Commercial peanuts had not been produced in Northeast Mississippi until 2005. This presentation discusses how the Mississippi State University Extension Service worked with growers and industry to plan, implement, and evaluate peanut production programs in Northeast Mississippi. Additionally, this presentation deals with how the Extension Service assisted with infrastructure improvements, specifically in the establishment of a peanut buying point in Monroe County in 2008. Through the efforts of the Extension Service, a total of twenty-nine educational programs have been offered, three field days have been conducted, and twelve research and demonstration plots have been conducted. Through evaluation of extension programs over the past six years, a documented economic impact of $620,000 has been realized by the producers, and over the past four years Monroe County has realized $12,758,943 from the peanut industry.