrell (GA), Don Self (MS), Cindy Belch (NC), Laura Robbins (NM), Gayle White (OK), Monty Rast (SC), Bob White (TX), Jeffrey Pope (VA) and Vic Jordan (At-Large).

Alternates present included: Ed White (AL), Peter Froese, Jr. (TX), Les Crall (OK), Dan Ward (NC), Andy Bell (GA), Bud Bowers (SC), Clarke Fox (VA), John Shackelford (At-Large). Jeffrey Pittman (FL) and Wayne Baker (NM) were not in attendance.

In addition to Ms. Jones, also present were Raffaella Marie Fenn, Ryan Lepicier, Maria Mehok and Sherry Coleman Collins (NPB); Bob Coyle (LBVD), Mitch Head and Mark Dvorak (Golin Harris) and Kim Coy (USDA/AMS). Guests present included: incoming Board and Alternates: Tom Corcoran (AL), Paul Rogers III (VA) and Mike Steede (MS). Other guests: Antron Williams, Lewis Walker, Naveen Puppala, Dell Cotton and Mark Fenn.

Chairman Jeffcoat called on Kim Coy, USDA/AMS.

Kim Coy provided an update concerning the VA Board Member open seat and the FL Alternate Member open seat. Ms. Coy stated that she had learned that the Secretary will not accept the other delegate submitted as part of the

nominations packet for VA Board Member or for FL Alternate Member. She reported that each state must hold another election following the rules of providing a 30-day notice. Whoever is on the ballot must be ready and willing to serve. The existing first choice could be on the ballot again. Dell Cotton, Director of VPGA, asked the chair to be recognized and was permitted to comment. He said that VA is down to 100 growers and it is hard to find someone willing to serve and give the time. Mr. Cotton expressed that he is not sure why a first and second choice is requested by USDA to be sent if the Secretary is he is going to ignore their grower organization choice. He also expressed that it is kind of embarrassing to the first choice to be rejected and then there is never a reason provided as to why the nominee is not selected. It was suggested that Mr. Cotton write a letter to the secretary and that NPB also write a letter to the Secretary expressing this sentiment.

John Harrell motioned that NPB draft a letter about Board appointments to the Secretary and the letter be approved by email by the Board. Vic Jordan seconded the motion. Motion passed unanimously.

Discussion of Section 1216.51 of the Order

Kim Coy reported that the Board was obligated to appoint and convene an ad hoc Advisory Committee to review and discuss whether guidance related to the calculation of the assessment might clarify the Order and ensure consistency. The Board appointed and convened an Advisory Committee consisting of all the current board members and alternates of the National Peanut Board, as well as incoming board members and alternates of the Board. These people represent the entire growing region, both producers and buying points in close communication with all industry segments. During the course of that advisory committee's deliberations, Advisory Committee members discussed at length the work they had done in seeking information and hearing from other constituents within the industry and that direct purchase and option contract information needed to be fully defined. In depth discussion resulted in a suggestion from Amy Jones, Attorney MWM, that NPB request that AMS post in the Federal Register a clarification through rule making process and asked for AMS feedback.

After much discussion it was proposed that Ms. Jones work to finalize the document to be sent to AMS; gather Board feedback by email before sending to USDA for review/response.

General Session recessed at 4:20 for Budget and Finance Committee votes. General Session reconvened at 4:25 p.m.

Committee Reports

Budget & Finance: Chairman Jordan presented the following recommendations:

Board accept financials as presented, Board accept the Compliance Report as presented, approval of rough draft of assessment clarification document. Recommendations approved unanimously.

Evaluation and Measurement: No actionable items.

By laws: Chairman White presented the following recommendations:

Board accept the revised contract procedures as presented, Board accept the postage meter security policy as presented, Board accept the new write-off policy as presented and the Board accept the new investment policy as presented All passed unanimously.

Grower: Chairman Harrell presented the committee recommendation to revisit funding of the Plains Peanut Festival if funds are available with Board to discuss fund availability at March meeting. Recommendation approved unanimously.

Research: No actionable items presented.

Promotions: Chairman Self indicated that there were no actionable items, but wanted to commend the Staff and Board on providing an incredible program on limited funds.

Diversity: Chairman Belch indicated that there were no actionable items, but she provided a brief update on the Diversity Advisory Council's meeting and introduced the three new members: Naveen Puppala – NM, Antron Williams – SC, and Whitney White – OK who was absent as well as the returning member Lewis Walker.

Export: No actionable items presented.

Other Business: There was discussion concerning the IPF (International Peanut Forum). It was decided that NPB would not attend.

Additional discussion concerning the assessment ensued, and it was decided that Board members would seek feedback from growers in their area concerning possibly changing the assessment calculation to a per-ton basis instead of percentage of purchase price.

There being no further business to come before the Board. Laura Robbins motioned for adjournment, Vic Jordan seconded the motion. Meeting adjourned at 4:55 p.m.

APPROVED: _____ **DATE:** _____

**NATIONAL PEANUT BOARD
CONFERENCE CALL
THURSDAY, FEBRUARY 16, 2012 MINUTES**

Call Participants:

Board Members Present
Cindy Belch - Chairman
Michael Davis - FL
John Harrell - GA
Don Self - MS
Ed White - AL
Laura Robbins - NM
Gayle White – OK
Monty Rast- SC
Bob White- TX
Jeffrey Pope - VA
Vic Jordan - At-Large

John Crumpler – Incoming VA Bd Member
John Shackelford – Alternate At-Large
Les Crall – Alternate OK
Paul Rogers III – Alternate VA
Peter Froese, Jr. – Alternate TX
Others on the call:
Raffaella Marie Fenn – P&MD NPB
Maria Mehok - NPB
Kim Coy – USDA
Amy Jones – MW&M
Mary Marten – Brooks McGinnis & Co.
Kathy Redgate – Brooks McGinnis & Co.

Board Chairman Cindy Belch called the meeting to order at 9:00 a.m. and welcomed everyone to the call. She asked attorney Amy Jones to take the role by state. A quorum was present.

Chairman Belch asked NPB attorney Amy Jones to read the official statement read at all Board meetings and Board conference calls. She read the following statement:

“The Board is governed by the Commodity Promotion Act, the Peanut Promotion, Research and Information Order and the National Peanut Board bylaws. Pursuant to the Peanut Promotion, Research and Information Order, the National Peanut Board works to achieve an effective, continuous, and coordinated program of promotion, research, consumer information, evaluation, and industry information designed to strengthen the peanut industry's position in the marketplace; maintain and expand existing markets and uses for peanuts; and to carry out programs, plans, and projects designed to provide maximum benefits to the peanut industry. Although Board members are nominated by individual states, once appointed by the Secretary of Agriculture, each member has a fiduciary duty to represent all peanut growers to benefit the industry as a whole. The Act and Order prohibit Board members from taking any action in their roles as members of the Board to influence government. In accordance with the Act and Order, the members of the National Peanut Board serve as its decision-making body. The deliberations and discussions of the National Peanut Board are limited to its members, unless a guest requests and is granted permission from the Chair to participate. Any alternate attending a meeting is a guest, unless such alternate is attending in the stead of an absent Board member. All Board decisions are subject to the review and approval of the Secretary of the United States Department of Agriculture.”

Chairman Belch asked all to review the agenda that each should have received by email. John Harrell motioned that the agenda be accepted as presented. Michael Davis seconded the motion. Motion passed unanimously.

Chairman Belch then asked all to review the Minutes from the December Board meeting General Session. After review, Michael Davis made a motion that the minutes be accepted as presented. Don Self seconded the motion. Motion passed unanimously.

Financial Audit Report:

Marie Fenn, President and Managing Director called on Kathy Redgate and Mary Marten of Brooks, McGinnis and Company who had completed the financial audit for the Fiscal Year ended 10/31/11 to present a report of findings. Each introduced themselves and reported that the findings had been provided recently to Marie Fenn, Maria Mehok, Kim Coy and Vic Jordan, NPB Treasurer for 2011. Kathy Redgate reported that the report is presented on the modified cash basis and that the audit is performed in compliance with Generally accepted Governmental Standards (GAGAS) as required by USDA. Mary Marten reiterated Kathy's comments and added that there is a separate audit opinion issued on compliance to USDA/AMS procedures and internal controls. Mary noted that a clean audit report has been issued as well as the fact that no material weakness in internal controls was observed. Both Kathy and Mary complimented NPB staff on high internal controls and standards and for cooperation during the onsite visit. Ms. Marten asked for any questions; upon receiving none she offered direct contact information for any future questions related to the audit. Ms. Redgate and Ms. Marten then left the call.

Welcome and Swearing In of new Virginia Board Delegate:

Marie Fenn introduced John Crumpler and asked that he say a few words. John Crumpler provided a brief introduction and said that he is glad to be a part of the Board and looking forward to working with Board.

Kim Coy then introduced herself to John Crumpler Kim reminded him that the Secretary of Agriculture has appointed him on the recommendation of his fellow peanut producers to carry out the Board's responsibilities on behalf of the Secretary and for the benefit of the U.S. peanut industry. His nomination and selection demonstrates the respect and confidence that he has earned as an effective leader in his industry. She reminded him that it is a national board and all members have an obligation to represent all producers who pay the check-off.

Kim requested Mr. Crumpler to take an oath by repeating after her.

"I promise to carry out my duties and responsibilities as a member of the National Peanut Board in an unbiased manner and in accordance with the intent of the Act and Order."

Kim Coy congratulated John Crumpler and wished him success. She also informed him that she is looking forward to working with him.

Chairman's Report:

Cindy Belch said that it has been a very exciting couple of months. She had provided a brief update at VC advisory meeting which had shellers, growers and State Executives in attendance. Cindy then talked briefly about the Research Summit held in Atlanta on January 31. From there Cindy attended the PB for Breakfast initiative in LA. Chairman Belch spoke very highly of Chef Lala who was very engaging with the moms and kids who attended the event. Marie Fenn, Sherry Coleman Collins, Ryan Lepicier and Mark Dvorak had worked the event. Chairman Belch said the attendees were very receptive to the information provided about nutritious peanuts and peanut butter. Chairman Belch had also addressed the growers at the Virginia Growers meeting held in Franklin, VA. Other NPB members and past members in attendance included Jeffrey Pope, John Crumpler, Paul Rogers, III, Clark Foxe and Billy Bain.

President's Report:

Raffaella Marie Fenn, President and Managing Director said that Cindy Belch did a fabulous job in LA. There were 350,000 tweets leveraging the great information that NPB representatives provided related to the nutritious benefits of peanuts and peanut butter.

Ms. Fenn said that she is following closely the progress of assessment collections and that we are currently within striking distance of reaching budget. Even though it is a small budget, this is a tremendous accomplishment with all of the obstacles related to the Crop Year 11. She also noted that there are funds parked on the opportunity budget line if needed to cover a shortfall of assessments. She also reminded the Board that \$150,000 of that was placed there from reserve to be put to work.

USDA Report:

Chairman Belch called on Kim Coy to provide a USDA update. Kim Coy said that Sonia Jimenez will be in attendance at March board meeting.

Banking Recommendation:

Marie Fenn provided the criteria which the three new and existing bank were compared. She stated that it was very important that a good relationship was guaranteed and that NPB had been through many changes with Wachovia then Wells Fargo. Ms. Fenn also noted that due to the fact that interest is not attainable currently that reducing fees is very important. Based on the criteria presented Ms. Fenn recommended to the Board that NPB move their banking relationship from Wells Fargo to SunTrust Bank. John Harrell made a motion to make the change in banking to SunTrust Bank. Bob White seconded the motion. Motion passed unanimously.

Language to Order Status

Ms. Fenn had circulated the draft request and had received no negative input. The draft was sent to USDA last week, which came back with two questions about how the ad hoc committee had been formed and who was on the ad hoc committee.

Kim Coy noted that she also needs to know how and why the decision was made.

Research Summit Update:

Jeffrey Pope, Research Chairman provided an update on the Research Summit held January 31 in Atlanta. Chairman Pope said that the meeting was a great success. The committee listened to all proposals presented by each state. The Committee approved all proposals. The consultant's input was pretty well accepted by all. Chairman Pope noted that NPB is now working with a more stringent eye. Staff has been asked to draft letters to the states noting all accepted and further asking questions that outside consultant brought up. He also said that NPB needs to update and further tweak the proposal remittance process to incorporate some good input from states as well as tweaking process.

One member asked Chairman Pope to share the information provided by the outside consultant related to Genomics research. Chairman Pope said that the consultant had stated that with everything in play currently, in her opinion, the work will be completed if NPB supports or not.

New Product Development:

Marie Fenn referred all to the written summary and then touched on highlights of developments.

1. Negotiations for licensing agreements are not complete yet. The details need to be ironed out. On a broad scale the negotiations are very close, but there is still much information needed concerning pricing and the royalty fee structure. It is important that we ensure NPB is not harnessed with large royalty fees.
2. The product has been through many versions since the August Board meeting and it meets or exceeds nutritional attributes of existing non-dairy products on the market. The product has been tested by consumers. Ms. Fenn provided information about the various taste test formats held in Atlanta, LA and Chicago.

The product has very high acceptance for drinkability. The vanilla flavor rates highest. One third of respondents said they would buy in place of existing product purchases. The product is still being tweaked from participant feedback and looking to provide a serving at less than 100 calories.

Ms. Fenn provided some of the possible product names. Legal was asked to comment on Dairy industry thoughts. Amy Jones, MWM, stated that Dairy industry will continue to be vigilant about it but there are many non-dairy products in market place already using milk in the name.

Promotions Update:

Ms. Fenn provided some details related to the Energize Your World Event in NYC to be held March 13 and 14. She noted that Board volunteers included Don Self, Michael Davis, Cindy Belch and Vic Jordan. She also noted that volunteers would be needed for the events to be held at Six Flags in GA, TX and CA. She asked that anyone interested in volunteering for any of these events should call or email her.

March Board Meeting:

Ms. Fenn asked if all had received the recently updated agenda by email. She reminded all that the Alabama Farmers Federation would be coordinating dinner Tuesday night and that APPA members would be attending the dinner and the meeting on Tuesday. Other possible attendees included Ken Barton, FPPA, Don Koehler, GPC and maybe Malcolm Broome, MPGA.

Also there would be educational tours conducted on Thursday.

New Business:

Don Self mentioned that MS leadership has asked about genomics funding. Don asked if there is the ability to take a percentage off the top of the production research funding to allocate to the Genomics funding. Ms. Fenn said that the funding has now been allocated for 2012 and that there is no extra money available from the FY 12 budget due to the fact that it is such a tight budget as is. Ms. Fenn said that NPB needs to determine if they want to provide additional funding, and if so then it could be considered as part of the FY 13 budgeting process. She suggested that all think about it between now and the March Board meeting for discussion there.

Chairman Belch has approached Jeffrey Pope about staying on as research chair. Jeffrey Pope has committed through March 2012 Board meeting. Chairman Belch asked if any Board members have an objection to this. There was no objection. The decision was accepted by acclamation.

Chairman Belch asked if there were any other items for discussion. There being none, Don Self motioned for adjournment, seconded by Gayle White. Meeting adjourned at 10:15 A.M. EST.

APPROVED: _____ **DATE:** _____

MINUTES
NATIONAL PEANUT BOARD MEETING
GENERAL SESSION
March 28-30, 2011
POINT CLEAR, AL

Wednesday, March 28, 2012

National Peanut Board Chairman Cindy Belch called the meeting to order at 1:20 p.m.

Amy Jones (Attorney-McLeod, Watkinson & Miller) called the roll and advised that a quorum was present.

Board members present were Edward White (AL), Michael Davis (FL), John Harrell (GA), Don Self (MS), Laura Robbins (NM), Gayle White (OK), Monty Rast (SC), Bob White (TX), John Crumpler (VA), Vic Jordan (At-Large) and Jeffrey Pope (Outgoing VA Board member).

Alternates present included: Tom Corcoran (AL), Peter Froese, Jr. (TX), Andy Bell (GA), Paul Rogers III (VA).

In addition to Ms. Jones, also present were Raffaella Marie Fenn, Ryan Lepicier, Maria Mehok and Sherry Coleman Collins (NPB); Bob Coyle (LBVD), Mitch Head and Mark Dvorak (Golin Harris) and Kim Coy (USDA/AMS). Guests present included: Mark Fenn and Joe D. White.

Attorney Amy Jones then read the official statement that is read at the start of all Board meetings.

"The Board is governed by the Commodity Promotion Act, the Peanut Promotion, Research and Information Order and the National Peanut Board bylaws. Pursuant to the Peanut Promotion, Research and Information Order, the National Peanut Board works to achieve an effective, continuous, and coordinated program of promotion, research, consumer information, evaluation, and industry information designed to strengthen the peanut industry's position in the market place; maintain and expand existing markets and uses for peanuts; and to carry out programs, plans, and projects designed to provide maximum benefits to the peanut industry. Although Board members are nominated by individual states, once appointed by the Secretary of Agriculture, each member has a fiduciary duty to represent all peanut growers to benefit the industry as a whole. The Act and Order prohibit Board members from taking any action in their roles as members of the Board to influence government. In accordance with the Act and Order, the members of the National Peanut Board serve as its decision-making body. The deliberations and discussions of the National Peanut Board are limited to its members, unless a guest requests and is granted permission from the Chair to participate. Any alternate attending a meeting is a guest, unless such alternate is attending in the stead of an absent Board member. All Board decisions are subject to the review and approval of the Secretary of the United States Department of Agriculture."

Agenda and Minutes

Chairman Belch asked all to review the meeting agenda. There were no changes and the agenda was accepted by consensus. Chairman Belch then asked that all review the February 16, 2012 conference call minutes. Don Self motioned that the minutes be accepted as presented; Vic Jordan seconded the motion. The motion passed unanimously.

Chair's Report

Chairman Belch reported on the activities since the December board meeting. She mentioned the New York City kick off of the "Energize Your World" campaign and the positive feedback that was provided during and after the event. Board members Michael Davis, Vic Jordan, and Don Self also acknowledged the positive responses that they received during the event. Chairman Belch noted that there was a lot of publicity surrounding the event and a lot of interest by food bloggers.

President's Report:

Mrs. Fenn was called on to provide her President's report. She began by stating that the Assessment Budget for fiscal year 2012 had been met. She noted that this is excellent news and that we would speak about the overage later in the Budget and Finance Committee. Mrs. Fenn indicated that all paperwork has been completed with SunTrust Bank and the transition has been moving smoothly. Most of the funds have been transferred from Wells Fargo to SunTrust and the Wells Fargo accounts would remain open for a month or two longer to ensure all open items have cleared prior to closing the accounts. Mrs. Fenn then gave a brief overview of the two new employees, Cathy Johnson, Marketing and Communications Specialist and Keegan Treadaway, Administrative Assistant who had each joined NPB within the last month.

Mrs. Fenn passed out a copy of the letter received from AMS related to the Management Audit completed in early December, and touched on the document and its findings. There were a couple of items noted where marketing materials posted to the website were slightly changed after the final approval. While it was noted that NPB does practice the following, it was requested that NPB add language to policies that indicate that the Board may pay membership or sponsorship fees to organizations, however, the association or group must certify that those funds were not used for the purpose of influencing government policy or action (e.g., in an agreement, letter, or other documentation). Mrs. Fenn indicated that she wanted the Board Policies updated prior to the next meeting of the By-Laws Committee in August. Mrs. Fenn read the proposed language to be added to NPB policies. Monty Rast motioned that the addition to the policies be accepted as read; Laura Robbins seconded the motion. The motion passed unanimously.

Next Mrs. Fenn indicated that volunteers will be needed for the Energize Your World events to occur for two weekends at Six Flags in Atlanta; two weekends at Six Flags in Dallas; and two weekends at Six Flags in Los Angeles. She asked all to consider which events they may be able to attend and that this will be covered when we look over the upcoming calendar toward the end of our meetings. Mrs. Fenn then mentioned that the Renaissance hotel had been selected for the August board meeting in Seattle. No contract had been signed, as of yet, with the hotel. She also mentioned the possible educational tours which may include Salmon Runs, Boeing Aircraft, Dairy farms, and the Seattle Fish Market.

USDA Report

Kim Coy, USDA/AMS Specialist announced that the USDA/AMS is under reorganization with the Economic Promotions and Economics Division. She also brought up the OIG review of the 2010/2011. There were two recommendations: to strengthen procedures of oversight of boards and to develop Standard Operating Procedures. There needs to be a periodic review of progress of standardization between the various organizations that provide oversight to Boards.

Chairman Belch recessed the General Session at 2:10 p.m.

Friday, March 30, 2012

National Peanut Board Chairman Cindy Belch reconvened the meeting to order at 3:20 p.m.

Amy Jones (Attorney-McLeod, Watkinson & Miller) called the roll and advised that a quorum was present.

Board members present were Edward White (AL), Michael Davis (FL), John Harrell (GA), Don Self (MS), Laura Robbins (NM), Gayle White (OK), Monty Rast (SC), Bob White (TX), John Crumpler (VA), Vic Jordan (At-Large) and Jeffrey Pope (Outgoing VA Board member).

Alternates present included: Tom Corcoran (AL), Peter Froese, Jr. (TX), Andy Bell (GA), Paul Rogers III (VA).

In addition to Ms. Jones, also present were Raffaella Marie Fenn, Ryan Lepicier, Maria Mehok and Sherry Coleman Collins (NPB); Bob Coyle (LBVD), Mitch Head and Mark Dvorak (Golin Harris) and Kim Coy (USDA/AMS). Guests present included: Mark Fenn and Joe D. White.

Committee Reports

Budget & Finance: Chairman John Harrell presented the following Committee recommendations: Committee recommends that the Board accept the financials as presented. Committee also recommends that staff draft a letter to be sent to those producers on the certified acreage list not appearing on the assessment payers list. The draft should be sent to the board for approval prior to mailing. There should be a second letter sent if no response is received. Recommendations approved unanimously.

Research Committee: Chairman Jeffrey Pope presented the following Committee recommendations:

Staff should send the five-year evaluation of NPB's production research program, performed by Mary Zischke, to USDA. Also, the committee recommends that the Board keep the format and timing of the research meeting as it was this year. Recommendations approved unanimously.

Promotions Committee: Chairman Don Self presented the following Committee recommendation: The committee will continue with the present developer of peanut milk and direct the staff to pull the plug if within the next two weeks expected progress is not completed. The contract has been received with a final discussion to occur between the legal department and the USDA, and then it will be ready for signature.

Amy Jones explained the contract with revisions: No up-front payments, and there is the ability to take CRM out of the equation if necessary. The investment amount is up to the National Peanut Board, legal, staff and Executive Committee. All are fully informed and will proceed cautiously.

Recommendation approved unanimously.

Grower Committee: Chairman Laura Robbins presented the following information: The committee had a good discussion with the Alabama group and will continue to work with these and other groups. There were no actionable items. There was discussion concerning the Plains Peanut Festival sponsorship, but it was decided that the amount would remain at \$2,500.

Diversity Committee: Chairman Gayle White stated that there were no actionable items. There was discussion about Arkansas and the appointment of the At-Large Board member and Alternate positions. Louisiana will select their first choice for the board, and their alternate. Arkansas will do the same. The two will come together and select their final choices. Kim Coy has been updated on the process.

Export Committee: No actionable items presented.

Evaluation and Measurement: No actionable items presented.

Strategic Committee: No actionable items presented. By May 15, 2012, the plan will be finalized. After the staff and Mary Moos compile the information the board will review.

Other Business: There was a discussion about board meetings for the next fiscal year. If revenue looks better for next year then the board will return to four quarterly meetings and have two meetings in the grower regions.

President and Managing Director, Marie Fenn then reviewed upcoming events per the Board Calendar and asked for volunteers for the many upcoming events.

General Session adjourned by consensus. Executive Session convened.

APPROVED: _____ **DATE:** _____

**NATIONAL PEANUT BOARD
CONFERENCE CALL
WEDNESDAY, JUNE 13, 2012 MINUTES**

Call Participants:

Board Members

Cindy Belch – Chairman (NC)
Vic Jordan – Vice-Chair (At-Large)
John Harrell – Treasurer (GA)
Bob White – Secretary (TX)
Michael Davis – FL
Don Self – MS
Ed White – AL
Laura Robbins – NM
Gayle White – OK
Monty Rast – SC
John Crumpler –VA

Alternates

Les Crall – Alternate OK
Paul Rogers III – Alternate VA
Dan Ward – Alternate NC

NPB Staff & Others on the call:

Raffaella Marie Fenn –NPB-Pres. &Mg Dir
Ryan Lepicier – NPB-VP Marketing and Comm.
Maria Mehok – NPB-Sr. Dir Fin & Compliance
Kim Coy – USDA-AMS Peanut Specialist
Amy Jones – MW&M-Attorney
Bob Coyle – LBVD-Managing Dir
Mark Dvorak – Golin Harris Exec
Mitch Head – Golin Harris Exec

Board Chairperson Cindy Belch called the meeting to order at 9:04 a.m. and welcomed everyone to the call. Raffaella Marie Fenn called role by state as attorney Amy Jones was not yet on the call. With all Board members present, she declared a quorum.

Chairman Belch asked NPB attorney Amy Jones, who had joined the call, to read the official statement read at all Board meetings and Board conference calls. She read the following statement:

“The Board is governed by the Commodity Promotion Act, the Peanut Promotion, Research and Information Order and the National Peanut Board bylaws. Pursuant to the Peanut Promotion, Research and Information Order, the National Peanut Board works to achieve an effective, continuous, and coordinated program of promotion, research, consumer information, evaluation, and industry information designed to strengthen the peanut industry's position in the marketplace; maintain and expand existing markets and uses for peanuts; and to carry out programs, plans, and projects designed to provide maximum benefits to the peanut industry. Although Board members are nominated by individual states, once appointed by the Secretary of Agriculture, each member has a fiduciary duty to represent all peanut growers to benefit the industry as a whole. The Act and Order prohibit Board members from taking any action in their roles as members of the Board to influence government. In accordance with the Act and Order, the members of the National Peanut Board serve as its decision-making body. The deliberations and discussions of the National Peanut Board are limited to its members, unless a guest requests and is granted permission from the Chair to participate. Any alternate attending a meeting is a guest, unless such alternate is attending in the stead of an absent Board member. All Board decisions are subject to the review and approval of the Secretary of the United States Department of Agriculture.”

Chairman Belch then asked all to review the Minutes from the March Board meeting General Session. After review, Don Self motioned that the minutes be accepted as presented. Ed White seconded the motion; the motion to approve passed unanimously.

Chairperson's Report: Chairperson Cindy Belch announced that it had been a great year so far with everything moving very well. She reported that she along Michael Davis (FL) NPB Research Committee Chair had gone to Amsterdam with the American Peanut Council for the International Peanut Forum. Also, she had participated with NC at the Raleigh Southern Women's Show which had had a great turnout. She further reported that she, along with Bob White, Michael Davis, and Marie Fenn had gone to Suffolk, VA to meet with George Birdsong to discuss genomics. She was planning to attend the USA Peanut Congress and Export meetings in Charleston, and she was hosting an Ag in the Classroom presentation at the Belch Farm.

President's Report: Raffaella Marie Fenn, President and Managing Director gave the President's report reporting the progress in the development of the peanut milk. The product now has lower fat and increased protein. But there is more work needed to refine the flavor and texture or mouth feel of the final product. She reported that Takasago has agreed to conduct additional taste panels the week of July 9 at no cost to NPB. Several discussions via phone has occurred with potential co-packers, but has delayed meeting in person until we can have the best flavors to put before them.

On a separate topic, she reported that it had been a very busy time since the last meeting with staff working everywhere with the support of board members and their families on The "Energize Your World" events at the various Six Flags parks across the country and the Peanut Butter for Breakfast events and MOVE more peanuts business building efforts. ON the EYW contest winners will be drawn by Brandmovers at the end of June. Advertising has been related to this EYW campaign. PB4Breakfast campaign is still in full tilt. As part of the PB4Breakfast effort, a donation of \$5,000 will be made in Charleston during the American Peanut Congress. We hope to have a grower who is attending be part of the donation ceremony.

USDA Report: Kim Coy stated that there is nothing big to report at this time except that Associate Administrator, Bob Keeney, will retire at the end of the year. There will be a lot of changes to come with the replacement.

Current Financial Report: Maria Mehok provided a recap of the financial information as of May 31, 2012. The most notable being that actual assessments exceeded the recently revised budget assessments by another \$ 29,104. She noted that while expense categories will be tight, they still appear to be on target to remain within budget.

Mrs. Mehok then gave an update on the Compliance plan to say that the letters to those individuals appearing on the Certified Acreage listing, that could not be agreed back to the assessment payers list would be going in the mail later this week.

Genomics Meeting: Michael Davis, NPB Research Committee Chair, provided an update on the Genomics meeting he attended along with Cindy Belch, Bob White, Jeffrey Pope and Marie Fenn. He stated that George Birdsong, on behalf of the Peanut Foundation is requesting the NPB to commit to funding \$2,000,000 over five years. This is one third of the required \$6,000,000. The other funds would be provided equally by shellers and manufacturers. The commitment would be \$400,000 per year for five years. One Board member asked, if this was "a new deal", or does some of the funding that NPB has provided in the past count toward this funding. Marie Fenn noted that George Birdsong had just forwarded a white paper with information concerning the request. She stated that staff has not had time to fully review the contents. Once fully reviewed, it will be distributed to the full Board for review. Mrs. Fenn suggested that each Board member review the white paper in detail before the August Board meeting, as funding would have to be discussed at that time as part of the budget setting process and planning the program for FY- 13. Cindy Belch noted that the white paper explains the issue very well and in great detail. There was then discussion on where funding would come from. Should some of the funds come from the production research funding that is currently fully provided back to the states and could some of the funding come from areas other than production research. There was also discussion on whether a five-year commitment is allowable under USDA guidelines. Kim Coy indicated she will look into both issues of multi-year commitments as well as whether the funds could be taken from the promotion side of the budget. She asked Mrs. Fenn to write up the justification and she would look into it.

It was also noted that the crop report would be out June 30 and that would help better shape projections for assessment for the next fiscal year.

Exports & International Trade:

Value-added Export Initiative-China. Mrs. Fenn provided an update on the SIAL China Trade Show and other meetings and market exploration that occurred in May. She indicated that the first efforts in China were a success and that the team had been working diligently to follow up on the enormous interest generated. She referenced a separate report that she had sent to all the Board members and alternates which covered all aspects of the key outcomes from all the meetings she and Bob Coyle held. It is clear that with the food safety issues the Chinese are experiencing and the growth of the population that there is a definite need and opportunity for peanut products grown and packaged in the USA, especially the artisanal and specialty items

with a farmer tie-in. In addition to the SIAL Trade Show and meetings with universities, retail companies, the CHIC Group and the ATO staff and Counselor for Agricultural Affairs U.S. Embassy, Scott Sindelar.

Peanut Forum: Michael Davis, NPB Export Chair, provided an update. He and Cindy Belch traveled to Amsterdam with the American Peanut Council group. He found in talking with buyers and attending the presentations that Argentina has a strong share of the European market of peanuts. He felt that USA needs to get some of that share back. USA has an inconsistency in availability. There was a question about major shellers' desire to export peanuts.

UES Submission: Mitch Head gave an update of the UES submission. This year the industry's UES is requesting approximately \$3 million similar to the request of the last several years. The new countries/markets identified in the UES included: Colombia and South Korea. Bob Coyle followed up with an update from Stephanie Grunenfelder. Mr. Head provided a schedule of UES meeting as part of Peanut Congress and export meeting. He also provided some topics of discussion for each.

NPB Long-term Strategic Plan: Mrs. Fenn reported that has sent the plan document per instructions from the March meeting out to all the Board members; there had been only one requested change. The suggestion was under Business Development strategy-1, page 9, top of page, first bullet. Sub-bullet 1 & 2 add "safety"; however, the consensus of the Board was not to add the word safety as all felt it was implied with existing language. Another Board member asked a question in the area concerning the research section. It was suggested on page 6 to delete the words "without overlap" under measurement about production research. Ed White motioned to accept the one change proposed to the Long-term Strategic Plan. Laura Robbins seconded the motion. The motion passed.

FY-13 Planning: Mrs. Fenn asked if everyone had received the previously emailed general themes and direction document for FY-13; she asked all to indicate if they had reviewed the document as well before moving forward. Then, she along with the team of Ryan Lepicier, Bob Coyle and Mark Dvorak provided a quick market snapshot and covered each of the themes and general direction recommended for FY-13. There was a question by one Board member about whether or not by August there would be clear information about the cost to be incurred by NPB for the Peanut Milk project. Mrs. Fenn confirmed that there should be sufficient information by that time. The themes were approved by the Board as written and staff would continue to work on developing recommendations for the program of work based on those themes for Board consideration at the August FY-13 Budget & Planning meeting.

Calendar & Upcoming Meetings and Grower Events: The Calendar and upcoming events including the SPGC, APRES and other upcoming events were discussed.

Other: There was some discussion about the Handler Instruction Assessment letter.

Chairman Belch provided a brief update on the status of the Search Committee.

John Harrell raised the question about the unpaid research computer issue; asking if the item would be resolved on this call or in August. Mrs. Fenn responded that NPB had not received any notification from Georgia and their attorney general opinion and so no plans were made to discuss on the current call. Amy Jones indicated that information had been sent to her; she apologized as she didn't realize that NPB staff had been left out of the circulated letter. It was determined that the letter received by Amy Jones will be submitted for discussion, update and resolution at the August meeting.

With no further business before the board, Monty Rast motioned that the meeting be adjourned. Vic Jordan seconded the motion. The meeting was adjourned at 11:13am

APPROVED: _____ **DATE:** _____

**NATIONAL PEANUT BOARD
CONFERENCE CALL
THURSDAY JULY 12, 2012 MINUTES**

Board Members Present:

Cindy Belch – Chairman
Michael Davis – FL
John Harrell – GA
Ed White – AL
Laura Robbins – NM
Gayle White – OK
Bob White – TX
Dan Ward – Alternate- NC
John Crumpler –VA
Vic Jordan - At-Large

Alternates on the call:

John Shackelford – Alternate At-Large

Staff and Others:

Raffaella Marie Fenn – P&MD NPB
Ryan Lepicier – VP Marketing and Comm NPB
Maria Mehok – Director of Finance NPB
Kim Coy – USDA
Bob Coyle – Managing Director, LBVD

Absent: Don Self-MS
Monty Rast, SC

Board Chairman Cindy Belch called the meeting to order at 10:06 a.m. and welcomed everyone to the call. NPB President and Managing Director Raffaella Marie Fenn took a roll call of attendees and announced a quorum.

Ed White alerted all that Bud Bowers, NPB alternate from SC, and Joe D. White, husband of NPB OK member, Gayle White, would be honored next week at the Southern Peanut Growers Conference.

Chairman Belch then asked Marie Fenn to provide an update on the progress with the Peanut Milk product, the main topic for the call.

Mrs. Fenn reported that all was moving forward per the plan outlined at the March Board meeting. She provided a refresher on the plan shared and approved by the Board in March.

- Refine product for taste, texture, and flavor values to match nutritional targets for differentiation in the market place.
- Once bench top product is refined enough to take to potential sub licensees, move to meet with those groups starting in approximately end of June into July.
- During July-Oct. time- frame, start dual-track approaches: To launch ourselves and try to secure sub-licensee. While talking with sub-licensees, prepare for taking product to the refrigerator section on our own, by lining up potential co-packers, developing a limited distribution plan, promoting the product through a launch, advertising and promotion campaign. This being more costly route and, more limited in its startup distribution.
- Could have this approach done as early as the end of 2012 calendar year, at least in some regional launch either through our own brand or through store brands.

She then covered where are we now, reporting that the NPB team has worked extensively with the flavor house people to further develop a product with flavors that match the nutritional profile that will make us distinctively different from other alternative milks--have gotten to 8 grams of protein per serving comparable with dairy milk. She reported that the team had come a long way since March in the product development/flavor development even though that was still continuing to address more mouth-feel and flavor nuances. The NPB has met with potential co-packers; and the team has developed an arsenal of information on the pros and cons of store brand vs. NPB branded product; and that they have tested the product in its most current form with sensory panels for further tweaking for flavor, texture and mouth

feel. The team created a professional, sophisticated Power Point presentation to help “sell” to potential sub-licensees.

She and Bob Coyle report that NPB now has a good-enough, bench-top product to use in the selling process with potential sublicensees. The team has identified a co-packer should we decide to go that route. They provided some definitions on co-packer, sub-licensee and store brand.

Progress on the two track effort: They held conference calls and in person meetings with prospective co-packers and sub-licensees, including Coca Cola executive contacts through two channels—Bob Coyle and his relationship, and through the flavor house relationship. Have been dragging getting a meeting date to ensure NPB has the very best version of the product in front of them, probably end of July or mid-August.

The team held a conference call with a major beverage company that has the potential to be a co-packer and even a possible sub-licensee. The company representatives are digesting the information and are looking at a possible in person meeting in the next few weeks.

Next Mrs. Fenn covered the most recent developments from a meeting held the day before, July 11, with a potential co-packer and a sub-licensee. This company is a leader in the dairy and alternative beverage industry; they expressed that to co-pack the product for us would be no problem. However, their higher interest is in becoming a sub-licensee. The company showed serious interest as they invited their Executive VP, The Exec. VP of Sales and the Exec VP of Marketing, along with a cameo visit by the Chairman of the Company.

Mrs. Fenn and Mr. Coyle went away with the company’s expressed interest and several action items. Mrs. Fenn emphasized that she didn’t want to mislead the Board, because there are several hurdles to cross including that this company wants to do further consumer testing on whether calories are a barrier and understanding purchase intent, so it’s not a done deal. But this was a serious company with expressed serious intent to explore and excited about the possibility of taking the product on. The company indicated a goal, if all went well, was to talk about it at their November sales meeting. Mrs. Fenn and Mr. Coyle reminded the Board that there are lots of hurdles to cross yet.

Company leaders had some questions that Mrs. Fenn felt it was important for the Board to weigh in on before she expressed an answer; those questions were: “Does NPB want to consider a lower royalty and have them, if all goes well with their optimization and consumer testing, to launch, distribute, promote and advertise the product? Or, does NPB want to do some of that and that would increase the royalty.” Our recommendation is to go the sub-licensee route with someone who has the capabilities, the proven track record, the extensive distribution network, and the marketing and sale organization in place for milk and alternative milks. Mrs. Fenn expressed that these discussions would of course get more specific once you have attorneys and contacts at hand. And, that any company will be looking for NPB to do some co-promoting and advertising; how much depends on the financial arrangement that the company offers and NPB negotiates.

Key meeting milestones were: The product was well received and identified as a marketable product; they liked it; they have a strong interest in “owning” it.

Mrs. Fenn wanted to gauge Board sentiments on the approach with this company. She also asked about a topic that had been discussed with the Chairman and Vice Chairman about whether staff could vet an attorney that has concerted expertise in this arena to negotiate with potential sub-licenses as opposed to our general counsel MWM.

There was a question about continuity concerns with the fact that Marie Fenn is heavily involved in these meetings, and the fact that Mrs. Fenn will be retiring at the end of the year. Mr. Coyle and Mrs. Fenn assured the Board that Ryan Lepicier, VP Marketing and Communications, is well aware of all the intricacies of the steps taken so far and will continue to be involved as the steps progress. They felt the negotiations were not going to be impeded by Mrs. Fenn’s projected retirement at the end of 2012.

One Board member asked if there is any financial cost or risk at this point if we decide to move forward with talks with HB Hood. Mrs. Fenn said that we do not see any at this time. That would come further into the process. One Board member expressed that he preferred having a sub-licensee taking on

the entire process from manufacturing, distribution and marketing the product as that would be the least risky and costly for NPB.

Questions concerning whether we were required to go through MWM to subcontract with someone else resulted in a sense that it may lead to more legal costs for the Board with a middle step that can slowdown the process. There was a sense that MWM may not be able to do this directly anyway because of their dairy client. There was a question as to whether this firm would be in Atlanta, and Mrs. Fenn and Bob Coyle, expressed that the team was looking into firms in LA, Atlanta, NY and NC. Mr. Coyle indicated that you go where the expertise is; you want to get the very best. Mr. Coyle expressed we need a tiger.

After further discussion, Laura Robbins made a motion that Marie Fenn and Bob Coyle move forward with negotiations with HB Hood, with the understanding that there is no obligation at this time or anything keeping us from looking at other sub-licensees. Motion seconded by Bob White. Motion passed unanimously.

Vic Jordan made a motion that Marie Fenn move forward with selecting an attorney to provide sub-licensee contract negotiations. Ed White seconded the motion. Motion passed unanimously. Mrs. Fenn asked how the Board wished her to proceed in finalizing any choices. After further discussion, Vic Jordan motioned that attorney's information be presented by Mrs. Fenn via email to the Board and that it be approved via email. John Crumpler seconded the motion. Motion passed unanimously.

Mrs. Fenn then asked if the Board could please come up with an estimated assessment projection for Crop year 12 so the NPB team would have a legitimate target to present program of work recommendations for the FY 13 budgeting process. Marie Fenn presented some calculations based on some crop projections at varying points. After thorough discussion, the Board reached a general consensus that \$8,300,000 is a good projection for staff to work with at this time. The number would be revisited at the August meeting based on any further crop information.

The Vice Chairman of the Board, Vic Jordan requested if the Board could enter into an Executive Session discussion and the Board continued with all but Marie Fenn dropping off the call.

With no further business before the board, the meeting adjourned by consensus at 11:25 a.m.

APPROVED: _____ **DATE:** _____

MINUTES
NATIONAL PEANUT BOARD MEETING
GENERAL SESSION
August 14 - 16, 2012
SEATTLE, WA

Tuesday, August 14, 2012

National Peanut Board Chairman Cindy Belch called the meeting to order at 11:16 a.m.

Amy Jones (Attorney-McLeod, Watkinson & Miller) called the roll and advised that a quorum was present.

Board members present were Edward White (AL), Michael Davis (FL), John Harrell (GA), Don Self (MS), Laura Robbins (NM), Gayle White (OK), Monty Rast (SC), Bob White (TX), John Crumpler (VA) and Vic Jordan (At-Large).

Alternates present included: Tom Corcoran (AL), Mike Steede (MS), Wayne Baker (NM), Les Crall (OK), Peter Froese, Jr. (TX), Paul Rogers III (VA).

In addition to Mrs. Jones, also present were: NPB staff members: President & Managing Director, Raffaella Marie Fenn, Vice President Marketing & Communications, Ryan Lepicier, Sr. Director Finance and Compliance, Maria Mehok, Sr. Manager Marketing and Communications, Sherry Coleman Collins, and Marketing and Communications Associate, Lauren Highfill Williams. Also present were Bob Coyle (Managing Director - LBVD), Mitch Head and Mark Dvorak (Golin Harris), and Kim Coy (USDA/AMS Peanut Specialist). Susan Wentzy (USDA FAS Specialist) joined by conference phone. Guest present: Mark Fenn.

The invocation was presented by Ed White which was followed by the Pledge of Allegiance.

Attorney Amy Jones then read the official statement that is read at the start of all Board meetings.

"The Board is governed by the Commodity Promotion Act, the Peanut Promotion, Research and Information Order and the National Peanut Board bylaws. Pursuant to the Peanut Promotion, Research and Information Order, the National Peanut Board works to achieve an effective, continuous, and coordinated program of promotion, research, consumer information, evaluation, and industry information designed to strengthen the peanut industry's position in the market place; maintain and expand existing markets and uses for peanuts; and to carry out programs, plans, and projects designed to provide maximum benefits to the peanut industry. Although Board members are nominated by individual states, once appointed by the Secretary of Agriculture, each member has a fiduciary duty to represent all peanut growers to benefit the industry as a whole. The Act and Order prohibit Board members from taking any action in their roles as members of the Board to influence government. In accordance with the Act and Order, the members of the National Peanut Board serve as its decision-making body. The deliberations and discussions of the National Peanut Board are limited to its members, unless a guest requests and is granted permission from the Chair to participate. Any alternate attending a meeting is a guest, unless such alternate is attending in the stead of an absent Board member. All Board decisions are subject to the review and approval of the Secretary of the United States Department of Agriculture."

Agenda and Minutes

Chairman Belch asked all to review the meeting agenda. It was noted that time should be slotted in to allow for a Search Committee update. The update was added to the agenda for Thursday at 10:00 a.m. as Executive Session. The agenda was also updated to move the start time for Wednesday to 8:00 a.m. to allow the compensation committee to meet that afternoon. The revised agenda was approved by consensus. Chairman Belch asked all to review the minutes from the June 13 conference call and the July 12 conference call. Vic Jordan motioned to approve both as presented. Mr. Jordan withdrew his motion when someone questioned the June 13 conference call minutes. The approval for the June 13 minutes was tabled for later discussion. Ed White motioned to approve the July 12 conference call minutes as presented. Vic Jordan seconded the motion. Motion passed unanimously.

Chair's Report

Chairman Belch reported on the activities since the March board meeting. She had attended the Peanut Congress in Charleston, SC along with the other Export committee members and Marie Fenn. She spoke highly of the Ag in the classroom event hosted at her farm and thanked Sherry Coleman Collins for all the wonderful information she had shared to help with the event. Chairman Belch had also attended the APRES event in July

in Raleigh, NC. She spoke about the Carver Award recipient and the fact that she had spoken with many researchers at the event.

President's Report:

Mrs. Fenn was called on to provide her President's report. Mrs. Fenn said that most information would be covered in the various committees. She noted that USDA had issued a reversal on allowance of some legal fees to be coded to Domestic Promotions. In order to do this USDA required a separate contract to be issued by MWM, legal staff. The contract has now been fully executed and billing is now up to date. She stated that all would see this allocation as we review current financial information in the Budget and Finance committee meeting. Mrs. Fenn indicated that the compliance letter for crop year 10, which had been board approved, had been mailed. She also indicated that there had been several iterations of the Handler instructions for Crop Year 12 which many had voted on, but would be reviewed for final approval in the Budget and Finance committee meeting.

Mrs. Fenn said that new product development will be covered in the Domestic Promotions committee and Cheryl Mitchell will join us this afternoon during that time to provide part of the update.

Mrs. Fenn thanked Kim Coy, USDA, for her prompt approval of the Freud and Brackey attorney contract for the licensee negotiations.

USDA/AMS Report

Kim Coy, USDA/AMS Specialist announced that there are several changes at AMS that have recently been announced. She stated that Bob Keaney will retire in October and Charles Parrott will be taking his place.

She happily reported that the NPB nominations for 2013 have been approved and for the first time in three years, all first choice nominations were accepted. She listed the selections: Jeffery Pittman (FL – Alt), John Harrell (GA – Member), Andy Bell (GA – Alt), Bob White (TX – Member), Peter Froese, Jr. (TX – Alt), Vic Jordan (At-Large Member) and Kyle Baltz (At-Large - Alt).

USDA/FAS Report

Susan Wentzy, USDA/FAS joined by phone. She updated the Board to say that they are currently working on the 2013 application process to determine their budget for the new year.

Chairman Belch recessed the General Session at 2:10 p.m.

Thursday, August 16, 2012

National Peanut Board Chairman Cindy Belch reconvened the meeting at 10:10 a.m.

Board members present were Edward White (AL), Michael Davis (FL), John Harrell (GA), Don Self (MS), Laura Robbins (NM), Gayle White (OK), Monty Rast (SC), Bob White (TX), John Crumpler (VA) and Vic Jordan (At-Large).

Alternates present included: Tom Corcoran (AL), Mike Steede (MS), Wayne Baker (NM), Les Crall (OK), Peter Froese, Jr. (TX), Paul Rogers III (VA).

Also present were: NPB staff members: President & Managing Director, Raffaella Marie Fenn, Vice President Marketing & Communications, Ryan Lepicier, Sr. Director Finance and Compliance, Maria Mehok, Sr. Manager Marketing and Communications, Sherry Coleman Collins, and Marketing and Communications Associate, Lauren Highfill Williams. Also present were Bob Coyle (LBVD), Mitch Head and Mark Dvorak (Golin Harris), and Kim Coy (USDA/AMS Peanut Specialist). Susan Wentzy (USDA FAS Specialist) joined by conference phone. Guest present: Mark Fenn.

Committee Reports

Budget & Finance: Chairman John Harrell presented the following Committee recommendations: Committee recommends that the Board accept the financials as presented. Committee recommends that the draft compliance report for crop year 11 be accepted as presented. The Committee recommends that the Board allocate up to an additional \$1,500 to cover additional costs of the Virginia Carolina Peanut Promotions board through October 31, 2012. The funds will come from the opportunity budget line item. Recommendations approved unanimously.

Research Committee: Chairman Michael Davis presented the following Committee recommendations: The committee reviewed differences in language between various MOU and RIA documents but recommends taking the information for review and table any related action. The committee recommends that legal staff draft a letter to Georgia Peanut Commission related to two unreimbursed computers associated with two separate production research projects stating that these two computers will be reimbursed as an exception to the policy, with GPC's signature required that it recognizes that all prior and future reimbursements will be held to the rules as stated in the letter. Legal should also draft a letter to go out to all state organizations noting NPB's procedures related to equipment reimbursements for production research. Each of the states would be required to sign and return this document to NPB indicating their understanding. The committee also recommends that the letter in reference to the NCSU royalty income received from Bob Sutter and NCPGA act as an application that the royalty funding of \$25,413 be returned to production research for NC and that NPB respond favorably to the request. Recommendations approved unanimously.

Export Committee: No actionable items.

By Laws Committee: Chairman Bob White presented the following Committee recommendations: Committee recommends updated Board policy manual with the exception of the definition of equipment. Committee recommends approval of the new employee policy related to professional organization membership fees. Committee recommends approval of the updated Employee policy manual. Chairman Bob White asked all By Laws committee members if they had a chance to review the Office, Accounting and Internal Controls procedure manual that had been tabled during committee. John Crumpler motioned to approve the manual as presented; Monty Rast seconded the motion. Motion passed unanimously. Recommendations approved unanimously.

Amy Jones then distributed a copy of another board's policy related to research funding purchases of property. There was discussion among the Board members. One of the alternate members spoke to the topic due to the fact that he had previously been employed in the institution research area. NPB definition of equipment for Production Research funding purposes was determined to be any single item that exceeds \$500. All such items must be itemized on the project proposal. NPB does not provide funding for equipment unless approved as an itemized portion of the initial proposal, or on a case by case basis when approval is requested and received prior to purchase. Amy Jones was instructed to draft proposed policy and proposed letter to GPC concerning equipment and send to full Board for review. Don Self motioned and Ed White seconded the motion to have legal draft policy and letters containing the agreed upon definition of equipment.

Marie Fenn asked about the letter and if there would be any conflict with the in-place MOUs. Mrs. Jones will review very carefully to be sure no conflict. Mrs. Fenn also suggested that Georgia receive the one letter pertaining to the two computers, but they also receive the same letter that all the other states will receive as well.

Grower Committee: Chairman Laura Robbins stated that legal staff and USDA would work with staff and Mitch Head in making an announcement concerning a new CEO.

Diversity Committee: Chairman Gayle White provided an update from the committee meeting but stated no actions.

Promotions Committee: Chairman Don Self stated it was a very lively meeting in which Cheryl Mitchell from CRM gave new product update. The team also provided a wonderful update on the program of work. There were no actionable items.

Calendar: Marie Fenn presented proposed calendar for FY 13 meeting schedule. Mrs. Fenn proposed that the February Research committee meeting be used as a full Board meeting. There were three other dates as there had been many mentions to move back to four Board meetings a year. There were suggestions for grower region meeting to be held in either Sante Fe or somewhere in Texas. It was decided that the Board members from each of those states would work out the preferred location.

July Conference Call Minutes: Bob White motioned to approve the previously tabled minutes as presented. Monty Rast seconded the motion. Motion passed unanimously.

Genomics: Michael Davis spoke to the Genomics funding topic. Mrs. Fenn asked about the Genomics funding process.

There being no further business to come before the Board, Monty Rast motioned for adjournment, John Crumpler seconded the motion. Motion passed unanimously. Meeting adjourned at 11:15 am.

APPROVED: _____ **DATE:** _____

MINUTES
NATIONAL PEANUT BOARD MEETING
GENERAL SESSION
November 27 - 30, 2012
ATLANTA, GA

Wednesday, November 28, 2012

National Peanut Board Chairman Cindy Belch called the meeting to order at 10:35 a.m.

Amy Jones (Attorney-McLeod, Watkinson & Miller) called the roll and advised that a quorum was present.

Board members present were Edward White (AL), Michael Davis (FL), John Harrell (GA), Don Self (MS), Laura Robbins (NM), Gayle White (OK), Monty Rast (SC), John Crumpler (VA), Vic Jordan (At-Large), and Peter Froese, Jr. (TX - Alternate) served as alternate for the absent Bob White (TX).

Alternates present included: Tom Corcoran (AL), Dan Ward (NC), Kyle Baltz (At-Large), and Jefferey Pittman (FL).

In addition to Mrs. Jones, also present were: NPB staff members: President & Managing Director, Raffaella Marie Fenn, Vice President Marketing & Communications, Ryan Lepicier, Sr. Director Finance and Compliance, Maria Mehok, Sr. Manager Marketing and Communications, Sherry Coleman Collins and Administrative Assistant, Keegan Treadaway. Also present were Bob Coyle (Managing Director - LBVD), Mitch Head and Mark Dvorak (Golin Harris), and Kim Coy (USDA/AMS Peanut Specialist).

The invocation was presented by Ed White which was followed by the Pledge of Allegiance.

Attorney Amy Jones then read the official statement that is read at the start of all Board meetings.

"The Board is governed by the Commodity Promotion Act, the Peanut Promotion, Research and Information Order and the National Peanut Board bylaws. Pursuant to the Peanut Promotion, Research and Information Order, the National Peanut Board works to achieve an effective, continuous, and coordinated program of promotion, research, consumer information, evaluation, and industry information designed to strengthen the peanut industry's position in the market place; maintain and expand existing markets and uses for peanuts; and to carry out programs, plans, and projects designed to provide maximum benefits to the peanut industry. Although Board members are nominated by individual states, once appointed by the Secretary of Agriculture, each member has a fiduciary duty to represent all peanut growers to benefit the industry as a whole. The Act and Order prohibit Board members from taking any action in their roles as members of the Board to influence government. In accordance with the Act and Order, the members of the National Peanut Board serve as its decision-making body. The deliberations and discussions of the National Peanut Board are limited to its members, unless a guest requests and is granted permission from the Chair to participate. Any alternate attending a meeting is a guest, unless such alternate is attending in the stead of an absent Board member. All Board decisions are subject to the review and approval of the Secretary of the United States Department of Agriculture."

Agenda and Minutes

Chairman Cindy Belch asked all to review the minutes from the August Board Meeting. Monty Rast motioned to approve the minutes with correction on page four, Diversity Committee: Chairman White instead of Robbins. John Harrell seconded the motion. The motion passed unanimously. Chairman Belch then asked all to review the agenda. Michael Davis motioned to approve the agenda as presented. Monty Rast seconded the motion. The motion passed unanimously.

Chair's Report

Chairman Belch gave an update on events that occurred since the August board meeting. She stated that immediately following the August board meeting in Seattle, she went to the La Cocina event in San Francisco with Marie and Mark Fenn. She said that it was very interesting, and had a great turn out. She also mentioned the NC Peanut Growers meeting, which she indicated was a great success. The most enjoyable event for her, however, was the Plains Peanut Festival, in which she was able to meet former President Jimmy Carter, and communicate with others in the industry.

President's Report:

Marie Fenn gave the President's update and report. She indicated that the staff is wrapping up the program of work for FY12. The financial audit for FY 12 is currently underway and going well. She also noted that FY13 program of work contracts have been submitted for USDA approval. There is a meeting set up for Bob Parker to meet with the staff and virtual teams to initiate the transition of leadership. She also stated that she had sent out information and recommendations to the board members regarding the transition.

USDA/AMS Report

Kim Coy, USDA/AMS Specialist provided an update on USDA administration. She stated that there is still a vacancy in the Associate Deputy position due to Chuck Parrott's departure from that role.

Swearing In of new members

Kim Coy asked that John Harrell, reappointed member from GA, Vic Jordan, reappointed member representing the At-Large states, Jeffery Pittman, reappointed alternate from FL, Peter Froese, Jr., reappointed alternate from TX and Kyle Baltz, newly appointed alternate representing the At- Large states, stand to take the oath of office. Bob White and Andy Bell were absent from the meeting. After administering the oath, Kim Coy congratulated all.

Chairman Belch recessed the General Session at 11:10 a.m.

Friday, November 30, 2012

National Peanut Board Chairman Cindy Belch reconvened the meeting at 9:45 a.m.

Board members present were Edward White (AL), Michael Davis (FL), John Harrell (GA), Don Self (MS), Laura Robbins (NM), Gayle White (OK), Monty Rast (SC), John Crumpler (VA), Vic Jordan (At-Large), and Peter Froese, Jr. (TX - Alternate) sitting in for Bob White (TX).

Alternates present included: Tom Corcoran (AL), Dan Ward (NC), Kyle Baltz (At-Large), and Jefferey Pittman (FL).

Also present were: NPB staff members: President & Managing Director, Raffaella Marie Fenn, Vice President Marketing & Communications, Ryan Lepicier, Sr. Director Finance and Compliance, Maria Mehok, and Sr. Manager Marketing and Communications, Sherry Coleman Collins. Also present were Bob Coyle (LBVD), Mitch Head and Mark Dvorak (Golin Harris), Amy Jones (Attorney-McLeod, Watkinson & Miller), and Kim Coy (USDA/AMS Peanut Specialist). Guests present included: Bob Parker and Mark Fenn.

Committee Reports

Budget & Finance: Financials had not been approved in committee. Motion was made by Monty Rast, seconded by John Crumpler to accept the financials as presented in Budget and Finance Committee. Motion unanimously approved.

Research Committee: Chairman Michael Davis brought up the letter from North Carolina, as well as the discussion with Bob Sutter. The committee plans to officially discuss the issue further at the February meeting. They also plan to present information regarding the letter. Kim Coy stated that NPB should reply to the letter, and suggest that they should not cancel contract, but should amend it. Laura Robbins motioned for Cindy Belch to contact Bob Sutter today to relay the information that the board is eager to work with the NCPGA to renegotiate the contract as soon as possible, but need a response to letter to either rescind or extend the contract coverage time. She further noted that the board would need the response by end of business today. Gayle White seconded the motion. Recommendation from Research Committee for staff to follow-up on the rights NPB has under the LOMA-Linda research contract to receive full results of research and publication rights. Recommendation approved unanimously.

Export Committee: No actionable items.

By Laws Committee: Recommended approval of additional language to both board policy manual and the office, accounting and internal controls procedures manual. Recommendation approved unanimously. Recommendation that a FAQ be attached to production research project agreements and equipment language be included. Recommendation approved unanimously.

Grower Committee: The committee motioned for NPB to cover expense costs for John Harrell to attend Plains Peanut Festival. Recommendation approved unanimously.

Diversity Committee: Committee recommends that staff update Diversity Plan as needed. Recommendation approved unanimously.

Promotions Committee: Marie Fenn explained the recently provided printout of the expenditures regarding the new product development. Everyone appreciated the detailed breakdown information. There was a question as to whether a new committee should be formed related to new product development. Some felt that a new committee was not necessary. Marie then presented a possible solution in which the President and CEO would regularly engage discussion with the chairman regarding the product development. There was a suggestion that the Promotions committee be more informed since the product falls under their purview. There was also a suggestion that financial accounting be provided to the board once a month.

Evaluation and Measurement: No actionable items.

Executive Session: Meeting was called into executive session to discuss the 90 day transition plan for incoming President and CEO, Bob Parker. After discussion, Ed White motioned that the transition plan be approved. Michael Davis seconded the motion. Motion passed unanimously. Executive Committee presented a proposal to the board that Bob Parker's travel costs to DC for attendance at the APC meeting be paid by NPB. Ed White motioned that NPB pay for Bob Parker's travel costs to Washington DC, as includes a portion of the transition plan. Monty Rast seconded the motion. Motion passed unanimously.

General Session continued with discussion of the calendar. Peter Froese, Jr. provided information concerning the possibility of holding the NPB April meeting in San Antonio, TX. There was discussion among the members. The final consensus was to hold the meeting in San Antonio, TX. The topic then turned to alternate attendance at the April meeting, since there would be a contingency of Texas growers involved with this meeting. After discussion, Vic Jordan made a motion that the alternates attendance at the April board meeting be paid by NPB. John Harrell seconded the motion. Motion passed unanimously.

Meeting adjourned at 12:00 p.m.

APPROVED: _____ **DATE:** _____

MINUTES
NATIONAL PEANUT BOARD MEETING
GENERAL SESSION
April 9 – 10, 2013
SAN ANTONIO, TX

Tuesday, April 9, 2013

National Peanut Board Chairman Vic Jordan called the meeting to order at 10:00 am.

Amy Jones (Attorney-McLeod, Watkinson & Miller) called the roll and advised that a quorum was present.

Board members present were Edward White (AL), Michael Davis (FL), John Harrell (GA), Don Self (MS), Cindy Belch (NC), Laura Robbins (NM), Gayle White (OK), Monty Rast (SC), John Crumpler (VA), Vic Jordan (At-Large), and Bob White (TX). Alternates present included: Wayne Baker (NM), Tom Corcoran (AL), Les Crall (OK) Kyle Baltz (At-Large) and Peter Froese, Jr. (TX).

In addition to Mrs. Jones, also present were NPB staff members: President & CEO, Bob Parker; Vice President Marketing & Communications, Ryan Lepicier; Sr. Director Finance and Compliance, Maria Mehok; Marketing and Communications Manager, Sherry Coleman Collins; Marketing and Communications Specialist, Cathy Johnson; and Administrative Assistant, Keegan Treadaway. Also present were Bob Coyle (Managing Director - LBVD), Mark Dvorak (Golin Harris), Mitch Head (Golin Harris), Ann-Marie DeLorenzo (M&M Mars) and Jeanette Palmer (USDA/AMS).

The meeting began with invocation and the Pledge of Allegiance.

Attorney Amy Jones then read the official statement:

“The Board is governed by the Commodity Promotion Act, the Peanut Promotion, Research and Information Order and the National Peanut Board bylaws. Pursuant to the Peanut Promotion, Research and Information Order, the National Peanut Board works to achieve an effective, continuous, and coordinated program of promotion, research, consumer information, evaluation, and industry information designed to strengthen the peanut industry's position in the market place; maintain and expand existing markets and uses for peanuts; and to carry out programs, plans, and projects designed to provide maximum benefits to the peanut industry. Although Board members are nominated by individual states, once appointed by the Secretary of Agriculture, each member has a fiduciary duty to represent all peanut growers to benefit the industry as a whole. The Act and Order prohibit Board members from taking any action in their roles as members of the Board to influence government. In accordance with the Act and Order, the members of the National Peanut Board serve as its decision-making body. The deliberations and discussions of the National Peanut Board are limited to its members, unless a guest requests and is granted permission from the Chair to participate. Any alternate attending a meeting is a guest, unless such alternate is attending in the stead of an absent Board member. All Board decisions are subject to the review and approval of the Secretary of the United States Department of Agriculture.”

Agenda and Minutes

Chairman Jordan asked all to review the minutes from the February Board Meeting. Monty Rast motioned to approve the minutes with addition of Bob White and Cindy Belch in attendance. Michael Davis seconded the motion. The motion passed unanimously. Chairman Jordan then asked all to review the agenda. Don Self motioned to approve the agenda with change to location of Tuesday afternoon excursion. John Harrell seconded the motion. The motion passed unanimously.

Chairman's Report

Chairman Jordan provided an update on the activities of the Scientific Advisory Council meeting held also in San Antonio. He commented on the great research Dr. Lack is working on and his need for additional funding in order to complete the research.

President's Report

Office Space Search: President and CEO, Bob Parker reviewed the criteria for selection of a new office location and said that initially looking for smaller, more efficient space, however the best suited and favorably priced space is about the same size space as existing. Negotiations for rate have come to \$20/square foot. Motion by Don Self, seconded by Michael Davis that staff move forward with the lease contract for 100 Riverwood, to include negotiation of prepayment of first year's lease. Motion passed unanimously.

Research Institution Agreement Amendment: Bob Parker updated the Board on the fact that an amendment to the RIA had been sent to NCPG's Bob Sutter for review. Bob Parker recommends that we reach out to all states to add the amendment inserting language related to licensing of technology funded by NPB to countries outside the US.

Arkansas Board Seat Suggested Language: Bob Parker referred all to the handout of the suggested language to be submitted to USDA concerning the prospect of a Board seat for Arkansas. After discussion, Michael Davis motioned that the provided language be accepted and presented to USDA for ruling. John Crumpler seconded the motion. All but one vote in favor. Motion passed. After further discussion, Chairman Jordan asked that Amy Jones and Jeanette Palmer work together to determine definition of how to obtain a Board seat.

New Product Update: April 25, 2013 meeting with Silk to include Bob Parker, Ryan Lepicier and Bob Coyle. Legal is still working on cancellation of a TM for Peanut Milk held by Trinity Foods. Trinity has until April 29 to respond. NPB's option would be to file to cancel TM or offer to buy TM from Trinity.

Allergy: Bob Parker noted that staff is making a concerted effort to be more proactive where allergy issue is concerned. He and Ryan will meet with Golin Harris to look at plan going forward.

USDA/AMS Report

Jeanette Palmer, USDA/AMS Specialist, had no official USDA report.

FAS

No FAS representative present.

Chairman Jordan recessed the General Session at 10:35 am.

Wednesday, April 10, 2013

National Peanut Board Chairman Vic Jordan reconvened the meeting to order at 12:15 pm.

Amy Jones (Attorney-McLeod, Watkinson & Miller) called the roll and advised that a quorum was present.

Board members present were Edward White (AL), Michael Davis (FL), John Harrell (GA), Don Self (MS), Laura Robbins (NM), Gayle White (OK), Monty Rast (SC), John Crumpler (VA), Vic Jordan (At-Large), and Bob White (TX). Alternates present included: Wayne Baker (NM), Tom Corcoran (AL), Les Crall (OK) Kyle Baltz (At-Large) and Peter Froese, Jr. (TX).

In addition to Mrs. Jones, also present were NPB staff members: President & CEO, Bob Parker; Vice President Marketing & Communications, Ryan Lepicier; Sr. Director Finance and Compliance, Maria Mehok; Marketing and Communications Manager, Sherry Coleman Collins; Marketing and Communications Specialist, Cathy Johnson; and Administrative Assistant, Keegan Treadaway. Also present were Bob Coyle (Managing Director - LBVD), Mark Dvorak (Golin Harris), Mitch Head (Golin Harris), Ann-Marie DeLorenzo (M&M Mars) and Patrick Archer (APC).

Committee Reports

Budget & Finance: Chairman Bob White reported that the committee recommends acceptance of the financial reports as presented. Recommendation approved unanimously. Chairman White also reported that the committee recommends approval of the Amendment I to the FY 13 budget as presented. Recommendation approved unanimously.

By Laws Committee: Chairman Bob White reported that the committee recommends acceptance of the 12 changes to the Employee Policies and Procedures Manual as presented. Recommendation approved unanimously. Chairman White reported that the committee recommends approval of a new two-tiered short term disability policy for staff to be paid by NPB with total annual premium of \$2312. Recommendation approved unanimously.

Promotions Committee: No actionable items.

Grower Committee: Chairman Laura Robbins reported that the committee would like the full Board to discuss the Southern Peanut Growers Conference and consider paying for all Board members and possibly all alternates also. After discussion on the subject, Michael Davis motioned that all Board and alternates able to attend the Southern Peanut Growers Conference be paid for by NPB. Don Self seconded the motion. Motion passed unanimously. Chairman Robbins reported that the committee recommends that the Spring 2014 Board meeting in conjunction with a Grower Summit, be held in south Georgia with Georgia Peanut Commission members invited. Recommendation passed unanimously. Chairman Robbins also recommended that the time frame for the Grower Summit be extended in length to allow for more discussion.

Export Committee: No actionable items.

Meeting adjourned by consensus at 12:45 p.m.

APPROVED: _____ **DATE:** _____

MINUTES
NATIONAL PEANUT BOARD MEETING
GENERAL SESSION
August 6 - 7
ATLANTA, GA

Tuesday, August 6, 2013

National Peanut Board Chairman Vic Jordan called the meeting to order at 10:00 am.

Amy Jones (Attorney-McLeod, Watkinson & Miller) called the roll and advised that a quorum was present.

Board members present were Edward White (AL), Michael Davis (FL), John Harrell (GA), Don Self (MS), Cindy Belch (NC), Laura Robbins (NM), Monty Rast (SC), John Crumpler (VA), and Bob White (TX). Gayle White (OK) was absent. Alternates present included: Bud Bowers (SC) and Kyle Baltz (At-Large).

In addition to Mrs. Jones, also present were NPB staff members: President & CEO, Bob Parker; Vice President Marketing & Communications, Ryan Lepicier; Sr. Director Finance and Compliance, Maria Mehok; Marketing and Communications Associate, Lauren Highfill Williams; Marketing and Communications Specialist, Cathy Johnson; Marketing and Communications Coordinator, Jewel Hazelton; and Administrative Assistant, Keegan Treadaway. Also present were Bob Coyle (LBVD), Mark Dvorak, Mitch Head and Lakeisha Poole (Golin Harris), and Jeanette Palmer (USDA/AMS).

The meeting began with invocation and the Pledge of Allegiance.

Agenda and Minutes

Chairman Jordan asked all to review the minutes from the April Board Meeting. Don Self motioned to approve the minutes as presented. Monty Rast seconded the motion. The motion passed unanimously. The agenda was approved by consensus.

Chairman's Report

Chairman Jordan provided an update on his activities since the April Board meeting to say that during his visits to Europe and to Japan he was able to see that there is a hungry, scared world who would like to do business with the U.S. As an industry, we need to work toward filling the export potential.

Chairman Jordan then asked that each member provide a crop update. Most indicated a good looking crop, but wouldn't know due to weather until harvest.

President's Report

Office Space: President and CEO, Bob Parker commended the staff on a job well done in the move and quick set-up of the office.

Upcoming events: Mr. Parker indicated that he plans to attend the upcoming NCPG meeting and noted that NPB will be staffing the Albuquerque Balloon Festival if there were interested Board members.

New Product Update: The interested distributor is still working on consumer evaluation. They have been short staffed, but adding staff to speed up analysis. The Trinity Foods trade mark of Peanut Milk has been cancelled.

FY 14 Program of Work: Bob Parker noted that he is excited for all to see the Perfectly Powerful Peanut presentation and for all to hear the details related to the Allergy Initiative as part of the Program of Work to be presented tomorrow.

December Board Meeting: Bob Parker indicated that if the Board chooses to hold a meeting in conjunction with the APC meeting in Washington DC in December, that he felt it would be a great time to roll out the new campaign. He had discussed possibility of having luncheon on Thursday and Patrick Archer has agreed that the APC paid luncheon could be used for NPB luncheon. The travel day would be Tuesday. NPB would meet all day on Wednesday and then APC meetings would be held all day Thursday. After discussion, Ed White motioned that the NPB December meeting be held in Washington DC in conjunction with the APC meeting. John Harrell seconded the motion. Motion passed unanimously.

USDA/AMS Report

Jeanette Palmer, USDA/AMS Specialist, said that AMS is still waiting for final appointments for 2014, but they should be received shortly.

FAS

No FAS representative present.

Chairman Jordan recessed the General Session at 10:40 am.

Wednesday, August 7, 2013

Executive Session

National Peanut Board Chairman Vic Jordan called the meeting into Executive Session at 12:00 pm.

Amy Jones (Attorney-McLeod, Watkinson & Miller) called the roll and advised that a quorum was present.

Board members present were Edward White (AL), Michael Davis (FL), John Harrell (GA), Don Self (MS), Cindy Belch (NC), Laura Robbins (NM), Monty Rast (SC), John Crumpler (VA), and Bob White (TX). Gayle White (OK) was absent. Alternates present included: Bud Bowers (SC) and Kyle Baltz (At-Large).

In addition to Mrs. Jones, also present were NPB staff members: President & CEO, Bob Parker; Vice President Marketing & Communications, Ryan Lepicier; and Sr. Director Finance and Compliance, Maria Mehok and Jeanette Palmer (USDA/AMS).

President and CEO, Bob Parker presented the FY 14 Budget related to the program of work which had been presented by staff. Parker went through the budget line by line, answering any questions as presented. Revenues and expenses totaled \$8,688,907. Revenues included \$6,035,000 crop assessments. After fully discussing the budget presented, it was decided that the Board would fund each Board member's attendance at the Southern Peanut Conference for FY 14 and in order to cover this cost, the Grower Program Management amount would be increased from \$200,000 to \$215,000. This additional funding would come from Opportunity Budget line item, thus leaving total budget number unchanged. Monty Rast motioned that the presented budget with the noted changes be approved. Don Self seconded the motion. Motion passed unanimously. Executive session was concluded.

General Session – Reconvened:

National Peanut Board Chairman Vic Jordan called the meeting back into General Session at 1:45 pm.

Board members present were Edward White (AL), Michael Davis (FL), John Harrell (GA), Don Self (MS), Cindy Belch (NC), Laura Robbins (NM), Monty Rast (SC), John Crumpler (VA), and Bob White (TX). Gayle White (OK) was absent. Alternate present: Kyle Baltz (At-Large).

In addition to Mrs. Jones, also present were NPB staff members: President & CEO, Bob Parker; Vice President Marketing & Communications, Ryan Lepicier; Sr. Director Finance and Compliance, Maria Mehok; Marketing and

Communications Associate, Lauren Highfill Williams; Marketing and Communications Specialist, Cathy Johnson; Marketing and Communications Coordinator, Jewel Hazelton; and Administrative Assistant, Keegan Treadaway. Also present were Bob Coyle (LBVD), Mark Dvorak, Mitch Head and Lakeisha Poole (Golin Harris), and Jeanette Palmer (USDA/AMS).

Ryan Lepicier distributed a document with revisions to the Social Media Policy. USDA had requested some revisions. Ryan pointed out the updates. Don Self motioned that the revised Social Media Policy be approved as presented, John Harrell seconded the motion. Motion passed unanimously.

Vic Jordan indicated that the Executive Committee recommends to the Board that the Board recognize Marie Fenn for her years of service to NPB in a permanent way to be later determined. Motion passed.

One Board member brought up the fact that the full Board photo with the new President does not exist. It was decided that a group photo be made in Washington DC at the December Board meeting. As well there was mention of original Board recognition and Board chair recognition, which staff indicated already existed, but needed to be placed in the new office.

Monty Rast motioned that the Program of work presented earlier in the day be approved as presented. Laura Robbins seconded the motion. Motion passed unanimously.

Committee Reports

Promotions Committee: No actionable items.

Research Committee: Committee Chairman Michael Davis said the committee decided to continue funding Genomics at the existing level of \$400,000, which was presented and approved as part of the FY 14 Budget approval. As well the committee recommends to the Board that the Board provide \$7,000 for Germplasm funding to move existing research to Florida. Recommendation approved unanimously.

Budget & Finance: Chairman Bob White reported that the committee recommends acceptance of the financial reports as presented. Recommendation approved unanimously. Chairman White also reported that the committee recommends approval of providing additional funding of \$1,500 for VC Promotions. Recommendation approved unanimously.

Diversity Committee: Vic Jordan served as chair for the committee in the absence of Gayle White. The committee recommends that the Board hold the next meeting of the Diversity Council in conjunction with the January/February Board meeting. Recommendation approved unanimously.

There being no further business to come before the Board, the meeting adjourned by consensus at 2:45 p.m.

APPROVED: _____ **DATE:** _____

MINUTES
NATIONAL PEANUT BOARD MEETING
GENERAL SESSION
November 27 - 30, 2012
ATLANTA, GA

Wednesday, November 28, 2012

National Peanut Board Chairman Cindy Belch called the meeting to order at 10:35 a.m.

Amy Jones (Attorney-McLeod, Watkinson & Miller) called the roll and advised that a quorum was present.

Board members present were Edward White (AL), Michael Davis (FL), John Harrell (GA), Don Self (MS), Laura Robbins (NM), Gayle White (OK), Monty Rast (SC), John Crumpler (VA), Vic Jordan (At-Large), and Peter Froese, Jr. (TX - Alternate) served as alternate for the absent Bob White (TX).

Alternates present included: Tom Corcoran (AL), Dan Ward (NC), Kyle Baltz (At-Large), and Jefferey Pittman (FL).

In addition to Mrs. Jones, also present were: NPB staff members: President & Managing Director, Raffaella Marie Fenn, Vice President Marketing & Communications, Ryan Lepicier, Sr. Director Finance and Compliance, Maria Mehok, Sr. Manager Marketing and Communications, Sherry Coleman Collins and Administrative Assistant, Keegan Treadaway. Also present were Bob Coyle (Managing Director - LBVD), Mitch Head and Mark Dvorak (Golin Harris), and Kim Coy (USDA/AMS Peanut Specialist).

The invocation was presented by Ed White which was followed by the Pledge of Allegiance.

Attorney Amy Jones then read the official statement that is read at the start of all Board meetings.

"The Board is governed by the Commodity Promotion Act, the Peanut Promotion, Research and Information Order and the National Peanut Board bylaws. Pursuant to the Peanut Promotion, Research and Information Order, the National Peanut Board works to achieve an effective, continuous, and coordinated program of promotion, research, consumer information, evaluation, and industry information designed to strengthen the peanut industry's position in the market place; maintain and expand existing markets and uses for peanuts; and to carry out programs, plans, and projects designed to provide maximum benefits to the peanut industry. Although Board members are nominated by individual states, once appointed by the Secretary of Agriculture, each member has a fiduciary duty to represent all peanut growers to benefit the industry as a whole. The Act and Order prohibit Board members from taking any action in their roles as members of the Board to influence government. In accordance with the Act and Order, the members of the National Peanut Board serve as its decision-making body. The deliberations and discussions of the National Peanut Board are limited to its members, unless a guest requests and is granted permission from the Chair to participate. Any alternate attending a meeting is a guest, unless such alternate is attending in the stead of an absent Board member. All Board decisions are subject to the review and approval of the Secretary of the United States Department of Agriculture."

Agenda and Minutes

Chairman Cindy Belch asked all to review the minutes from the August Board Meeting. Monty Rast motioned to approve the minutes with correction on page four, Diversity Committee: Chairman White instead of Robbins. John Harrell seconded the motion. The motion passed unanimously. Chairman Belch then asked all to review the agenda. Michael Davis motioned to approve the agenda as presented. Monty Rast seconded the motion. The motion passed unanimously.

Chair's Report

Chairman Belch gave an update on events that occurred since the August board meeting. She stated that immediately following the August board meeting in Seattle, she went to the La Cocina event in San Francisco with Marie and Mark Fenn. She said that it was very interesting, and had a great turn out. She also mentioned the NC Peanut Growers meeting, which she indicated was a great success. The most enjoyable event for her, however, was the Plains Peanut Festival, in which she was able to meet former President Jimmy Carter, and communicate with others in the industry.

President's Report:

Marie Fenn gave the President's update and report. She indicated that the staff is wrapping up the program of work for FY12. The financial audit for FY 12 is currently underway and going well. She also noted that FY13 program of work contracts have been submitted for USDA approval. There is a meeting set up for Bob Parker to meet with the staff and virtual teams to initiate the transition of leadership. She also stated that she had sent out information and recommendations to the board members regarding the transition.

USDA/AMS Report

Kim Coy, USDA/AMS Specialist provided an update on USDA administration. She stated that there is still a vacancy in the Associate Deputy position due to Chuck Parrott's departure from that role.

Swearing In of new members

Kim Coy asked that John Harrell, reappointed member from GA, Vic Jordan, reappointed member representing the At-Large states, Jeffery Pittman, reappointed alternate from FL, Peter Froese, Jr., reappointed alternate from TX and Kyle Baltz, newly appointed alternate representing the At- Large states, stand to take the oath of office. Bob White and Andy Bell were absent from the meeting. After administering the oath, Kim Coy congratulated all.

Chairman Belch recessed the General Session at 11:10 a.m.

Friday, November 30, 2012

National Peanut Board Chairman Cindy Belch reconvened the meeting at 9:45 a.m.

Board members present were Edward White (AL), Michael Davis (FL), John Harrell (GA), Don Self (MS), Laura Robbins (NM), Gayle White (OK), Monty Rast (SC), John Crumpler (VA), Vic Jordan (At-Large), and Peter Froese, Jr. (TX - Alternate) sitting in for Bob White (TX).

Alternates present included: Tom Corcoran (AL), Dan Ward (NC), Kyle Baltz (At-Large), and Jefferey Pittman (FL).

Also present were: NPB staff members: President & Managing Director, Raffaella Marie Fenn, Vice President Marketing & Communications, Ryan Lepicier, Sr. Director Finance and Compliance, Maria Mehok, and Sr. Manager Marketing and Communications, Sherry Coleman Collins. Also present were Bob Coyle (LBVD), Mitch Head and Mark Dvorak (Golin Harris), Amy Jones (Attorney-McLeod, Watkinson & Miller), and Kim Coy (USDA/AMS Peanut Specialist). Guests present included: Bob Parker and Mark Fenn.

Committee Reports

Budget & Finance: Financials had not been approved in committee. Motion was made by Monty Rast, seconded by John Crumpler to accept the financials as presented in Budget and Finance Committee. Motion unanimously approved.

Research Committee: Chairman Michael Davis brought up the letter from North Carolina, as well as the discussion with Bob Sutter. The committee plans to officially discuss the issue further at the February meeting. They also plan to present information regarding the letter. Kim Coy stated that NPB should reply to the letter, and suggest that they should not cancel contract, but should amend it. Laura Robbins motioned for Cindy Belch to contact Bob Sutter today to relay the information that the board is eager to work with the NCPGA to renegotiate the contract as soon as possible, but need a response to letter to either rescind or extend the contract coverage time. She further noted that the board would need the response by end of business today. Gayle White seconded the motion. Recommendation from Research Committee for staff to follow-up on the rights NPB has under the LOMA-Linda research contract to receive full results of research and publication rights. Recommendation approved unanimously.

Export Committee: No actionable items.

By Laws Committee: Recommended approval of additional language to both board policy manual and the office, accounting and internal controls procedures manual. Recommendation approved unanimously. Recommendation that a FAQ be attached to production research project agreements and equipment language be included. Recommendation approved unanimously.

Grower Committee: The committee motioned for NPB to cover expense costs for John Harrell to attend Plains Peanut Festival. Recommendation approved unanimously.

Diversity Committee: Committee recommends that staff update Diversity Plan as needed. Recommendation approved unanimously.

Promotions Committee: Marie Fenn explained the recently provided printout of the expenditures regarding the new product development. Everyone appreciated the detailed breakdown information. There was a question as to whether a new committee should be formed related to new product development. Some felt that a new committee was not necessary. Marie then presented a possible solution in which the President and CEO would regularly engage discussion with the chairman regarding the product development. There was a suggestion that the Promotions committee be more informed since the product falls under their purview. There was also a suggestion that financial accounting be provided to the board once a month.

Evaluation and Measurement: No actionable items.

Executive Session: Meeting was called into executive session to discuss the 90 day transition plan for incoming President and CEO, Bob Parker. After discussion, Ed White motioned that the transition plan be approved. Michael Davis seconded the motion. Motion passed unanimously. Executive Committee presented a proposal to the board that Bob Parker’s travel costs to DC for attendance at the APC meeting be paid by NPB. Ed White motioned that NPB pay for Bob Parker’s travel costs to Washington DC, as includes a portion of the transition plan. Monty Rast seconded the motion. Motion passed unanimously.

General Session continued with discussion of the calendar. Peter Froese, Jr. provided information concerning the possibility of holding the NPB April meeting in San Antonio, TX. There was discussion among the members. The final consensus was to hold the meeting in San Antonio, TX. The topic then turned to alternate attendance at the April meeting, since there would be a contingency of Texas growers involved with this meeting. After discussion, Vic Jordan made a motion that the alternates attendance at the April board meeting be paid by NPB. John Harrell seconded the motion. Motion passed unanimously.

Meeting adjourned at 12:00 p.m.

APPROVED: _____ **DATE:** _____

MINUTES
NATIONAL PEANUT BOARD MEETING
GENERAL SESSION
Tuesday, August 11, 2015
SUFFOLK, VA

National Peanut Board Chairman Bob White (TX) called the meeting to order at 10:15 a.m.

Amy Jones (Attorney-McLeod, Watkinson & Miller) called the roll and advised that a quorum was present.

Board members present were Edward White (AL), John Harrell (GA), Wayne Baker (NM), Gayle White (OK), Monty Rast (SC), John Crumpler (VA), Joe Morgan (MS), Greg Gill (AR), and Ray Garner, Jr in place of the absent Dan Ward (NC). Jeffery Pittman (FL) was delayed in arrival and Vic Jordan (At-Large) was absent.

Alternates present included: Andy Bell (GA), Paul Rogers (VA), Lonnie Fortner (MS) Bud Bowers (SC), Les Crall (OK), and Peter Froese (TX).

In addition to Mrs. Jones, also present were NPB staff members: President & CEO, Bob Parker; SVP Marketing & Communications, Ryan Lepicier; VP Finance and Compliance, Maria Mehok; M&C Specialist, Cathy Johnson, M&C Coordinator, Keegan Treadaway, and Administrative Coordinator, Cameron Blake. Also present were: Jeanette Palmer (USDA/AMS Peanut Specialist); and Mark Dvorak and Laurel Sprague, (Golin).

The meeting began with invocation and the Pledge of Allegiance.

Agenda and Minutes: Chairman White asked all to review the meeting agenda and the minutes from the March Board Meeting. John Harrell motioned that the agenda and minutes be accepted as presented. Motion passed unanimously.

Chairman's Report: Chairman White updated the board on activities since March, which included attendance at the SPGC and a trip to Atlanta for the Agency review, which would be reported on later. Chairman White also recognized and thanked John Crumpler, and Paul Rogers for hosting the board in Virginia.

President's Report:

Bob Parker provided the following updates:

Peanut Milk: Update provided on progress with negotiations with an unnamed manufacturer.

Assessment Collection Projection: Projecting a conservative \$9 Million assessment collection for crop year 2015.

China Export Opportunities: E-commerce opportunity development exploration underway. The FY 16 NPB budget will provide funding for consulting on this opportunity. Prestige of US products and food safety are reasons for interest in US purchases.

Water usage story: Marshall Lamb will work on updating figures. Peanuts have a great story to tell.

Future Board meeting dates: Bob Parker suggested Oklahoma for the site of the grower region meeting for FY 16. Another suggestion was to move the budget setting meeting from August to July, possibly in conjunction with the SPGC dates. NPB meetings Wednesday, Thursday and SPGC meetings Friday, Saturday. The IPF will be held in Madrid, Spain April 13 – 15, 2016. Patrick Archer would like to have NPB attendance.

Bob Parker also noted that Jeff Johnson, President – Birdsong Peanuts will join the meeting to provide an update during the Grower committee session.

USDA Report: Jeanette Palmer provided an update to say that NPB nominations packet is now with the Secretary's office for review.

General session recessed at 10:45 a.m.

Wednesday, August 12, 2015
Program of Work FY 16 Presentation

General Session was called to order at 8:35 a.m.

Board members present were Bob White (TX), Edward White (AL), John Harrell (GA), Wayne Baker (NM), Gayle White (OK), Monty Rast (SC), John Crumpler (VA), Joe Morgan (MS), Greg Gill (AR), and Ray Garner, Jr in place of the absent Dan Ward (NC). Vic Jordan (At-Large) was absent.

Alternates present included: Andy Bell (GA), Paul Rogers (VA), Lonnie Fortner (MS) Bud Bowers (SC), Les Crall (OK), and Peter Froese, Jr. (TX).

NPB staff members present included: President & CEO, Bob Parker; SVP Marketing & Communications, Ryan Lepicier; VP Finance and Compliance, Maria Mehok; M&C Specialist, Cathy Johnson, M&C Coordinator, Keegan Treadaway, and Administrative Coordinator, Cameron Blake. Also present were: Amy Jones (MWM), Jeanette Palmer (USDA/AMS Peanut Specialist); Patrick Archer and Stephanie Grunenfelder (APC), and Mark Dvorak, Laurel Sprague, Jesse Dienstag, Carrie Von der Sitt, Ron D'Innocenzo, Lindsey Auslander and Brian Camen (Golin), George Birdsong and Jeff Johnson (Birdsong Peanuts).

The proposed program of work was presented including Domestic Promotions: Promotion, Creation and Branding, Protection, and Measurement, Export Promotions, and Grower and Industry Communications.

After the program of work presentation, the Board convened in Executive session to discuss the budget pertaining to the program of work. Executive session was conducted from 11:10 am – 12:00 p.m.

General session reconvened at 12:45 p.m.

Monty Rast motioned to approve Program of Work for FY16 as presented. John Crumpler seconded the motion. Motion passed unanimously. John Harrell motioned to approve the FY 16 Budget as presented. Monty Rast seconded the motion. Motion passed unanimously.

Chairman White called for committee reports.

Promotions Committee

Chairman Jeffery Pittman stated that the committee presented an update on the Agency Review activities and outcomes. There were no actionable items.

Budget & Finance Committee

There were no actionable items presented in committee.

Export Committee

An update was presented by Patrick Archer, Stephanie Grunenfelder and Bob Parker. No actionable items.

Grower Committee

Chairman Gayle White indicated there are no actionable items. There was some discussion at this time about the grower listening session to be held later in the afternoon.

Executive Committee

Ryan Lepicier presented detail of an upcoming Health Professional's study to be conducted by Bantam Group. The Executive Committee recommends funding the study in the amount of \$47,500 from the FY 15 Opportunity Budget line item. Recommendation approved unanimously.

Board Calendar

Discussion ensued concerning future Board meeting dates. After discussion of possible dates and locations, Greg Gill made a motion to set the February 2016 meeting for the week of February 2 in Atlanta, March 29 and 30, with travel day of 28th to be held in Oklahoma City, OK, and the Budget setting meeting to be held to coincide with the SPGC dates and location in July. The motion was seconded by Wayne Baker. The motion was amended to include the December 2016 meeting to be held in conjunction with the APC winter meeting.

There being no further business to come before the board, the meeting adjourned by consensus at 2:00 p.m.

APPROVED: _____ **DATE:** _____

MINUTES
NATIONAL PEANUT BOARD MEETING
GENERAL SESSION
Tuesday, December 8, 2015
ATLANTA, GA

National Peanut Board Chairman Bob White (TX) called the meeting to order at 10:00 a.m.

Amy Jones (Attorney-McLeod, Watkinson & Miller) called the roll and advised that a quorum was present.

Board members present were Edward White (AL), John Harrell (GA), Wayne Baker (NM), Gayle White (OK), Monty Rast (SC), John Crumpler (VA), Joe Morgan (MS), Greg Gill (AR), Dan Ward (NC), Jeffery Pittman (FL) and Vic Jordan (At-Large).

Alternates present included: Andy Bell (GA), Paul Rogers (VA), Lonnie Fortner (MS) Bud Bowers (SC), Les Crall (OK), and Peter Froese (TX).

In addition to Mrs. Jones, also present were NPB staff members: President & CEO, Bob Parker; SVP Marketing & Communications, Ryan Lepicier; VP Finance and Compliance, Maria Mehok; Manager, IT & Compliance, Dee Wilson, M&C Specialist, Cathy Johnson, and Administrative Coordinator, Cameron Blake. Also present were: Jeanette Palmer and Heather Pichelman, (USDA/AMS); Mark Dvorak, Laurel Sprague, Brian Camen, Jaarmyia Williams, and Ron D’Innocenzo (Golin); Louise McKerchar and Stephanie Grunenfelder (APC); and Incoming Board and Alternates: Eileen Jordan, Micah Barham, Neil Lee, and Neal Baxley.

The meeting began with invocation and the Pledge of Allegiance.

Agenda and Minutes: Chairman White asked all to review the minutes from the August Board meeting. After review, John Crumpler motioned for the minutes to be approved as submitted; Wayne Baker seconded the motion. Motion passed unanimously. Chairman White then asked all to review the meeting agenda. Dan Ward motioned that the agenda accepted as presented; John Crumpler seconded the motion. Motion passed unanimously.

Chairman’s Report: Chairman White took a moment to again thank John Crumpler and Paul Rogers for the excellent Virginia hospitality during the August board meeting. Chairman White then said that other than harvest, he and Pat had attended the Plains Peanut Festival, which they thoroughly enjoyed.

President’s Report:

Bob Parker provided the following updates:

Assessment Collection Projection: Crop assessment should be in the \$9.7 to \$9.8 million range.

Research: At least one institution asking for overhead reimbursements.

Exports: E-commerce channels update.

Genomics meeting: Update from Bob’s attendance.

NIFA Research: Update provided on progress.

Promotions Meeting: Update on reception of digital program by State Executives.

USDA Report: Jeanette Palmer first introduced Heather Pichelman, Director – AMS, Fruits and Vegetables. She then called each of the newly appointed 2016 Board members and Alternate members to the front of the room to swear them in as new members.

General session recessed at 10:35 a.m.

General session reconvened at 12:30 p.m.

Chairman Bob White indicated that he was submitting his resignation as NPB Chairman, with Monty Rast as Vice Chair to fill the office of Chairman for the remainder of the term. Bob White made a motion to that effect. John Harrell seconded the motion. Motion passed unanimously.

Chairman Rast recessed General Session at 12:35 p.m.

Wednesday, December 9, 2015

General session reconvened at 3:10 p.m.

Board members present were Bob White (TX), Edward White (AL), John Harrell (GA), Wayne Baker (NM), Gayle White (OK), Monty Rast (SC), John Crumpler (VA), Joe Morgan (MS), Greg Gill (AR), Dan Ward (NC), Jeffery Pittman (FL) and Vic Jordan (At-Large).

Alternates present included: Andy Bell (GA), Paul Rogers (VA), Lonnie Fortner (MS) Bud Bowers (SC), Les Crall (OK), and Peter Froese (TX).

In addition to Mrs. Jones, also present were NPB staff members: President & CEO, Bob Parker; SVP Marketing & Communications, Ryan Lepicier; VP Finance and Compliance, Maria Mehok; Manager, IT & Compliance, Dee Wilson, M&C Specialist, Cathy Johnson, and Administrative Coordinator, Cameron Blake. Also present were: Jeanette Palmer and Heather Pichelman, (USDA/AMS); Mark Dvorak (Golin); and Incoming Board and Alternates: Eileen Jordan, Micah Barham, Neil Lee, and Neal Baxley.

Chairman Rast called for committee reports.

Promotions Committee

Chairman Jeffery Pittman stated that the committee presented an update on activities and a look at digital promotion to come. There were no actionable items.

Export Committee

An update was presented by Stephanie Grunenfelder and Louise McKerchar. No actionable items.

Budget & Finance Committee

Financial report and compliance report presented. No actionable items presented.

Evaluation & Measurement Committee

A good report was provided. No actionable items presented.

Grower Committee

Chairman Gayle White indicated there are no actionable items.

Nominations Committee

John Harrell, Chairman of the Nominating Committee presented the slate of officers for Board review:

Chairman: Gayle White

Vice Chair: Ed White
Treasurer: Greg Gill
Secretary: Dan Ward

Nominations were opened. There were no nominations from the floor. Jeffery Pittman motioned for the nominations to be closed, and the slate of officers for 2016 presented by the Nominating Committee be approved. Bob White seconded the motion. Motion passed unanimously.

Board Calendar

Discussion ensued concerning future Board meeting dates. After discussion of possible dates and locations, Greg Gill made a motion to set the February 2016 meeting for the week of February 2 in Atlanta, March 29 and 30, with travel day of 28th to be held in Oklahoma City, OK, and the Budget setting meeting to be held to coincide with the SPGC dates and location in July. The motion was seconded by Wayne Baker. The motion was amended to include the December 2016 meeting to be held in conjunction with the APC winter meeting.

There was discussion pertaining to the calendar of events, noting the events in need of a grower representative.

There being no further business to come before the board, the meeting adjourned by consensus at 3:20 p.m.

APPROVED: _____ **DATE:** _____

MINUTES
NATIONAL PEANUT BOARD MEETING
GENERAL SESSION
Wednesday, February 3, 2016
ATLANTA, GA

National Peanut Board Chairman Gayle White (OK) called the meeting to order at 10:00 a.m.

Amy Jones (Attorney-McLeod, Watkinson & Miller) called the roll and advised that a quorum was present.

Board members present were Ed White (AL), Greg Gill (AR), Jeffery Pittman (FL), Andy Bell (GA), Dan Ward (NC), Wayne Baker (NM), Bud Bowers (SC), Peter Froese, Jr. (TX), John Crumpler (VA), Eileen Jordan (At-Large), and Lonnie Fortner (MS), serving in place of Joe Morgan who was absent.

Alternates present included: Greg Baltz (AR), William Carte (FL), Ray Garner, Jr. (NC), Les Crall (OK), and Neal Baxley (SC).

In addition to Mrs. Jones, also present were NPB staff members: President & CEO, Bob Parker; SVP Marketing & Communications, Ryan Lepicier; VP Finance and Compliance, Maria Mehok; Manager, IT & Compliance, Dee Wilson, Manager M&C, Lauren Highfill Williams, Coordinator M&C, Catherine Karanja and Administrative Coordinator, Cameron Blake. Also present were: Jeanette Palmer, (USDA/AMS); and Mark Dvorak, Laurel Sprague, and Lisa Serritella (Golin). The meeting began with invocation and the Pledge of Allegiance.

Agenda and Minutes: Chairman White asked all to review the agenda for the meeting and the minutes from the December Board meeting. After review, Dan Ward motioned for the minutes to be approved as submitted; John Crumpler seconded the motion. Motion passed unanimously.

Chair's Report: Chairman White gave an update on her attendance at the Winter Fancy Food trade show and the Worlds of Healthy Flavor event held at CIA – Greystone.

President's Report:

Bob Parker provided the following updates:

Assessment Collection Projection: Inspected tonnage just short of 3 million, should equal \$10,250,000 in assessments.

Peanut Milk: Progressing. Not a question of if, but when.

Exports: E-commerce channels update.

NBGC: Bob attended along with Eileen and Vic Jordan. Bob addressed the group.

USDA Report: Jeanette Palmer made all aware that Anne Alonzo had stepped down as AMS Administrator. Elanor Starmer has been appointed as the acting AMS Administrator.

General session recessed at 10:15 a.m.

Thursday, February 4, 2016

General session reconvened at 10:54 a.m.

Board members present were Ed White (AL), Greg Gill (AR), Jeffery Pittman (FL), Andy Bell (GA), Dan Ward (NC), Wayne Baker (NM), Gayle White (OK), Bud Bowers (SC), Peter Froese, Jr. (TX), John Crumpler (VA), Eileen Jordan (At-Large), and Lonnie Fortner (MS), serving in place of Joe Morgan who was absent.

Alternates present included: Greg Baltz (AR), William Carte (FL), Ray Garner, Jr. (NC), Les Crall (OK), and Neal Baxley (SC).

In addition to Mrs. Jones, also present were NPB staff members: President & CEO, Bob Parker; SVP Marketing & Communications, Ryan Lepicier; VP Finance and Compliance, Maria Mehok; Manager, IT & Compliance, Dee Wilson, Manager M&C, Lauren Highfill Williams, Coordinator M&C, Catherine Karanja and Administrative Coordinator, Cameron Blake. Also present were: Jeanette Palmer, (USDA/AMS); and Mark Dvorak, Laurel Sprague, and Lisa Serritella (Golin). The meeting began with invocation and the Pledge of Allegiance.

Chairman White called for committee reports.

Promotions Committee

There were no actionable items.

Budget & Finance Committee

Draft Audit report was presented by Kathy Redgate of Brooks, McGinnis and Company. Greg Gill motioned for approval of the audit report as submitted; Jeffery Pittman seconded the motion. Motion passed unanimously.

Research Committee

Chairman Dan Ward indicated that research proposals were submitted and reviewed by Dr. Touchton for funding from FY 16 budget. Ed White motioned that the research proposals be approved for funding as submitted. Lonnie Fortner seconded the motion. Motion passed unanimously.

There was also a request presented by Dr. Jackie Burns related to funding of overhead on research projects. The topic was discussed in the general session, but it was determined that the topic would be tabled at this time and would be reviewed again at a later time.

Board Calendar

Discussion ensued concerning future Board meeting dates and arrangements. There was discussion pertaining to the calendar of events, noting the events in need of a grower representative.

There being no further business to come before the board, Ed White motioned that the meeting be adjourned. Bud Bowers seconded the motion. Meeting was adjourned at 11:35 a.m.

APPROVED: _____ **DATE:** _____