

North Carolina Peanut Growers Association Announces new Chief Executive Officer



Ashley Collins

Lynn Hobbs, President of The North Carolina Peanut Growers Association, has announced Ashley Collins as the new incoming Chief Executive Officer. Ashley has over 16 years of experience in the agricultural industry, most recently serving as the Director of Collegiate Relations and Communication for Agriculture Future of America. In this role, she was responsible for establishing and fostering relationships with more than 200 colleges and universities across the country. As such, she developed connections targeted to promote the organization as an avenue for young agricultural professionals to engage in leader development experiences to enhance their future careers.

Prior to joining AFA, Ashley served as the Education and Marketing Manager for AgCareers.com, where for more than a decade, she designed and managed a variety of student outreach initiatives as well as corporate training efforts, enabling a variety of agricultural companies to implement top-talent recruitment programs.

“I am thrilled to serve the producers of one of North Carolina’s most iconic commodities and look forward to an exciting future, as the peanut industry is experiencing many advancements in production, research, innovation and consumer demand,” stated Collins. “I am also honored and humbled to follow the tenure of Mr. Bob Sutter, who has successfully led the Association for nearly 30 years and to have the opportunity to learn from him before his official retirement. Additionally, I’ve dedicated my life and career to the agriculture industry, and I come from a farming background, so I’m excited to be able to work with the producers of one of our most important commodities,” said Collins.

Ashley is a graduate of NC State University, with a Bachelor of Science in Agricultural Education, as well as a graduate of North Carolina A&T State University with a Master of Science in Agricultural Education. She serves on the North Carolina FFA Foundation Board, and the NC State College of Agriculture and Life Sciences Alumni and Friends Society, and is currently a member of the inaugural Palmetto LEAF leadership class. Throughout her career, Ashley has built a strong national and local network of academic and corporate colleagues, as well as a distinguished reputation across the agricultural industry. Her vast experience, which she has acquired throughout her career, would most certainly serve North Carolina peanut producers well. Ashley and her husband, Guy, live in Bailey, North Carolina.