

State of Florida
Department of Citrus

2015 - 2016
REVISED
OPERATING
BUDGET

October 21, 2015



FLORIDA DEPARTMENT OF CITRUS

TABLE OF CONTENTS

Comparative Citrus Advertising Tax Rates and Budgeted Operating Fund Balance	1
Revenue Boxes	2
Estimated Revenue	3
Budgeted Expenditures by Department	4
Budgeted Expenditures by Category	5
2015-2016 Preliminary Budgeted Revenue and Expenditures by Fruit Variety	6
2015-2016 Revised Budgeted Revenue and Expenditures by Fruit Variety	7
Comparison of Operating Budget by All Variety	8
Departmental Expenditures	
State General Revenue Charge	13
Administrative and Support Services	13
Scientific Research	
General Operations & Medical Research	16
New Varieties Development	17
Economic and Market Research	18
Marketing and Public Relations	
General Operations	19
Public Relations	20
Retail Marketing	21
International Marketing	22
International Marketing by Fruit Variety	26
Summary Statement of Reserves - All Funds	27

FLORIDA DEPARTMENT OF CITRUS

COMPARATIVE CITRUS ADVERTISING ASSESSMENTS*

2015-2016 REVISED OPERATING BUDGET

	2014-2015		2015-2016		
	FRESH	PROCESSED	FRESH	PROCESSED	STATUTE
DOMESTIC					
Orange	\$ 0.050	\$ 0.200	\$ 0.050	\$ 0.230	601.15(3a)
Grapefruit	\$ 0.270	\$ 0.270	\$ 0.190	\$ 0.190	601.15(3a)
All Other Varieties	\$ 0.070	\$ 0.160	\$ 0.070	\$ 0.070	601.15(3a)
IMPORTS					
Orange		\$ 0.200		\$ 0.230	601.155(2)
Grapefruit		\$ 0.270		\$ 0.190	601.155(2)

*Rates are per 1-3/5 bushel equivalent, and are effective August 1 each fiscal year.

BUDGETED REVENUE, EXPENDITURES AND OPERATING FUND BALANCE 2015-16 REVISED OPERATING BUDGET

DESCRIPTION	BEGINNING OPERATING FUND BALANCE	REVENUE	COMMITTED/ UNCOMMITTED EXPENDITURES	RESERVES	ENDING OPERATING FUND BALANCE
Florida Citrus Advertising Trust Fund	\$16,857,422 *	\$28,094,993	\$31,900,862	\$754,006	\$12,297,547

FLORIDA DEPARTMENT OF CITRUS

REVENUE BOXES (000)

2015-2016 REVISED OPERATING BUDGET

	2014-15 ACTUAL REVENUE BOXES	2015-2016 PRELIMINARY		REVENUE BOX ADJUSTMENT	2015-2016 REVISED		% INCREASE/ DECREASE
		ESTIMATED BOXES	REVENUE BOXES		ESTIMATED BOXES	REVENUE BOXES	
DOMESTIC							
ORANGE:		85,000			80,000		
Non-Revenue		(1,100)			(850)		
Fresh	3,967		3,400	(210)		3,190	(6.2)
Processed	90,531		80,500	(4,540)		75,960	(5.6)
GRAPEFRUIT:		11,800			12,300		
Non-Revenue		(500)			(450)		
Fresh	5,373		4,956	492		5,448	9.9
Processed	7,202		6,344	58		6,402	0.9
SPECIALTY:		3,000			2,200		
Non-Revenue		(80)			(165)		
Fresh	1,873		1,940	(565)		1,375	(29.1)
Processed	1,303		980	(320)		660	(32.7)
SUBTOTAL:		99,800			94,500		
Non-Revenue		(1,680)			(1,465)		
Fresh	11,213		10,296	(283)		10,013	(2.7)
Processed	99,036		87,824	(4,802)		83,022	(5.5)
DOMESTIC:	110,249		98,120	(5,085)		93,035	(5.2)
IMPORTS							
Orange	42,968		44,700	0		44,700	0.0
Grapefruit	224		100	126		226	126.0
TOTAL IMPORTS:	43,192		44,800	126		44,926	0.3
TOTAL	153,441		142,920	(4,959)		137,961	(3.5)

FLORIDA DEPARTMENT OF CITRUS

ESTIMATED REVENUE

2015-2016 REVISED OPERATING BUDGET

DESCRIPTION	PRELIMINARY ESTIMATED 2015-2016	ADJUSTMENT	REVISED ESTIMATED 2015-2016	% INCREASE/ DECREASE
Assessment on Domestic Fruit				
Orange				
Fresh	\$170,000	(\$10,500)	\$159,500	(6.2)
Processed	18,515,000	(1,044,200)	17,470,800	(5.6)
	<u>18,685,000</u>	<u>(1,054,700)</u>	<u>17,630,300</u>	(5.6)
Grapefruit				
Fresh	941,640	93,480	1,035,120	9.9
Processed	1,205,360	11,020	1,216,380	0.9
	<u>2,147,000</u>	<u>104,500</u>	<u>2,251,500</u>	4.9
Specialty				
Fresh	135,800	(39,550)	96,250	(29.1)
Processed	68,600	(22,400)	46,200	(32.7)
	<u>204,400</u>	<u>(61,950)</u>	<u>142,450</u>	(30.3)
Assessment on Import Fruit				
Orange (Opt Out)	3,427,000	0	3,427,000	0.0
Grapefruit	6,333	7,980	14,313	126.0
	<u>3,433,333</u>	<u>7,980</u>	<u>3,441,313</u>	
Total Assessments	24,469,733	(1,004,170)	23,465,563	(4.1)
Investment Earnings	187,900	(35,300)	152,600	(18.8)
Other Income	93,000	0	93,000	0.0
Foreign Agricultural Svc Funds	<u>4,383,830</u>	<u>0</u>	<u>4,383,830</u>	0.0
TOTAL	<u>\$29,134,463</u>	<u>(\$1,039,470)</u>	<u>\$28,094,993</u>	(3.6)

FLORIDA DEPARTMENT OF CITRUS

BUDGETED EXPENDITURES BY DEPARTMENT

2015-2016 REVISED OPERATING BUDGET

DESCRIPTION	PRELIMINARY BUDGET 2015-2016	ADJUSTMENT	REVISED BUDGET 2015-2016	% INCREASE/ DECREASE
Administration				
Admin and Support Services	\$2,631,367	(\$204,767)	\$2,426,600	(7.8)
State General Revenue Charge	989,100	(41,600)	947,500	(4.2)
Scientific Research & Development				
General Operations	1,093,954	(59,000)	1,034,954	(5.4)
Scientific Product Research	906,495	35,001	941,496	3.9
New Varieties Development	500,000	0	500,000	0.0
Economic and Market Research	2,112,700	(223,645)	1,889,055	(10.6)
Marketing & Public Relations				
General Operations	866,150	65,400	931,550	7.6
Public Relations Programs	9,499,495	243,045	9,742,540	2.6
Retail Marketing	6,844,000	19,000	6,863,000	0.3
Fresh/Gift Fruit	74,500	0	74,500	0.0
International Marketing				
International Promotions-DOC	2,165,837	0	2,165,837	0.0
International Promotions-FAS	4,383,830	0	4,383,830	0.0
Total Expenditures	32,067,428	(166,566)	31,900,862	(0.5)
Reserves	783,235	(29,229)	754,006	(3.7)
TOTAL	\$32,850,663	(\$195,795)	\$32,654,868	(0.6)

FLORIDA DEPARTMENT OF CITRUS

BUDGETED EXPENDITURES BY CATEGORY

2015-2016 REVISED OPERATING BUDGET

DESCRIPTION	PRELIMINARY		REVISED	%
	BUDGET	ADJUSTMENT	BUDGET	INCREASE/ DECREASE
2015-2016			2015-2016	
GENERAL OPERATIONS				
Salaries and Benefits	\$3,915,000	(\$200,000)	\$3,715,000	(5.1)
Other Personal Services	77,000	(17,000)	60,000	(22.1)
Travel	192,000	61,800	253,800	32.2
People First Initiative	20,504	0	20,504	0.0
Telephone	69,000	0	69,000	0.0
Postage/Freight	30,900	(6,000)	24,900	(19.4)
Data Processing	195,200	2,500	197,700	1.3
Supplies	32,750	(11,000)	21,750	(33.6)
Insurance and Bond Premiums	30,000	0	30,000	0.0
Reproduction	17,500	0	17,500	0.0
Subscriptions and Memberships	29,900	(5,000)	24,900	(16.7)
Trade Meals/Meetings	2,000	(1,400)	600	(70.0)
Training	2,700	0	2,700	0.0
Repairs and Maintenance	169,100	0	169,100	0.0
Utilities	100,000	0	100,000	0.0
Leases/Rent Expense	34,900	0	34,900	0.0
Promotional Items	5,000	0	5,000	0.0
Capital Equipment (OCO)	47,700	0	47,700	0.0
Office/Research Equipment	10,000	0	10,000	0.0
Miscellaneous **	7,200	2,000	9,200	27.8
CREC Expenses	139,000	(11,000)	128,000	(7.9)
Research Materials	76,200	0	76,200	0.0
Conventions	500	0	500	0.0
Fruit Inspection Data	15,000	0	15,000	0.0
Legislative Programs	25,000	(15,000)	10,000	(60.0)
Consultants Fees/Travel	270,496	(26,000)	244,496	(9.6)
Subtotal General Operations	5,514,550	(226,100)	5,288,450	(4.1)
PROGRAMS *				
Legal Services	278,767	(44,767)	234,000	(16.1)
General Revenue Charge	989,100	(41,600)	947,500	(4.2)
Scientific Research	772,999	35,001	808,000	4.5
New Varieties Development	500,000	0	500,000	0.0
Economic & Market Research	1,428,200	(151,145)	1,277,055	(10.6)
Public Relations Programs	9,499,495	243,045	9,742,540	2.6
Retail Marketing	6,844,000	19,000	6,863,000	0.3
Fresh/Gift Fruit	74,500	0	74,500	0.0
International Marketing	6,165,817	0	6,165,817	0.0
Reserves	783,235	(29,229)	754,006	(3.7)
Subtotal Programs	27,336,113	30,305	27,366,418	0.1
TOTAL	\$32,850,663	(\$195,795)	\$32,654,868	(0.6)

* Program costs exclude general operating expenses.

** Includes foreign currency fluctuations

FLORIDA DEPARTMENT OF CITRUS
BUDGETED REVENUE AND EXPENDITURES BY FRUIT VARIETY
2015-2016 PRELIMINARY OPERATING BUDGET

	<u>TOTAL</u>	<u>PROCESSED ORANGE</u>	<u>PROCESSED GRAPEFRUIT</u>	<u>FRESH ORANGE</u>	<u>FRESH GRAPEFRUIT</u>	<u>FRESH SPECIALTY</u>
REVENUE						
Carryover	\$3,716,200	\$2,480,800	\$553,000	\$224,000	\$302,000	\$156,400
Tax Assessments-Domestic	21,036,400	18,583,600	1,205,360	170,000	941,640	135,800
Tax Asmts-Imports (Opt Out)	3,433,333	3,427,000	6,333	0	0	0
Interest/Other	280,900	232,000	11,900	14,700	13,900	8,400
Gen Rev - Economic Research	0	0	0	0	0	0
FAS Program	4,383,830	110,300	655,450	0	3,618,080	0
BUDGETED REVENUE	<u>\$32,850,663</u>	<u>\$24,833,700</u>	<u>\$2,432,043</u>	<u>\$408,700</u>	<u>\$4,875,620</u>	<u>\$300,600</u>
EXPENDITURES						
Administration						
Admin & Supp Srvc	\$2,631,367	\$2,323,234	\$118,412	\$62,627	\$91,308	\$35,787
State Gen Rev Charge	989,100	888,800	48,900	7,400	38,200	5,800
Subtotal Administration	<u>3,620,467</u>	<u>3,212,034</u>	<u>167,312</u>	<u>70,027</u>	<u>129,508</u>	<u>41,587</u>
Scientific & Economic Research						
General Operations	1,093,954	965,852	49,228	26,036	37,960	14,878
Scientific Prod Res	906,495	762,864	133,707	3,177	4,932	1,816
New Varieties Development	500,000	50,000	50,000	175,000	50,000	175,000
Subtotal Scientific Research	<u>2,500,449</u>	<u>1,778,716</u>	<u>232,935</u>	<u>204,213</u>	<u>92,892</u>	<u>191,694</u>
Econ & Mkt Research	<u>2,112,700</u>	<u>1,917,364</u>	<u>78,927</u>	<u>38,428</u>	<u>56,027</u>	<u>21,954</u>
Subtotal Sci & Econ Research	<u>4,613,149</u>	<u>3,696,080</u>	<u>311,862</u>	<u>242,641</u>	<u>148,918</u>	<u>213,649</u>
Marketing & Public Relations						
General Operations	866,150	790,753	28,015	22,049	12,710	12,624
Public Relations Programs	9,499,495	9,167,659	209,582	20,031	90,804	11,418
Retail Marketing	6,844,000	6,599,724	189,764	0	54,513	0
Fresh/Gift Fruit	74,500	0	0	45,397	14,611	14,492
Subtotal Domestic Mktg	<u>17,284,145</u>	<u>16,558,135</u>	<u>427,360</u>	<u>87,477</u>	<u>172,639</u>	<u>38,534</u>
Intl Promotions-DOC	2,165,837	596,770	809,581	0	759,486	0
Intl Promotions-FAS	4,383,830	110,300	655,450	0	3,618,080	0
Subtotal Int'l Mktg	<u>6,549,667</u>	<u>707,070</u>	<u>1,465,031</u>	<u>0</u>	<u>4,377,566</u>	<u>0</u>
Budgeted Expenditures	32,067,428	24,173,319	2,371,565	400,144	4,828,632	293,768
Reserves	783,235	660,381	60,478	8,556	46,988	6,832
TOTAL BUDGET	<u>\$32,850,663</u>	<u>\$24,833,700</u>	<u>\$2,432,043</u>	<u>\$408,700</u>	<u>\$4,875,620</u>	<u>\$300,600</u>

FLORIDA DEPARTMENT OF CITRUS
BUDGETED REVENUE AND EXPENDITURES BY FRUIT VARIETY
2015-2016 REVISED OPERATING BUDGET

	<u>TOTAL</u>	<u>PROCESSED ORANGE</u>	<u>PROCESSED GRAPEFRUIT</u>	<u>FRESH ORANGE</u>	<u>FRESH GRAPEFRUIT</u>	<u>FRESH SPECIALTY</u>
REVENUE						
Carryover	\$3,716,200	\$2,807,800	(\$249,200)	\$242,000	\$731,200	\$184,400
2014-15 Unspent Certified	843,675	547,750	162,000	3,550	128,475	1,900
Tax Assessments-Domestic	20,024,250	17,517,000	1,216,380	159,500	1,035,120	96,250
Tax Assessments-Imports	3,441,313	3,427,000	14,313	0	0	0
Interest/Other	245,600	200,200	11,000	13,400	15,200	5,800
FAS Program	4,383,830	110,300	1,068,383	0	3,205,148	0
BUDGETED REVENUE	<u>\$32,654,868</u>	<u>\$24,610,050</u>	<u>\$2,222,876</u>	<u>\$418,450</u>	<u>\$5,115,143</u>	<u>\$288,350</u>
EXPENDITURES						
Administration						
Admin & Supp Svc	\$2,426,600	\$2,133,952	\$116,477	\$56,054	\$95,851	\$24,266
State Gen Rev Charge	947,500	844,900	49,600	6,900	42,000	4,100
Subtotal Administration	<u>3,374,100</u>	<u>2,978,852</u>	<u>166,077</u>	<u>62,954</u>	<u>137,851</u>	<u>28,366</u>
Scientific & Economic Research						
General Operations	1,034,954	910,140	49,677	23,907	40,881	10,350
Scientific Prod Res	941,496	797,396	132,908	3,084	6,773	1,335
New Varieties Development	500,000	0	50,000	200,000	50,000	200,000
Subtotal Scientific Research	<u>2,476,450</u>	<u>1,707,536</u>	<u>232,585</u>	<u>226,991</u>	<u>97,654</u>	<u>211,685</u>
Econ & Mkt Research	<u>1,889,055</u>	<u>1,709,541</u>	<u>75,510</u>	<u>33,099</u>	<u>56,586</u>	<u>14,319</u>
Subtotal Sci & Econ Research	<u>4,365,505</u>	<u>3,417,077</u>	<u>308,095</u>	<u>260,090</u>	<u>154,240</u>	<u>226,004</u>
Marketing & Public Relations						
General Operations	931,550	847,897	32,697	23,196	17,792	9,968
Public Relations Programs	9,742,540	9,415,642	121,209	19,746	177,458	8,485
Retail Marketing	6,863,000	6,615,000	72,875	0	175,125	0
Fresh/Gift Fruit	74,500	0	0	44,787	19,026	10,687
Subtotal Domestic Mktg	<u>17,611,590</u>	<u>16,878,539</u>	<u>226,781</u>	<u>87,728</u>	<u>389,401</u>	<u>29,140</u>
Intl Promotions-DOC	2,165,837	596,770	392,267	0	1,176,800	0
Intl Promotions-FAS	4,383,830	110,300	1,068,383	0	3,205,148	0
Subtotal Int'l Mktg	<u>6,549,667</u>	<u>707,070</u>	<u>1,460,649</u>	<u>0</u>	<u>4,381,948</u>	<u>0</u>
Budgeted Expenditures	31,900,862	23,981,538	2,161,602	410,773	5,063,440	283,510
Reserves	754,006	628,512	61,274	7,677	51,703	4,840
TOTAL BUDGET	<u>\$32,654,868</u>	<u>\$24,610,050</u>	<u>\$2,222,876</u>	<u>\$418,450</u>	<u>\$5,115,143</u>	<u>\$288,350</u>

FLORIDA DEPARTMENT OF CITRUS

COMPARISON OF OPERATING BUDGET - ALL VARIETY

2015-2016 REVISED OPERATING BUDGET

	PRELIMINARY BUDGET 2015-2016	ADJUSTMENT	REVISED BUDGET 10/21/2015	% INCREASE/ DECREASE
REVENUE				
Carryover	\$3,716,200	\$0	\$3,716,200	0.0
14-15 Unspent Certified	0	843,675	843,675	100.+
Tax Assessments-Domestic	21,036,400	(1,012,150)	20,024,250	(4.8)
Tax Assessments-Imports	3,433,333	7,980	3,441,313	0.2
Interest/Other	280,900	(35,300)	245,600	(12.6)
FAS Program	4,383,830	0	4,383,830	0.0
BUDGETED REVENUE	\$32,850,663	(\$195,795)	\$32,654,868	(0.6)
EXPENDITURES				
Administration				
Admin & Supp Svc	\$2,631,367	(\$204,767)	\$2,426,600	(7.8)
State Gen Rev Charge	989,100	(41,600)	947,500	(4.2)
Subtotal Administration	3,620,467	(246,367)	3,374,100	(6.8)
Scientific Research & Development				
General Operations	1,093,954	(59,000)	1,034,954	(5.4)
Scientific Prod Res	906,495	35,001	941,496	3.9
New Varieties Development	500,000	0	500,000	0.0
Subtotal Scientific Research	2,500,449	(23,999)	2,476,450	(1.0)
Economic & Market Research	2,112,700	(223,646)	1,889,055	(10.6)
Subtotal Sci & Econ Research	4,613,149	(247,645)	4,365,505	(5.4)
Marketing & Public Relations				
General Operations	866,150	65,399	931,550	7.6
Public Relations Programs	9,499,495	243,045	9,742,540	2.6
Retail Marketing	6,844,000	19,000	6,863,000	0.3
Fresh/Gift Fruit	74,500	0	74,500	0.0
Subtotal Domestic Mktg	17,284,145	327,445	17,611,590	1.9
International Promotions-DOC	2,165,837	0	2,165,837	0.0
International Promotions-FAS	4,383,830	0	4,383,830	0.0
Subtotal Int'l Mktg	6,549,667	0	6,549,667	0.0
Budgeted Expenditures	32,067,428	(166,567)	31,900,862	(0.5)
Reserves	783,235	(29,229)	754,006	(3.7)
TOTAL BUDGET	\$32,850,663	(\$195,795)	\$32,654,868	(0.6)

FLORIDA DEPARTMENT OF CITRUS

COMPARISON OF PROPOSED PROCESSED ORANGE OPERATING BUDGET 2015-2016 REVISED OPERATING BUDGET

	PRELIMINARY BUDGET 2015-2016	ADJUSTMENT	REVISED BUDGET 10/21/2015	% INCREASE/ DECREASE
REVENUE				
Carryover	\$2,480,800	\$327,000	\$2,807,800	13.2
14-15 Unspent Certified	0	547,750	547,750	100.+
Tax Assessments-Domestic	18,583,600	(1,066,600)	17,517,000	(5.7)
Tax Assessments-Imports	3,427,000	0	3,427,000	0.0
Interest/Other	232,000	(31,800)	200,200	(13.7)
FAS Program	110,300	0	110,300	0.0
BUDGETED REVENUE	\$24,833,700	(\$223,650)	\$24,610,050	(0.9)
EXPENDITURES				
Administration				
Admin & Supp Svc	\$2,323,234	(\$189,282)	\$2,133,952	(8.1)
State Gen Rev Charge	888,800	(43,900)	844,900	(4.9)
Subtotal Administration	3,212,034	(233,182)	2,978,852	(7.3)
Scientific & Economic Research				
General Operations	965,852	(55,712)	910,140	(5.8)
Scientific Prod Res	762,864	34,532	797,396	4.5
New Varieties Development	50,000	(50,000)	0	(100.0)
Subtotal Scientific Research	1,778,716	(71,180)	1,707,536	(4.0)
Economic & Market Research	1,917,364	(207,823)	1,709,541	(10.8)
Subtotal Sci & Econ Research	3,696,080	(279,003)	3,417,077	(7.5)
Marketing & Public Relations				
General Operations	790,753	57,144	847,897	7.2
Public Relations Programs	9,167,659	247,983	9,415,642	2.7
Retail Marketing	6,599,724	15,276	6,615,000	0.2
Subtotal Domestic Mktg	16,558,135	320,403	16,878,539	1.9
International Promotions-DOC	596,770	0	596,770	0.0
International Promotions-FAS	110,300	0	110,300	0.0
Subtotal Int'l Mktg	707,070	0	707,070	0.0
Budgeted Expenditures	24,173,319	(191,781)	23,981,538	(0.8)
Reserves	660,381	(31,869)	628,512	(4.8)
TOTAL BUDGET	\$24,833,700	(\$223,650)	\$24,610,050	(0.9)

FLORIDA DEPARTMENT OF CITRUS

COMPARISON OF PROPOSED COMBINED GRAPEFRUIT OPERATING BUDGET 2015-2016 REVISED OPERATING BUDGET

	PRELIMINARY BUDGET 2015-2016	ADJUSTMENT	REVISED BUDGET 10/21/2015	% INCREASE/ DECREASE
REVENUE				
Carryover	\$855,000	(\$373,000)	\$482,000	(43.6)
14-15 Unspent Certified	0	290,475	290,475	100.+
Tax Assessments-Domestic	2,147,000	104,500	2,251,500	4.9
Tax Assessments-Imports	6,333	7,980	14,313	100.+
Interest/Other	25,800	400	26,200	1.6
FAS Program	4,273,530	0	4,273,530	0.0
BUDGETED REVENUE	\$7,307,663	\$30,355	\$7,338,018	0.4
EXPENDITURES				
Administration				
Admin & Supp Srvs	\$209,720	\$2,608	\$212,328	1.2
State Gen Rev Charge	\$87,100	4,500	\$91,600	5.2
Subtotal Administration	296,820	7,108	303,928	2.4
Scientific & Economic Research				
General Operations	87,188	3,369	90,557	3.9
Scientific Prod Res	138,639	1,042	139,681	0.8
New Varieties Development	100,000	0	100,000	0.0
Subtotal Scientific Research	325,827	4,411	330,238	1.4
Economic & Market Research	134,954	(2,858)	132,096	(2.1)
Subtotal Sci & Econ Research	460,781	1,554	462,334	0.3
Marketing & Public Relations				
General Operations	40,725	9,764	50,489	24.0
Public Relations Programs	300,386	(1,719)	298,667	(0.6)
Retail Marketing	244,277	3,723	248,000	1.5
Fresh/Gift Fruit	14,611	4,415	19,026	30.2
Subtotal Domestic Mktg	599,999	16,182	616,182	2.7
International Promotions-DOC	1,569,067	0	1,569,067	0.0
International Promotions-FAS	4,273,530	0	4,273,530	0.0
Subtotal Int'l Mktg	5,842,597	0	5,842,597	0.0
Budgeted Expenditures	7,200,197	24,844	7,225,041	0.3
Reserves	107,466	5,511	112,977	5.1
TOTAL BUDGET	\$7,307,663	\$30,355	\$7,338,018	0.4

FLORIDA DEPARTMENT OF CITRUS

COMPARISON OF PROPOSED FRESH ORANGE OPERATING BUDGET 2015-2016 REVISED OPERATING BUDGET

	PRELIMINARY BUDGET 2015-2016	ADJUSTMENT	REVISED BUDGET 10/21/2015	% INCREASE/ DECREASE
REVENUE				
Carryover	\$224,000	\$18,000	\$242,000	8.0
14-15 Unspent Certified	0	3,550	3,550	100.+
Tax Assessments-Domestic	170,000	(10,500)	159,500	(6.2)
Interest/Other	14,700	(1,300)	13,400	(8.8)
BUDGETED REVENUE	\$408,700	\$9,750	\$418,450	2.4
EXPENDITURES				
Administration				
Admin & Supp Srvs	\$62,627	(\$6,573)	\$56,054	(10.5)
State Gen Rev Charge	7,400	(500)	6,900	(6.8)
Subtotal Administration	70,027	(7,073)	62,954	(10.1)
Scientific & Economic Research				
General Operations	26,036	(2,129)	23,907	(8.2)
Scientific Prod Res	3,177	(93)	3,084	(2.9)
New Varieties Development	175,000	25,000	200,000	14.3
Subtotal Scientific Research	204,213	22,778	226,991	11.2
Economic & Market Research	38,428	(5,329)	33,099	(13.9)
Subtotal Sci & Econ Research	242,641	17,449	260,090	7.2
Marketing & Public Relations				
General Operations	22,049	1,147	23,196	5.2
Public Relations Programs	20,031	(285)	19,746	(1.4)
Fresh/Gift Fruit	45,397	(610)	44,787	(1.3)
Subtotal Domestic Mktg	87,477	251	87,728	0.3
Budgeted Expenditures	400,144	10,629	410,773	2.7
Reserves	8,556	(879)	7,677	(10.3)
TOTAL BUDGET	\$408,700	\$9,750	\$418,450	2.4

FLORIDA DEPARTMENT OF CITRUS

COMPARISON OF PROPOSED FRESH SPECIALTY OPERATING BUDGET 2015-2016 REVISED OPERATING BUDGET

	PRELIMINARY BUDGET 2015-2016	ADJUSTMENT	REVISED BUDGET 10/21/2015	% INCREASE/ DECREASE
REVENUE				
Carryover	\$156,400	\$28,000	\$184,400	17.9
14-15 Unspent Certified	0	1,900	1,900	100.+
Tax Assessments-Domestic	135,800	(39,550)	96,250	(29.1)
Interest/Other	8,400	(2,600)	5,800	(31.0)
BUDGETED REVENUE	\$300,600	(\$12,250)	\$288,350	(4.1)
EXPENDITURES				
Administration				
Admin & Supp Svc	\$35,787	(\$11,521)	\$24,266	(32.2)
State Gen Rev Charge	5,800	(1,700)	4,100	(29.3)
Subtotal Administration	41,587	(13,221)	28,366	(31.8)
Scientific Research & Development				
General Operations	14,878	(4,528)	10,350	(30.4)
Scientific Prod Res	1,816	(481)	1,335	(26.5)
New Varieties Development	175,000	25,000	200,000	14.3
Subtotal Scientific Research	191,694	19,991	211,685	10.4
Economic & Market Research	21,954	(7,635)	14,319	(34.8)
Subtotal Sci & Econ Research	213,649	12,356	226,004	5.8
Marketing & Public Relations				
General Operations	12,624	(2,656)	9,968	(21.0)
Public Relations Programs	11,418	(2,933)	8,485	(25.7)
Fresh/Gift Fruit	14,492	(3805)	10,687	(26.3)
Subtotal Domestic Mktg	38,534	(9,394)	29,140	(24.4)
Budgeted Expenditures	293,768	(10,258)	283,510	(3.5)
Reserves	6,832	(1,992)	4,840	(29.1)
TOTAL BUDGET	\$300,600	(\$12,250)	\$288,350	(4.1)

FLORIDA DEPARTMENT OF CITRUS

DEPARTMENTAL EXPENDITURES

2015-2016 REVISED OPERATING BUDGET

DESCRIPTION	OCA CODE	PRELIMINARY BUDGET 2015-2016	ADJUSTMENT	REVISED BUDGET 2015-2016	% INCREASE/ DECREASE
STATE GENERAL REVENUE CHARGE					
57 10 00 00 000					
Florida Citrus Advert					
Trust Fund	88040	<u>\$989,100</u>	<u>(\$41,600)</u>	<u>\$947,500</u>	(4.2)
 ADMINISTRATIVE AND SUPPORT SERVICES					
GENERAL OPERATIONS					
57 10 10 08 001					
Commissioners Comp (OPS)	12101	\$6,000	\$0	\$6,000	0.0
Commissioners Travel	26001	18,500	0	18,500	0.0
57 10 10 09 001					
Salaries and Benefits	11000	1,100,000	(150,000)	950,000	(13.6)
Temporary Employee (OPS)	12100	5,000	0	5,000	0.0
Employee Travel	26000	32,500	0	32,500	0.0
57 10 10 09 002					
Fruit Inspection Data	13260	15,000	0	15,000	0.0
Training	13280	2,700	0	2,700	0.0
Employment Advertising	13320	800	0	800	0.0
Banking Services	13450	2,000	0	2,000	0.0
People First	15800	9,300	0	9,300	0.0
Consultant Fee	13130	5,000	0	5,000	0.0
Unemployment Compensation	16500	10,000	0	10,000	0.0
Telephone	22100	35,000	0	35,000	0.0
Office Supplies	34101	3,000	0	3,000	0.0
Office Equipment	34102	5,000	0	5,000	0.0
Property Insurance	4100P	5,000	0	5,000	0.0
Casualty Insurance	4100C	15,000	0	15,000	0.0
Subscriptions	49200	8,200	0	8,200	0.0
Memberships	49300	800	0	800	0.0
Miscellaneous	49900	1,000	0	1,000	0.0
Building & Equipment (OCO)	51200	<u>7,200</u>	<u>0</u>	<u>7,200</u>	0.0
Subtotal General Operations		<u>\$1,287,000</u>	<u>(\$150,000)</u>	<u>\$1,137,000</u>	(11.7)

FLORIDA DEPARTMENT OF CITRUS

DEPARTMENTAL EXPENDITURES

2015-2016 REVISED OPERATING BUDGET

DESCRIPTION	OCA CODE	PRELIMINARY BUDGET 2015-2016	ADJUSTMENT	REVISED BUDGET 2015-2016	% INCREASE/ DECREASE
LEGAL AND REGULATORY					
GENERAL OPERATIONS					
57 10 10 10 001					
Salaries and Benefits	11000	\$170,000	\$0	\$170,000	0.0
Employee Travel	26000	1,000	0	1,000	0.0
Subtotal General Operations		171,000	0	171,000	0.0
LEGAL SERVICES					
57 10 10 10 002					
Court Reporting Fees	13140	3,000	0	3,000	0.0
Legal Srv-G Counsel	1316G	138,000	0	138,000	0.0
Legal Srv-Adv Claims	1316A	55,000	(5,000)	50,000	(9.1)
Legal Srv-Other	1316Z	5,000	0	5,000	0.0
Div of Admin Hearings	1316H	24,767	(24,767)	0	(100.0)
Legal Srv-Trademark	1316T	50,000	(15,000)	35,000	(30.0)
Legal Advertising	13310	3,000	0	3,000	0.0
Miscellaneous	29000	3,000	0	3,000	0.0
Subtotal Legal Services		281,767	(44,767)	237,000	(15.9)
GOVERNMENT & REGULATORY					
57 10 10 10 003					
Legislative Consultant	13130	5,000	(5,000)	0	(100.0)
Legislative Programs	1335L	20,000	(10,000)	10,000	(50.0)
Subtotal Government & Regulatory		25,000	(15,000)	10,000	(60.0)
Total Legal and Regulatory		\$477,767	(\$59,767)	\$418,000	(12.5)

FLORIDA DEPARTMENT OF CITRUS

DEPARTMENTAL EXPENDITURES

2015-2016 REVISED OPERATING BUDGET

DESCRIPTION	OCA CODE	PRELIMINARY BUDGET 2015-2016	ADJUSTMENT	REVISED BUDGET 2015-2016	% INCREASE/ DECREASE
SUPPORT SERVICES					
GENERAL OPERATIONS					
57 10 10 12 001					
Salaries and Benefits	11000	\$225,000	\$5,000	\$230,000	2.2
Temporary Employees (OPS)	12100	6,000	0	6,000	0.0
Employee Travel	26000	1,000	0	1,000	0.0
57 10 10 12 002					
Grounds Maintenance	13290	6,700	0	6,700	0.0
Mailing & Delivery Services	13420	2,000	0	2,000	0.0
Shredding Service	13421	400	0	400	0.0
Warehouse Services	13991	7,400	0	7,400	0.0
Postage	21000	7,500	0	7,500	0.0
Maintenance - Equipment	2410E	2,000	0	2,000	0.0
- Auto	2410A	3,000	0	3,000	0.0
Maintenance - Building - Bartow	2410B	45,000	0	45,000	0.0
Bartow Bldg. Utilities	27100	100,000	0	100,000	0.0
Fuel	26410	2,400	0	2,400	0.0
Office Supplies	34101	1,000	0	1,000	0.0
Reproduction	23000	13,500	0	13,500	0.0
Distribution Supplies	3410D	1,000	0	1,000	0.0
Building Supplies	3410B	3,500	0	3,500	0.0
Copy Equipment Rental	44200	15,000	0	15,000	0.0
Rental-Office Equipment	44400	8,000	0	8,000	0.0
Equipment - General	51200	5,000	0	5,000	0.0
Subtotal Support Services		455,400	5,000	460,400	1.1
IT SERVICES					
GENERAL OPERATIONS					
57 10 10 14 001					
Salaries and Benefits	11000	175,000		175,000	0.0
Temporary Employees (OPS)	12100	4,000		4,000	0.0
Employee Travel	26000	1,500		1,500	0.0
57 10 10 14 002					
DP Services - AST (EO=55)	1327A	45,500		45,500	0.0
DP Services - Other	22300	20,000		20,000	0.0
DP Services - Database	1327D	10,000		10,000	0.0
Data Processing Maint	2410D	2,500		2,500	0.0
DP Equipment	3410E	44,000		44,000	0.0
Data Processing Supplies	3410S	8,000		8,000	0.0
Data Processing Software	53100	65,200		65,200	0.0
Media (OCO)	5160M	15,000		15,000	0.0
DP Equipment (OCO)	51600	20,500		20,500	0.0
Subtotal IT Services		411,200	0	411,200	0.0
Total Support & IT Services		\$866,600	5,000	\$871,600	0.6
TOTAL ADMIN, SUPPORT & IT SERVICES		\$2,631,367	(\$204,767)	\$2,426,600	(465.4)

FLORIDA DEPARTMENT OF CITRUS

DEPARTMENTAL EXPENDITURES

2015-2016 REVISED OPERATING BUDGET

DESCRIPTION	OCA CODE	PRELIMINARY BUDGET 2015-2016	ADJUSTMENT	REVISED BUDGET 2015-2016	% INCREASE/ DECREASE
SCIENTIFIC RESEARCH					
GENERAL OPERATIONS					
57 10 12 10 001					
Salaries and Benefits	11000	\$690,000	(\$40,000)	\$650,000	(5.8)
Temporary Employees (OPS)	12100	10,000	(8,000)	2,000	(80.0)
Employee Travel	26000	25,000	0	25,000	0.0
57 10 12 10 002					
People First	15800	5,804	0	5,804	0.0
Product Monitor-Comp Analysis -AV	13261	35,000	0	35,000	0.0
Mailing & Delivery Services	13420	3,000	0	3,000	0.0
Telephone	22100	20,000	0	20,000	0.0
Postage	21000	300	0	300	0.0
Repairs & Maintenance	24101	110,000	0	110,000	0.0
Office Supplies	34101	4,000	0	4,000	0.0
Equipment	34102	5,000	0	5,000	0.0
Reproduction	23000	500	0	500	0.0
Research Materials	43300	40,000	0	40,000	0.0
CREC Operations	13262	139,000	(11,000)	128,000	(7.9)
Copy Equipment Rental	44200	2,200	0	2,200	0.0
Subscriptions	49200	3,200	0	3,200	0.0
Memberships	49300	450	0	450	0.0
Miscellaneous	49900	500	0	500	0.0
TOTAL GENERAL OPERATIONS		\$1,093,954	(\$59,000)	\$1,034,954	(5.4)
MEDICAL RESEARCH					
57 10 12 11 005					
UF-Gail Rampersaud	SR010	133,496	0	133,496	0.0
Sugar Absorp & Metabolism - OJ	SR020	50,000	(25,000)	25,000	(50.0)
CTNS - OJ	SR030	150,000	0	150,000	0.0
Cognition Study - OJ	SR050	200,000	90,000	290,000	45.0
Hydration and Exercise Recovery - OJ	SR060	100,000	0	100,000	0.0
Microbiome - OJ/GFJ	SR070	100,000	0	100,000	0.0
Fiber in OJ	SR080	30,000	(30,000)	0	(100.0)
Meta-Analysis - GFJ	SR090	75,000	0	75,000	0.0
Meta-Analysis - OJ	SR091	65,000	0	65,000	0.0
Drug Interaction - GF	SR040	3,000	0	3,000	0.0
Subtotal Medical Research		906,496	35,000	941,496	3.9
TOTAL SCIENTIFIC RESEARCH		\$2,000,450	(\$24,000)	\$1,976,450	(1.2)

FLORIDA DEPARTMENT OF CITRUS

DEPARTMENTAL EXPENDITURES

2015-2016 REVISED OPERATING BUDGET

DESCRIPTION	OCA CODE	PRELIMINARY BUDGET 2015-2016	ADJUSTMENT	REVISED BUDGET 2015-2016	% INCREASE/ DECREASE
SCIENTIFIC SPONSORED RESEARCH					
NEW VARIETIES DEVELOPMENT					
57 10 12 11 003					
New Variety Development-All Variety	NV010	500,000	0	500,000	0.0
TOTAL NEW VARIETIES DEVELOPMENT		\$500,000	0	\$500,000	0.0
TOTAL SCIENTIFIC & SPONSORED RESEARCH		\$2,500,450	(\$24,000)	\$2,476,450	(1.0)

FLORIDA DEPARTMENT OF CITRUS

DEPARTMENTAL EXPENDITURES

2015-2016 REVISED OPERATING BUDGET

DESCRIPTION	OCA CODE	PRELIMINARY BUDGET 2015-2016	ADJUSTMENT	REVISED BUDGET 2015-2016	% INCREASE/ DECREASE
ECONOMIC AND MARKET RESEARCH					
GENERAL OPERATIONS					
57 10 13 10 001					
Salaries and Benefits	11000	\$545,000	(\$45,000)	\$500,000	(8.3)
Temporary Employees (OPS)	12100	32,000	0	32,000	0.0
Employee Travel	26000	24,000	0	24,000	0.0
57 10 13 10 002					
Website	13270	5,500	(500)	5,000	(9.1)
Telephone	22100	3,000	0	3,000	0.0
Postage	21000	1,000	0	1,000	0.0
Office Supplies	34101	1,500	0	1,500	0.0
Office Equipment & Furniture	34102	3,500	0	3,500	0.0
Reproduction	23000	3,500	0	3,500	0.0
Copy Equipment Rental	44200	2,300	0	2,300	0.0
Subscriptions	49200	5,700	(2,000)	3,700	(35.1)
Memberships	49300	800	0	800	0.0
Miscellaneous	49900	500	0	500	0.0
Research Publications	13263	1,200	0	1,200	0.0
Subtotal General Operations		629,500	(47,500)	582,000	(7.5)
RESEARCH DATA & STUDIES					
57 10 13 12 003					
Consultant Fee - AV	13130	50,000	(25,000)	25,000	(50.0)
Processed Retail Sales-A.C. Nielsen	ER010	321,700	0	321,700	0.0
Consumer Tracking Study-I&A - AV	ER011	64,000	0	64,000	0.0
Fresh Fruit Data	ER013	15,000	0	15,000	0.0
FL Agri Market Research Center - AV	ER020	285,000	0	285,000	0.0
Nielson Ad hoc Data Reports - OJ	ER032	300,000	0	300,000	0.0
On-line Tracking - SMARI - OJ	SR040	19,500	(18,100)	1,400	(92.8)
Measurement - AV	ER050	358,000	(108,045)	249,955	(30.2)
Survey's - Toluna - AV	ER060	15,000	0	15,000	0.0
On-Line Millennial PR Tracking - OJ	ER045	50,000	(25,000)	25,000	(50.0)
Consultant Travel	26002	5,000	0	5,000	0.0
Subtotal Research Data & Studies		1,483,200	(176,145)	1,307,055	(11.9)
TOTAL ECON & MKT RESEARCH		\$2,112,700	(\$223,645)	\$1,889,055	(10.6)

FLORIDA DEPARTMENT OF CITRUS

DEPARTMENTAL EXPENDITURES

2015-2016 REVISED OPERATING BUDGET

DESCRIPTION	OCA CODE	PRELIMINARY BUDGET 2015-2016	ADJUSTMENT	REVISED BUDGET 2015-2016	% INCREASE/ DECREASE
MARKETING AND PUBLIC RELATIONS					
GENERAL OPERATIONS					
57 10 15 10 001					
Salaries and Benefits	11000	\$750,000	\$30,000	\$780,000	4.0
Temp Employment - OPS	12100	14,000	(9,000)	5,000	(64.3)
Employee Travel	26000	50,500	61,800	112,300	100.+
57 10 15 10 002					
People First	15800	5,400	0	5,400	0.0
Mailing & Delivery Services	13420	10,000	(5,000)	5,000	(50.0)
Audio-Visual Services	24102	750	0	750	0.0
Telephone	22100	8,000	0	8,000	0.0
Postage	21000	1,500	3,500	5,000	100.+
Postage - OJ Promotions	21002	1,500	(1,500)	0	(100.0)
Postage - Cookbooks	21003	3,000	(3,000)	0	(100.0)
Office Supplies	34101	3,000	0	3,000	0.0
DP Equipment	3410E	10,500	(8,000)	2,500	(76.2)
Conventions	44900	500	0	500	0.0
Subscriptions	49200	1,000	0	1,000	0.0
Memberships	49300	5,500	(3,000)	2,500	(54.5)
Miscellaneous	35000	500	0	500	0.0
Trade Meals	49900	500	(400)	100	(80.0)
TOTAL GENERAL OPERATIONS		\$866,150	\$65,400	\$931,550	7.6

FLORIDA DEPARTMENT OF CITRUS

DEPARTMENTAL EXPENDITURES

2015-2016 REVISED OPERATING BUDGET

DESCRIPTION	OCA CODE	PRELIMINARY BUDGET 2015-2016	ADJUSTMENT	REVISED BUDGET 2015-2016	% INCREASE/ DECREASE
PUBLIC RELATIONS					
CORPORATE - ALL VARIETIES					
57 10 15 12 003					
Brand Content & Development	PR010	\$65,000	(\$25,000)	\$40,000	(38.5)
Website Platforms	PR012	\$250,000	(75,000)	\$175,000	(30.0)
Media Relations (Org/Spec)	PR014	352,573	100,000	452,573	28.4
Subtotal Corporate - All Varieties		667,573	0	667,573	0.0
PROCESSED ORANGE					
57 10 15 12 004					
Consumer Engagement	PR040	6,120,000	734,005	6,854,005	12.0
Brand & Content Development	PR010	500,000	309,000	809,000	61.8
Media Relations	PR014	1,580,000	(799,960)	780,040	(50.6)
Subtotal Processed Orange		8,200,000	243,045	8,443,045	3.0
GRAPEFRUIT					
57 10 15 12 005					
GF PR Programs	PR070	141,922	0	141,922	0.0
Drug Interaction	PR072	130,000	0	130,000	0.0
Subtotal Processed Grapefruit		271,922	0	271,922	0.0
IN-STATE PROGRAMS					
57 10 15 12 008					
FL Welcome Stations-Juice	PR080	260,000	0	260,000	0.0
Industry Grower Relations - AV	PR081	100,000	0	100,000	0.0
Subtotal In-State Programs		360,000	0	360,000	0.0
TOTAL PUBLIC RELATIONS PROGRAMS		\$9,499,495	\$243,045	\$9,742,540	2.6

FLORIDA DEPARTMENT OF CITRUS

DEPARTMENTAL EXPENDITURES

2015-2016 REVISED OPERATING BUDGET

DESCRIPTION	OCA CODE	PRELIMINARY BUDGET 2015-2016	ADJUSTMENT	REVISED BUDGET 2015-2016	% INCREASE/ DECREASE
RETAIL MARKETING					
RETAIL MARKETING					
57 10 17 11 003					
Planning & Development - OJ	RM001	\$1,320,000	(30,000)	\$1,290,000	(2.3)
Retail Orange Juice	RM030	4,240,000	0	4,240,000	0.0
Retail Grapefruit	RM031	175,000	58,500	233,500	33.4
Subtotal Shopper Marketing		5,735,000	28,500	5,763,500	
FOODSERVICE COMMUNICATIONS					
57 10 17 11 009					
Planning & Development	RM001	195,000	0	195,000	0.0
Foodservice Juice - OJ	RM050	890,000	0	890,000	0.0
Foodservice Juice - GJ	RM051	24,000	(9,500)	14,500	(39.6)
Subtotal Foodservice		1,109,000	(9,500)	1,099,500	(0.9)
FRESH/GIFT FRUIT					
57 10 16 11 007					
Travel	26000	0	3,500	3,500	100.+
Gift Fruit Programs	RM070	39,500	(3,500)	36,000	(8.9)
Fresh Orange Program	RM071	20,000	0	20,000	0.0
Gift Fruit Printing	23006	15,000	0	15,000	0.0
Subtotal Fresh Fruit		74,500	0	74,500	
TOTAL RETAIL MARKETING		\$6,918,500	\$19,000	\$6,937,500	0.3

FLORIDA DEPARTMENT OF CITRUS

DEPARTMENTAL EXPENDITURES

2015-2016 REVISED OPERATING BUDGET

DESCRIPTION	OBJECT CODE	PRELIMINARY BUDGET 2015-2016	ADJUSTMENT	REVISED BUDGET 2015-2016	% INCREASE/ DECREASE
INTERNATIONAL MARKETING					
GENERAL OPERATIONS					
57 10 18 10 001					
Salaries and Benefits	11000	\$260,000	\$0	\$260,000	0.0
Employee Travel	26000	38,000	0	38,000	0.0
57 10 18 10 002					
Promotional Items	IM1000	5,000	0	5,000	0.0
Mailing & Delivery Services	13420	1,000	0	1,000	0.0
Telephone	22100	3,000	0	3,000	0.0
Postage	21000	100	0	100	0.0
Promotional Materials Printing	23006	5,000	0	5,000	0.0
Office Supplies	34101	500	0	500	0.0
Subscriptions	49200	500	0	500	0.0
Memberships	49300	3,750	0	3,750	0.0
Miscellaneous	49900	500	0	500	0.0
Trade Meals	35000	500	0	500	0.0
F/C Fluctuations	84003	0	0	0	100.+
Subtotal General Operations		317,850	0	317,850	0.0
FAS ADMINISTRATION					
57 10 18 10 003					
Consultant Fee-DOC	1313D	68,500	0	68,500	0.0
Evaluations-DOC	IM01D	5,000	0	5,000	0.0
Evaluations-FAS	IM01F	51,500	0	51,500	0.0
FAS Annual Workshop-DOC	26003	2,000	0	2,000	0.0
Consultant Travel-DOC	26300	2,500	0	2,500	0.0
Subtotal FAS Administration		\$129,500	\$0	\$129,500	0.0

FLORIDA DEPARTMENT OF CITRUS

DEPARTMENTAL EXPENDITURES

2015-2016 REVISED OPERATING BUDGET

DESCRIPTION	OBJECT CODE	PRELIMINARY BUDGET 2015-2016	ADJUSTMENT	REVISED BUDGET 2015-2016	% INCREASE/ DECREASE
CANADIAN PROMOTIONS					
Fresh & Processed Grapefruit					
57 10 18 10 103					
Promotions-DOC	1335D	80,000	0	80,000	0.0
Promotions-FAS	1335F	320,000	0	320,000	0.0
Subtotal Canada-Fresh & Proc. Gft.		400,000	0	400,000	0.0
Processed Orange					
57 10 18 10 104					
Promotions-DOC	1335D	283,350	0	283,350	0.0
Promotions-FAS	1335D	50,000	0	50,000	0.0
Subtotal Canada-Proc Orange		333,350	0	333,350	0.0
TOTAL CANADIAN MARKETING		\$733,350	\$0	\$733,350	0.0

FLORIDA DEPARTMENT OF CITRUS

DEPARTMENTAL EXPENDITURES

2015-2016 REVISED OPERATING BUDGET

DESCRIPTION	OBJECT CODE	PRELIMINARY BUDGET 2015-2016	ADJUSTMENT	REVISED BUDGET 2015-2016	% INCREASE/ DECREASE
EUROPEAN PROMOTIONS					
BELGIUM					
Fresh & Processed Grapefruit					
57 10 18 11 105					
Promotions-DOC	1335D	90,000	\$0	90,000	0.0
Promotions-FAS	1335F	200,000	0	200,000	0.0
Total Belgium-Fresh & Proc. Gft.		290,000	0	290,000	
NETHERLANDS					
Fresh & Processed Grapefruit					
57 10 18 11 106					
Promotions-DOC	1335D	90,000	0	90,000	0.0
Promotions-FAS	1335F	200,000	0	200,000	0.0
Total Netherlands-Fresh & Proc. Gft.		290,000	0	290,000	0.0
FRANCE					
Fresh & Processed Grapefruit					
57 10 18 11 203					
Promotions-DOC	1335D	100,000	0	100,000	0.0
Promotions-FAS	1335F	600,000	0	600,000	0.0
Total France-Fresh & Proc. Gft.		700,000	0	700,000	0.0
UNITED KINGDOM					
Fresh & Processed Grapefruit					
57 10 18 11 503					
Promotions-DOC	1335D	100,000	0	100,000	0.0
Promotions-FAS	1335F	300,000	0	300,000	0.0
Total United Kingdom - Fresh & Proc. Gft		400,000	0	400,000	0.0
TOTAL EUROPEAN PROMOTIONS		\$1,680,000	\$0	\$1,680,000	0.0

FLORIDA DEPARTMENT OF CITRUS

DEPARTMENTAL EXPENDITURES

2015-2016 REVISED OPERATING BUDGET

DESCRIPTION	OBJECT CODE	PRELIMINARY BUDGET 2015-2016	ADJUSTMENT	REVISED BUDGET 2015-2016	% INCREASE/ DECREASE
ASIAN PROMOTIONS					
JAPAN					
Fresh & Processed Grapefruit					
57 10 18 12 103					
Promotions-DOC	1335D	692,387	0	692,387	0.0
Promotions-FAS	1335F	2,312,330	0	2,312,330	0.0
Total Japan-Fresh & Proc. Grft		3,004,717	0	3,004,717	0.0
KOREA					
Fresh & Processed Grapefruit					
57 10 18 13 103					
Promotions-DOC	1335D	100,000	0	100,000	0.0
Promotions-FAS	1335F	300,000	0	300,000	0.0
Total Korea-Fresh & Proc. Grft		400,000	0	400,000	0.0
Fresh & Processed Orange					
57 10 18 13 104					
Promotions-DOC	1335D	234,250	0	234,250	0.0
Promotions-FAS	1335F	50,000	0	50,000	0.0
Total Korea-Proc. Orange		284,250	0	284,250	0.0
TOTAL ASIAN PROMOTIONS		3,688,967	0	3,688,967	0.0
TOTAL INTERNATIONAL MARKETING		\$6,549,667	\$0	\$6,549,667	0.0
* SUBTOTALS BY FUNDING SOURCE					
Int'l Mktg-DOC		\$2,165,837	\$0	\$2,165,837	0.0
Int'l Mktg-FAS		4,383,830	0	4,383,830	0.0
		\$6,549,667	\$0	\$6,549,667	0.0

FLORIDA DEPARTMENT OF CITRUS
INTERNATIONAL MARKETING
2015-2016 REVISED BUDGET BY VARIETY/FUNDING SOURCE

	TOTAL	PROCESSED ORANGE	PROCESSED GRAPEFRUIT	FRESH GRAPEFRUIT	TOTAL GRAPEFRUIT
DEPARTMENT OF CITRUS					
General Operations	\$317,850	\$63,570	\$63,570	\$190,710	\$254,280
FAS Administration	78,000	15,600	15,600	46,800	62,400
Canadian Marketing	363,350	283,350	20,000	60,000	80,000
European Promotions	580,000	0	145,000	435,000	580,000
Asian Promotions	<u>1,026,637</u>	<u>234,250</u>	<u>198,097</u>	<u>594,290</u>	<u>792,387</u>
Subtotal DOC	<u>2,365,837</u>	<u>596,770</u>	<u>442,267</u>	<u>1,326,800</u>	<u>1,769,067</u>
FOREIGN AGRICULTURAL SERVICE PROGRAM					
FAS Administration	51,500	10,300	10,300	30,900	41,200
Canadian Marketing	370,000	50,000	80,000	240,000	320,000
European Promotions	1,100,000	0	275,000	825,000	1,100,000
Asian Promotions	<u>2,662,330</u>	<u>50,000</u>	<u>653,083</u>	<u>1,959,248</u>	<u>2,612,330</u>
Subtotal FAS	<u>4,183,830</u>	<u>110,300</u>	<u>1,018,383</u>	<u>3,055,148</u>	<u>4,073,530</u>
TOTAL INTERNATIONAL MARKETING	<u>\$6,549,667</u>	<u>\$707,070</u>	<u>\$1,460,649</u>	<u>\$4,381,948</u>	<u>\$5,842,597</u>
Percent DOC Contribution	<u>57%</u>	<u>541%</u>	<u>43%</u>	<u>43%</u>	43%

FLORIDA DEPARTMENT OF CITRUS

SUMMARY STATEMENT OF RESERVES - ALL FUNDS

2015-2016 REVISED OPERATING BUDGET

<u>DESCRIPTION</u>	<u>OCA CODE</u>	<u>PRELIMINARY BUDGET 2015-2016</u>	<u>ADJUSTMENT</u>	<u>REVISED BUDGET 2015-2016</u>	<u>% INCREASE DECREASE</u>	<u>% OF REVENUE</u>	<u>EQUIVALENT BOXES</u>
57 10 00 10 005							
Processed Orange	830PO	\$660,381	(\$31,869)	\$628,512	(4.8)	3%	2,732,661
Fresh Orange	830FO	8,556	(879)	7,677	(10.3)	5%	153,540
Combined Grapefruit	830TG	107,466	5,511	112,977	5.1	5%	594,614
Fresh Specialty	830FS	<u>6,832</u>	<u>(1,992)</u>	<u>4,840</u>	(29.1)	5%	<u>69,136</u>
		<u>\$783,235</u>	<u>(\$29,229)</u>	<u>\$754,006</u>	<u>(3.7)</u>		<u>3,549,951</u>