

*State of Florida*  
*Department of Citrus*

*2016 - 2017*  
*REVISED*  
*OPERATING*  
*BUDGET*

*October 26, 2016*



# FLORIDA DEPARTMENT OF CITRUS

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# FLORIDA DEPARTMENT OF CITRUS

## COMPARATIVE CITRUS ADVERTISING ASSESSMENTS\*

### 2016-2017 REVISED OPERATING BUDGET

|                         | 2015-2016 |           | 2016-2017 |           |            |
|-------------------------|-----------|-----------|-----------|-----------|------------|
|                         | FRESH     | PROCESSED | FRESH     | PROCESSED | STATUTE    |
| <b><u>DOMESTIC</u></b>  |           |           |           |           |            |
| Orange                  | \$ 0.050  | \$ 0.230  | \$ 0.050  | \$ 0.070  | 601.15(3a) |
| Grapefruit              | \$ 0.190  | \$ 0.190  | \$ 0.070  | \$ 0.070  | 601.15(3a) |
| All Other Varieties     | \$ 0.070  | \$ 0.070  | \$ 0.070  | \$ 0.070  | 601.15(3a) |
| <b><u>IMPORTS**</u></b> |           |           |           |           |            |
| Orange                  |           | \$ 0.230  |           | \$ 0.070  | 601.155(2) |
| Grapefruit              |           | \$ 0.190  |           | \$ 0.070  | 601.155(2) |

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

\*\* Pursuant to 601.155(10), persons liable for assessment imposed on imports may elect not to pay two-thirds of the applicable assessment by filing the required opt-out form by July 15 each year.

### BUDGETED REVENUE, EXPENDITURES AND OPERATING FUND BALANCE

#### 2016-17 REVISED OPERATING BUDGET

| DESCRIPTION                              | BEGINNING<br>OPERATING<br>FUND BALANCE | REVENUE      | COMMITTED/<br>UNCOMMITTED<br>EXPENDITURES | RESERVES  | ENDING<br>OPERATING<br>FUND BALANCE |
|------------------------------------------|----------------------------------------|--------------|-------------------------------------------|-----------|-------------------------------------|
| Florida Citrus Advertising<br>Trust Fund | \$19,294,354                           | \$18,808,477 | \$21,933,894                              | \$691,018 | \$15,477,919                        |

# FLORIDA DEPARTMENT OF CITRUS

## REVENUE BOXES (000)

### 2016-2017 REVISED OPERATING BUDGET

|                            | 2015-16<br>ACTUAL<br>REVENUE<br>BOXES | 2016-2017<br>PRELIMINARY |                  | REVENUE<br>BOX<br>ADJUSTMENT | 2016-17<br>REVISED |                  | %<br>INCREASE/<br>DECREASE |
|----------------------------|---------------------------------------|--------------------------|------------------|------------------------------|--------------------|------------------|----------------------------|
|                            |                                       | ESTIMATED<br>BOXES       | REVENUE<br>BOXES |                              | ESTIMATED<br>BOXES | REVENUE<br>BOXES |                            |
| <b>DOMESTIC</b>            |                                       |                          |                  |                              |                    |                  |                            |
| ORANGE:<br>Non-Revenue     |                                       | 58,100<br>(850)          |                  |                              | 70,000<br>(730)    |                  |                            |
| Fresh                      | 3,522                                 |                          | 2,266            | 315                          |                    | 2,581            | 13.9                       |
| Processed                  | 79,016                                |                          | 54,984           | 11,705                       |                    | 66,689           | 21.3                       |
| GRAPEFRUIT:<br>Non-Revenue |                                       | 8,765<br>(400)           |                  |                              | 9,600<br>(360)     |                  |                            |
| Fresh                      | 4,624                                 |                          | 3,664            | 464                          |                    | 4,128            | 12.7                       |
| Processed                  | 5,862                                 |                          | 4,701            | 411                          |                    | 5,112            | 8.7                        |
| SPECIALTY:<br>Non-Revenue  |                                       | 1,059<br>(165)           |                  |                              | 1,650<br>(125)     |                  |                            |
| Fresh                      | 1,288                                 |                          | 633              | 314                          |                    | 947              | 49.6                       |
| Processed                  | 801                                   |                          | 261              | 317                          |                    | 578              | 121.5                      |
| SUBTOTAL:<br>Non-Revenue   |                                       | 67,924<br>(1,415)        |                  |                              | 81,250<br>(1,215)  |                  |                            |
| Fresh                      | 9,434                                 |                          | 6,563            | 1,093                        |                    | 7,656            | 16.7                       |
| Processed                  | 85,679                                |                          | 59,946           | 12,433                       |                    | 72,379           | 20.7                       |
| DOMESTIC:                  | 95,113                                |                          | 66,509           | 13,526                       |                    | 80,035           | 20.3                       |
| <b>IMPORTS</b>             |                                       |                          |                  |                              |                    |                  |                            |
| Orange                     | 36,781                                |                          | 30,000           | 6,666                        |                    | 36,666           | 22.2                       |
| Grapefruit                 | 1,134                                 |                          | 500              | 1,000                        |                    | 1,500            | 100.0+                     |
| TOTAL IMPORTS:             | 37,915                                |                          | 30,500           | 7,666                        |                    | 38,166           | 25.1                       |
| <b>TOTAL</b>               | <b>133,028</b>                        |                          | <b>97,009</b>    | <b>21,192</b>                |                    | <b>118,201</b>   | 21.8                       |

# FLORIDA DEPARTMENT OF CITRUS

## ESTIMATED REVENUE

### 2016-2017 REVISED OPERATING BUDGET

| DESCRIPTION                    | PRELIMINARY<br>ESTIMATED<br>2016-2017 | ADJUSTMENT                | REVISED<br>ESTIMATED<br>2016-2017 | %<br>INCREASE/<br>DECREASE |
|--------------------------------|---------------------------------------|---------------------------|-----------------------------------|----------------------------|
| Assessment on Domestic Fruit   |                                       |                           |                                   |                            |
| Orange                         |                                       |                           |                                   |                            |
| Fresh                          | \$113,300                             | \$15,750                  | \$129,050                         | 13.9                       |
| Processed                      | 5,498,400                             | (830,170)                 | 4,668,230                         | (15.1)                     |
|                                | <u>5,611,700</u>                      | <u>(814,420)</u>          | <u>4,797,280</u>                  | <u>(14.5)</u>              |
| Grapefruit                     |                                       |                           |                                   |                            |
| Fresh                          | 366,400                               | (77,440)                  | 288,960                           | (21.1)                     |
| Processed                      | 470,100                               | (112,260)                 | 357,840                           | (23.9)                     |
|                                | <u>836,500</u>                        | <u>(189,700)</u>          | <u>646,800</u>                    | <u>(22.7)</u>              |
| Specialty                      |                                       |                           |                                   |                            |
| Fresh                          | 44,310                                | 21,980                    | 66,290                            | 49.6                       |
| Processed                      | 18,270                                | 22,190                    | 40,460                            | 100.0+                     |
|                                | <u>62,580</u>                         | <u>44,170</u>             | <u>106,750</u>                    | <u>70.6</u>                |
| Assessment on Import Fruit     |                                       |                           |                                   |                            |
| Orange (Opt Out)               | 1,000,000                             | (144,460)                 | 855,540                           | (14.4)                     |
| Grapefruit                     | 16,666                                | 18,334                    | 35,000                            | 110.0                      |
|                                | <u>1,016,666</u>                      | <u>(126,126)</u>          | <u>890,540</u>                    |                            |
| Total Assessments              | 7,527,446                             | (1,086,076)               | 6,441,370                         | (14.4)                     |
| Investment Earnings            | 104,900                               | 138,600                   | 243,500                           | 100.0+                     |
| Other Income                   | 77,000                                | 48,000                    | 125,000                           | 62.3                       |
| Gen Rev - Marketing & NVDC     | 7,650,000                             | 0                         | 7,650,000                         | 0.0                        |
| Foreign Agricultural Svc Funds | <u>4,348,607</u>                      | <u>0</u>                  | <u>4,348,607</u>                  | <u>0.0</u>                 |
| <b>TOTAL</b>                   | <b><u>\$19,707,953</u></b>            | <b><u>(\$899,476)</u></b> | <b><u>\$18,808,477</u></b>        | <b><u>(4.6)</u></b>        |

# FLORIDA DEPARTMENT OF CITRUS

## BUDGETED EXPENDITURES BY DEPARTMENT

### 2016-2017 REVISED OPERATING BUDGET

| DESCRIPTION                       | PRELIMINARY<br>BUDGET<br>2016-2017 | ADJUSTMENT         | REVISED<br>BUDGET<br>2016-2017 | %<br>INCREASE/<br>DECREASE |
|-----------------------------------|------------------------------------|--------------------|--------------------------------|----------------------------|
| Administration                    |                                    |                    |                                |                            |
| Admin and Support Services        | \$2,366,700                        | (\$222,058)        | \$2,144,642                    | (9.4)                      |
| State General Revenue Charge      | 307,700                            | (39,000)           | 268,700                        | (12.7)                     |
| Scientific Research & Development |                                    |                    |                                |                            |
| General Operations                | 557,019                            | 55,000             | 612,019                        | 9.9                        |
| Scientific Product Research       | 663,004                            | 0                  | 663,004                        | 0.0                        |
| New Varieties Development- GenRev | 650,000                            | 0                  | 650,000                        | 0.0                        |
| Economic and Market Research      |                                    |                    |                                |                            |
| General Operations                | 370,000                            | 9,000              | 379,000                        | 2.4                        |
| Research Studies & Data           | 578,932                            | 0                  | 578,932                        | 0.0                        |
| Marketing & Public Relations      |                                    |                    |                                |                            |
| General Operations                | 457,450                            | 204,400            | 661,850                        | 44.7                       |
| Public Relations Programs         | 2,630,000                          | 1,484,640          | 4,114,640                      | 56.5                       |
| Public Relations Programs- GenRev | 4,500,000                          | 0                  | 4,500,000                      | 0.0                        |
| Retail Marketing- GenRev          | 1,500,000                          | 0                  | 1,500,000                      | 0.0                        |
| Fresh Fruit Marketing- GenRev     | 1,000,000                          | 0                  | 1,000,000                      | 0.0                        |
| Fresh Fruit Marketing             | 47,500                             | 0                  | 47,500                         | 0.0                        |
| International Marketing           |                                    |                    |                                |                            |
| International Promotions-DOC      | 465,000                            | 0                  | 465,000                        | 0.0                        |
| International Promotions-FAS      | 4,348,607                          | 0                  | 4,348,607                      | 0.0                        |
| Total Expenditures                | 20,441,912                         | 1,491,982          | 21,933,894                     | 7.3                        |
| Reserves                          | 252,842                            | 438,176            | 691,018                        | 100.+                      |
| <b>TOTAL</b>                      | <b>\$20,694,754</b>                | <b>\$1,930,158</b> | <b>\$22,624,912</b>            | <b>9.3</b>                 |

# FLORIDA DEPARTMENT OF CITRUS

## BUDGETED EXPENDITURES BY CATEGORY

### 2016-2017 REVISED OPERATING BUDGET

| DESCRIPTION                   | PRELIMINARY         | ADJUSTMENT         | REVISED             | %                     |
|-------------------------------|---------------------|--------------------|---------------------|-----------------------|
|                               | BUDGET<br>2016-2017 |                    | BUDGET<br>2016-2017 | INCREASE/<br>DECREASE |
| <b>GENERAL OPERATIONS</b>     |                     |                    |                     |                       |
| Salaries and Benefits         | \$2,341,000         | \$358,400          | \$2,699,400         | 15.3                  |
| Other Personal Services       | 41,000              | 5,000              | 46,000              | 12.2                  |
| Travel                        | 154,400             | 0                  | 154,400             | 0.0                   |
| Transition Costs              | 457,500             | (358,400)          | 99,100              | (78.3)                |
| People First Initiative       | 19,819              | (3,143)            | 16,676              | (15.9)                |
| Telephone                     | 59,400              | (1,000)            | 58,400              | (1.7)                 |
| Postage/Freight               | 19,950              | 0                  | 19,950              | 0.0                   |
| Data Processing               | 133,500             | 30,000             | 163,500             | 22.5                  |
| Supplies                      | 11,250              | 0                  | 11,250              | 0.0                   |
| Insurance and Bond Premiums   | 18,999              | 0                  | 18,999              | 0.0                   |
| Reproduction                  | 11,700              | 0                  | 11,700              | 0.0                   |
| Subscriptions and Memberships | 21,950              | 3,000              | 24,950              | 13.7                  |
| Trade Meals/Meetings          | 600                 | 0                  | 600                 | 0.0                   |
| Training                      | 500                 | 0                  | 500                 | 0.0                   |
| Repairs and Maintenance       | 129,700             | 8,000              | 137,700             | 6.2                   |
| Utilities                     | 90,000              | 0                  | 90,000              | 0.0                   |
| Leases/Rent Expense           | 31,500              | 0                  | 31,500              | 0.0                   |
| Promotional Items             | 2,500               | 0                  | 2,500               | 0.0                   |
| Coupon Redemption             | 1,100               | 1,041              | 2,141               | 94.6                  |
| Capital Equipment (OCO)       | 23,000              | 0                  | 23,000              | 0.0                   |
| Chiller Replacement (FCO)     | 85,000              | 0                  | 85,000              | 0.0                   |
| Office/Research Equipment     | 500                 | 0                  | 500                 | 0.0                   |
| Miscellaneous **              | 4,400               | 3,945              | 8,345               | 89.7                  |
| CREC Expenses                 | 115,000             | 0                  | 115,000             | 0.0                   |
| Research Materials            | 56,200              | 0                  | 56,200              | 0.0                   |
| Conventions                   | 500                 | 0                  | 500                 | 0.0                   |
| Consultants Fee/Travel        | 214,304             | 0                  | 214,304             | 0.0                   |
| Subtotal General Operations   | 4,045,272           | 46,843             | 4,092,115           | 1.2                   |
| <b>PROGRAMS *</b>             |                     |                    |                     |                       |
| Legal Services                | 133,000             | 0                  | 133,000             | 0.0                   |
| General Revenue Charge        | 307,700             | (39,000)           | 268,700             | (12.7)                |
| Scientific Research           | 525,000             | 0                  | 525,000             | 0.0                   |
| New Varieties Development     | 650,000             | 0                  | 650,000             | 0.0                   |
| Economic & Market Research    | 578,932             | 0                  | 578,932             | 0.0                   |
| Public Relations Programs     | 7,130,000           | 1,484,640          | 8,614,640           | 20.8                  |
| Retail Marketing              | 1,500,000           | 0                  | 1,500,000           | 0.0                   |
| Fresh/Gift Fruit              | 1,047,500           | 0                  | 1,047,500           | 0.0                   |
| International Marketing       | 4,524,507           | (500)              | 4,524,007           | (0.0)                 |
| Reserves                      | 252,842             | 438,176            | 691,018             | 100.0+                |
| Subtotal Programs             | 16,649,482          | 1,883,315          | 18,532,797          | 11.3                  |
| <b>TOTAL</b>                  | <b>\$20,694,754</b> | <b>\$1,930,158</b> | <b>\$22,624,912</b> | <b>9.3</b>            |

\* Program costs exclude general operating expenses.

\*\* Includes foreign currency fluctuations

# FLORIDA DEPARTMENT OF CITRUS

## BUDGETED REVENUE AND EXPENDITURES BY FRUIT VARIETY 2016-2017 PRELIMINARY OPERATING BUDGET

|                                    | TOTAL               | PROCESSED<br>ORANGE | PROCESSED<br>GRAPEFRUIT | FRESH<br>ORANGE  | FRESH<br>GRAPEFRUIT | FRESH<br>SPECIALTY |
|------------------------------------|---------------------|---------------------|-------------------------|------------------|---------------------|--------------------|
| REVENUE                            |                     |                     |                         |                  |                     |                    |
| Carryover                          | \$986,800           | \$762,050           | \$8,000                 | \$36,700         | \$180,050           | \$0                |
| Tax Assessments-Domestic           | 6,510,780           | 5,516,670           | 470,100                 | 113,300          | 366,400             | 44,310             |
| Tax Asmts-Imports                  | 1,016,667           | 1,000,000           | 16,667                  | 0                | 0                   | 0                  |
| Interest/Other                     | 181,900             | 146,600             | 8,900                   | 11,600           | 11,600              | 3,200              |
| Gen Rev - NVDC                     | 650,000             | 65,000              | 65,000                  | 227,500          | 65,000              | 227,500            |
| Gen Rev - Marketing & PR           | 4,500,000           | 4,489,550           | 10,450                  | 0                | 0                   | 0                  |
| Gen Rev - Retail Marketing         | 1,500,000           | 1,500,000           | 0                       | 0                | 0                   | 0                  |
| Gen Rev - Fresh Fruit Marketing    | 1,000,000           | 0                   | 0                       | 410,780          | 575,040             | 14,180             |
| FAS Program                        | 4,348,607           | 652,291             | 923,704                 | 0                | 2,772,612           | 0                  |
| <b>BUDGETED REVENUE</b>            | <b>\$20,694,754</b> | <b>\$14,132,161</b> | <b>\$1,502,821</b>      | <b>\$799,880</b> | <b>\$3,970,702</b>  | <b>\$289,190</b>   |
| EXPENDITURES                       |                     |                     |                         |                  |                     |                    |
| Administration                     |                     |                     |                         |                  |                     |                    |
| Admin & Supp Svc                   | \$2,366,700         | \$2,077,453         | \$127,617               | \$55,623         | \$90,556            | \$15,451           |
| State Gen Rev Charge               | 307,700             | 265,800             | 19,800                  | 5,100            | 15,100              | 1,900              |
| Subtotal Administration            | 2,674,400           | 2,343,253           | 147,417                 | 60,723           | 105,656             | 17,351             |
| Scientific Research                |                     |                     |                         |                  |                     |                    |
| General Operations                 | 557,019             | 489,453             | 29,856                  | 13,034           | 21,055              | 3,621              |
| Medical Research                   | 663,004             | 646,264             | 7,397                   | 3,229            | 5,217               | 897                |
| New Varieties Development - GenRev | 650,000             | 65,000              | 65,000                  | 227,500          | 65,000              | 227,500            |
| Subtotal Scientific Research       | 1,870,023           | 1,200,717           | 102,253                 | 243,764          | 91,272              | 232,018            |
| Economic Research                  |                     |                     |                         |                  |                     |                    |
| General Operations                 | 370,000             | 325,119             | 19,832                  | 8,658            | 13,986              | 2,405              |
| Research Data & Studies            | 578,932             | 525,703             | 32,070                  | 7,314            | 11,814              | 2,032              |
| Subtotal Econ Research             | 948,932             | 850,822             | 51,902                  | 15,972           | 25,800              | 4,437              |
| Marketing & Public Relations       |                     |                     |                         |                  |                     |                    |
| General Operations                 | 457,450             | 414,422             | 16,093                  | 13,663           | 9,448               | 3,823              |
| Public Relations Programs          | 2,630,000           | 2,409,564           | 131,033                 | 25,375           | 56,924              | 7,105              |
| Retail Marketing- GenRev           | 1,500,000           | 1,500,000           | 0                       | 0                | 0                   | 0                  |
| Marketing & PR- GenRev             | 4,500,000           | 4,489,550           | 10,450                  | 0                | 0                   | 0                  |
| Fresh Fruit Marketing- GenRev      | 1,000,000           | 0                   | 0                       | 410,780          | 575,040             | 14,180             |
| Gift Fruit Marketing               | 47,500              | 0                   | 0                       | 24,121           | 16,644              | 6,736              |
| Subtotal Domestic Mktg             | 10,134,950          | 8,813,536           | 157,576                 | 473,939          | 658,056             | 31,844             |
| Intl Promotions-DOC                | 465,000             | 69,750              | 95,261                  | 0                | 299,989             | 0                  |
| Intl Promotions-FAS                | 4,348,607           | 652,291             | 923,704                 | 0                | 2,772,612           | 0                  |
| Subtotal Int'l Mktg                | 4,813,607           | 722,041             | 1,018,965               | 0                | 3,072,601           | 0                  |
| Budgeted Expenditures              | 20,441,912          | 13,930,369          | 1,478,113               | 794,397          | 3,953,384           | 285,649            |
| Reserves                           | 252,842             | 201,792             | 24,708                  | 5,483            | 17,318              | 3,541              |
| <b>TOTAL BUDGET</b>                | <b>\$20,694,754</b> | <b>\$14,132,161</b> | <b>\$1,502,821</b>      | <b>\$799,880</b> | <b>\$3,970,702</b>  | <b>\$289,190</b>   |



# FLORIDA DEPARTMENT OF CITRUS

## BUDGETED REVENUE AND EXPENDITURES BY FRUIT VARIETY 2016-2017 REVISED OPERATING BUDGET

|                                   | TOTAL               | PROCESSED<br>ORANGE | PROCESSED<br>GRAPEFRUIT | FRESH<br>ORANGE  | FRESH<br>GRAPEFRUIT | FRESH<br>SPECIALTY |
|-----------------------------------|---------------------|---------------------|-------------------------|------------------|---------------------|--------------------|
| REVENUE                           |                     |                     |                         |                  |                     |                    |
| Carryover                         | \$3,500,000         | \$2,919,000         | \$179,000               | \$50,000         | \$352,000           | \$0                |
| 2015-16 Unspent Certified         | 316,435             | 240,584             | 16,752                  | 6,049            | 48,050              | 5,000              |
| Tax Assessments-Domestic          | 5,550,830           | 4,708,690           | 357,840                 | 129,050          | 288,960             | 66,290             |
| Tax Assessments-Imports           | 890,540             | 855,540             | 35,000                  | 0                | 0                   | 0                  |
| Interest/Other                    | 368,500             | 310,800             | 19,800                  | 15,100           | 17,300              | 5,500              |
| GenRev - NVDC                     | 650,000             | 65,000              | 65,000                  | 227,500          | 65,000              | 227,500            |
| GenRev - Marketing & PR           | 4,500,000           | 4,485,925           | 14,075                  | 0                | 0                   | 0                  |
| GenRev - Retail Marketing         | 1,500,000           | 1,500,000           | 0                       | 0                | 0                   | 0                  |
| GenRev - Fresh Fruit Marketing    | 1,000,000           | 0                   | 0                       | 409,020          | 572,990             | 17,990             |
| FAS Program                       | 4,348,607           | 652,291             | 923,704                 | 0                | 2,772,612           | 0                  |
| <b>BUDGETED REVENUE</b>           | <b>\$22,624,912</b> | <b>\$15,737,830</b> | <b>\$1,611,171</b>      | <b>\$836,719</b> | <b>\$4,116,912</b>  | <b>\$322,280</b>   |
| EXPENDITURES                      |                     |                     |                         |                  |                     |                    |
| Administration                    |                     |                     |                         |                  |                     |                    |
| Admin & Supp Svc                  | \$2,144,642         | \$1,883,616         | \$120,900               | \$46,994         | \$75,886            | \$17,246           |
| State Gen Rev Charge              | 268,700             | 231,800             | 16,300                  | 5,700            | 12,100              | 2,800              |
| Subtotal Administration           | 2,413,342           | 2,115,416           | 137,200                 | 52,694           | 87,986              | 20,046             |
| Scientific Research               |                     |                     |                         |                  |                     |                    |
| General Operations                | 612,019             | 538,149             | 34,272                  | 13,342           | 21,359              | 4,896              |
| Medical Research                  | 663,004             | 646,347             | 7,728                   | 3,008            | 4,816               | 1,104              |
| New Varieties Development- GenRev | 650,000             | 65,000              | 65,000                  | 227,500          | 65,000              | 227,500            |
| Subtotal Scientific Research      | 1,925,023           | 1,249,496           | 107,000                 | 243,851          | 91,176              | 233,500            |
| Economic Research                 |                     |                     |                         |                  |                     |                    |
| General Operations                | 379,000             | 333,255             | 21,224                  | 8,262            | 13,227              | 3,032              |
| Research Data & Studies           | 578,932             | 525,278             | 33,432                  | 6,814            | 10,908              | 2,500              |
| Subtotal Econ Research            | 957,932             | 858,533             | 54,656                  | 15,076           | 24,135              | 5,532              |
| Marketing & Public Relations      |                     |                     |                         |                  |                     |                    |
| General Operations                | 661,850             | 591,892             | 32,512                  | 18,381           | 12,336              | 6,729              |
| Public Relations Programs         | 4,114,640           | 3,835,973           | 176,041                 | 35,301           | 54,410              | 12,915             |
| Retail Marketing- GenRev          | 1,500,000           | 1,500,000           | 0                       | 0                | 0                   | 0                  |
| Marketing & PR- GenRev            | 4,500,000           | 4,485,925           | 14,075                  | 0                | 0                   | 0                  |
| Fresh Fruit Marketing- GenRev     | 1,000,000           | 0                   | 0                       | 409,020          | 572,990             | 17,990             |
| Gift Fruit Marketing              | 47,500              | 0                   | 0                       | 23,285           | 15,670              | 8,545              |
| Subtotal Domestic Mktg            | 11,823,990          | 10,413,790          | 222,628                 | 485,987          | 655,406             | 46,179             |
| Intl Promotions-DOC               | 465,000             | 70,425              | 95,036                  | 0                | 299,539             | 0                  |
| Intl Promotions-FAS               | 4,348,607           | 652,291             | 923,704                 | 0                | 2,772,612           | 0                  |
| Subtotal Int'l Mktg               | 4,813,607           | 722,716             | 1,018,740               | 0                | 3,072,151           | 0                  |
| Budgeted Expenditures             | 21,933,894          | 15,359,952          | 1,540,225               | 797,607          | 3,930,853           | 305,257            |
| Reserves                          | 691,018             | 377,878             | 70,946                  | 39,112           | 186,059             | 17,023             |
| <b>TOTAL BUDGET</b>               | <b>\$22,624,912</b> | <b>\$15,737,830</b> | <b>\$1,611,171</b>      | <b>\$836,719</b> | <b>\$4,116,912</b>  | <b>\$322,280</b>   |

# FLORIDA DEPARTMENT OF CITRUS

## COMPARISON OF OPERATING BUDGET - ALL VARIETY

### 2016-2017 REVISED OPERATING BUDGET

|                                | PRELIMINARY<br>BUDGET<br>2016-17 | ADJUSTMENT         | REVISED<br>BUDGET<br>10/26/2016 | %<br>INCREASE/<br>DECREASE |
|--------------------------------|----------------------------------|--------------------|---------------------------------|----------------------------|
| REVENUE                        |                                  |                    |                                 |                            |
| Carryover                      | \$986,800                        | \$2,513,200        | \$3,500,000                     | 100.0+                     |
| 15-16 Unspent Certified        | 0                                | 316,435            | 316,435                         | 100.0+                     |
| Tax Assessments-Domestic       | 6,510,780                        | (959,950)          | 5,550,830                       | (14.7)                     |
| Tax Assessments-Imports        | 1,016,667                        | (126,127)          | 890,540                         | (12.4)                     |
| Interest/Other                 | 181,900                          | 186,600            | 368,500                         | 100.0+                     |
| Gen Rev - NVDC                 | 650,000                          | 0                  | 650,000                         | 0.0                        |
| Gen Rev - Marketing            | 7,000,000                        |                    | 7,000,000                       | 0.0                        |
| FAS Program                    | 4,348,607                        | 0                  | 4,348,607                       | 0.0                        |
| <b>BUDGETED REVENUE</b>        | <b>\$20,694,754</b>              | <b>\$1,930,158</b> | <b>\$22,624,912</b>             | <b>9.3</b>                 |
| EXPENDITURES                   |                                  |                    |                                 |                            |
| Administration                 |                                  |                    |                                 |                            |
| Admin & Supp Svc               | \$2,366,700                      | (\$222,058)        | \$2,144,642                     | (9.4)                      |
| State Gen Rev Charge           | 307,700                          | (39,000)           | 268,700                         | (12.7)                     |
| Subtotal Administration        | 2,674,400                        | (261,058)          | 2,413,342                       | (9.8)                      |
| Scientific Research            |                                  |                    |                                 |                            |
| General Operations             | 557,019                          | 55,000             | 612,019                         | 9.9                        |
| Medical Research               | 663,004                          | 0                  | 663,004                         | 0.0                        |
| New Varieties Development      | 650,000                          | 0                  | 650,000                         | 0.0                        |
| Subtotal Scientific Research   | 1,870,023                        | 55,000             | 1,925,023                       | 2.9                        |
| Economic & Market Research     |                                  |                    |                                 |                            |
| General Operations             | 370,000                          | 9,000              | 379,000                         | 2.4                        |
| Research Data & Studies        | 578,932                          | 0                  | 578,932                         | 0.0                        |
| Subtotal Economic Research     | 948,932                          | 9,000              | 957,932                         | 0.9                        |
| Marketing & Public Relations   |                                  |                    |                                 |                            |
| General Operations             | 457,450                          | 204,400            | 661,850                         | 44.7                       |
| Public Relations Programs      | 2,630,000                        | 1,484,640          | 4,114,640                       | 56.5                       |
| Retail Marketing - GenRev      | 1,500,000                        | 0                  | 1,500,000                       | 0.0                        |
| Marketing & PR - GenRev        | 4,500,000                        | 0                  | 4,500,000                       | 0.0                        |
| Fresh Fruit Marketing - GenRev | 1,000,000                        | 0                  | 1,000,000                       | 0.0                        |
| Gift Fruit Marketing           | 47,500                           | 0                  | 47,500                          | 0.0                        |
| Subtotal Domestic Mktg         | 10,134,950                       | 1,689,040          | 11,823,990                      | 16.7                       |
| International Promotions-DOC   | 465,000                          | 0                  | 465,000                         | 0.0                        |
| International Promotions-FAS   | 4,348,607                        | 0                  | 4,348,607                       | 0.0                        |
| Subtotal Int'l Mktg            | 4,813,607                        | 0                  | 4,813,607                       | 0.0                        |
| Budgeted Expenditures          | 20,441,912                       | 1,491,982          | 21,933,894                      | 7.3                        |
| Reserves                       | 252,842                          | 438,176            | 691,018                         | 100.0+                     |
| <b>TOTAL BUDGET</b>            | <b>\$20,694,754</b>              | <b>\$1,930,158</b> | <b>\$22,624,912</b>             | <b>9.3</b>                 |

# FLORIDA DEPARTMENT OF CITRUS

## COMPARISON OF PROPOSED PROCESSED ORANGE OPERATING BUDGET 2016-2017 REVISED OPERATING BUDGET

|                              | PRELIMINARY<br>BUDGET<br>2016-17 | ADJUSTMENT         | REVISED<br>BUDGET<br>10/26/2016 | %<br>INCREASE/<br>DECREASE |
|------------------------------|----------------------------------|--------------------|---------------------------------|----------------------------|
| REVENUE                      |                                  |                    |                                 |                            |
| Carryover                    | \$762,050                        | \$2,156,950        | \$2,919,000                     | 100.0+                     |
| 15-16 Unspent Certified      | 0                                | 240,584            | 240,584                         | 100.0+                     |
| Tax Assessments-Domestic     | 5,516,670                        | (807,980)          | 4,708,690                       | (14.6)                     |
| Tax Assessments-Imports      | 1,000,000                        | (144,460)          | 855,540                         | (14.4)                     |
| Interest/Other               | 146,600                          | 164,200            | 310,800                         | 100.0+                     |
| Gen Rev - NVDC               | 65,000                           | 0                  | 65,000                          | 0.0                        |
| Gen Rev - Marketing & PR     | 4,489,550                        | (3,625)            | 4,485,925                       | (0.1)                      |
| Gen Rev - Retail Marketing   | 1,500,000                        | 0                  | 1,500,000                       | 0.0                        |
| FAS Program                  | 652,291                          | 0                  | 652,291                         | 0.0                        |
| <b>BUDGETED REVENUE</b>      | <b>\$14,132,161</b>              | <b>\$1,605,669</b> | <b>\$15,737,830</b>             | <b>11.4</b>                |
| EXPENDITURES                 |                                  |                    |                                 |                            |
| Administration               |                                  |                    |                                 |                            |
| Admin & Supp Srvs            | \$2,077,453                      | (\$193,837)        | \$1,883,616                     | (9.3)                      |
| State Gen Rev Charge         | 265,800                          | (34,000)           | 231,800                         | (12.8)                     |
| Subtotal Administration      | 2,343,253                        | (227,837)          | 2,115,416                       | (9.7)                      |
| Scientific Research          |                                  |                    |                                 |                            |
| General Operations           | 489,453                          | 48,696             | 538,149                         | 9.9                        |
| Medical Research             | 646,264                          | 83                 | 646,347                         | 0.0                        |
| New Varieties Development    | 65,000                           | 0                  | 65,000                          | 0.0                        |
| Subtotal Scientific Research | 1,200,717                        | 48,779             | 1,249,496                       | 4.1                        |
| Economic & Market Research   |                                  |                    |                                 |                            |
| General Operations           | 325,119                          | 8,136              | 333,255                         | 2.5                        |
| Research Data & Studies      | 525,703                          | (425)              | 525,278                         | (0.1)                      |
| Subtotal Economic Research   | 850,822                          | 7,711              | 858,533                         | 0.9                        |
| Marketing & Public Relations |                                  |                    |                                 |                            |
| General Operations           | 414,422                          | 177,470            | 591,892                         | 42.8                       |
| Public Relations Programs    | 2,409,564                        | 1,426,409          | 3,835,973                       | 59.2                       |
| Retail Marketing - GenRev    | 1,500,000                        | 0                  | 1,500,000                       | 0.0                        |
| Marketing & PR - GenRev      | 4,489,550                        | (3,625)            | 4,485,925                       | (0.1)                      |
| Subtotal Domestic Mktg       | 8,813,536                        | 1,600,254          | 10,413,790                      | 18.2                       |
| International Promotions-DOC | 69,750                           | 675                | 70,425                          | 1.0                        |
| International Promotions-FAS | 652,291                          | 0                  | 652,291                         | 0.0                        |
| Subtotal Int'l Mktg          | 722,041                          | 675                | 722,716                         | 0.1                        |
| Budgeted Expenditures        | 13,930,369                       | 1,429,583          | 15,359,952                      | 10.3                       |
| Reserves                     | 201,792                          | 176,086            | 377,878                         | 87.3                       |
| <b>TOTAL BUDGET</b>          | <b>\$14,132,161</b>              | <b>\$1,605,669</b> | <b>\$15,737,830</b>             | <b>11.4</b>                |

# FLORIDA DEPARTMENT OF CITRUS

## COMPARISON OF PROPOSED COMBINED GRAPEFRUIT OPERATING BUDGET 2016-2017 REVISED OPERATING BUDGET

|                                | PRELIMINARY<br>BUDGET<br>2016-17 | ADJUSTMENT       | REVISED<br>BUDGET<br>10/26/2016 | %<br>INCREASE/<br>DECREASE |
|--------------------------------|----------------------------------|------------------|---------------------------------|----------------------------|
| REVENUE                        |                                  |                  |                                 |                            |
| Carryover                      | \$188,050                        | \$342,950        | \$531,000                       | 100.0+                     |
| 15-16 Unspent Certified        | 0                                | 64,802           | 64,802                          | 100.0+                     |
| Tax Assessments-Domestic       | 836,500                          | (189,700)        | 646,800                         | (22.7)                     |
| Tax Assessments-Imports        | 16,667                           | 18,333           | 35,000                          | 110.0                      |
| Interest/Other                 | 20,500                           | 16,600           | 37,100                          | 81.0                       |
| Gen Rev - NVDC                 | 130,000                          | 0                | 130,000                         | 0.0                        |
| Gen Rev - Marketing & PR       | 10,450                           | 3,625            | 14,075                          | 34.7                       |
| GenRev - Fresh Fruit Marketing | 575,040                          | (2,050)          | 572,990                         | (0.4)                      |
| FAS Program                    | 3,696,316                        | 0                | 3,696,316                       | 0.0                        |
| <b>BUDGETED REVENUE</b>        | <b>\$5,473,523</b>               | <b>\$254,560</b> | <b>\$5,728,083</b>              | <b>4.7</b>                 |
| EXPENDITURES                   |                                  |                  |                                 |                            |
| Administration                 |                                  |                  |                                 |                            |
| Admin & Supp Svc               | \$218,173                        | (\$21,385)       | \$196,787                       | (9.8)                      |
| State Gen Rev Charge           | \$34,900                         | (6,500)          | \$28,400                        | (18.6)                     |
| Subtotal Administration        | 253,073                          | (27,885)         | 225,187                         | (11.0)                     |
| Scientific Research            |                                  |                  |                                 |                            |
| General Operations             | 50,912                           | 4,720            | 55,632                          | 9.3                        |
| Medical Research               | 12,614                           | (68)             | 12,546                          | (0.5)                      |
| New Varieties Development      | 130,000                          | 0                | 130,000                         | 0.0                        |
| Subtotal Scientific Research   | 193,525                          | 4,652            | 198,177                         | 2.4                        |
| Economic & Market Research     |                                  |                  |                                 |                            |
| General Operations             | 33,818                           | 633              | 34,451                          | 1.9                        |
| Research Data & Studies        | 43,884                           | 456              | 44,340                          | 1.0                        |
| Subtotal Economic Research     | 77,702                           | 1,089            | 78,791                          | 1.4                        |
| Marketing & Public Relations   |                                  |                  |                                 |                            |
| General Operations             | 25,541                           | 19,308           | 44,849                          | 75.6                       |
| Public Relations Programs      | 187,957                          | 42,493           | 230,450                         | 22.6                       |
| Marketing & PR - GenRev        | 10,450                           | 3,625            | 14,075                          | 34.7                       |
| Fresh Fruit Marketing - GenRev | 575,040                          |                  | 572,990                         | 0.0                        |
| Gift Fruit Marketing           | 16,644                           | (974)            | 15,670                          | (5.9)                      |
| Subtotal Domestic Mktg         | 815,632                          | 64,452           | 878,034                         | 7.9                        |
| International Promotions-DOC   | 395,250                          | (675)            | 394,575                         | (0.2)                      |
| International Promotions-FAS   | 3,696,316                        | 0                | 3,696,316                       | 0.0                        |
| Subtotal Int'l Mktg            | 4,091,566                        | (675)            | 4,090,891                       | (0.0)                      |
| Budgeted Expenditures          | 5,431,497                        | 41,632           | 5,471,079                       | 0.8                        |
| Reserves                       | 42,026                           | 214,979          | 257,005                         | 100.0+                     |
| <b>TOTAL BUDGET</b>            | <b>\$5,473,523</b>               | <b>\$254,561</b> | <b>\$5,728,084</b>              | <b>4.7</b>                 |

# FLORIDA DEPARTMENT OF CITRUS

## COMPARISON OF PROPOSED FRESH ORANGE OPERATING BUDGET 2016-2017 REVISED OPERATING BUDGET

|                                | PRELIMINARY<br>BUDGET<br>2016-17 | ADJUSTMENT      | REVISED<br>BUDGET<br>10/26/2016 | %<br>INCREASE/<br>DECREASE |
|--------------------------------|----------------------------------|-----------------|---------------------------------|----------------------------|
| REVENUE                        |                                  |                 |                                 |                            |
| Carryover                      | \$36,700                         | \$13,300        | \$50,000                        | 36.2                       |
| 15-16 Unspent Certified        | 0                                | 6,049           | 6,049                           | 100.0+                     |
| Tax Assessments-Domestic       | 113,300                          | 15,750          | 129,050                         | 13.9                       |
| Interest/Other                 | 11,600                           | 3,500           | 15,100                          | 30.2                       |
| Gen Rev - NVDC                 | 227,500                          |                 | 227,500                         | 0.0                        |
| GenRev - Fresh Fruit Marketing | 410,780                          | (1,760)         | 409,020                         | (0.4)                      |
| <b>BUDGETED REVENUE</b>        | <b>\$799,880</b>                 | <b>\$36,839</b> | <b>\$836,719</b>                | <b>4.6</b>                 |
| EXPENDITURES                   |                                  |                 |                                 |                            |
| Administration                 |                                  |                 |                                 |                            |
| Admin & Supp Svc               | \$55,623                         | (\$8,629)       | \$46,994                        | (15.5)                     |
| State Gen Rev Charge           | 5,100                            | 600             | 5,700                           | 11.8                       |
| Subtotal Administration        | 60,723                           | (8,029)         | 52,694                          | (13.2)                     |
| Scientific Research            |                                  |                 |                                 |                            |
| General Operations             | 13,034                           | 308             | 13,342                          | 2.4                        |
| Medical Research               | 3,229                            | (221)           | 3,008                           | (6.8)                      |
| New Varieties Development      | 227,500                          | 0               | 227,500                         | 0.0                        |
| Subtotal Scientific Research   | 243,764                          | 87              | 243,851                         | 0.0                        |
| Economic & Market Research     |                                  |                 |                                 |                            |
| General Operations             | 8,658                            | (396)           | 8,262                           | (4.6)                      |
| Research Data & Studies        | 7,314                            | (500)           | 6,814                           | (6.8)                      |
| Subtotal Economic Research     | 15,972                           | (896)           | 15,076                          | (5.6)                      |
| Marketing & Public Relations   |                                  |                 |                                 |                            |
| General Operations             | 13,663                           | 4,718           | 18,381                          | 34.5                       |
| Public Relations Programs      | 25,375                           | 9,926           | 35,301                          | 39.1                       |
| Fresh Fruit Marketing- GenRev  | 410,780                          | (1,760)         | 409,020                         | (0.4)                      |
| Gift Fruit Marketing           | 24,121                           | (836)           | 23,285                          | (3.5)                      |
| Subtotal Domestic Mktg         | 473,939                          | 12,048          | 485,987                         | 2.5                        |
| Budgeted Expenditures          | 794,397                          | 3,209           | 797,607                         | 0.4                        |
| Reserves                       | 5,483                            | 33,629          | 39,112                          | 100.0+                     |
| <b>TOTAL BUDGET</b>            | <b>\$799,880</b>                 | <b>\$36,839</b> | <b>\$836,719</b>                | <b>4.6</b>                 |

# FLORIDA DEPARTMENT OF CITRUS

## COMPARISON OF PROPOSED FRESH SPECIALTY OPERATING BUDGET 2016-2017 REVISED OPERATING BUDGET

|                                | PRELIMINARY<br>BUDGET<br>2016-17 | ADJUSTMENT      | REVISED<br>BUDGET<br>10/26/2016 | %<br>INCREASE/<br>DECREASE |
|--------------------------------|----------------------------------|-----------------|---------------------------------|----------------------------|
| REVENUE                        |                                  |                 |                                 |                            |
| Carryover                      | \$0                              | \$0             | \$0                             | #DIV/0!                    |
| 15-16 Unspent Certified        | 0                                | 5,000           | 5,000                           | 100.+                      |
| Tax Assessments-Domestic       | 44,310                           | 21,980          | 66,290                          | 49.6                       |
| Interest/Other                 | 3,200                            | 2,300           | 5,500                           | 71.9                       |
| Gen Rev - NVDC                 | 227,500                          | 0               | 227,500                         | 0.0                        |
| GenRev - Fresh Fruit Marketing | 14,180                           | 3,810           | 17,990                          | 26.9                       |
| <b>BUDGETED REVENUE</b>        | <b>\$289,190</b>                 | <b>\$33,090</b> | <b>\$322,280</b>                | <b>11.4</b>                |
| EXPENDITURES                   |                                  |                 |                                 |                            |
| Administration                 |                                  |                 |                                 |                            |
| Admin & Supp Svc               | \$15,451                         | \$1,794         | \$17,246                        | 11.6                       |
| State Gen Rev Charge           | 1,900                            | 900             | 2,800                           | 47.4                       |
| Subtotal Administration        | 17,351                           | 2,694           | 20,046                          | 15.5                       |
| Scientific Research            |                                  |                 |                                 |                            |
| General Operations             | 3,621                            | 1,276           | 4,896                           | 35.2                       |
| Medical Research               | 897                              | 207             | 1,104                           | 23.1                       |
| New Varieties Development      | 227,500                          | 0               | 227,500                         | 0.0                        |
| Subtotal Scientific Research   | 232,018                          | 1,483           | 233,500                         | 0.6                        |
| Economic & Market Research     |                                  |                 |                                 |                            |
| General Operations             | 2,405                            | 627             | 3,032                           | 26.1                       |
| Research Data & Studies        | 2,032                            | 469             | 2,500                           | 23.1                       |
| Subtotal Economic Research     | 4,437                            | 1,096           | 5,532                           | 24.7                       |
| Marketing & Public Relations   |                                  |                 |                                 |                            |
| General Operations             | 3,823                            | 2,906           | 6,729                           | 76.0                       |
| Public Relations Programs      | 7,105                            | 5,810           | 12,915                          | 81.8                       |
| Fresh Fruit Marketing - GenRev | 14,180                           | 3,810           | 17,990                          | 26.9                       |
| Gift Fruit Marketing           | 6,736                            | 1810            | 8,545                           | 26.9                       |
| Subtotal Domestic Mktg         | 31,844                           | 14,335          | 46,179                          | 45.0                       |
| Budgeted Expenditures          | 285,649                          | 19,608          | 305,257                         | 6.9                        |
| Reserves                       | 3,541                            | 13,482          | 17,023                          | 100.0+                     |
| <b>TOTAL BUDGET</b>            | <b>\$289,190</b>                 | <b>\$33,090</b> | <b>\$322,280</b>                | <b>11.4</b>                |

# FLORIDA DEPARTMENT OF CITRUS

## COMPARISON OF OPERATING BUDGET - ALL VARIETY

### COMPARISON OF 2015-16 AND 2016-17 OPERATING BUDGETS

|                                 | BUDGET<br>2015-16   | ADJUSTMENT           | REVISED<br>BUDGET<br>10/26/2016 | %<br>INCREASE/<br>DECREASE |
|---------------------------------|---------------------|----------------------|---------------------------------|----------------------------|
| REVENUE                         |                     |                      |                                 |                            |
| Carryover                       | \$3,716,200         | (\$216,200)          | \$3,500,000                     | (5.8)                      |
| 15-16 Unspent Certified         | 843,675             | (527,240)            | 316,435                         | (62.5)                     |
| Tax Assessments-Domestic        | 19,998,310          | (14,447,480)         | 5,550,830                       | (72.2)                     |
| Tax Assessments-Imports         | 2,502,780           | (1,612,240)          | 890,540                         | (64.4)                     |
| Interest/Other                  | 245,600             | 122,900              | 368,500                         | 50.0                       |
| Gen Rev - NVDC                  | -                   | 650,000              | 650,000                         | 100.0+                     |
| Gen Rev - Marketing             | -                   | 7,000,000            | 7,000,000                       | 100.0+                     |
| FAS Program                     | 4,383,830           | (35,223)             | 4,348,607                       | (0.8)                      |
| <b>BUDGETED REVENUE</b>         | <b>\$31,690,395</b> | <b>(\$9,065,483)</b> | <b>\$22,624,912</b>             | <b>(28.6)</b>              |
| EXPENDITURES                    |                     |                      |                                 |                            |
| Administration                  |                     |                      |                                 |                            |
| Admin & Supp Svc                | \$2,453,185         | (\$308,543)          | \$2,144,642                     | (12.6)                     |
| State Gen Rev Charge            | 939,306             | (670,606)            | 268,700                         | (71.4)                     |
| Subtotal Administration         | 3,392,491           | (979,149)            | 2,413,342                       | (28.9)                     |
| Scientific Research             |                     |                      |                                 |                            |
| General Operations              | 1,025,369           | (413,350)            | 612,019                         | (40.3)                     |
| Medical Research                | 616,096             | 46,908               | 663,004                         | 7.6                        |
| New Varieties Development       | 500,000             | (500,000)            | 0                               | (100.0)                    |
| New Varieties Development-GenRe | 0                   | 650,000              | 650,000                         | 100.0+                     |
| Subtotal Scientific Research    | 2,141,465           | (216,442)            | 1,925,023                       | (10.1)                     |
| Economic & Market Research      |                     |                      |                                 |                            |
| General Operations              | 541,000             | (162,001)            | 379,000                         | (29.9)                     |
| Research Data & Studies         | 1,222,055           | (643,123)            | 578,932                         | (52.6)                     |
| Subtotal Economic Research      | 1,763,055           | (805,124)            | 957,932                         | (45.7)                     |
| Marketing & Public Relations    |                     |                      |                                 |                            |
| General Operations              | 937,250             | (275,400)            | 661,850                         | (29.4)                     |
| Public Relations Programs       | 9,150,515           | (5,035,875)          | 4,114,640                       | (55.0)                     |
| Retail Marketing                | 5,462,646           | (5,462,646)          | 0                               | (100.0)                    |
| Retail Marketing - GenRev       | 0                   | 1,500,000            | 1,500,000                       | 100.0+                     |
| Marketing & PR - GenRev         | 0                   | 4,500,000            | 4,500,000                       | 100.0+                     |
| Fresh Fruit Marketing - GenRev  | 0                   | 1,000,000            | 1,000,000                       | 100.0+                     |
| Gift Fruit Marketing            | 56,582              | (9,082)              | 47,500                          | (16.1)                     |
| Subtotal Domestic Mktg          | 15,606,993          | (3,783,003)          | 11,823,990                      | (24.2)                     |
| International Promotions-DOC    | 1,986,117           | (1,521,117)          | 465,000                         | (76.6)                     |
| International Promotions-FAS    | 4,383,830           | (35,223)             | 4,348,607                       | (0.8)                      |
| Subtotal Int'l Mktg             | 6,369,947           | (1,556,340)          | 4,813,607                       | (24.4)                     |
| Budgeted Expenditures           | 29,273,951          | (7,340,058)          | 21,933,894                      | (25.1)                     |
| Reserves                        | 2,416,444           | (1,725,426)          | 691,018                         | (71.4)                     |
| <b>TOTAL BUDGET</b>             | <b>\$31,690,395</b> | <b>(\$9,065,483)</b> | <b>\$22,624,912</b>             | <b>(28.6)</b>              |

**FLORIDA DEPARTMENT OF CITRUS**  
**BUDGETED EXPENDITURES BY CATEGORY**  
**COMPARISON OF 2015-16 AND 2016-17 OPERATING BUDGETS**

| DESCRIPTION                   | BUDGET       | ADJUSTMENT    | REVISED      | %                     |
|-------------------------------|--------------|---------------|--------------|-----------------------|
|                               | 2015-16      |               | BUDGET       | INCREASE/<br>DECREASE |
| GENERAL OPERATIONS            |              |               |              |                       |
| Salaries and Benefits         | \$3,715,000  | (\$1,015,600) | \$2,699,400  | (27.3)                |
| Other Personal Services       | 60,000       | (14,000)      | 46,000       | (23.3)                |
| Travel                        | 260,300      | (105,900)     | 154,400      | (40.7)                |
| Transition Costs              | 0            | 99,100        | 99,100       | 100.0+                |
| People First Initiative       | 20,504       | (3,828)       | 16,676       | (18.7)                |
| Telephone                     | 73,945       | (15,545)      | 58,400       | (21.0)                |
| Postage/Freight               | 24,900       | (4,950)       | 19,950       | (19.9)                |
| Data Processing               | 175,212      | (11,712)      | 163,500      | (6.7)                 |
| Supplies                      | 20,448       | (9,198)       | 11,250       | (45.0)                |
| Insurance and Bond Premiums   | 25,837       | (6,838)       | 18,999       | (26.5)                |
| Reproduction                  | 17,775       | (6,075)       | 11,700       | (34.2)                |
| Subscriptions and Memberships | 32,250       | (7,300)       | 24,950       | (22.6)                |
| Trade Meals/Meetings          | 600          | 0             | 600          | 0.0                   |
| Training                      | 2,700        | (2,200)       | 500          | (81.5)                |
| Repairs and Maintenance       | 160,155      | (22,455)      | 137,700      | (14.0)                |
| Utilities                     | 90,000       | 0             | 90,000       | 0.0                   |
| Leases/Rent Expense           | 33,260       | (1,760)       | 31,500       | (5.3)                 |
| Promotional Items             | 9,125        | (6,625)       | 2,500        | (72.6)                |
| Coupon Redemption             | 0            | 2,141         | 2,141        | 100.0+                |
| Capital Equipment (OCO)       | 70,290       | (47,290)      | 23,000       | (67.3)                |
| Chiller Replacement (FCO)     | 0            | 85,000        | 85,000       | 100.0+                |
| Office/Research Equipment     | 6,000        | (5,500)       | 500          | (91.7)                |
| Miscellaneous **              | 10,655       | (2,310)       | 8,345        | (21.7)                |
| CREC Expenses                 | 128,000      | (13,000)      | 115,000      | (10.2)                |
| Research Materials            | 76,200       | (20,000)      | 56,200       | (26.2)                |
| Conventions                   | 500          | 0             | 500          | 0.0                   |
| Fruit Inspection Data         | 15,000       | (15,000)      | 0            | (100.0)               |
| Legislative Programs          | 10,000       | (10,000)      | 0            | (100.0)               |
| Consultants Fee/Travel        | 243,394      | (29,090)      | 214,304      | (12.0)                |
| Subtotal General Operations   | 5,282,050    | (1,189,935)   | 4,092,115    | (22.5)                |
| PROGRAMS *                    |              |               |              |                       |
| Legal Services                | 234,000      | (101,000)     | 133,000      | (43.2)                |
| General Revenue Charge        | 939,306      | (670,606)     | 268,700      | (71.4)                |
| Scientific Research           | 482,600      | 42,400        | 525,000      | 8.8                   |
| New Varieties Development     | 500,000      | 150,000       | 650,000      | 30.0                  |
| Economic & Market Research    | 1,192,055    | (613,123)     | 578,932      | (51.4)                |
| Public Relations Programs     | 9,150,515    | (535,875)     | 8,614,640    | (5.9)                 |
| Retail Marketing              | 5,462,646    | (3,962,646)   | 1,500,000    | (72.5)                |
| Fresh/Gift Fruit              | 49,582       | 997,918       | 1,047,500    | 100.0+                |
| International Marketing       | 5,981,197    | (1,457,190)   | 4,524,007    | (24.4)                |
| Reserves                      | 2,416,444    | (1,725,426)   | 691,018      | (71.4)                |
| Subtotal Programs             | 26,408,345   | (7,875,548)   | 18,532,797   | (29.8)                |
| TOTAL                         | \$31,690,395 | (\$9,065,483) | \$22,624,912 | (28.6)                |

\* Program costs exclude general operating expenses.

\*\* Includes foreign currency fluctuations



# FLORIDA DEPARTMENT OF CITRUS

## DEPARTMENTAL EXPENDITURES

### 2016-2017 REVISED OPERATING BUDGET

| DESCRIPTION                                | OCA<br>CODE | PRELIMINARY<br>BUDGET<br>2016-17 | ADJUSTMENT        | REVISED<br>BUDGET<br>2016-17 | %<br>INCREASE/<br>DECREASE |
|--------------------------------------------|-------------|----------------------------------|-------------------|------------------------------|----------------------------|
| <b>STATE GENERAL REVENUE CHARGE</b>        |             |                                  |                   |                              |                            |
| 57 10 00 00 000                            |             |                                  |                   |                              |                            |
| Florida Citrus Advert<br>Trust Fund        | 88040       | <u>\$307,700</u>                 | <u>(\$39,000)</u> | <u>\$268,700</u>             | (12.7)                     |
| <b>ADMINISTRATIVE AND SUPPORT SERVICES</b> |             |                                  |                   |                              |                            |
| <b>GENERAL OPERATIONS</b>                  |             |                                  |                   |                              |                            |
| 57 10 10 08 001                            |             |                                  |                   |                              |                            |
| Commissioners Comp (OPS)                   | 12101       | \$6,000                          | \$0               | \$6,000                      | 0.0                        |
| Commissioners Travel                       | 26001       | 6,000                            | 0                 | 6,000                        | 0.0                        |
| 57 10 10 09 001                            |             |                                  |                   |                              |                            |
| Salaries and Benefits                      | 11000       | 1,248,000                        | 95,000            | 1,343,000                    | 7.6                        |
| Temporary Employee (OPS)                   | 12100       | 5,000                            | 0                 | 5,000                        | 0.0                        |
| Employee Travel - All Variety              | 26000       | 23,000                           | 0                 | 23,000                       | 0.0                        |
| Employee Travel - Orange Juice             | 26002       | 1,700                            | 0                 | 1,700                        | 0.0                        |
| Employee Travel - Grapefruit               | 26003       | 1,700                            | 0                 | 1,700                        | 0.0                        |
| Employee Travel - Fresh Fruit              | 26004       | 1,000                            | 0                 | 1,000                        | 0.0                        |
| Unemployment Compensation                  | 16500       | 82,500                           | 0                 | 82,500                       | 0.0                        |
| Transition Costs                           | 11000       | 375,000                          | (358,400)         | 16,600                       | (95.6)                     |
| Subtotal                                   |             | <u>1,749,900</u>                 | <u>(263,400)</u>  | <u>1,486,500</u>             |                            |
| 57 10 10 09 002                            |             |                                  |                   |                              |                            |
| Training                                   | 13280       | 500                              | 0                 | 500                          | 0.0                        |
| People First                               | 15800       | 8,600                            | (1,155)           | 7,445                        | (13.4)                     |
| Telephone                                  | 22100       | 26,000                           | 0                 | 26,000                       | 0.0                        |
| Office Supplies                            | 34101       | 1,800                            | 0                 | 1,800                        | 0.0                        |
| Office Equipment                           | 34102       | 500                              | 0                 | 500                          | 0.0                        |
| Property Insurance                         | 4100P       | 4,530                            | 0                 | 4,530                        | 0.0                        |
| Casualty Insurance                         | 4100C       | 14,470                           | (1)               | 14,469                       | (0.0)                      |
| Subscriptions                              | 49200       | 6,000                            | 2,000             | 8,000                        | 33.3                       |
| Memberships                                | 49300       | 800                              | 0                 | 800                          | 0.0                        |
| Miscellaneous                              | 49900       | 1,000                            | 2,000             | 3,000                        | 100.+                      |
| Building & Equipment (OCO)                 | 51200       | 5,000                            | 0                 | 5,000                        | 0.0                        |
| Subtotal General Operations                |             | <u>1,819,100</u>                 | <u>(260,556)</u>  | <u>1,558,544</u>             | (14.3)                     |
| <b>LEGAL AND REGULATORY</b>                |             |                                  |                   |                              |                            |
| <b>LEGAL SERVICES</b>                      |             |                                  |                   |                              |                            |
| 57 10 10 10 002                            |             |                                  |                   |                              |                            |
| Court Reporting Fees                       | 13140       | 1,000                            | 0                 | 1,000                        | 0.0                        |
| Legal Srv-G Counsel                        | 1316G       | 105,000                          | 0                 | 105,000                      | 0.0                        |
| Legal Srv-Adv Claims                       | 1316A       | 15,000                           | 0                 | 15,000                       | 0.0                        |
| Legal Srv-Trademark                        | 1316T       | 10,000                           | 0                 | 10,000                       | 0.0                        |
| Legal Advertising                          | 13310       | 2,000                            | 0                 | 2,000                        | 0.0                        |
| Miscellaneous                              | 29000       | 1,000                            | 0                 | 1,000                        | 0.0                        |
| Subtotal Legal Services                    |             | <u>134,000</u>                   | <u>0</u>          | <u>134,000</u>               | 0.0                        |

# FLORIDA DEPARTMENT OF CITRUS

## DEPARTMENTAL EXPENDITURES

### 2016-2017 REVISED OPERATING BUDGET

| DESCRIPTION                                   | OCA<br>CODE | PRELIMINARY<br>BUDGET<br>2016-17 | ADJUSTMENT         | REVISED<br>BUDGET<br>2016-17 | %<br>INCREASE/<br>DECREASE |
|-----------------------------------------------|-------------|----------------------------------|--------------------|------------------------------|----------------------------|
| <b>SUPPORT SERVICES</b>                       |             |                                  |                    |                              |                            |
| 57 10 10 12 002                               |             |                                  |                    |                              |                            |
| Grounds Maintenance                           | 13290       | 5,700                            | 0                  | 5,700                        | 0.0                        |
| Mailing & Delivery Services                   | 13420       | 2,000                            | 0                  | 2,000                        | 0.0                        |
| Shredding Service                             | 13421       | 400                              | 0                  | 400                          | 0.0                        |
| Warehouse Services                            | 13991       | 6,000                            | 0                  | 6,000                        | 0.0                        |
| Postage                                       | 21000       | 6,000                            | 0                  | 6,000                        | 0.0                        |
| Maintenance - Equipment                       | 2410E       | 1,000                            | 0                  | 1,000                        | 0.0                        |
| - Auto                                        | 2410A       | 2,000                            | 0                  | 2,000                        | 0.0                        |
| Maintenance - Building - Bartow               | 2410B       | 30,000                           | 8,000              | 38,000                       | 26.7                       |
| Bartow Bldg. Utilities                        | 27100       | 90,000                           | 0                  | 90,000                       | 0.0                        |
| Fuel                                          | 26410       | 1,000                            | 0                  | 1,000                        | 0.0                        |
| Office Supplies                               | 34101       | 500                              | 0                  | 500                          | 0.0                        |
| Reproduction                                  | 23000       | 10,700                           | 0                  | 10,700                       | 0.0                        |
| Distribution Supplies                         | 3410D       | 300                              | 0                  | 300                          | 0.0                        |
| Building Supplies                             | 3410B       | 3,000                            | 0                  | 3,000                        | 0.0                        |
| Copy Equipment Rental                         | 44200       | 13,000                           | 0                  | 13,000                       | 0.0                        |
| Rental-Office Equipment                       | 44400       | 8,000                            | 0                  | 8,000                        | 0.0                        |
| Equipment - General                           | 51200       | 5,000                            | 0                  | 5,000                        | 0.0                        |
| Chiller Replacement (FCO)                     | 56100       | 85,000                           | 0                  | 85,000                       | 0.0                        |
| Subtotal Support Services                     |             | 269,600                          | 8,000              | 277,600                      | 3.0                        |
| <b>IT SERVICES</b>                            |             |                                  |                    |                              |                            |
| 57 10 10 14 002                               |             |                                  |                    |                              |                            |
| DP Services - AST (EO=55)                     | 1327A       | 45,500                           | (7,885)            | 37,615                       | (17.3)                     |
| DP Services - Other                           | 22300       | 7,200                            | 0                  | 7,200                        | 0.0                        |
| DP Services - Database                        | 1327D       | 5,400                            | 0                  | 5,400                        | 0.0                        |
| Data Processing Maint                         | 2410D       | 2,500                            | 0                  | 2,500                        | 0.0                        |
| DP Equipment                                  | 3410E       | 18,000                           | 10,000             | 28,000                       | 55.6                       |
| Data Processing Supplies                      | 3410S       | 3,000                            | 0                  | 3,000                        | 0.0                        |
| Data Processing Software                      | 53100       | 49,400                           | 28,385             | 77,785                       | 57.5                       |
| Media (OCO)                                   | 5160M       | 3,000                            | 0                  | 3,000                        | 0.0                        |
| DP Equipment (OCO)                            | 51600       | 10,000                           | 0                  | 10,000                       | 0.0                        |
| Subtotal IT Services                          |             | 144,000                          | 30,500             | 174,500                      | 21.2                       |
| Total Support & IT Services                   |             | 413,600                          | 69,000             | 452,100                      | 16.7                       |
| <b>TOTAL ADMIN, SUPPORT &amp; IT SERVICES</b> |             | <b>\$2,366,700</b>               | <b>(\$191,556)</b> | <b>\$2,144,644</b>           | <b>(1,064.2)</b>           |

# FLORIDA DEPARTMENT OF CITRUS

## DEPARTMENTAL EXPENDITURES

### 2016-2017 REVISED OPERATING BUDGET

| DESCRIPTION                                      | OCA<br>CODE | PRELIMINARY<br>BUDGET<br>2016-17 | ADJUSTMENT      | REVISED<br>BUDGET<br>2016-17 | %<br>INCREASE/<br>DECREASE |
|--------------------------------------------------|-------------|----------------------------------|-----------------|------------------------------|----------------------------|
| <b>SCIENTIFIC RESEARCH</b>                       |             |                                  |                 |                              |                            |
| <b>GENERAL OPERATIONS</b>                        |             |                                  |                 |                              |                            |
| 57 10 12 10 001                                  |             |                                  |                 |                              |                            |
| Salaries and Benefits                            | 11000       | \$250,000                        | \$55,000        | \$305,000                    | 22.0                       |
| Temporary Employees (OPS)                        | 12100       | 5,000                            | 0               | 5,000                        | 0.0                        |
| Employee Travel                                  | 26000       | 10,000                           | 0               | 10,000                       | 0.0                        |
| 57 10 12 10 002                                  |             |                                  |                 |                              |                            |
| People First                                     | 15800       | 5,819                            | (947)           | 4,872                        | (16.3)                     |
| Product Monitor-Comp Analysis -AV                | 13261       | 15,000                           | 10,000          | 25,000                       | 66.7                       |
| Mailing & Delivery Services                      | 13420       | 1,000                            | 0               | 1,000                        | 0.0                        |
| Telephone                                        | 22100       | 20,000                           | 0               | 20,000                       | 0.0                        |
| Postage                                          | 21000       | 100                              | 0               | 100                          | 0.0                        |
| Repairs & Maintenance                            | 24101       | 90,000                           | 0               | 90,000                       | 0.0                        |
| Office Supplies                                  | 34101       | 1,500                            | 0               | 1,500                        | 0.0                        |
| Reproduction                                     | 23000       | 500                              | 0               | 500                          | 0.0                        |
| Research Materials                               | 13262       | 40,000                           | (10,000)        | 30,000                       | (25.0)                     |
| CREC Operations                                  | 43300       | 115,000                          | 0               | 115,000                      | 0.0                        |
| Copy Equipment Rental                            | 44200       | 2,200                            | 0               | 2,200                        | 0.0                        |
| Subscriptions                                    | 49200       | 200                              | 0               | 200                          | 0.0                        |
| Memberships                                      | 49300       | 200                              | 0               | 200                          | 0.0                        |
| Miscellaneous                                    | 49900       | 500                              | 947             | 1,447                        | 100.+                      |
| <b>TOTAL GENERAL OPERATIONS</b>                  |             | <b>\$557,019</b>                 | <b>\$55,000</b> | <b>\$612,019</b>             | <b>9.9</b>                 |
| <b>MEDICAL RESEARCH</b>                          |             |                                  |                 |                              |                            |
| 57 10 12 11 005                                  |             |                                  |                 |                              |                            |
| UF-Gail Rampersaud                               | SR010       | 138,004                          | 0               | 138,004                      | 0.0                        |
| CTNS - OJ                                        | SR030       | 255,000                          | (10,000)        | 245,000                      | (3.9)                      |
| Cognition Study - OJ                             | SR050       | 180,000                          | 15,000          | 195,000                      | 8.3                        |
| Hydration and Exercise Recovery - OJ             | SR060       | 90,000                           | (5,000)         | 85,000                       | (5.6)                      |
| Subtotal Medical Research                        |             | 663,004                          | 0               | 663,004                      | 0.0                        |
| <b>TOTAL SCIENTIFIC RESEARCH</b>                 |             | <b>\$1,220,023</b>               | <b>\$55,000</b> | <b>\$1,275,023</b>           | <b>4.5</b>                 |
| <b>SCIENTIFIC SPONSORED RESEARCH</b>             |             |                                  |                 |                              |                            |
| <b>GENERAL REVENUE PROGRAMS</b>                  |             |                                  |                 |                              |                            |
| 57 10 12 11 003                                  |             |                                  |                 |                              |                            |
| New Varieties Development-All Variety            | GR090       | 650,000                          | 0               | 650,000                      | 0.0                        |
| <b>TOTAL NEW VARIETIES DEVELOPMENT</b>           |             | <b>\$650,000</b>                 | <b>0</b>        | <b>\$650,000</b>             | <b>0.0</b>                 |
| <b>TOTAL SCIENTIFIC &amp; SPONSORED RESEARCH</b> |             | <b>\$1,870,023</b>               | <b>\$55,000</b> | <b>\$1,925,023</b>           | <b>2.9</b>                 |
| <b>* SUBTOTALS BY FUNDING SOURCE</b>             |             |                                  |                 |                              |                            |
| Scientific Research - CATF                       |             | \$1,220,023                      | \$55,000        | \$1,275,023                  |                            |
| Scientific Research - GR                         |             | 650,000                          | 0               | 650,000                      |                            |
| Total                                            |             | \$1,870,023                      | \$55,000        | \$1,925,023                  |                            |

# FLORIDA DEPARTMENT OF CITRUS

## DEPARTMENTAL EXPENDITURES

### 2016-2017 REVISED OPERATING BUDGET

| DESCRIPTION                          | OCA<br>CODE | PRELIMINARY<br>BUDGET<br>2016-17 | ADJUSTMENT     | REVISED<br>BUDGET<br>2016-17 | %<br>INCREASE/<br>DECREASE |
|--------------------------------------|-------------|----------------------------------|----------------|------------------------------|----------------------------|
| <b>ECONOMIC AND MARKET RESEARCH</b>  |             |                                  |                |                              |                            |
| <b>GENERAL OPERATIONS</b>            |             |                                  |                |                              |                            |
| 57 10 13 10 001                      |             |                                  |                |                              |                            |
| Salaries and Benefits                | 11000       | \$308,000                        | \$4,000        | \$312,000                    | 1.3                        |
| Temporary Employees (OPS)            | 12100       | 25,000                           | 5,000          | 30,000                       | 20.0                       |
| Employee Travel                      | 26000       | 24,000                           | 0              | 24,000                       | 0.0                        |
| 57 10 13 10 002                      |             |                                  |                |                              |                            |
| Website                              | 13270       | 4,800                            | 0              | 4,800                        | 0.0                        |
| Telephone                            | 22100       | 2,400                            | 0              | 2,400                        | 0.0                        |
| Postage                              | 21000       | 250                              | 0              | 250                          | 0.0                        |
| Office Supplies                      | 34101       | 1,000                            | 0              | 1,000                        | 0.0                        |
| Reproduction                         | 23000       | 500                              | 0              | 500                          | 0.0                        |
| Copy Equipment Rental                | 44200       | 2,300                            | 0              | 2,300                        | 0.0                        |
| Subscriptions                        | 49200       | 50                               | 0              | 50                           | 0.0                        |
| Miscellaneous                        | 49900       | 500                              | 0              | 500                          | 0.0                        |
| Research Publications                | 13263       | 1,200                            | 0              | 1,200                        | 0.0                        |
| Subtotal General Operations          |             | 370,000                          | 9,000          | 379,000                      | 2.4                        |
| <b>RESEARCH DATA &amp; STUDIES</b>   |             |                                  |                |                              |                            |
| 57 10 13 12 003                      |             |                                  |                |                              |                            |
| Processed Retail Sales-A.C. Nielsen  | ER010       | 266,382                          | 0              | 266,382                      | 0.0                        |
| FL Agri Market Research Center - AV  | ER020       | 225,000                          | 0              | 225,000                      | 0.0                        |
| Other Data Purchases - AV            | ER035       | 52,550                           | 0              | 52,550                       | 0.0                        |
| Economic Impact Analysis - AV        | ER025       | 10,000                           | 0              | 10,000                       | 0.0                        |
| Survey's - Toluna - AV               | ER060       | 25,000                           | 0              | 25,000                       | 0.0                        |
| Subtotal Research Data & Studies     |             | 578,932                          | 0              | 578,932                      | 0.0                        |
| <b>TOTAL ECON &amp; MKT RESEARCH</b> |             | <b>\$948,932</b>                 | <b>\$9,000</b> | <b>\$957,932</b>             | <b>0.9</b>                 |

# FLORIDA DEPARTMENT OF CITRUS

## DEPARTMENTAL EXPENDITURES

### 2016-2017 REVISED OPERATING BUDGET

| DESCRIPTION                           | OCA<br>CODE | PRELIMINARY<br>BUDGET<br>2016-17 | ADJUSTMENT       | REVISED<br>BUDGET<br>2016-17 | %<br>INCREASE/<br>DECREASE |
|---------------------------------------|-------------|----------------------------------|------------------|------------------------------|----------------------------|
| <b>MARKETING AND PUBLIC RELATIONS</b> |             |                                  |                  |                              |                            |
| <b>GENERAL OPERATIONS</b>             |             |                                  |                  |                              |                            |
| 57 10 15 10 001                       |             |                                  |                  |                              |                            |
| Salaries and Benefits                 | 11000       | \$360,000                        | \$204,400        | \$564,400                    | 56.8                       |
| Employee Travel - All Variety         | 26000       | 5,000                            | 0                | 5,000                        | 0.0                        |
| Employee Travel - Orange Juice        | 26002       | 45,000                           | 0                | 45,000                       | 0.0                        |
| Employee Travel - Fresh Fruit         | 26004       | 7,000                            | 0                | 7,000                        | 0.0                        |
| 57 10 15 10 002                       |             |                                  |                  |                              |                            |
| People First                          | 15800       | 5,400                            | (1,041)          | 4,359                        | (19.3)                     |
| Mailing & Delivery Services           | 13420       | 5,000                            | 0                | 5,000                        | 0.0                        |
| Audio-Visual Services                 | 24102       | 750                              | 0                | 750                          | 0.0                        |
| Telephone                             | 22100       | 8,000                            | 0                | 8,000                        | 0.0                        |
| Postage                               | 21000       | 5,000                            | 0                | 5,000                        | 0.0                        |
| Coupon Redemption- OJ                 | RM030       | 1,100                            | 1,041            | 2,141                        | 94.6                       |
| Office Supplies                       | 34101       | 1,900                            | 0                | 1,900                        | 0.0                        |
| DP Equipment                          | 3410E       | 2,500                            | (500)            | 2,000                        | (20.0)                     |
| Conventions                           | 44900       | 500                              | 0                | 500                          | 0.0                        |
| Subscriptions                         | 49200       | 1,000                            | 1,000            | 2,000                        | 100.0                      |
| Memberships                           | 49300       | 8,200                            | 0                | 8,200                        | 0.0                        |
| Miscellaneous                         | 49900       | 500                              | (500)            | 0                            | (100.0)                    |
| Trade Meals                           | 35000       | 100                              | 0                | 100                          | 0.0                        |
| Consultant Travel                     | 26200       | 500                              | 0                | 500                          | 0.0                        |
| <b>TOTAL GENERAL OPERATIONS</b>       |             | <b>\$457,450</b>                 | <b>\$204,400</b> | <b>\$661,850</b>             | <b>44.7</b>                |
| <b>GENERAL REVENUE PROGRAMS</b>       |             |                                  |                  |                              |                            |
| 57 10 15 11 003                       |             |                                  |                  |                              |                            |
| Consumer Awareness - PR               | GR010       | \$3,250,000                      | 0                | \$3,250,000                  | 0.0                        |
| Consumer Awareness - Retail           | GR020       | 1,500,000                        | 0                | 1,500,000                    | 0.0                        |
| FL Welcome Stations-Juice             | GR080       | 250,000                          | 0                | 250,000                      | 0.0                        |
| Influencer Outreach                   | GR030       | 1,000,000                        | 0                | 1,000,000                    | 0.0                        |
| Fresh Fruit Promotions- FO            | GR040       | 360,000                          | 0                | 360,000                      | 0.0                        |
| Fresh Fruit Promotions- FG            | GR045       | 540,000                          | 0                | 540,000                      | 0.0                        |
| Gift Fruit Promotions                 | GR050       | 100,000                          | 0                | 100,000                      | 0.0                        |
| <b>TOTAL GENERAL REVENUE PROGRAMS</b> |             | <b>\$7,000,000</b>               | <b>\$0</b>       | <b>\$7,000,000</b>           | <b>0.0</b>                 |

# FLORIDA DEPARTMENT OF CITRUS

## DEPARTMENTAL EXPENDITURES

### 2016-2017 REVISED OPERATING BUDGET

| DESCRIPTION                          | OCA<br>CODE | PRELIMINARY<br>BUDGET<br>2016-17 | ADJUSTMENT         | REVISED<br>BUDGET<br>2016-17 | %<br>INCREASE/<br>DECREASE |
|--------------------------------------|-------------|----------------------------------|--------------------|------------------------------|----------------------------|
| <b>PUBLIC RELATIONS</b>              |             |                                  |                    |                              |                            |
| <b>CORPORATE - ALL VARIETIES</b>     |             |                                  |                    |                              |                            |
| 57 10 15 12 003                      |             |                                  |                    |                              |                            |
| Reactive Issues Management           | PR016       | \$850,000                        | \$290,000          | \$1,140,000                  | 34.1                       |
| Website Platforms                    | PR012       | 150,000                          | 100,000            | 250,000                      | 66.7                       |
| Subtotal Corporate - All Varieties   |             | 1,000,000                        | 390,000            | 1,390,000                    | 39.0                       |
| <b>PROCESSED ORANGE</b>              |             |                                  |                    |                              |                            |
| 57 10 15 12 004                      |             |                                  |                    |                              |                            |
| Proactive Issues Management          | PR046       | 450,000                          | 1,554,640          | 2,004,640                    | 100.+                      |
| Social Media/Community Management    | PR044       | 350,000                          | (50,000)           | 300,000                      | (14.3)                     |
| Media Relations                      | PR014       | 685,000                          | (440,000)          | 245,000                      | (64.2)                     |
| Subtotal Processed Orange            |             | 1,485,000                        | 1,064,640          | 2,549,640                    | 71.7                       |
| <b>GRAPEFRUIT</b>                    |             |                                  |                    |                              |                            |
| 57 10 15 12 005                      |             |                                  |                    |                              |                            |
| Drug Interaction                     | PR072       | 130,000                          | 0                  | 130,000                      | 0.0                        |
| Subtotal Grapefruit                  |             | 130,000                          | 0                  | 130,000                      | 0.0                        |
| <b>IN-STATE PROGRAMS</b>             |             |                                  |                    |                              |                            |
| 57 10 15 12 008                      |             |                                  |                    |                              |                            |
| Industry Grower Relations - AV       | PR081       | 15,000                           | 30,000             | 45,000                       | 100.+                      |
| Subtotal In-State Programs           |             | 15,000                           | 30,000             | 45,000                       | 100.+                      |
| <b>FRESH FRUIT</b>                   |             |                                  |                    |                              |                            |
| 57 10 16 11 007                      |             |                                  |                    |                              |                            |
| Gift Fruit Programs                  | RM070       | 40,000                           | 0                  | 40,000                       | 0.0                        |
| Gift Fruit Printing                  | 23006       | 7,500                            | 0                  | 7,500                        | 0.0                        |
| Subtotal Gift Fruit                  |             | 47,500                           | 0                  | 47,500                       | 0.0                        |
| <b>TOTAL PR PROGRAMS - CATF</b>      |             | <b>\$2,677,500</b>               | <b>\$1,484,640</b> | <b>\$4,162,140</b>           | <b>55.4</b>                |
| <b>* SUBTOTALS BY FUNDING SOURCE</b> |             |                                  |                    |                              |                            |
| PR & Domestic Marketing - CATF       |             | \$3,134,950                      | \$1,689,040        | \$4,823,990                  | 53.9                       |
| PR & Domestic Marketing - GR         |             | 7,000,000                        | -                  | 7,000,000                    | 0.0                        |
| Total                                |             | \$10,134,950                     | \$1,689,040        | \$11,823,990                 | 16.7                       |

# FLORIDA DEPARTMENT OF CITRUS

## DEPARTMENTAL EXPENDITURES

### 2016-2017 REVISED OPERATING BUDGET

| DESCRIPTION                         | OBJECT<br>CODE | PRELIMINARY<br>BUDGET<br>2016-17 | ADJUSTMENT | REVISED<br>BUDGET<br>2016-17 | %<br>INCREASE/<br>DECREASE |
|-------------------------------------|----------------|----------------------------------|------------|------------------------------|----------------------------|
| <b>INTERNATIONAL MARKETING</b>      |                |                                  |            |                              |                            |
| <b>GENERAL OPERATIONS</b>           |                |                                  |            |                              |                            |
| 57 10 18 10 001                     |                |                                  |            |                              |                            |
| Salaries and Benefits               | 11000          | \$175,000                        | \$0        | \$175,000                    | 0.0                        |
| Employee Travel - PO/PG/FG          | 26006          | \$4,500                          | 0          | \$4,500                      | 0.0                        |
| Employee Travel - Grapefruit        | 26003          | 21,000                           | 0          | 21,000                       | 0.0                        |
| Employee Travel - Orange Juice      | 26002          | 4,500                            | 0          | 4,500                        | 0.0                        |
| 57 10 18 10 002                     |                |                                  |            |                              |                            |
| Promotional Items                   | IM1000         | 2,500                            | 0          | 2,500                        | 0.0                        |
| Mailing & Delivery Services         | 13420          | 500                              | 0          | 500                          | 0.0                        |
| Banking Services (Foreign Currency) | 13450          | 0                                | 1,500      | 1,500                        | 100.+                      |
| Telephone                           | 22100          | 3,000                            | (1,000)    | 2,000                        | (33.3)                     |
| Postage                             | 21000          | 100                              | 0          | 100                          | 0.0                        |
| Promotional Materials Printing      | 23006          | 2,500                            | (500)      | 2,000                        | (20.0)                     |
| Office Supplies                     | 34101          | 500                              | 0          | 500                          | 0.0                        |
| Subscriptions                       | 49200          | 500                              | 0          | 500                          | 0.0                        |
| Memberships                         | 49300          | 5,000                            | 0          | 5,000                        | 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         |                | 220,600                          | 0          | 220,600                      | 0.0                        |
| <b>FAS ADMINISTRATION</b>           |                |                                  |            |                              |                            |
| 57 10 18 10 003                     |                |                                  |            |                              |                            |
| Consultant Fee-DOC                  | 1313D          | 68,500                           | 0          | 68,500                       | 0.0                        |
| Evaluations-DOC                     | IM01D          | 20,000                           | 0          | 20,000                       | 0.0                        |
| Evaluations-FAS                     | IM01F          | 30,000                           | 0          | 30,000                       | 0.0                        |
| FAS Annual Workshop-DOC             | 26005          | 2,500                            | 0          | 2,500                        | 0.0                        |
| Consultant Travel-DOC               | 26300          | 2,500                            | 0          | 2,500                        | 0.0                        |
| Subtotal FAS Administration         |                | \$123,500                        | \$0        | \$123,500                    | 0.0                        |

# FLORIDA DEPARTMENT OF CITRUS

## DEPARTMENTAL EXPENDITURES

### 2016-2017 REVISED OPERATING BUDGET

| DESCRIPTION                             | OBJECT CODE | PRELIMINARY BUDGET 2016-17 | ADJUSTMENT | REVISED BUDGET 2016-17 | % INCREASE/ DECREASE |
|-----------------------------------------|-------------|----------------------------|------------|------------------------|----------------------|
| <b>CANADIAN PROMOTIONS</b>              |             |                            |            |                        |                      |
| Fresh & Processed Grapefruit            |             |                            |            |                        |                      |
| 57 10 18 10 103                         |             |                            |            |                        |                      |
| Promotions-DOC                          | 1335D       | \$10,000                   | \$0        | \$10,000               | 0.0                  |
| Promotions-FAS                          | 1335F       | 390,000                    | 0          | 390,000                | 0.0                  |
| Subtotal Canada-Fresh & Proc. Gft.      |             | 400,000                    | 0          | 400,000                | 0.0                  |
| Processed Orange                        |             |                            |            |                        |                      |
| 57 10 18 10 104                         |             |                            |            |                        |                      |
| Promotions-DOC                          | 1335D       | 11,317                     | 0          | 11,317                 | 0.0                  |
| Promotions-FAS                          | 1335D       | 323,896                    | 0          | 323,896                | 0.0                  |
| Subtotal Canada-Proc Orange             |             | 335,213                    | 0          | 335,213                | 0.0                  |
| <b>TOTAL CANADIAN MARKETING</b>         |             | <b>\$735,213</b>           | <b>\$0</b> | <b>\$735,213</b>       | <b>0.0</b>           |
| <b>EUROPEAN PROMOTIONS</b>              |             |                            |            |                        |                      |
| <b>EUROPE - RETAIL - GRAPEFRUIT</b>     |             |                            |            |                        |                      |
| Fresh & Processed Grapefruit            |             |                            |            |                        |                      |
| 57 10 18 11 300                         |             |                            |            |                        |                      |
| Promotions-DOC                          | 1335D       | 20,000                     | \$0        | 20,000                 | 0.0                  |
| Promotions-FAS                          | 1335F       | 480,000                    | 0          | 480,000                | 0.0                  |
| Total Europe Retail - Fresh & Proc. GFT |             | 500,000                    | 0          | 500,000                | 0.0                  |
| <b>FRANCE - PROMOTIONS- GRAPEFRUIT</b>  |             |                            |            |                        |                      |
| Fresh & Processed Grapefruit            |             |                            |            |                        |                      |
| 57 10 18 11 203                         |             |                            |            |                        |                      |
| Promotions-DOC                          | 1335D       | 10,000                     | 3,265      | 13,265                 | 32.7                 |
| Promotions-FAS                          | 1335F       | 390,000                    | 246,735    | 636,735                | 63.3                 |
| Total France Retail - Fresh & Proc. GFT |             | 400,000                    | 250,000    | 650,000                | 62.5                 |
| <b>FRANCE - PR - GRAPEFRUIT</b>         |             |                            |            |                        |                      |
| Fresh & Processed Grapefruit            |             |                            |            |                        |                      |
| 57 10 18 11 205                         |             |                            |            |                        |                      |
| Promotions-DOC                          | 1335D       | 3,265                      | (3,265)    | 0                      | (100.0)              |
| Promotions-FAS                          | 1335F       | 246,735                    | (246,735)  | 0                      | (100.0)              |
| Total France-Fresh & Proc. Gft.         |             | 250,000                    | (250,000)  | 0                      | (100.0)              |
| <b>TOTAL EUROPEAN PROMOTIONS</b>        |             | <b>\$1,150,000</b>         | <b>\$0</b> | <b>\$1,150,000</b>     | <b>0.0</b>           |



# FLORIDA DEPARTMENT OF CITRUS

## DEPARTMENTAL EXPENDITURES

### 2016-2017 REVISED OPERATING BUDGET

| DESCRIPTION                          | OBJECT<br>CODE | PRELIMINARY<br>BUDGET<br>2016-17 | ADJUSTMENT | REVISED<br>BUDGET<br>2016-17 | %<br>INCREASE/<br>DECREASE |
|--------------------------------------|----------------|----------------------------------|------------|------------------------------|----------------------------|
| <b>ASIAN PROMOTIONS</b>              |                |                                  |            |                              |                            |
| <b>JAPAN</b>                         |                |                                  |            |                              |                            |
| Fresh & Processed Grapefruit         |                |                                  |            |                              |                            |
| 57 10 18 12 103                      |                |                                  |            |                              |                            |
| Promotions-DOC                       | 1335D          | 75,000                           | 0          | 75,000                       | 0.0                        |
| Promotions-FAS                       | 1335F          | 1,774,081                        | 0          | 1,774,081                    | 0.0                        |
| Total Japan-Fresh & Proc. Gft        |                | 1,849,081                        | 0          | 1,849,081                    | 0.0                        |
| <b>KOREA</b>                         |                |                                  |            |                              |                            |
| Fresh & Processed Grapefruit         |                |                                  |            |                              |                            |
| 57 10 18 13 103                      |                |                                  |            |                              |                            |
| Promotions-DOC                       | 1335D          | 10,000                           | 0          | 10,000                       | 0.0                        |
| Promotions-FAS                       | 1335F          | 390,000                          | 0          | 390,000                      | 0.0                        |
| Total Korea-Fresh & Proc. Gft        |                | 400,000                          | 0          | 400,000                      | 0.0                        |
| Fresh & Processed Orange             |                |                                  |            |                              |                            |
| 57 10 18 13 104                      |                |                                  |            |                              |                            |
| Promotions-DOC                       | 1335D          | 11,318                           | 0          | 11,318                       | 0.0                        |
| Promotions-FAS                       | 1335F          | 323,895                          | 0          | 323,895                      | 0.0                        |
| Total Korea-Fresh & Proc. Orange     |                | 335,213                          | 0          | 335,213                      | 0.0                        |
| <b>TOTAL ASIAN PROMOTIONS</b>        |                | <b>2,584,294</b>                 | <b>0</b>   | <b>2,584,294</b>             | <b>0.0</b>                 |
| <b>TOTAL INTERNATIONAL MARKETING</b> |                | <b>\$4,813,607</b>               | <b>\$0</b> | <b>\$4,813,607</b>           | <b>0.0</b>                 |
| <b>* SUBTOTALS BY FUNDING SOURCE</b> |                |                                  |            |                              |                            |
| Int'l Mktg-DOC                       |                | \$465,000                        | \$0        | \$465,000                    | 0.0                        |
| Int'l Mktg-FAS                       |                | 4,348,607                        | 0          | 4,348,607                    | 0.0                        |
|                                      |                | <b>\$4,813,607</b>               | <b>\$0</b> | <b>\$4,813,607</b>           | <b>0.0</b>                 |

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

|                                             | <u>TOTAL</u>              | <u>PROCESSED<br/>ORANGE</u> | <u>PROCESSED<br/>GRAPEFRUIT</u> | <u>FRESH<br/>GRAPEFRUIT</u> | <u>TOTAL<br/>GRAPEFRUIT</u> |
|---------------------------------------------|---------------------------|-----------------------------|---------------------------------|-----------------------------|-----------------------------|
| <b>DEPARTMENT OF CITRUS</b>                 |                           |                             |                                 |                             |                             |
| General Operations                          | \$220,600                 | \$33,765                    | \$44,270                        | \$142,565                   | \$186,835                   |
| FAS Administration                          | 93,500                    | 14,025                      | 18,700                          | 60,775                      | 79,475                      |
| Canadian Marketing                          | 21,317                    | 11,317                      | 2,500                           | 7,500                       | 10,000                      |
| European Promotions                         | 33,265                    | 0                           | 8,316                           | 24,949                      | 33,265                      |
| Asian Promotions                            | <u>96,318</u>             | <u>11,318</u>               | <u>21,250</u>                   | <u>63,750</u>               | <u>85,000</u>               |
| Subtotal DOC                                | <u>465,000</u>            | <u>70,425</u>               | <u>95,036</u>                   | <u>299,539</u>              | <u>394,575</u>              |
| <b>FOREIGN AGRICULTURAL SERVICE PROGRAM</b> |                           |                             |                                 |                             |                             |
| FAS Administration                          | 30,000                    | 4,500                       | 6,000                           | 19,500                      | 25,500                      |
| Canadian Marketing                          | 713,896                   | 323,896                     | 97,500                          | 292,500                     | 390,000                     |
| European Promotions                         | 1,116,735                 | 0                           | 279,184                         | 837,551                     | 1,116,735                   |
| Asian Promotions                            | <u>2,487,976</u>          | <u>323,895</u>              | <u>541,020</u>                  | <u>1,623,061</u>            | <u>2,164,081</u>            |
| Subtotal FAS                                | <u>4,348,607</u>          | <u>652,291</u>              | <u>923,704</u>                  | <u>2,772,612</u>            | <u>3,696,316</u>            |
| <b>TOTAL INTERNATIONAL MARKETING</b>        | <u><b>\$4,813,607</b></u> | <u><b>\$722,716</b></u>     | <u><b>\$1,018,740</b></u>       | <u><b>\$3,072,151</b></u>   | <u><b>\$4,090,891</b></u>   |
| Percent DOC Contribution                    | <u>11%</u>                | <u>11%</u>                  | <u>10%</u>                      | <u>11%</u>                  | <u>11%</u>                  |

# FLORIDA DEPARTMENT OF CITRUS

## SUMMARY STATEMENT OF RESERVES - ALL FUNDS

### 2016-2017 REVISED OPERATING BUDGET

| <u>DESCRIPTION</u>  | <u>OCA<br/>CODE</u> | <u>PRELIMINARY<br/>BUDGET<br/>2016-2017</u> | <u>ADJUSTMENT</u>       | <u>REVISED<br/>BUDGET<br/>2016-2017</u> | <u>%<br/>INCREASE<br/>DECREASE</u> | <u>% OF<br/>REVENUE</u> | <u>EQUIVALENT<br/>BOXES</u> |
|---------------------|---------------------|---------------------------------------------|-------------------------|-----------------------------------------|------------------------------------|-------------------------|-----------------------------|
| 57 10 00 10 005     |                     |                                             |                         |                                         |                                    |                         |                             |
| Processed Orange    | 830PO               | \$201,792                                   | \$176,086               | \$377,878                               | 87.3                               | 3.00%                   | 5,398,263                   |
| Fresh Orange        | 830FO               | 5,483                                       | 33,629                  | 39,112                                  | 100.+                              | 5.01%                   | 782,230                     |
| Combined Grapefruit | 830TG               | 42,026                                      | 214,979                 | 257,005                                 | 100.+                              | 5.01%                   | 3,671,501                   |
| Fresh Specialty     | 830FS               | <u>3,541</u>                                | <u>13,483</u>           | <u>17,023</u>                           | 100.+                              | 5.37%                   | <u>243,186</u>              |
|                     |                     | <u><b>\$252,842</b></u>                     | <u><b>\$438,177</b></u> | <u><b>\$691,018</b></u>                 | <b>100.+</b>                       |                         | <u><b>10,095,179</b></u>    |