

*State of Florida*  
*Department of Citrus*

*2018 - 2019*  
*REVISED*  
*OPERATING*  
*BUDGET*

*October 24, 2018*



# FLORIDA DEPARTMENT OF CITRUS

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**FLORIDA DEPARTMENT OF CITRUS**  
**COMPARATIVE CITRUS ADVERTISING ASSESSMENTS\***  
**2018-19 REVISED OPERATING BUDGET**

|                        | 2017-18  |           | 2018-19  |           | STATUTE    |
|------------------------|----------|-----------|----------|-----------|------------|
|                        | FRESH    | PROCESSED | FRESH    | PROCESSED |            |
| <b><u>DOMESTIC</u></b> |          |           |          |           |            |
| Orange                 | \$ 0.050 | \$ 0.070  | \$ 0.050 | \$ 0.070  | 601.15(3a) |
| Grapefruit             | \$ 0.070 | \$ 0.070  | \$ 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                 |          | \$ 0.070  |          | \$ 0.070  | 601.155(2) |
| Grapefruit             |          | \$ 0.070  |          | \$ 0.070  | 601.155(2) |

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

**BUDGETED REVENUE, EXPENDITURES AND OPERATING FUND BALANCE**  
**2018-19 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 | \$13,996,963                           | \$16,389,940 | \$17,699,715                              | \$630,628 | \$12,056,560                        |

# FLORIDA DEPARTMENT OF CITRUS

## REVENUE BOXES (000)

### 2018-19 REVISED OPERATING BUDGET

|                 | 2017-18<br>ACTUAL<br>REVENUE<br>BOXES | 2018-19<br>PRELIMINARY<br>ESTIMATED<br>BOXES | 2018-19<br>REVENUE<br>BOXES | REVENUE<br>BOX<br>ADJUSTMENT | 2018-19<br>REVISED<br>ESTIMATED<br>BOXES | 2018-19<br>REVENUE<br>BOXES | %<br>INCREASE/<br>DECREASE |
|-----------------|---------------------------------------|----------------------------------------------|-----------------------------|------------------------------|------------------------------------------|-----------------------------|----------------------------|
| <b>DOMESTIC</b> |                                       |                                              |                             |                              |                                          |                             |                            |
| ORANGE:         |                                       | 60,000                                       |                             |                              | 79,000                                   |                             |                            |
| Non-Revenue     |                                       | (567)                                        |                             |                              | (500)                                    |                             |                            |
| Fresh           | 2,303                                 |                                              | 2,172                       | 988                          |                                          | 3,160                       | 45.5                       |
| Processed       | 42,539                                |                                              | 57,261                      | 18,079                       |                                          | 75,340                      | 31.6                       |
| GRAPEFRUIT:     |                                       | 5,000                                        |                             |                              | 6,700                                    |                             |                            |
| Non-Revenue     |                                       | (194)                                        |                             |                              | (180)                                    |                             |                            |
| Fresh           | 1,659                                 |                                              | 2,072                       | 726                          |                                          | 2,798                       | 35.0                       |
| Processed       | 2,134                                 |                                              | 2,734                       | 988                          |                                          | 3,722                       | 36.1                       |
| SPECIALTY:      |                                       | 880                                          |                             |                              | 1,200                                    |                             |                            |
| Non-Revenue     |                                       | (24)                                         |                             |                              | (60)                                     |                             |                            |
| Fresh           | 484                                   |                                              | 433                         | 239                          |                                          | 672                         | 55.2                       |
| Processed       | 263                                   |                                              | 423                         | 45                           |                                          | 468                         | 10.6                       |
| SUBTOTAL:       |                                       | 65,880                                       |                             |                              | 86,900                                   |                             |                            |
| Non-Revenue     |                                       | (785)                                        |                             |                              | (740)                                    |                             |                            |
| Fresh           | 4,446                                 |                                              | 4,677                       | 1,953                        |                                          | 6,630                       | 41.8                       |
| Processed       | 44,936                                |                                              | 60,418                      | 19,112                       |                                          | 79,530                      | 31.6                       |
| TOTAL DOMESTIC: | 49,382                                |                                              | 65,095                      | 21,065                       |                                          | 86,160                      | 32.4                       |
| <b>IMPORTS</b>  |                                       |                                              |                             |                              |                                          |                             |                            |
| Orange          | 50,610                                |                                              | 38,000                      | (1,373)                      |                                          | 36,627                      | (3.6)                      |
| Grapefruit      | 2,064                                 |                                              | 1,200                       | 288                          |                                          | 1,488                       | 24.0                       |
| TOTAL IMPORTS:  | 52,674                                |                                              | 39,200                      | (1,085)                      |                                          | 38,115                      | (2.8)                      |
| <b>TOTAL</b>    | <b>102,056</b>                        |                                              | <b>104,295</b>              | <b>19,980</b>                |                                          | <b>124,275</b>              | <b>19.2</b>                |

# FLORIDA DEPARTMENT OF CITRUS

## ESTIMATED REVENUE

### 2018-19 REVISED OPERATING BUDGET

| DESCRIPTION                    | PRELIMINARY<br>ESTIMATED<br>2018-19 | ADJUSTMENT                | REVISED<br>ESTIMATED<br>2018-19 | %<br>INCREASE/<br>DECREASE |
|--------------------------------|-------------------------------------|---------------------------|---------------------------------|----------------------------|
| Assessment on Domestic Fruit   |                                     |                           |                                 |                            |
| Orange                         |                                     |                           |                                 |                            |
| Fresh                          | \$108,600                           | \$49,400                  | \$158,000                       | 45.5                       |
| Processed                      | 4,008,270                           | 1,265,530                 | 5,273,800                       | 31.6                       |
|                                | <u>4,116,870</u>                    | <u>1,314,930</u>          | <u>5,431,800</u>                | 31.9                       |
| Grapefruit                     |                                     |                           |                                 |                            |
| Fresh                          | 145,040                             | 50,820                    | 195,860                         | 35.0                       |
| Processed                      | 191,380                             | 69,160                    | 260,540                         | 36.1                       |
|                                | <u>336,420</u>                      | <u>119,980</u>            | <u>456,400</u>                  | 35.7                       |
| Specialty                      |                                     |                           |                                 |                            |
| Fresh                          | 30,310                              | 16,730                    | 47,040                          | 55.2                       |
| Processed                      | 29,610                              | 3,150                     | 32,760                          | 10.6                       |
|                                | <u>59,920</u>                       | <u>19,880</u>             | <u>79,800</u>                   | 33.2                       |
| Assessment on Import Fruit     |                                     |                           |                                 |                            |
| Orange (Opt Out)               | 886,667                             | (32,037)                  | 854,630                         | (3.6)                      |
| Grapefruit                     | 28,000                              | 6,720                     | 34,720                          | 24.0                       |
|                                | <u>914,667</u>                      | <u>(25,317)</u>           | <u>889,350</u>                  | (2.8)                      |
| Total Assessments              | 5,427,877                           | 1,429,473                 | 6,857,350                       | 26.3                       |
| Investment Earnings            | 168,700                             | 41,200                    | 209,900                         | 24.4                       |
| Other Income                   | 57,000                              | (24,000)                  | 33,000                          | (42.1)                     |
| Gen Rev - Marketing & NVDC     | 5,650,000                           | 0                         | 5,650,000                       | 0.0                        |
| Foreign Agricultural Svc Funds | <u>3,639,690</u>                    | <u>0</u>                  | <u>3,639,690</u>                | 0.0                        |
| <b>TOTAL</b>                   | <b><u>\$14,943,267</u></b>          | <b><u>\$1,446,673</u></b> | <b><u>\$16,389,940</u></b>      | 9.7                        |

# FLORIDA DEPARTMENT OF CITRUS

## BUDGETED EXPENDITURES BY DEPARTMENT 2018-19 REVISED OPERATING BUDGET

| DESCRIPTION                       | PRELIMINARY<br>BUDGET<br>2018-19 | ADJUSTMENT       | REVISED<br>BUDGET<br>2018-19 | %<br>INCREASE/<br>DECREASE |
|-----------------------------------|----------------------------------|------------------|------------------------------|----------------------------|
| Administration                    |                                  |                  |                              |                            |
| Admin and Support Services        | \$1,896,000                      | \$10,625         | \$1,906,625                  | 0.6                        |
| State General Revenue Charge      | 225,300                          | 58,800           | 284,100                      | 26.1                       |
| Scientific Research & Development |                                  |                  |                              |                            |
| General Operations                | 628,100                          | 5,000            | 633,100                      | 0.8                        |
| Scientific Product Research       | 275,000                          | 0                | 275,000                      | 0.0                        |
| New Varieties Development-Gen Rev | 650,000                          | 0                | 650,000                      | 0.0                        |
| Economic and Market Research      |                                  |                  |                              |                            |
| General Operations                | 375,000                          | 14,000           | 389,000                      | 3.7                        |
| Research Studies & Data           | 555,400                          | 0                | 555,400                      | 0.0                        |
| Marketing & Public Relations      |                                  |                  |                              |                            |
| General Operations                | 548,100                          | 15,000           | 563,100                      | 2.7                        |
| Public Relations Programs         | 3,194,700                        | 0                | 3,194,700                    | 0.0                        |
| Public Relations Programs-Gen Rev | 5,000,000                        | 0                | 5,000,000                    | 0.0                        |
| Fresh Fruit Marketing             | 47,500                           | 17,000           | 64,500                       | 35.8                       |
| International Marketing           |                                  |                  |                              |                            |
| International Promotions-DOC      | 460,000                          | 84,500           | 544,500                      | 18.4                       |
| International Promotions-FAS      | 3,639,690                        | 0                | 3,639,690                    | 0.0                        |
| Total Expenditures                | 17,494,790                       | 204,925          | 17,699,715                   | 1.2                        |
| Reserves                          | 183,477                          | 447,151          | 630,628                      | 100.+                      |
| <b>TOTAL</b>                      | <b>\$17,678,267</b>              | <b>\$652,076</b> | <b>\$18,330,343</b>          | <b>3.7</b>                 |

# FLORIDA DEPARTMENT OF CITRUS

## BUDGETED EXPENDITURES BY CATEGORY

### 2018-19 REVISED OPERATING BUDGET

| DESCRIPTION                   | PRELIMINARY<br>BUDGET<br>2018-19 | ADJUSTMENT       | REVISED<br>BUDGET<br>2018-19 | %<br>INCREASE/<br>DECREASE |
|-------------------------------|----------------------------------|------------------|------------------------------|----------------------------|
| <b>GENERAL OPERATIONS</b>     |                                  |                  |                              |                            |
| Salaries and Benefits         | \$2,595,000                      | \$35,000         | \$2,630,000                  | 1.3                        |
| Other Personal Services       | 42,000                           | 0                | 42,000                       | 0.0                        |
| Travel                        | 159,000                          | 0                | 159,000                      | 0.0                        |
| People First Initiative       | 14,100                           | 0                | 14,100                       | 0.0                        |
| Telephone                     | 47,400                           | 3,000            | 50,400                       | 6.3                        |
| Postage/Freight               | 11,750                           | 2,000            | 13,750                       | 17.0                       |
| Data Processing               | 189,900                          | 1,525            | 191,425                      | 0.8                        |
| Supplies                      | 8,300                            | 0                | 8,300                        | 0.0                        |
| Insurance and Bond Premiums   | 19,250                           | 100              | 19,350                       | 0.5                        |
| Reproduction                  | 7,400                            | 0                | 7,400                        | 0.0                        |
| Subscriptions and Memberships | 26,000                           | 0                | 26,000                       | 0.0                        |
| Trade Meals/Meetings          | 600                              | 0                | 600                          | 0.0                        |
| Training                      | 0                                | 5,000            | 5,000                        | 100.+                      |
| Repairs and Maintenance       | 108,500                          | 0                | 108,500                      | 0.0                        |
| Utilities                     | 90,000                           | 0                | 90,000                       | 0.0                        |
| Leases/Rent Expense           | 28,500                           | 0                | 28,500                       | 0.0                        |
| Promotional Items             | 1,500                            | 0                | 1,500                        | 0.0                        |
| Capital Equipment (OCO)       | 15,000                           | 0                | 15,000                       | 0.0                        |
| Office/Research Equipment     | 500                              | 0                | 500                          | 0.0                        |
| Miscellaneous                 | 10,150                           | 0                | 10,150                       | 0.0                        |
| CREC Expenses                 | 115,000                          | 0                | 115,000                      | 0.0                        |
| Research Materials            | 31,200                           | 0                | 31,200                       | 0.0                        |
| Fruit Inspection Data         | 100                              | 0                | 100                          | 0.0                        |
| Consultant Fees/Travel        | 76,300                           | 7,500            | 83,800                       | 9.8                        |
| Subtotal General Operations   | 3,597,450                        | 54,125           | 3,651,575                    | 1.5                        |
| <b>PROGRAMS*</b>              |                                  |                  |                              |                            |
| Legal Services                | 143,000                          | 0                | 143,000                      | 0.0                        |
| General Revenue Charge        | 225,300                          | 58,800           | 284,100                      | 26.1                       |
| Scientific Research           | 275,000                          | 0                | 275,000                      | 0.0                        |
| New Varieties Development     | 650,000                          | 0                | 650,000                      | 0.0                        |
| Economic & Market Research    | 555,400                          | 0                | 555,400                      | 0.0                        |
| Public Relations Programs     | 8,194,700                        | 0                | 8,194,700                    | 0.0                        |
| Fresh Fruit Marketing         | 47,500                           | 17,000           | 64,500                       | 35.8                       |
| International Marketing       | 3,806,440                        | 75,000           | 3,881,440                    | 2.0                        |
| Reserves                      | 183,477                          | 447,151          | 630,628                      | 100.+                      |
| Subtotal Programs             | 14,080,817                       | 597,951          | 14,678,768                   | 4.2                        |
| <b>TOTAL</b>                  | <b>\$17,678,267</b>              | <b>\$652,076</b> | <b>\$18,330,343</b>          | <b>3.7</b>                 |

\*Program costs exclude general operating expenses

# FLORIDA DEPARTMENT OF CITRUS

## BUDGETED REVENUE AND EXPENDITURES BY FRUIT VARIETY 2018-19 PRELIMINARY OPERATING BUDGET

|                                         | TOTAL               | PROCESSED<br>ORANGE | PROCESSED<br>GRAPEFRUIT | FRESH<br>ORANGE  | FRESH<br>GRAPEFRUIT | FRESH<br>SPECIALTY |
|-----------------------------------------|---------------------|---------------------|-------------------------|------------------|---------------------|--------------------|
| <b>REVENUE</b>                          |                     |                     |                         |                  |                     |                    |
| Carryover                               | \$2,735,000         | \$2,370,000         | \$125,000               | \$25,000         | \$215,000           | \$0                |
| Tax Assessments-Domestic                | 4,513,210           | 4,037,880           | 191,380                 | 108,600          | 145,040             | 30,310             |
| Tax Assessments-Imports                 | 914,667             | 886,667             | 28,000                  | 0                | 0                   | 0                  |
| Interest/Other                          | 225,700             | 193,200             | 8,000                   | 13,400           | 8,400               | 2,700              |
| GenRev - NVD                            | 650,000             | 65,000              | 65,000                  | 227,500          | 65,000              | 227,500            |
| GenRev - PR & Marketing                 | 5,000,000           | 4,837,500           | 62,500                  | 0                | 100,000             | 0                  |
| FAS Program                             | 3,639,690           | 1,108,408           | 632,545                 | 0                | 1,898,737           | 0                  |
| <b>BUDGETED REVENUE</b>                 | <b>\$17,678,267</b> | <b>\$13,498,655</b> | <b>\$1,112,425</b>      | <b>\$374,500</b> | <b>\$2,432,177</b>  | <b>\$260,510</b>   |
| <b>EXPENDITURES</b>                     |                     |                     |                         |                  |                     |                    |
| <b>Administration</b>                   |                     |                     |                         |                  |                     |                    |
| Admin & Support Services                | \$1,896,000         | \$1,739,391         | \$71,479                | \$39,437         | \$37,730            | \$7,963            |
| State Gen Rev Charge                    | 225,300             | 203,900             | 9,100                   | 4,900            | 6,100               | 1,300              |
| Subtotal Administration                 | 2,121,300           | 1,943,291           | 80,579                  | 44,337           | 43,830              | 9,263              |
| <b>Scientific Research</b>              |                     |                     |                         |                  |                     |                    |
| General Operations                      | 628,100             | 576,219             | 23,680                  | 13,064           | 12,499              | 2,638              |
| Scientific Prod Res                     | 275,000             | 275,000             | 0                       | 0                | 0                   | 0                  |
| New Varieties Development-Gen Rev       | 650,000             | 65,000              | 65,000                  | 227,500          | 65,000              | 227,500            |
| Subtotal Scientific Research            | 1,553,100           | 916,219             | 88,680                  | 240,564          | 77,499              | 230,138            |
| <b>Economic Research</b>                |                     |                     |                         |                  |                     |                    |
| General Operations                      | 375,000             | 344,025             | 14,137                  | 7,800            | 7,463               | 1,575              |
| Research Data & Studies                 | 555,400             | 522,074             | 21,616                  | 5,425            | 5,190               | 1,095              |
| Subtotal Econ Research                  | 930,400             | 866,099             | 35,753                  | 13,225           | 12,653              | 2,670              |
| <b>Marketing &amp; Public Relations</b> |                     |                     |                         |                  |                     |                    |
| General Operations                      | 548,100             | 509,697             | 17,495                  | 12,555           | 5,872               | 2,481              |
| Public Relations Programs               | 3,194,700           | 3,028,014           | 102,428                 | 28,231           | 30,458              | 5,569              |
| Marketing & PR-Gen Rev                  | 5,000,000           | 4,837,500           | 62,500                  | 0                | 100,000             | 0                  |
| Gift Fruit Marketing                    | 47,500              | 0                   | 0                       | 28,500           | 13,300              | 5,700              |
| Subtotal Domestic Marketing             | 8,790,300           | 8,375,211           | 182,423                 | 69,286           | 149,630             | 13,750             |
| Int'l Promotions-DOC                    | 460,000             | 138,975             | 78,875                  | 0                | 242,150             | 0                  |
| Int'l Promotions-FAS                    | 3,639,690           | 1,108,408           | 632,545                 | 0                | 1,898,737           | 0                  |
| Subtotal Int'l Marketing                | 4,099,690           | 1,247,383           | 711,420                 | 0                | 2,140,887           | 0                  |
| Budgeted Expenditures                   | 17,494,790          | 13,348,203          | 1,098,855               | 367,412          | 2,424,499           | 255,821            |
| Reserves                                | 183,477             | 150,452             | 13,570                  | 7,088            | 7,678               | 4,689              |
| <b>TOTAL BUDGET</b>                     | <b>\$17,678,267</b> | <b>\$13,498,655</b> | <b>\$1,112,425</b>      | <b>\$374,500</b> | <b>\$2,432,177</b>  | <b>\$260,510</b>   |



# FLORIDA DEPARTMENT OF CITRUS

## BUDGETED REVENUE AND EXPENDITURES BY FRUIT VARIETY 2018-19 REVISED OPERATING BUDGET

|                                         | TOTAL               | PROCESSED<br>ORANGE | PROCESSED<br>GRAPEFRUIT | FRESH<br>ORANGE  | FRESH<br>GRAPEFRUIT | FRESH<br>SPECIALTY |
|-----------------------------------------|---------------------|---------------------|-------------------------|------------------|---------------------|--------------------|
| <b>REVENUE</b>                          |                     |                     |                         |                  |                     |                    |
| Carryover                               | \$1,845,000         | \$1,410,000         | \$168,000               | \$100,000        | \$167,000           | \$0                |
| 2017-18 Unspent Certified               | 73,403              | 60,351              | 3,789                   | 693              | 8,416               | 154                |
| Tax Assessments-Domestic                | 5,968,000           | 5,306,560           | 260,540                 | 158,000          | 195,860             | 47,040             |
| Tax Assessments-Imports                 | 889,350             | 854,630             | 34,720                  | 0                | 0                   | 0                  |
| Interest/Other                          | 264,900             | 232,500             | 10,800                  | 11,500           | 7,700               | 2,400              |
| GenRev - NVD                            | 650,000             | 65,000              | 65,000                  | 227,500          | 65,000              | 227,500            |
| GenRev - PR & Marketing                 | 5,000,000           | 4,837,500           | 62,500                  | 0                | 100,000             | 0                  |
| FAS Program                             | 3,639,690           | 1,108,408           | 632,545                 | 0                | 1,898,737           | 0                  |
| <b>BUDGETED REVENUE</b>                 | <b>\$18,330,343</b> | <b>\$13,874,949</b> | <b>\$1,237,894</b>      | <b>\$497,693</b> | <b>\$2,442,713</b>  | <b>\$277,094</b>   |
| <b>EXPENDITURES</b>                     |                     |                     |                         |                  |                     |                    |
| <b>Administration</b>                   |                     |                     |                         |                  |                     |                    |
| Admin & Support Services                | \$1,906,625         | \$1,725,114         | \$79,888                | \$48,428         | \$42,899            | \$10,296           |
| State Gen Rev Charge                    | 284,100             | 255,000             | 12,200                  | 6,800            | 8,100               | 2,000              |
| Subtotal Administration                 | 2,190,725           | 1,980,114           | 92,088                  | 55,228           | 50,999              | 12,296             |
| <b>Scientific Research</b>              |                     |                     |                         |                  |                     |                    |
| General Operations                      | 633,100             | 572,829             | 26,527                  | 16,081           | 14,245              | 3,419              |
| Scientific Prod Res                     | 275,000             | 275,000             | 0                       | 0                | 0                   | 0                  |
| New Varieties Development-Gen Rev       | 650,000             | 65,000              | 65,000                  | 227,500          | 65,000              | 227,500            |
| Subtotal Scientific Research            | 1,558,100           | 912,829             | 91,527                  | 243,581          | 79,245              | 230,919            |
| <b>Economic Research</b>                |                     |                     |                         |                  |                     |                    |
| General Operations                      | 389,000             | 351,967             | 16,299                  | 9,881            | 8,753               | 2,101              |
| Research Data & Studies                 | 555,400             | 518,788             | 22,712                  | 6,624            | 5,868               | 1,408              |
| Subtotal Econ Research                  | 944,400             | 870,755             | 39,011                  | 16,505           | 14,621              | 3,509              |
| <b>Marketing &amp; Public Relations</b> |                     |                     |                         |                  |                     |                    |
| General Operations                      | 563,100             | 519,145             | 18,952                  | 15,776           | 5,873               | 3,353              |
| Public Relations Programs               | 3,194,700           | 3,016,877           | 105,509                 | 35,224           | 29,580              | 7,511              |
| Marketing & PR-Gen Rev                  | 5,000,000           | 4,837,500           | 62,500                  | 0                | 100,000             | 0                  |
| Gift Fruit Marketing                    | 64,500              | 0                   | 0                       | 44,335           | 13,080              | 7,085              |
| Subtotal Domestic Marketing             | 8,822,300           | 8,373,522           | 186,961                 | 95,335           | 148,533             | 17,949             |
| Int'l Promotions-DOC                    | 544,500             | 141,825             | 80,490                  | 75,000           | 247,185             | 0                  |
| Int'l Promotions-FAS                    | 3,639,690           | 1,108,408           | 632,545                 | 0                | 1,898,737           | 0                  |
| Subtotal Int'l Marketing                | 4,184,190           | 1,250,233           | 713,035                 | 75,000           | 2,145,921           | 0                  |
| Budgeted Expenditures                   | 17,699,715          | 13,387,453          | 1,122,621               | 485,649          | 2,439,319           | 264,673            |
| Reserves                                | 630,628             | 487,496             | 115,273                 | 12,044           | 3,394               | 12,421             |
| <b>TOTAL BUDGET</b>                     | <b>\$18,330,343</b> | <b>\$13,874,949</b> | <b>\$1,237,894</b>      | <b>\$497,693</b> | <b>\$2,442,713</b>  | <b>\$277,094</b>   |

# FLORIDA DEPARTMENT OF CITRUS

## COMPARISON OF OPERATING BUDGET - ALL VARIETY

### 2018-19 REVISED OPERATING BUDGET

|                                   | PRELIMINARY<br>BUDGET<br>2018-19 | ADJUSTMENT       | REVISED<br>BUDGET<br>2018-19 | %<br>INCREASE/<br>DECREASE |
|-----------------------------------|----------------------------------|------------------|------------------------------|----------------------------|
| REVENUE                           |                                  |                  |                              |                            |
| Carryover                         | \$2,735,000                      | (\$890,000)      | \$1,845,000                  | (32.5)                     |
| 2017-18 Unspent Certified         | 0                                | 73,403           | 73,403                       | 100.+                      |
| Tax Assessments-Domestic          | 4,513,210                        | 1,454,790        | 5,968,000                    | 32.2                       |
| Tax Assessments-Imports           | 914,667                          | (25,317)         | 889,350                      | (2.8)                      |
| Interest/Other                    | 225,700                          | 39,200           | 264,900                      | 17.4                       |
| GenRev - NVD                      | 650,000                          | 0                | 650,000                      | 0.0                        |
| GenRev - PR & Marketing           | 5,000,000                        | 0                | 5,000,000                    | 0.0                        |
| FAS Program                       | 3,639,690                        | 0                | 3,639,690                    | 0.0                        |
| <b>BUDGETED REVENUE</b>           | <b>\$17,678,267</b>              | <b>\$652,076</b> | <b>\$18,330,343</b>          | <b>3.7</b>                 |
| EXPENDITURES                      |                                  |                  |                              |                            |
| Administration                    |                                  |                  |                              |                            |
| Admin & Support Services          | \$1,896,000                      | \$10,625         | \$1,906,625                  | 0.6                        |
| State Gen Rev Charge              | 225,300                          | 58,800           | 284,100                      | 26.1                       |
| Subtotal Administration           | 2,121,300                        | 69,425           | 2,190,725                    | 3.3                        |
| Scientific Research               |                                  |                  |                              |                            |
| General Operations                | 628,100                          | 5,000            | 633,100                      | 0.8                        |
| Scientific Prod Res               | 275,000                          | 0                | 275,000                      | 0.0                        |
| New Varieties Development-Gen Rev | 650,000                          | 0                | 650,000                      | 0.0                        |
| Subtotal Scientific Research      | 1,553,100                        | 5,000            | 1,558,100                    | 0.3                        |
| Economic Research                 |                                  |                  |                              |                            |
| General Operations                | 375,000                          | 14,000           | 389,000                      | 3.7                        |
| Research Data & Studies           | 555,400                          | 0                | 555,400                      | 0.0                        |
| Subtotal Econ Research            | 930,400                          | 14,000           | 944,400                      | 1.5                        |
| Marketing & Public Relations      |                                  |                  |                              |                            |
| General Operations                | 548,100                          | 15,000           | 563,100                      | 2.7                        |
| Public Relations Programs         | 3,194,700                        | 0                | 3,194,700                    | 0.0                        |
| Marketing & PR-Gen Rev            | 5,000,000                        | 0                | 5,000,000                    | 0.0                        |
| Gift Fruit Marketing              | 47,500                           | 17,000           | 64,500                       | 35.8                       |
| Subtotal Domestic Marketing       | 8,790,300                        | 32,000           | 8,822,300                    | 0.4                        |
| Int'l Promotions-DOC              | 460,000                          | 84,500           | 544,500                      | 18.4                       |
| Int'l Promotions-FAS              | 3,639,690                        | 0                | 3,639,690                    | 0.0                        |
| Subtotal Int'l Marketing          | 4,099,690                        | 84,500           | 4,184,190                    | 2.1                        |
| Budgeted Expenditures             | 17,494,790                       | 204,925          | 17,699,715                   | 1.2                        |
| Reserves                          | 183,477                          | 447,151          | 630,628                      | 100.+                      |
| <b>TOTAL BUDGET</b>               | <b>\$17,678,267</b>              | <b>\$652,076</b> | <b>\$18,330,343</b>          | <b>3.7</b>                 |

# FLORIDA DEPARTMENT OF CITRUS

## COMPARISON OF PROCESSED ORANGE OPERATING BUDGET 2018-19 REVISED OPERATING BUDGET

|                                   | PRELIMINARY<br>BUDGET<br>2018-19 | ADJUSTMENT       | REVISED<br>BUDGET<br>2018-19 | %<br>INCREASE/<br>DECREASE |
|-----------------------------------|----------------------------------|------------------|------------------------------|----------------------------|
| REVENUE                           |                                  |                  |                              |                            |
| Carryover                         | \$2,370,000                      | (\$960,000)      | \$1,410,000                  | (40.5)                     |
| 2017-18 Unspent Certified         | 0                                | 60,351           | 60,351                       | 100.+                      |
| Tax Assessments-Domestic          | 4,037,880                        | 1,268,680        | 5,306,560                    | 31.4                       |
| Tax Assessments-Imports           | 886,667                          | (32,037)         | 854,630                      | (3.6)                      |
| Interest/Other                    | 193,200                          | 39,300           | 232,500                      | 20.3                       |
| GenRev - NVD                      | 65,000                           | 0                | 65,000                       | 0.0                        |
| GenRev - PR & Marketing           | 4,837,500                        | 0                | 4,837,500                    | 0.0                        |
| FAS Program                       | 1,108,408                        | 0                | 1,108,408                    | 0.0                        |
| <b>BUDGETED REVENUE</b>           | <b>\$13,498,655</b>              | <b>\$376,294</b> | <b>\$13,874,949</b>          | <b>2.8</b>                 |
| EXPENDITURES                      |                                  |                  |                              |                            |
| Administration                    |                                  |                  |                              |                            |
| Admin & Support Services          | \$1,739,391                      | (\$14,277)       | \$1,725,114                  | (0.8)                      |
| State Gen Rev Charge              | 203,900                          | 51,100           | 255,000                      | 25.1                       |
| Subtotal Administration           | 1,943,291                        | 36,823           | 1,980,114                    | 1.9                        |
| Scientific Research               |                                  |                  |                              |                            |
| General Operations                | 576,219                          | (3,390)          | 572,829                      | (0.6)                      |
| Scientific Prod Res               | 275,000                          | 0                | 275,000                      | 0.0                        |
| New Varieties Development-Gen Rev | 65,000                           | 0                | 65,000                       | 0.0                        |
| Subtotal Scientific Research      | 916,219                          | (3,390)          | 912,829                      | (0.4)                      |
| Economic Research                 |                                  |                  |                              |                            |
| General Operations                | 344,025                          | 7,942            | 351,967                      | 2.3                        |
| Research Data & Studies           | 522,074                          | (3,286)          | 518,788                      | (0.6)                      |
| Subtotal Econ Research            | 866,099                          | 4,656            | 870,755                      | 0.5                        |
| Marketing & Public Relations      |                                  |                  |                              |                            |
| General Operations                | 509,697                          | 9,448            | 519,145                      | 1.9                        |
| Public Relations Programs         | 3,028,014                        | (11,137)         | 3,016,877                    | (0.4)                      |
| Marketing & PR-Gen Rev            | 4,837,500                        | 0                | 4,837,500                    | 0.0                        |
| Subtotal Domestic Marketing       | 8,375,211                        | (1,689)          | 8,373,522                    | (0.0)                      |
| Int'l Promotions-DOC              | 138,975                          | 2,850            | 141,825                      | 2.1                        |
| Int'l Promotions-FAS              | 1,108,408                        | 0                | 1,108,408                    | 0.0                        |
| Subtotal Int'l Marketing          | 1,247,383                        | 2,850            | 1,250,233                    | 0.2                        |
| Budgeted Expenditures             | 13,348,203                       | 39,250           | 13,387,453                   | 0.3                        |
| Reserves                          | 150,452                          | 337,044          | 487,496                      | 100.+                      |
| <b>TOTAL BUDGET</b>               | <b>\$13,498,655</b>              | <b>\$376,294</b> | <b>\$13,874,949</b>          | <b>2.8</b>                 |

# FLORIDA DEPARTMENT OF CITRUS

## COMPARISON OF COMBINED GRAPEFRUIT OPERATING BUDGET 2018-19 REVISED OPERATING BUDGET

|                                   | PRELIMINARY<br>BUDGET<br>2018-19 | ADJUSTMENT       | REVISED<br>BUDGET<br>2018-19 | %<br>INCREASE/<br>DECREASE |
|-----------------------------------|----------------------------------|------------------|------------------------------|----------------------------|
| REVENUE                           |                                  |                  |                              |                            |
| Carryover                         | \$340,000                        | (\$5,000)        | \$335,000                    | (1.5)                      |
| 2017-18 Unspent Certified         | 0                                | 12,205           | 12,205                       | 100.+                      |
| Tax Assessments-Domestic          | 336,420                          | 119,980          | 456,400                      | 35.7                       |
| Tax Assessments-Imports           | 28,000                           | 6,720            | 34,720                       | 24.0                       |
| Interest/Other                    | 16,400                           | 2,100            | 18,500                       | 12.8                       |
| GenRev - NVD                      | 130,000                          | 0                | 130,000                      | 0.0                        |
| GenRev - PR & Marketing           | 162,500                          | 0                | 162,500                      | 0.0                        |
| FAS Program                       | 2,531,282                        | (0)              | 2,531,282                    | (0.0)                      |
| <b>BUDGETED REVENUE</b>           | <b>\$3,544,602</b>               | <b>\$136,005</b> | <b>\$3,680,607</b>           | <b>3.8</b>                 |
| EXPENDITURES                      |                                  |                  |                              |                            |
| Administration                    |                                  |                  |                              |                            |
| Admin & Support Services          | \$109,209                        | \$13,578         | \$122,787                    | 12.4                       |
| State Gen Rev Charge              | 15,200                           | 5,100            | 20,300                       | 33.6                       |
| Subtotal Administration           | 124,409                          | 18,678           | 143,087                      | 15.0                       |
| Scientific Research               |                                  |                  |                              |                            |
| General Operations                | 36,179                           | 4,593            | 40,772                       | 12.7                       |
| New Varieties Development-Gen Rev | 130,000                          | 0                | 130,000                      | 0.0                        |
| Subtotal Scientific Research      | 166,179                          | 4,593            | 170,772                      | 2.8                        |
| Economic Research                 |                                  |                  |                              |                            |
| General Operations                | 21,600                           | 3,452            | 25,052                       | 16.0                       |
| Research Data & Studies           | 26,806                           | 1,774            | 28,580                       | 6.6                        |
| Subtotal Econ Research            | 48,406                           | 5,225            | 53,631                       | 10.8                       |
| Marketing & Public Relations      |                                  |                  |                              |                            |
| General Operations                | 23,367                           | 1,458            | 24,825                       | 6.2                        |
| Public Relations Programs         | 132,886                          | 2,202            | 135,088                      | 1.7                        |
| Marketing & PR-Gen Rev            | 162,500                          | 0                | 162,500                      | 0.0                        |
| Gift Fruit Marketing              | 13,300                           | (220)            | 13,080                       | (1.7)                      |
| Subtotal Domestic Marketing       | 332,053                          | 3,440            | 335,493                      | 1.0                        |
| Int'l Promotions-DOC              | 321,025                          | 6,650            | 327,675                      | 2.1                        |
| Int'l Promotions-FAS              | 2,531,282                        | (0)              | 2,531,282                    | (0.0)                      |
| Subtotal Int'l Marketing          | 2,852,307                        | 6,650            | 2,858,957                    | 0.2                        |
| Budgeted Expenditures             | 3,523,354                        | 38,586           | 3,561,940                    | 1.1                        |
| Reserves                          | 21,248                           | 97,419           | 118,667                      | 100.+                      |
| <b>TOTAL BUDGET</b>               | <b>\$3,544,602</b>               | <b>\$136,005</b> | <b>\$3,680,607</b>           | <b>3.8</b>                 |

# FLORIDA DEPARTMENT OF CITRUS

## COMPARISON OF FRESH ORANGE OPERATING BUDGET

### 2018-19 REVISED OPERATING BUDGET

|                                   | PRELIMINARY<br>BUDGET<br>2018-19 | ADJUSTMENT       | REVISED<br>BUDGET<br>2018-19 | %<br>INCREASE/<br>DECREASE |
|-----------------------------------|----------------------------------|------------------|------------------------------|----------------------------|
| REVENUE                           |                                  |                  |                              |                            |
| Carryover                         | \$25,000                         | \$75,000         | \$100,000                    | 100.+                      |
| 2017-18 Unspent Certified         | 0                                | 693              | 693                          | 100.+                      |
| Tax Assessments-Domestic          | 108,600                          | 49,400           | 158,000                      | 45.5                       |
| Interest/Other                    | 13,400                           | (1,900)          | 11,500                       | (14.2)                     |
| GenRev - NVD                      | 227,500                          | 0                | 227,500                      | 0.0                        |
| <b>BUDGETED REVENUE</b>           | <b>\$374,500</b>                 | <b>\$123,193</b> | <b>\$497,693</b>             | <b>32.9</b>                |
| EXPENDITURES                      |                                  |                  |                              |                            |
| Administration                    |                                  |                  |                              |                            |
| Admin & Support Services          | \$39,437                         | \$8,991          | \$48,428                     | 22.8                       |
| State Gen Rev Charge              | 4,900                            | 1,900            | 6,800                        | 38.8                       |
| Subtotal Administration           | 44,337                           | 10,891           | 55,228                       | 24.6                       |
| Scientific Research               |                                  |                  |                              |                            |
| General Operations                | 13,064                           | 3,017            | 16,081                       | 23.1                       |
| New Varieties Development-Gen Rev | 227,500                          | 0                | 227,500                      | 0.0                        |
| Subtotal Scientific Research      | 240,564                          | 3,017            | 243,581                      | 1.3                        |
| Economic Research                 |                                  |                  |                              |                            |
| General Operations                | 7,800                            | 2,081            | 9,881                        | 26.7                       |
| Research Data & Studies           | 5,425                            | 1,199            | 6,624                        | 22.1                       |
| Subtotal Econ Research            | 13,225                           | 3,280            | 16,505                       | 24.8                       |
| Marketing & Public Relations      |                                  |                  |                              |                            |
| General Operations                | 12,555                           | 3,221            | 15,776                       | 25.7                       |
| Public Relations Programs         | 28,231                           | 6,993            | 35,224                       | 24.8                       |
| Gift Fruit Marketing              | 28,500                           | 15,835           | 44,335                       | 55.6                       |
| Subtotal Domestic Marketing       | 69,286                           | 26,049           | 95,335                       | 37.6                       |
| Int'l Promotions-DOC              | 0                                | 75,000           | 75,000                       | 100.+                      |
| Int'l Promotions-FAS              | 0                                | 0                | 0                            | 0.0                        |
| Subtotal Int'l Marketing          | 0                                | 75,000           | 75,000                       | 100.+                      |
| Budgeted Expenditures             | 367,412                          | 118,237          | 485,649                      | 32.2                       |
| Reserves                          | 7,088                            | 4,956            | 12,044                       | 69.9                       |
| <b>TOTAL BUDGET</b>               | <b>\$374,500</b>                 | <b>\$123,193</b> | <b>\$497,693</b>             | <b>32.9</b>                |

# FLORIDA DEPARTMENT OF CITRUS

## COMPARISON OF FRESH SPECIALTY OPERATING BUDGET 2018-19 REVISED OPERATING BUDGET

|                                   | PRELIMINARY<br>BUDGET<br>2018-19 | ADJUSTMENT      | REVISED<br>BUDGET<br>2018-19 | %<br>INCREASE/<br>DECREASE |
|-----------------------------------|----------------------------------|-----------------|------------------------------|----------------------------|
| REVENUE                           |                                  |                 |                              |                            |
| Carryover                         | \$0                              | \$0             | \$0                          | 0.0                        |
| 2017-18 Unspent Certified         | 0                                | 154             | 154                          | 100.+                      |
| Tax Assessments-Domestic          | 30,310                           | 16,730          | 47,040                       | 55.2                       |
| Interest/Other                    | 2,700                            | (300)           | 2,400                        | (11.1)                     |
| GenRev - NVD                      | 227,500                          | 0               | 227,500                      | 0.0                        |
| <b>BUDGETED REVENUE</b>           | <b>\$260,510</b>                 | <b>\$16,584</b> | <b>\$277,094</b>             | <b>6.4</b>                 |
| EXPENDITURES                      |                                  |                 |                              |                            |
| Administration                    |                                  |                 |                              |                            |
| Admin & Support Services          | \$7,963                          | \$2,333         | \$10,296                     | 29.3                       |
| State Gen Rev Charge              | 1,300                            | 700             | 2,000                        | 53.8                       |
| Subtotal Administration           | 9,263                            | 3,033           | 12,296                       | 32.7                       |
| Scientific Research               |                                  |                 |                              |                            |
| General Operations                | 2,638                            | 781             | 3,419                        | 29.6                       |
| New Varieties Development-Gen Rev | 227,500                          | 0               | 227,500                      | 0.0                        |
| Subtotal Scientific Research      | 230,138                          | 781             | 230,919                      | 0.3                        |
| Economic Research                 |                                  |                 |                              |                            |
| General Operations                | 1,575                            | 526             | 2,101                        | 33.4                       |
| Research Data & Studies           | 1,095                            | 313             | 1,408                        | 28.6                       |
| Subtotal Econ Research            | 2,670                            | 839             | 3,509                        | 31.4                       |
| Marketing & Public Relations      |                                  |                 |                              |                            |
| General Operations                | 2,481                            | 872             | 3,353                        | 35.2                       |
| Public Relations Programs         | 5,569                            | 1,942           | 7,511                        | 34.9                       |
| Gift Fruit Marketing              | 5,700                            | 1,385           | 7,085                        | 24.3                       |
| Subtotal Domestic Marketing       | 13,750                           | 4,199           | 17,949                       | 30.5                       |
| Budgeted Expenditures             | 255,821                          | 8,852           | 264,673                      | 3.5                        |
| Reserves                          | 4,689                            | 7,732           | 12,421                       | 100.+                      |
| <b>TOTAL BUDGET</b>               | <b>\$260,510</b>                 | <b>\$16,584</b> | <b>\$277,094</b>             | <b>6.4</b>                 |

# FLORIDA DEPARTMENT OF CITRUS

## DEPARTMENTAL EXPENDITURES

### 2018-19 REVISED OPERATING BUDGET

| DESCRIPTION                                | OCA<br>CODE | PRELIMINARY<br>BUDGET<br>2018-19 | ADJUSTMENT      | REVISED<br>BUDGET<br>2018-19 | %<br>INCREASE/<br>DECREASE |
|--------------------------------------------|-------------|----------------------------------|-----------------|------------------------------|----------------------------|
| <b>STATE GENERAL REVENUE CHARGE</b>        |             |                                  |                 |                              |                            |
| 57 10 00 00 000                            |             |                                  |                 |                              |                            |
| Florida Citrus Advertising                 |             |                                  |                 |                              |                            |
| Trust Fund                                 | 88040       | <u>\$225,300</u>                 | <u>\$58,800</u> | <u>\$284,100</u>             | 26.1                       |
| <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 - All Variety         | 26001       | 6,000                            | 0               | 6,000                        | 0.0                        |
| 57 10 10 09 001                            |             |                                  |                 |                              |                            |
| Salaries and Benefits                      | 11000       | 1,284,000                        | 6,000           | 1,290,000                    | 0.5                        |
| Temporary Employee (OPS)                   | 12100       | 5,000                            | 0               | 5,000                        | 0.0                        |
| Employee Travel - All Variety              | 26000       | <u>15,000</u>                    | <u>0</u>        | <u>15,000</u>                | 0.0                        |
| Subtotal                                   |             | 1,316,000                        | 6,000           | 1,322,000                    | 0.5                        |
| 57 10 10 09 002                            |             |                                  |                 |                              |                            |
| Fruit Inspection Data                      | 13260       | 100                              | 0               | 100                          | 0.0                        |
| People First                               | 15800       | 6,200                            | 0               | 6,200                        | 0.0                        |
| Telephone                                  | 22100       | 35,000                           | 3,000           | 38,000                       | 8.6                        |
| Office Supplies                            | 34101       | 1,500                            | 0               | 1,500                        | 0.0                        |
| Office Equipment                           | 34102       | 500                              | 0               | 500                          | 0.0                        |
| Casualty Insurance                         | 4100C       | 15,700                           | 0               | 15,700                       | 0.0                        |
| Property Insurance                         | 4100P       | 3,550                            | 100             | 3,650                        | 2.8                        |
| Subscriptions                              | 49200       | 8,000                            | 0               | 8,000                        | 0.0                        |
| Memberships                                | 49300       | 800                              | 0               | 800                          | 0.0                        |
| Miscellaneous                              | 49900       | <u>1,650</u>                     | <u>0</u>        | <u>1,650</u>                 | 0.0                        |
| Subtotal General Operations                |             | <u>1,389,000</u>                 | <u>9,100</u>    | <u>1,398,100</u>             | 0.7                        |
| <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 - Adv Claims                     | 1316A       | 15,000                           | 0               | 15,000                       | 0.0                        |
| Legal Srv - General Counsel                | 1316G       | 105,000                          | 0               | 105,000                      | 0.0                        |
| Legal Srv - Trademarks                     | 1316T       | 20,000                           | 0               | 20,000                       | 0.0                        |
| Legal Advertising                          | 13310       | 2,000                            | 0               | 2,000                        | 0.0                        |
| Miscellaneous                              | 29000       | <u>3,500</u>                     | <u>0</u>        | <u>3,500</u>                 | 0.0                        |
| Total Legal Services                       |             | <u>\$146,500</u>                 | <u>\$0</u>      | <u>\$146,500</u>             | 0.0                        |

# FLORIDA DEPARTMENT OF CITRUS

## DEPARTMENTAL EXPENDITURES

### 2018-19 REVISED OPERATING BUDGET

| DESCRIPTION                                   | OCA<br>CODE | PRELIMINARY<br>BUDGET<br>2018-19 | ADJUSTMENT      | REVISED<br>BUDGET<br>2018-19 | %<br>INCREASE/<br>DECREASE |
|-----------------------------------------------|-------------|----------------------------------|-----------------|------------------------------|----------------------------|
| <b>SUPPORT SERVICES</b>                       |             |                                  |                 |                              |                            |
| 57 10 10 12 002                               |             |                                  |                 |                              |                            |
| Ground Maintenance                            | 13290       | \$7,000                          | \$0             | \$7,000                      | 0.0                        |
| Mailing & Delivery Services                   | 13420       | 2,500                            | 0               | 2,500                        | 0.0                        |
| Shredding Services                            | 13421       | 400                              | 0               | 400                          | 0.0                        |
| Warehouse Services                            | 13991       | 8,000                            | 0               | 8,000                        | 0.0                        |
| Postage                                       | 21000       | 3,000                            | 0               | 3,000                        | 0.0                        |
| Reproduction                                  | 23000       | 6,500                            | 0               | 6,500                        | 0.0                        |
| Maintenance - Auto                            | 2410A       | 2,000                            | 0               | 2,000                        | 0.0                        |
| Maintenance - Building                        | 2410B       | 26,000                           | 0               | 26,000                       | 0.0                        |
| Maintenance - Equipment                       | 2410E       | 500                              | 0               | 500                          | 0.0                        |
| Building Utilities                            | 27100       | 90,000                           | 0               | 90,000                       | 0.0                        |
| Building Supplies                             | 3410B       | 3,000                            | 0               | 3,000                        | 0.0                        |
| Distribution Supplies                         | 3410D       | 300                              | 0               | 300                          | 0.0                        |
| Fuel                                          | 36410       | 3,000                            | 0               | 3,000                        | 0.0                        |
| Copy Equipment Rental                         | 44200       | 8,000                            | 0               | 8,000                        | 0.0                        |
| Rental - Office Equipment                     | 44400       | 8,000                            | 0               | 8,000                        | 0.0                        |
| Equipment - General (OCO)                     | 51200       | 5,000                            | 0               | 5,000                        | 0.0                        |
| Subtotal Support Services                     |             | 173,200                          | 0               | 173,200                      | 0.0                        |
| <b>IT SERVICES</b>                            |             |                                  |                 |                              |                            |
| 57 10 10 14 002                               |             |                                  |                 |                              |                            |
| DP Services - AST (EO=55)                     | 1327A       | 43,800                           | 5,700           | 49,500                       | 13.0                       |
| DP Services - Database                        | 1327D       | 2,000                            | 0               | 2,000                        | 0.0                        |
| DP Services - Other                           | 22300       | 70,000                           | (4,175)         | 65,825                       | (6.0)                      |
| Data Processing Maint.                        | 2410D       | 1,500                            | 0               | 1,500                        | 0.0                        |
| DP Equipment                                  | 3410E       | 5,000                            | 0               | 5,000                        | 0.0                        |
| Data Processing Supplies                      | 3410S       | 2,000                            | 0               | 2,000                        | 0.0                        |
| DP Equipment (OCO)                            | 51600       | 10,000                           | 0               | 10,000                       | 0.0                        |
| Data Processing Software                      | 53100       | 53,000                           | 0               | 53,000                       | 0.0                        |
| Subtotal IT Services                          |             | 187,300                          | 1,525           | 188,825                      | 0.8                        |
| Total Support & IT Services                   |             | 360,500                          | 1,525           | 362,025                      | 0.4                        |
| <b>TOTAL ADMIN, SUPPORT &amp; IT SERVICES</b> |             | <b>\$1,896,000</b>               | <b>\$10,625</b> | <b>\$1,906,625</b>           | <b>0.6</b>                 |



# FLORIDA DEPARTMENT OF CITRUS

## DEPARTMENTAL EXPENDITURES

### 2018-19 REVISED OPERATING BUDGET

| DESCRIPTION                        | OCA<br>CODE | PRELIMINARY<br>BUDGET<br>2018-19 | ADJUSTMENT     | REVISED<br>BUDGET<br>2018-19 | %<br>INCREASE/<br>DECREASE |
|------------------------------------|-------------|----------------------------------|----------------|------------------------------|----------------------------|
| <b>SCIENTIFIC RESEARCH</b>         |             |                                  |                |                              |                            |
| <b>GENERAL OPERATIONS</b>          |             |                                  |                |                              |                            |
| 57 10 12 10 001                    |             |                                  |                |                              |                            |
| Salaries and Benefits              | 11000       | \$375,000                        | \$0            | \$375,000                    | 0.0                        |
| Temporary Employee (OPS)           | 12100       | 5,000                            | 0              | 5,000                        | 0.0                        |
| Employee Travel - All Variety      | 26000       | 22,000                           | 0              | 22,000                       | 0.0                        |
| 57 10 12 10 002                    |             |                                  |                |                              |                            |
| Product Monitor-Comp Analysis-AV   | 13261       | 20,000                           | 0              | 20,000                       | 0.0                        |
| Research Materials                 | 13262       | 10,000                           | 0              | 10,000                       | 0.0                        |
| Training                           | 13280       | 0                                | 5,000          | 5,000                        | 100.+                      |
| Mailing & Delivery Services        | 13420       | 200                              | 0              | 200                          | 0.0                        |
| People First                       | 15800       | 4,100                            | 0              | 4,100                        | 0.0                        |
| Postage                            | 21000       | 100                              | 0              | 100                          | 0.0                        |
| Telephone                          | 22100       | 2,000                            | 0              | 2,000                        | 0.0                        |
| Reproduction                       | 23000       | 400                              | 0              | 400                          | 0.0                        |
| Repairs & Maintenance              | 24101       | 70,000                           | 0              | 70,000                       | 0.0                        |
| Office Supplies                    | 34101       | 800                              | 0              | 800                          | 0.0                        |
| 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       | 100                              | 0              | 100                          | 0.0                        |
| Miscellaneous                      | 49900       | 1,000                            | 0              | 1,000                        | 0.0                        |
| <b>TOTAL GENERAL OPERATIONS</b>    |             | <b>628,100</b>                   | <b>5,000</b>   | <b>633,100</b>               | <b>0.8</b>                 |
| <b>MEDICAL RESEARCH</b>            |             |                                  |                |                              |                            |
| 57 10 12 11 005                    |             |                                  |                |                              |                            |
| Longitudinal Study - Weight and OJ | SR090       | 120,000                          | 0              | 120,000                      | 0.0                        |
| NHANES:Diet Quality & Weight-OJ    | SR091       | 155,000                          | (100,000)      | 55,000                       | (64.5)                     |
| NHANES:Nutrient Adequacy - OJ      | SR092       | 0                                | 100,000        | 100,000                      | 100.+                      |
| Subtotal Medical Research          |             | 275,000                          | 0              | 275,000                      | 0.0                        |
| <b>TOTAL SCIENTIFIC RESEARCH</b>   |             | <b>\$903,100</b>                 | <b>\$5,000</b> | <b>\$908,100</b>             | <b>0.6</b>                 |

# FLORIDA DEPARTMENT OF CITRUS

## DEPARTMENTAL EXPENDITURES

### 2018-19 REVISED OPERATING BUDGET

| DESCRIPTION                                      | OCA<br>CODE | PRELIMINARY<br>BUDGET<br>2018-19 | ADJUSTMENT            | REVISED<br>BUDGET<br>2018-19 | %<br>INCREASE/<br>DECREASE |
|--------------------------------------------------|-------------|----------------------------------|-----------------------|------------------------------|----------------------------|
| <b>SCIENTIFIC SPONSORED RESEARCH</b>             |             |                                  |                       |                              |                            |
| <b>GENERAL REVENUE PROGRAMS</b>                  |             |                                  |                       |                              |                            |
| 57 10 12 11 003                                  |             |                                  |                       |                              |                            |
| New Varieties Development-AV                     | GR090       | \$650,000                        | \$0                   | \$650,000                    | 0.0                        |
| <b>TOTAL NVDC - GENERAL REVENUE</b>              |             | <u>650,000</u>                   | <u>0</u>              | <u>650,000</u>               | 0.0                        |
| <b>TOTAL SCIENTIFIC &amp; SPONSORED RESEARCH</b> |             | <u><b>\$1,553,100</b></u>        | <u><b>\$5,000</b></u> | <u><b>\$1,558,100</b></u>    | <b>0.3</b>                 |
| <b>SUBTOTALS BY FUNDING SOURCE</b>               |             |                                  |                       |                              |                            |
| Scientific Research - CATF                       |             | \$903,100                        | \$5,000               | \$908,100                    |                            |
| Scientific Research - GR                         |             | <u>650,000</u>                   | <u>0</u>              | <u>650,000</u>               |                            |
| Total                                            |             | <u><b>\$1,553,100</b></u>        | <u><b>\$5,000</b></u> | <u><b>\$1,558,100</b></u>    |                            |

# FLORIDA DEPARTMENT OF CITRUS

## DEPARTMENTAL EXPENDITURES

### 2018-19 REVISED OPERATING BUDGET

| DESCRIPTION                          | OCA<br>CODE | PRELIMINARY<br>BUDGET<br>2018-19 | ADJUSTMENT      | REVISED<br>BUDGET<br>2018-19 | %<br>INCREASE/<br>DECREASE |
|--------------------------------------|-------------|----------------------------------|-----------------|------------------------------|----------------------------|
| <b>ECONOMIC AND MARKET RESEARCH</b>  |             |                                  |                 |                              |                            |
| <b>GENERAL OPERATIONS</b>            |             |                                  |                 |                              |                            |
| 57 10 13 10 001                      |             |                                  |                 |                              |                            |
| Salaries and Benefits                | 11000       | \$316,000                        | \$14,000        | \$330,000                    | 4.4                        |
| Temporary Employee (OPS)             | 12100       | 26,000                           | 0               | 26,000                       | 0.0                        |
| Employee Travel - All Variety        | 26000       | 20,000                           | 0               | 20,000                       | 0.0                        |
| 57 10 13 10 002                      |             |                                  |                 |                              |                            |
| Research Publications                | 13263       | 1,200                            | 0               | 1,200                        | 0.0                        |
| Website                              | 13270       | 4,800                            | 0               | 4,800                        | 0.0                        |
| Postage                              | 21000       | 250                              | 0               | 250                          | 0.0                        |
| Telephone                            | 22100       | 2,400                            | 0               | 2,400                        | 0.0                        |
| Reproduction                         | 23000       | 500                              | 0               | 500                          | 0.0                        |
| Office Supplies                      | 34101       | 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       | 1,000                            | 0               | 1,000                        | 0.0                        |
| <b>TOTAL GENERAL OPERATIONS</b>      |             | <b>375,000</b>                   | <b>14,000</b>   | <b>389,000</b>               | <b>3.7</b>                 |
| <b>RESEARCH DATA &amp; STUDIES</b>   |             |                                  |                 |                              |                            |
| 57 10 13 12 003                      |             |                                  |                 |                              |                            |
| Processed Retail Sales-A.C. Nielsen  | ER010       | 294,600                          | 0               | 294,600                      | 0.0                        |
| FL Agri Market Research Center - AV  | ER020       | 203,800                          | 0               | 203,800                      | 0.0                        |
| Economic Impact Analysis - AV        | ER025       | 21,000                           | 0               | 21,000                       | 0.0                        |
| Other Data Purchases - AV            | ER035       | 11,000                           | 0               | 11,000                       | 0.0                        |
| Survey's - Toluna - AV               | ER060       | 25,000                           | 0               | 25,000                       | 0.0                        |
| Subtotal Research Data & Studies     |             | 555,400                          | 0               | 555,400                      | 0.0                        |
| <b>TOTAL ECON &amp; MKT RESEARCH</b> |             | <b>\$930,400</b>                 | <b>\$14,000</b> | <b>\$944,400</b>             | <b>1.5</b>                 |

# FLORIDA DEPARTMENT OF CITRUS

## DEPARTMENTAL EXPENDITURES

### 2018-19 REVISED OPERATING BUDGET

| DESCRIPTION                           | OCA<br>CODE | PRELIMINARY<br>BUDGET<br>2018-19 | ADJUSTMENT      | REVISED<br>BUDGET<br>2018-19 | %<br>INCREASE/<br>DECREASE |
|---------------------------------------|-------------|----------------------------------|-----------------|------------------------------|----------------------------|
| <b>MARKETING AND PUBLIC RELATIONS</b> |             |                                  |                 |                              |                            |
| <b>GENERAL OPERATIONS</b>             |             |                                  |                 |                              |                            |
| 57 10 15 10 001                       |             |                                  |                 |                              |                            |
| Salaries and Benefits                 | 11000       | \$440,000                        | \$15,000        | \$455,000                    | 3.4                        |
| Employee Travel - All Variety         | 26000       | 25,000                           | 0               | 25,000                       | 0.0                        |
| Employee Travel - Orange Juice        | 26002       | 38,500                           | 0               | 38,500                       | 0.0                        |
| Employee Travel - Fresh               | 26004       | 2,500                            | 0               | 2,500                        | 0.0                        |
| 57 10 15 10 002                       |             |                                  |                 |                              |                            |
| Mailing & Delivery Services           | 13420       | 5,000                            | 0               | 5,000                        | 0.0                        |
| People First                          | 15800       | 3,800                            | 0               | 3,800                        | 0.0                        |
| Postage                               | 21000       | 100                              | 0               | 100                          | 0.0                        |
| Telephone                             | 22100       | 6,000                            | 0               | 6,000                        | 0.0                        |
| Consultant Travel                     | 26200       | 500                              | 0               | 500                          | 0.0                        |
| DP Equipment                          | 3410E       | 2,000                            | 0               | 2,000                        | 0.0                        |
| Office Supplies                       | 34101       | 1,700                            | 0               | 1,700                        | 0.0                        |
| Trade Meals                           | 35000       | 100                              | 0               | 100                          | 0.0                        |
| Subscriptions                         | 49200       | 2,000                            | 0               | 2,000                        | 0.0                        |
| Memberships                           | 49300       | 9,700                            | 0               | 9,700                        | 0.0                        |
| Miscellaneous                         | 49900       | 600                              | 0               | 600                          | 0.0                        |
| Digital Asset Management              | 53101       | 10,600                           | 0               | 10,600                       | 0.0                        |
| <b>TOTAL GENERAL OPERATIONS</b>       |             | <b>\$548,100</b>                 | <b>\$15,000</b> | <b>\$563,100</b>             | <b>2.7</b>                 |
| <b>GENERAL REVENUE PROGRAMS</b>       |             |                                  |                 |                              |                            |
| 57 10 15 11 003                       |             |                                  |                 |                              |                            |
| Consumer Awareness - PR               | GR010       | \$4,650,000                      | \$0             | \$4,650,000                  | 0.0                        |
| Fresh Fruit Promotions - FG           | GR045       | 100,000                          | 0               | 100,000                      | 0.0                        |
| FL Welcome Stations - Juice           | GR080       | 250,000                          | 0               | 250,000                      | 0.0                        |
| <b>TOTAL GENERAL REVENUE PROGRAMS</b> |             | <b>\$5,000,000</b>               | <b>\$0</b>      | <b>\$5,000,000</b>           | <b>0.0</b>                 |

# FLORIDA DEPARTMENT OF CITRUS

## DEPARTMENTAL EXPENDITURES

### 2018-19 REVISED OPERATING BUDGET

| DESCRIPTION                        | OCA<br>CODE | PRELIMINARY<br>BUDGET<br>2018-19 | ADJUSTMENT      | REVISED<br>BUDGET<br>2018-19 | %<br>INCREASE/<br>DECREASE |
|------------------------------------|-------------|----------------------------------|-----------------|------------------------------|----------------------------|
| <b>PUBLIC RELATIONS</b>            |             |                                  |                 |                              |                            |
| <b>CORPORATE - ALL VARIETIES</b>   |             |                                  |                 |                              |                            |
| 57 10 15 12 003                    |             |                                  |                 |                              |                            |
| Website Platforms                  | PR012       | \$200,000                        | \$0             | \$200,000                    | 0.0                        |
| Reactive Issues Management         | PR016       | 1,050,000                        | 0               | 1,050,000                    | 0.0                        |
| Subtotal Corporate - All Varieties |             | 1,250,000                        | 0               | 1,250,000                    | 0.0                        |
| <b>PROCESSED ORANGE</b>            |             |                                  |                 |                              |                            |
| 57 10 15 12 004                    |             |                                  |                 |                              |                            |
| Social Media/Community Management  | PR044       | 250,000                          | 0               | 250,000                      | 0.0                        |
| Proactive Issues Management        | PR046       | 1,574,700                        | 0               | 1,574,700                    | 0.0                        |
| Subtotal Processed Orange          |             | 1,824,700                        | 0               | 1,824,700                    | 0.0                        |
| <b>GRAPEFRUIT</b>                  |             |                                  |                 |                              |                            |
| 57 10 15 12 005                    |             |                                  |                 |                              |                            |
| Proactive/Reactive Issues Mgmt     | PR036       | 75,000                           | 0               | 75,000                       | 0.0                        |
| Subtotal Grapefruit                |             | 75,000                           | 0               | 75,000                       | 0.0                        |
| <b>IN-STATE PROGRAMS</b>           |             |                                  |                 |                              |                            |
| 57 10 15 12 008                    |             |                                  |                 |                              |                            |
| Industry Grower Relations - AV     | PR081       | 45,000                           | 0               | 45,000                       | 0.0                        |
| Subtotal In-State Programs         |             | 45,000                           | 0               | 45,000                       | 0.0                        |
| <b>FRESH FRUIT</b>                 |             |                                  |                 |                              |                            |
| 57 10 16 11 007                    |             |                                  |                 |                              |                            |
| Fresh Orange Promotions            | RM071       | 0                                | 10,000          | 10,000                       | 100.+                      |
| Gift Fruit Programs                | RM070       | 47,500                           | 7,000           | 54,500                       | 14.7                       |
| Subtotal Fresh Fruit               |             | 47,500                           | 17,000          | 64,500                       | 35.8                       |
| <b>TOTAL PR PROGRAMS - CATF</b>    |             | <b>\$3,242,200</b>               | <b>\$17,000</b> | <b>\$3,259,200</b>           | <b>0.5</b>                 |
| <b>SUBTOTALS BY FUNDING SOURCE</b> |             |                                  |                 |                              |                            |
| PR & Domestic Marketing - CATF     |             | \$3,790,300                      | \$32,000        | \$3,822,300                  |                            |
| PR & Domestic Marketing - GR       |             | 5,000,000                        | 0               | 5,000,000                    |                            |
| Total                              |             | \$8,790,300                      | \$32,000        | \$8,822,300                  |                            |

# FLORIDA DEPARTMENT OF CITRUS

## DEPARTMENTAL EXPENDITURES

### 2018-19 REVISED OPERATING BUDGET

| DESCRIPTION                         | OCA<br>CODE | PRELIMINARY<br>BUDGET<br>2018-19 | ADJUSTMENT | REVISED<br>BUDGET<br>2018-19 | %<br>INCREASE/<br>DECREASE |
|-------------------------------------|-------------|----------------------------------|------------|------------------------------|----------------------------|
| <b>INTERNATIONAL MARKETING</b>      |             |                                  |            |                              |                            |
| <b>GENERAL OPERATIONS</b>           |             |                                  |            |                              |                            |
| 57 10 18 10 001                     |             |                                  |            |                              |                            |
| Salaries and Benefits               | 11000       | \$180,000                        | \$0        | \$180,000                    | 0.0                        |
| Employee Travel - Orange Juice      | 26002       | 10,500                           | 0          | 10,500                       | 0.0                        |
| Employee Travel - Grapefruit        | 26003       | 15,000                           | 0          | 15,000                       | 0.0                        |
| Employee Travel - PO/PG/FG          | 26006       | 4,500                            | 0          | 4,500                        | 0.0                        |
| 57 10 15 10 002                     |             |                                  |            |                              |                            |
| Promotional Items                   | IM100       | 1,500                            | 0          | 1,500                        | 0.0                        |
| Mailing & Delivery Services         | 13420       | 500                              | 2,000      | 2,500                        | 100.0                      |
| Banking Services (Foreign Currency) | 13450       | 1,500                            | 0          | 1,500                        | 0.0                        |
| Postage                             | 21000       | 100                              | 0          | 100                          | 0.0                        |
| Telephone                           | 22100       | 2,000                            | 0          | 2,000                        | 0.0                        |
| Promotional Materials Printing      | 23006       | 1,000                            | 0          | 1,000                        | 0.0                        |
| Office Supplies                     | 34101       | 500                              | 0          | 500                          | 0.0                        |
| Trade Meals                         | 35000       | 500                              | 0          | 500                          | 0.0                        |
| Subscriptions                       | 49200       | 150                              | 0          | 150                          | 0.0                        |
| Memberships                         | 49300       | 5,000                            | 0          | 5,000                        | 0.0                        |
| Miscellaneous                       | 49900       | 500                              | 0          | 500                          | 0.0                        |
| Subtotal General Operations         |             | 223,250                          | 2,000      | 225,250                      | 0.9                        |
| <b>FAS ADMINISTRATION</b>           |             |                                  |            |                              |                            |
| 57 10 18 10 003                     |             |                                  |            |                              |                            |
| Evaluations-DOC                     | IM01D       | 5,000                            | 0          | 5,000                        | 0.0                        |
| Evaluations-FAS                     | IM01F       | 55,000                           | 0          | 55,000                       | 0.0                        |
| Consultant Fee-DOC                  | 1313D       | 68,500                           | 10,000     | 78,500                       | 14.6                       |
| FAS Annual Workshop-DOC             | 26005       | 2,500                            | 0          | 2,500                        | 0.0                        |
| Consultant Travel-DOC               | 26300       | 2,500                            | (2,500)    | 0                            | (100.0)                    |
| Subtotal FAS Administration         |             | \$133,500                        | \$7,500    | \$141,000                    | 5.6                        |

# FLORIDA DEPARTMENT OF CITRUS

## DEPARTMENTAL EXPENDITURES

### 2018-19 REVISED OPERATING BUDGET

| DESCRIPTION                          | OCA<br>CODE | PRELIMINARY<br>BUDGET<br>2018-19 | ADJUSTMENT      | REVISED<br>BUDGET<br>2018-19 | %<br>INCREASE/<br>DECREASE |
|--------------------------------------|-------------|----------------------------------|-----------------|------------------------------|----------------------------|
| <b>CANADIAN PROMOTIONS</b>           |             |                                  |                 |                              |                            |
| Fresh & Processed Grapefruit         |             |                                  |                 |                              |                            |
| 57 10 18 10 103                      |             |                                  |                 |                              |                            |
| Promotions-DOC                       | 1335D       | \$13,400                         | \$0             | \$13,400                     | 0.0                        |
| Promotions-FAS                       | 1335F       | 230,000                          | 0               | 230,000                      | 0.0                        |
| Subtotal Canada-Fresh & Proc Gft     |             | 243,400                          | 0               | 243,400                      | 0.0                        |
| Processed Orange                     |             |                                  |                 |                              |                            |
| 57 10 18 10 104                      |             |                                  |                 |                              |                            |
| Promotions-DOC                       | 1335D       | 22,800                           | 0               | 22,800                       | 0.0                        |
| Promotions-FAS                       | 1335F       | 545,954                          | 0               | 545,954                      | 0.0                        |
| Subtotal Canada-Proc Orange          |             | 568,754                          | 0               | 568,754                      | 0.0                        |
| Fresh Orange                         |             |                                  |                 |                              |                            |
| 57 10 18 10 105                      |             |                                  |                 |                              |                            |
| Promotions-DOC                       | 1335D       | 0                                | 75,000          | 75,000                       | 100.+                      |
| Promotions-FAS                       | 1335F       | 0                                | 0               | 0                            | 0.0                        |
| Subtotal Canada-Proc Orange          |             | 0                                | 75,000          | 75,000                       | 100.+                      |
| <b>TOTAL CANADIAN MARKETING</b>      |             | <b>\$812,154</b>                 | <b>\$75,000</b> | <b>\$887,154</b>             | <b>9.2</b>                 |
| <b>EUROPEAN PROMOTIONS</b>           |             |                                  |                 |                              |                            |
| <b>France - Promotions</b>           |             |                                  |                 |                              |                            |
| Fresh & Processed Grapefruit         |             |                                  |                 |                              |                            |
| 57 10 18 11 203                      |             |                                  |                 |                              |                            |
| Promotions-DOC                       | 1335D       | \$10,300                         | \$0             | \$10,300                     | 0.0                        |
| Promotions-FAS                       | 1335F       | 400,000                          | 0               | 400,000                      | 0.0                        |
| Total France Promo-Fresh & Proc Gft  |             | 410,300                          | 0               | 410,300                      | 0.0                        |
| <b>Europe - Retail</b>               |             |                                  |                 |                              |                            |
| Fresh & Processed Grapefruit         |             |                                  |                 |                              |                            |
| 57 10 18 11 300                      |             |                                  |                 |                              |                            |
| Promotions-DOC                       | 1335D       | 15,200                           | 0               | 15,200                       | 0.0                        |
| Promotions-FAS                       | 1335F       | 300,000                          | 0               | 300,000                      | 0.0                        |
| Total Europe Retail-Fresh & Proc Gft |             | 315,200                          | 0               | 315,200                      | 0.0                        |
| <b>TOTAL EUROPEAN PROMOTIONS</b>     |             | <b>\$725,500</b>                 | <b>\$0</b>      | <b>\$725,500</b>             | <b>0.0</b>                 |

# FLORIDA DEPARTMENT OF CITRUS

## DEPARTMENTAL EXPENDITURES

### 2018-19 REVISED OPERATING BUDGET

| DESCRIPTION                          | OCA<br>CODE | PRELIMINARY<br>BUDGET<br>2018-19 | ADJUSTMENT      | REVISED<br>BUDGET<br>2018-19 | %<br>INCREASE/<br>DECREASE |
|--------------------------------------|-------------|----------------------------------|-----------------|------------------------------|----------------------------|
| <b>ASIAN PROMOTIONS</b>              |             |                                  |                 |                              |                            |
| <b>JAPAN</b>                         |             |                                  |                 |                              |                            |
| Fresh & Processed Grapefruit         |             |                                  |                 |                              |                            |
| 57 10 18 12 103                      |             |                                  |                 |                              |                            |
| Promotions-DOC                       | 1335D       | \$66,300                         | \$0             | \$66,300                     | 0.0                        |
| Promotions-FAS                       | 1335F       | 1,262,782                        | 0               | 1,262,782                    | 0.0                        |
| Total Japan-Fresh & Proc Grft        |             | 1,329,082                        | 0               | 1,329,082                    | 0.0                        |
| <b>KOREA</b>                         |             |                                  |                 |                              |                            |
| Fresh & Processed Grapefruit         |             |                                  |                 |                              |                            |
| 57 10 18 13 103                      |             |                                  |                 |                              |                            |
| Promotions-DOC                       | 1335D       | 7,450                            | 0               | 7,450                        | 0.0                        |
| Promotions-FAS                       | 1335F       | 300,000                          | 0               | 300,000                      | 0.0                        |
| Total Korea-Fresh & Proc Grft        |             | 307,450                          | 0               | 307,450                      | 0.0                        |
| Processed Orange                     |             |                                  |                 |                              |                            |
| 57 10 18 13 104                      |             |                                  |                 |                              |                            |
| Promotions-DOC                       | 1335D       | 22,800                           | 0               | 22,800                       | 0.0                        |
| Promotions-FAS                       | 1335F       | 545,954                          | 0               | 545,954                      | 0.0                        |
| Total Korea-Processed Orange         |             | 568,754                          | 0               | 568,754                      | 0.0                        |
| <b>TOTAL ASIAN PROMOTIONS</b>        |             | <b>2,205,286</b>                 | <b>0</b>        | <b>2,205,286</b>             | <b>0.0</b>                 |
| <b>TOTAL INTERNATIONAL MARKETING</b> |             | <b>\$4,099,690</b>               | <b>\$84,500</b> | <b>\$4,184,190</b>           | <b>2.1</b>                 |
| <b>SUBTOTALS BY FUNDING SOURCE</b>   |             |                                  |                 |                              |                            |
| Int'l Marketing-DOC                  |             | \$460,000                        | \$84,500        | \$544,500                    |                            |
| Int'l Marketing-FAS                  |             | 3,639,690                        | 0               | 3,639,690                    |                            |
| Total                                |             | \$4,099,690                      | \$84,500        | \$4,184,190                  |                            |



# FLORIDA DEPARTMENT OF CITRUS

## INTERNATIONAL MARKETING

### 2018-19 REVISED BUDGET BY VARIETY/FUNDING SOURCE

|                                             | TOTAL              | PROCESSED<br>ORANGE | PROCESSED<br>GRAPEFRUIT | FRESH<br>ORANGE | FRESH<br>GRAPEFRUIT | TOTAL<br>GRAPEFRUIT |
|---------------------------------------------|--------------------|---------------------|-------------------------|-----------------|---------------------|---------------------|
| <b>DEPARTMENT OF CITRUS</b>                 |                    |                     |                         |                 |                     |                     |
| General Operations                          | \$225,250          | \$70,425            | \$37,707                | \$0             | \$117,118           | \$154,825           |
| FAS Administration                          | 86,000             | 25,800              | 14,620                  | 0               | 45,580              | 60,200              |
| Canadian Marketing                          | 111,200            | 22,800              | 3,350                   | 75,000          | 10,050              | 88,400              |
| European Promotions                         | 25,500             | 0                   | 6,375                   | 0               | 19,125              | 25,500              |
| Asian Promotions                            | 96,550             | 22,800              | 18,438                  | 0               | 55,312              | 73,750              |
| Subtotal DOC                                | 544,500            | 141,825             | 80,490                  | 75,000          | 247,185             | 402,675             |
| <b>FOREIGN AGRICULTURAL SERVICE PROGRAM</b> |                    |                     |                         |                 |                     |                     |
| FAS Administration                          | 55,000             | 16,500              | 9,350                   | 0               | 29,150              | 38,500              |
| Canadian Marketing                          | 775,954            | 545,954             | 57,500                  | 0               | 172,500             | 230,000             |
| European Promotions                         | 700,000            | 0                   | 175,000                 | 0               | 525,000             | 700,000             |
| Asian Promotions                            | 2,108,736          | 545,954             | 390,695                 | 0               | 1,172,087           | 1,562,782           |
| Subtotal FAS                                | 3,639,690          | 1,108,408           | 632,545                 | 0               | 1,898,737           | 2,531,282           |
| <b>TOTAL INTERNATIONAL MARKETING</b>        | <b>\$4,184,190</b> | <b>\$1,250,233</b>  | <b>\$713,035</b>        | <b>\$75,000</b> | <b>\$2,145,922</b>  | <b>\$2,933,957</b>  |
|                                             |                    | 29.9%               | 17.0%                   | 1.8%            | 51.3%               |                     |
| Percent DOC Contribution                    | 15%                | 13%                 | 13%                     | 100%            | 13%                 | 16%                 |

# FLORIDA DEPARTMENT OF CITRUS

## SUMMARY STATEMENT OF RESERVES - ALL FUNDS

### 2018-19 REVISED OPERATING BUDGET

| DESCRIPTION         | OCA<br>CODE | PRELIMINARY<br>BUDGET<br>2018-19 | ADJUSTMENT       | REVISED<br>BUDGET<br>2018-19 | %<br>INCREASE/<br>DECREASE | % OF<br>REVENUE | EQUIVALENT<br>BOXES |
|---------------------|-------------|----------------------------------|------------------|------------------------------|----------------------------|-----------------|---------------------|
| 57 10 00 10 005     |             |                                  |                  |                              |                            |                 |                     |
| Processed Orange    | 830PO       | \$150,452                        | \$337,044        | \$487,496                    | 224.0                      | 8%              | 6,964,229           |
| Fresh Orange        | 830FO       | 7,088                            | 4,956            | 12,044                       | 69.9                       | 8%              | 240,880             |
| Combined Grapefruit | 830FG       | 21,248                           | 97,419           | 118,667                      | 458.5                      | 26%             | 1,695,243           |
| Fresh Specialty     | 830FS       | 4,689                            | 7,732            | 12,421                       | 164.9                      | 26%             | 177,443             |
|                     |             | <b>\$183,477</b>                 | <b>\$447,151</b> | <b>\$630,628</b>             | <b>243.7</b>               |                 | <b>9,077,794</b>    |