State of Florida
Department of Citrus

2019 – 2020

Approved
Preliminary
Operating Budget

Florida Department of Citrus

MEMORANDUM

To: Selected Staff

From: Christine Marion Christine C Marion

Date: June 19, 2019

Subject: FY 2019-20 Preliminary Operating Budget

The Florida Citrus Commission approved the Department's FY 2019-20 preliminary operating budget at the June Commission meeting. Although this budget provides us the authority to begin developing and executing programs and activities, the assessment rates to support the final budget will not be approved until after the October crop forecast is issued. A copy of the preliminary budget is attached for your reference.

Please monitor your budget closely during the year, and submit necessary adjustment prior to overspending a budgeted line item. If a budget adjustment is required, please try to project the amounts needed for the remainder of the year, to prevent recurring adjustments. According to fiscal policy # 105, all budget transfers greater than $50,000 (cumulative) must be approved by the FCC prior to posting.

Thank you for your assistance in ensuring that the Department's expenditures are properly funded within budget.

Attachment

FLORIDA DEPARTMENT OF CITRUS
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FLORIDA DEPARTMENT OF CITRUS
SCHEDULE OF TAX RATES **
2019-2020

Variety	2013-2014 Actual	2014-2015 Actual	2015-2016 Actual	2016-2017 Actual	2017-2018 Actual	2018-2019 Actual	2019-2020 Proposed	2019-2020 Maximum
DOMESTIC								
Orange								
Fresh	5.0	5.0	5.0	5.0	5.0	5.0	**5.0**	7.0
Processed	23.0	20.0	23.0	7.0	7.0	7.0	**7.0**	25.0
Grapefruit								
Fresh	34.0	27.0	19.0	7.0	7.0	7.0	**7.0**	36.0
Processed	34.0	27.0	19.0	7.0	7.0	7.0	**7.0**	36.0
Specialty								
Fresh	14.0	7.0	7.0	7.0	7.0	7.0	**7.0**	16.0
Processed	23.0	16.0	7.0	7.0	7.0	7.0	**7.0**	25.0
IMPORTS*								
Orange	23.0	20.0	23.0	7.0	7.0 *	7.0	**7.0**	25.0
Grapefruit	34.0	27.0	19.0	7.0	7.0 *	7.0	**7.0**	36.0

*Pursuant to 601.155, Florida Statutes, imports are assessed at 1/3 of the tax rate shown above

** Rates are per 1-3/5 bushel equivalent, and are effective August 1 each fiscal year.
Domestic per Chapter 601.15 (3a), F.S. and Imports per Chapter 601.155 (2), F.S.

FLORIDA DEPARTMENT OF CITRUS
REVENUE BOXES (000)
2019-2020

	2017-2018 ACTUAL BOXES	2018-2019 ESTIMATED BOXES	2018-2019 REVENUE BOXES	REVENUE BOX ADJUSTMENT	2019-2020 BOXES	2019-2020 REVENUE BOXES	% INCREASE/ DECREASE
DOMESTIC							
ORANGE:		77,000			71,400		
Non-Revenue		(500)			(500)		
Fresh	2,304		2,772	(487)		2,285	(17.6)
Processed	42,539		73,728	(5,113)		68,615	(6.9)
GRAPEFRUIT:		5,400			4,510		
Non-Revenue		(180)			(180)		
Fresh	1,659		2,255	(474)		1,781	(21.0)
Processed	2,134		2,965	(416)		2,549	(14.0)
SPECIALTY:		950			990		
Non-Revenue		(60)			(60)		
Fresh	483		532	18		550	3.4
Processed	263		358	22		380	6.1
TOTAL DOMESTIC		83,350			76,900		
Non-Revenue		(740)			(740)		
Fresh	4,446		5,559	(943)		4,616	(17.0)
Processed	44,936		77,051	(5,507)		71,544	(7.1)
	49,382		82,610	(6,450)		76,160	(7.8)
IMPORTS							
Orange	50,610		69,533	(27,533)		42,000	(39.6)
Grapefruit	2,064		1,554	(54)		1,500	(3.5)
TOTAL IMPORTS	52,674		71,087	(27,587)		43,500	(38.8)
TOTAL	**102,056**		**153,697**	**(34,037)**		**119,660**	(22.1)

FLORIDA DEPARTMENT OF CITRUS
ESTIMATED REVENUE
2019-2020

DESCRIPTION	ESTIMATED 2018-2019	ADJUSTMENT	ESTIMATED 2019-2020	% INCREASE/ DECREASE
Assessment on Domestic Fruit				
Orange				
Fresh	$138,600	($24,350)	$114,250	(17.6)
Processed	5,160,960	(357,910)	4,803,050	(6.9)
	5,299,560	(382,260)	4,917,300	(7.2)
Grapefruit				
Fresh	157,850	(33,180)	124,670	(21.0)
Processed	207,550	(29,120)	178,430	(14.0)
	365,400	(62,300)	303,100	(17.0)
Specialty				
Fresh	37,240	1,260	38,500	3.4
Processed	25,060	1,540	26,600	6.1
	62,300	2,800	65,100	4.5
Assessment on Import Fruit				
Orange (Opt Out)	1,622,437	(642,437)	980,000	(39.6)
Grapefruit	36,260	(1,260)	35,000	(3.5)
	1,658,697	(643,697)	1,015,000	(38.8)
Total Assessments	7,385,957	(1,085,457)	6,300,500	(14.7)
Investment Earnings	209,900	14,900	224,800	7.1
Other Income	55,000	(25,000)	30,000	(45.5)
Gen Rev - Marketing & NVDC	5,650,000	(4,065,000)	1,585,000	(71.9)
Federal Grants (FAS/ATP)	3,639,690	310,176	3,949,866	8.5
TOTAL	**$16,940,547**	**($4,850,381)**	**$12,090,166**	**(28.6)**

FLORIDA DEPARTMENT OF CITRUS

BUDGETED REVENUE, EXPENDITURES AND OPERATING FUND BALANCE
2019-2020

DESCRIPTION	BEGINNING OPERATING FUND BALANCE	REVENUE	EXPENDITURES	RESERVES	ENDING OPERATING FUND BALANCE
Florida Citrus Advertising Trust Fund *	$12,078,560	$12,090,166	$14,605,491	$211,675	$9,351,560

ALLOCATION OF EXPENSES

	BUDGETED FY 2018-19		PROPOSED FY 2019-20	
Marketing	13,006,490	69.0%	9,796,891	66.1%
Administration/Other	1,598,976	8.5%	1,481,998	10.0%
Subtotal Marketing	14,605,466	77.4%	11,278,889	76.1%
Research	2,502,500	13.3%	2,662,100	18.0%
Administration/Other	307,649	1.6%	402,702	2.7%
Subtotal Research	2,810,149	14.9%	3,064,801	20.7%
General Revenue Service Charge	305,100	1.6%	261,800	1.8%
Reserves	1,138,235	6.0%	211,675	1.4%
Total	$18,858,950	100.0%	$14,817,166	100.0%

FLORIDA DEPARTMENT OF CITRUS

BUDGETED EXPENDITURES BY CATEGORY

2019-2020

DESCRIPTION	BUDGET 2018-2019	ADJUSTMENT	PROPOSED BUDGET 2019-2020	% INCREASE/ DECREASE
GENERAL OPERATIONS				
Salaries and Benefits	$2,600,000	($105,000)	$2,495,000	(4.0)
Other Personal Services	68,400	45,000	113,400	65.8
Travel	158,000	(38,500)	119,500	(24.4)
People First Initiative	14,100	0	14,100	0.0
Unemployment Compensation	3,600	0	3,600	0.0
Telephone	50,400	0	50,400	0.0
Postage/Freight	13,750	(4,500)	9,250	(32.7)
Data Processing	191,425	(17,825)	173,600	(9.3)
Supplies	8,300	(1,200)	7,100	(14.5)
Insurance and Bond Premiums	19,350	0	19,350	0.0
Reproduction	7,400	(1,000)	6,400	(13.5)
Subscriptions and Memberships	26,000	(1,000)	25,000	(3.8)
Trade Meals/Meetings	600	(100)	500	(16.7)
Training	5,000	0	5,000	0.0
Repairs and Maintenance	108,500	(6,000)	102,500	(5.5)
Utilities	90,000	(5,000)	85,000	(5.6)
Leases/Rent Expense	28,500	(1,500)	27,000	(5.3)
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	(500)	9,650	(4.9)
CREC Expenses	115,000	0	115,000	0.0
Research Materials	31,200	5,000	36,200	16.0
Fruit Inspection Data	100	0	100	0.0
Consultant Fees/Travel	83,800	(2,275)	81,525	(2.7)
Subtotal General Operations	3,650,575	(134,400)	3,516,175	(3.7)
PROGRAMS*				
Legal Services	143,000	10,000	153,000	7.0
General Revenue Charge	305,100	(43,300)	261,800	(14.2)
Scientific Research	275,000	201,000	476,000	73.1
New Varieties Development Corp.	650,000	0	650,000	0.0
Economic & Market Research	556,400	13,400	569,800	2.4
Public Relations Programs	8,194,700	(3,417,700)	4,777,000	(41.7)
Fresh Fruit Marketing	64,500	(6,900)	57,600	(10.7)
International Marketing	3,881,440	262,676	4,144,116	6.8
Reserves	1,138,235	(926,560)	211,675	(81.4)
Subtotal Programs	15,208,375	(3,907,384)	11,300,991	(25.7)
TOTAL GENERAL OPERATIONS	**$18,858,950**	**($4,041,784)**	**$14,817,166**	**(21.4)**

*Program costs exclude general operating expenses

FLORIDA DEPARTMENT OF CITRUS

BUDGETED REVENUE AND EXPENDITURES BY FRUIT VARIETY

2018-19

	TOTAL	PROCESSED ORANGE	PROCESSED GRAPEFRUIT	FRESH ORANGE	FRESH GRAPEFRUIT	FRESH SPECIALTY
REVENUE						
Carryover	$1,845,000	$1,410,000	$134,884	$100,000	$200,116	$0
2017-18 Unspent Certified	73,403	60,351	3,789	693	8,416	154
Tax Assessments-Domestic	5,727,260	5,186,020	207,550	138,600	157,850	37,240
Tax Assessments-Imports	1,658,697	1,622,437	36,260	0	0	0
Interest/Other	264,900	232,500	10,800	11,500	7,700	2,400
Gen Rev - NVD	650,000	65,000	65,000	227,500	65,000	227,500
Gen Rev - 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
BUDGETED REVENUE	**$18,858,950**	**$14,522,216**	**$1,153,328**	**$478,293**	**$2,437,819**	**$267,294**
EXPENDITURES						
Administration						
Admin & Supp Srvc	$1,906,625	$1,725,114	$79,888	$48,428	$42,899	$10,296
State Gen Rev Charge	305,100	280,800	10,100	6,000	6,600	1,600
Subtotal Administration	2,211,725	2,005,914	89,988	54,428	49,499	11,896
Scientific Research						
General Operations	633,100	572,829	26,526	16,081	14,245	3,419
Scientific Prod Res	275,000	275,000	0	0	0	0
New Varieties Development - Gei	650,000	65,000	65,000	227,500	65,000	227,500
Subtotal Scientific Research	1,558,100	912,829	91,526	243,581	79,245	230,919
Economic Research						
General Operations	388,000	351,062	16,258	9,855	8,730	2,095
Research Data & Studies	556,400	519,693	22,753	6,650	5,890	1,414
Subtotal Econ Research	944,400	870,755	39,011	16,505	14,620	3,509
Marketing & Public Relations						
General Operations	563,100	519,145	18,952	15,776	5,874	3,353
Public Relations Programs	3,194,700	3,016,877	105,509	35,224	29,579	7,511
Marketing & PR - GenRev	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 Mktg	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 Mktg	4,184,190	1,250,233	713,035	75,000	2,145,922	0
Budgeted Expenditures	17,720,715	13,413,253	1,120,521	484,849	2,437,819	264,273
Reserves	1,138,235	1,108,963	32,807	(6,556)	0	3,021
TOTAL BUDGET	**$18,858,950**	**$14,522,216**	**$1,153,328**	**$478,293**	**$2,437,819**	**$267,294**

FLORIDA DEPARTMENT OF CITRUS
BUDGETED REVENUE AND EXPENDITURES BY FRUIT VARIETY
2019-2020

	TOTAL	PROCESSED ORANGE	PROCESSED GRAPEFRUIT	FRESH ORANGE	FRESH GRAPEFRUIT	FRESH SPECIALTY
REVENUE						
Carryover	$2,727,000	$2,400,000	$72,000	$50,000	$205,000	$0
Tax Assessments-Domestic	5,285,500	4,829,650	178,430	114,250	124,670	38,500
Tax Asmts-Imports	1,015,000	980,000	35,000	0	0	0
Interest/Other	254,800	231,700	8,500	8,500	4,000	2,100
GenRev- NVDC	650,000	390,000	65,000	65,000	65,000	65,000
GenRev- PR & Marketing	935,000	935,000	0	0	0	0
FAS Program	3,674,866	1,139,383	629,296	0	1,906,187	0
ATP Program	275,000	75,000	0	200,000	0	0
BUDGETED REVENUE	**$14,817,166**	**$10,980,733**	**$988,226**	**$437,750**	**$2,304,857**	**$105,600**
EXPENDITURES						
Administration						
Admin & Supp Srvc	$1,884,700	$1,748,059	$64,080	$35,809	$28,271	$8,481
State Gen Rev Charge	261,800	241,300	8,900	4,900	5,100	1,600
Subtotal Administration	2,146,500	1,989,359	72,980	40,709	33,371	10,081
Scientific Research						
General Operations	578,100	536,188	19,655	10,984	8,672	2,601
Scientific Prod Res	476,000	476,000	0	0	0	0
New Varieties Develop GenRev	650,000	390,000	65,000	65,000	65,000	65,000
Subtotal Scientific Research	1,704,100	1,402,188	84,655	75,984	73,672	67,601
Economic Research						
General Operations	388,200	360,056	13,199	7,376	5,823	1,746
Research Data & Studies	569,800	539,552	19,668	5,221	4,122	1,237
Subtotal Econ Research	958,000	899,608	32,867	12,597	9,945	2,983
Marketing & Public Relations						
General Operations	517,200	487,986	13,604	11,794	867	2,949
Public Relations Programs	3,842,000	3,721,962	83,168	25,940	4,445	6,485
Marketing & PR GenRev	935,000	935,000	0	0	0	0
Gift Fruit Marketing	57,600	0	0	43,776	2,880	10,944
Subtotal Domestic Mktg	5,351,800	5,144,948	96,772	81,510	8,192	20,378
Intl Promotions-DOC	495,225	148,343	60,535	20,000	266,347	0
Intl Promotions-FAS	3,674,866	1,139,383	629,296	0	1,906,187	0
Intl Promotions-ATP	275,000	75,000	0	200,000	0	0
Subtotal Int'l Mktg	4,445,091	1,362,726	689,831	220,000	2,172,534	0
Budgeted Expenditures	14,605,491	10,798,829	977,105	430,800	2,297,714	101,043
Reserves	211,675	181,904	11,121	6,950	7,143	4,557
TOTAL BUDGET	**$14,817,166**	**$10,980,733**	**$988,226**	**$437,750**	**$2,304,857**	**$105,600**

FLORIDA DEPARTMENT OF CITRUS
COMPARISON OF TOTAL PROPOSED OPERATING BUDGET
FISCAL YEARS AS INDICATED

	TOTAL FOR ALL VARIETIES				
	Budget 2018-19	Adjustment	Proposed 2019-20	Percent	% of Budget
REVENUE					
Carryover	$1,845,000	$882,000	$2,727,000	47.8	18.4
2017-18 Unspent Certified	73,403	(73,403)	0	(100.0)	0.0
Tax Assessments-Domestic	5,727,260	(441,760)	5,285,500	(7.7)	35.7
Tax Assessments-Imports (Opt Out)	1,658,697	(643,697)	1,015,000	(38.8)	6.9
Interest/Other	264,900	(10,100)	254,800	(3.8)	1.7
Gen - Rev NVDC	650,000	0	650,000	0.0	4.4
GenRev- PR & Marketing	5,000,000	(4,065,000)	935,000	(81.3)	6.3
FAS Program	3,639,690	35,176	3,674,866	1.0	24.8
ATP Program	0	275,000	275,000	0.0	1.9
BUDGETED REVENUE	**$18,858,950**	**($4,041,784)**	**$14,817,166**	**(21.4)**	**100.0**
EXPENDITURES					
Administration					
Admin & Supp Srvc	1,906,625	(21,925)	1,884,700	(1.1)	12.7
State Gen Rev Charge	305,100	(43,300)	261,800	(14.2)	1.8
Subtotal Administration	2,211,725	(65,225)	2,146,500		
Scientific Research					
General Operations	633,100	(55,000)	578,100	(8.7)	3.9
Scientific Prod Res	275,000	201,000	476,000	73.1	3.2
New Varieties Development	650,000	0	650,000	0.0	4.4
Subtotal Scientific Research	1,558,100	146,000	1,704,100		
Economic & Market Research					
General Operations	388,000	200	388,200	0.1	2.6
Research & Data Studies	556,400	13,400	569,800	2.4	3.8
Subtotal Econ Research	944,400	13,600	958,000		
Marketing & Public Relations					
General Operations	563,100	(45,900)	517,200	(8.2)	3.5
Public Relations Programs	3,194,700	647,300	3,842,000	20.3	25.9
Marketing & PR GenRev Programs	5,000,000	(4,065,000)	935,000	(81.3)	6.3
Fresh Fruit Advertising	64,500	(6,900)	57,600	(10.7)	0.4
Subtotal Domestic Mktg	8,822,300	(3,470,500)	5,351,800		
International Promotions-DOC	544,500	(49,275)	495,225	(9.0)	3.3
International Promotions-FAS	3,639,690	35,176	3,674,866	1.0	24.8
International Promotions-ATP	0	275,000	275,000	100.0	1.9
Subtotal Int'l Mktg	4,184,190	260,901	4,445,091		
Budgeted Expenditures	17,720,715	(3,115,225)	14,605,490	(17.6)	98.6
Reserves	1,138,235	(926,560)	211,675	(81.4)	1.4
TOTAL BUDGET	**$18,858,950**	**($4,041,784)**	**$14,817,166**	**(21.4)**	**100.0**

FLORIDA DEPARTMENT OF CITRUS
COMPARISON OF PROPOSED PROCESSED ORANGE OPERATING BUDGET
FISCAL YEARS AS INDICATED

	PROCESSED ORANGE						
	Cost Per Box	Budget 2018-19	Adjustment	Proposed 2019-20	Percent	Cost Per Box	% of Budget
REVENUE							
Carryover	$0.019	$1,410,000	$990,000	$2,400,000	70.2	$0.035	21.9
2017-18 Unspent Certified	0.001	60,351	(60,351)	0	(100.0)	0.000	0.0
Tax Assessments-Domestic	0.070	5,186,020	(356,370)	4,829,650	(6.9)	0.070	44.0
Tax Assessments-Imports (Opt Out)	0.023	1,622,437	(642,437)	980,000	(39.6)	0.023	8.9
Interest/Other	0.002	232,500	(800)	231,700	(0.3)	0.002	2.1
Gen - Rev NVDC	0.000	65,000	325,000	390,000	100.+	0.004	3.6
GenRev- PR & Marketing	0.034	4,837,500	(3,902,500)	935,000	(80.7)	0.014	8.5
FAS Program	0.008	1,108,408	30,975	1,139,383	2.8	0.017	10.4
ATP Program	0.000	0	75,000	75,000	100.0	0.001	0.7
BUDGETED REVENUE		**$14,522,216**	**($3,541,483)**	**$10,980,733**	**(24.4)**		**100.0**
EXPENDITURES						*	
Administration							
Admin & Supp Srvc	0.012	1,725,114	22,945	1,748,059	1.3	0.016	15.9
State Gen Rev Charge	0.002	280,800	(39,500)	241,300	(14.1)	0.002	2.2
Subtotal Administration		2,005,914	(16,555)	1,989,359			
Scientific Research							
General Operations	0.004	572,829	(36,641)	536,188	(6.4)	0.005	4.9
Scientific Prod Res	0.002	275,000	201,000	476,000	73.1	0.004	4.3
New Varieties Development - Gen	0.000	65,000	325,000	390,000	100.+	0.004	3.6
Subtotal Scientific Research		912,829	489,359	1,402,188			
Economic & Market Research							
General Operations	0.002	351,062	8,994	360,056	2.6	0.003	3.3
Research & Data Studies	0.004	519,693	19,859	539,552	3.8	0.005	4.9
Subtotal Econ Research		870,755	28,853	899,608			
Marketing & Public Relations	*					*	
General Operations	0.007	519,145	(31,159)	487,986	(6.0)	0.007	4.4
Public Relations Programs	0.041	3,016,877	705,085	3,721,962	23.4	0.054	33.9
Marketing & PR GenRev	0.065	4,837,500	(3,902,500)	935,000	(80.7)	0.014	8.5
Subtotal Domestic Mktg		8,373,522	(3,228,574)	5,144,948			
International Promotions-DOC	0.002	141,825	6,518	148,343	4.6	0.002	1.4
International Promotions-FAS	0.015	1,108,408	30,975	1,139,383	2.8	0.017	10.4
International Promotions-ATP	0.000	0	75,000	75,000	100.0	0.001	0.7
Subtotal Int'l Mktg		1,250,233	112,493	1,362,726			
Budgeted Expenditures		13,413,253	(2,614,425)	10,798,828	(19.5)		98.3
Reserves	0.008	1,108,963	(927,059)	181,904	(83.6)	0.002	1.7
TOTAL BUDGET		**$14,522,216**	**($3,541,483)**	**$10,980,733**	**(24.4)**		**100.0**

* Administration, regulatory, and research expenditures cost/box is based on domestic and imported boxes; marketing cost/box is based on domestic boxes only.

FLORIDA DEPARTMENT OF CITRUS

COMPARISON OF PROPOSED PROCESSED & FRESH GRAPEFRUIT OPERATING BUDGET
FISCAL YEARS AS INDICATED

		COMBINED GRAPEFRUIT					
	Cost Per Box	Budget 2018-19	Adjustment	Proposed 2019-20	Percent	Cost Per Box	% of Budget
REVENUE							
Carryover	$0.049	$335,000	($58,000)	$277,000	(17.3)	$0.064	8.4
2017-18 Unspent Certified	0.002	12,205	(12,205)	0	(100.0)	0.000	0.0
Tax Assessments-Domestic	0.054	365,400	(62,300)	303,100	(17.0)	0.070	9.2
Tax Assessments-Imports (Opt Out)	0.005	36,260	(1,260)	35,000	(3.5)	0.023	1.1
Interest/Other	0.003	18,500	(6,000)	12,500	(32.4)	0.003	0.4
Gen Rev - NVDC	0.019	130,000	0	130,000	0.0	0.022	3.9
GenRev- PR & Marketing	0.024	162,500	(162,500)	-	(100.0)	-	0.0
FAS Program	0.374	2,531,282	4,201	2,535,483	0.2	0.586	77.0
BUDGETED REVENUE		**$3,591,147**	**($298,064)**	**$3,293,083**	**(8.3)**		**100.0**
EXPENDITURES							
Administration							
Admin & Supp Srvc	0.018	122,787	(30,437)	92,350	(24.8)	0.016	2.8
State Gen Rev Charge	0.002	16,700	(2,700)	14,000	(16.2)	0.002	0.4
Subtotal Administration		139,487	(33,137)	106,350			
Scientific Research & Development							
General Operations	0.006	40,771	(12,444)	28,327	(30.5)	0.005	0.9
Scientific Prod Res	0.000	0	0	0	0.0	0.000	0.0
New Variety Development	0.019	130,000	0	130,000	0.0	0.022	3.9
Subtotal Scientific Research		170,771	(12,444)	158,327			
Economic & Market Research							
General Operations	0.004	24,988	(5,966)	19,022	(23.9)	0.003	0.6
Research & Data Studies	0.004	28,643	(4,853)	23,790	(16.9)	0.004	0.7
Subtotal Econ Research		53,631	(10,819)	42,812			
Marketing & Public Relations *							
General Operations	0.005	24,826	(10,355)	14,471	(41.7)	0.003	0.4
Public Relations Programs	0.026	135,088	(47,475)	87,613	(35.1)	0.020	2.7
Marketing & PR GenRev Programs		162,500	(162,500)	-	(100.0)	-	0.0
Gift Fruit Marketing	0.003	13,080	(10,200)	2,880	(78.0)	0.001	0.1
Subtotal Domestic Mktg		335,494	(230,530)	104,964			
International Promotions-DOC	0.063	327,675	(793)	326,882	(0.2)	0.075	9.9
International Promotions-FAS	0.485	2,531,282	4,201	2,535,483	0.2	0.586	77.0
Subtotal Int'l Mktg		2,858,957	3,408	2,862,365			
Budgeted Expenditures		3,558,340	(283,521)	3,274,819	(8.0)		99.4
Reserves	0.005	32,807	(14,543)	18,264	(44.3)	0.003	0.6
TOTAL BUDGET		**$3,591,147**	**($298,064)**	**$3,293,083**	**(8.3)**		**100.0**

NOTE: Cost Per Box excludes import boxes.

* Administration, regulatory, and research expenditures cost/box is based on domestic and imported boxes; marketing cost/box is based on domestic boxes only.

FLORIDA DEPARTMENT OF CITRUS

COMPARISON OF PROPOSED FRESH ORANGE OPERATING BUDGET

FISCAL YEARS AS INDICATED

	FRESH ORANGE						
	Cost Per Box	**Budget 2018-19**	**Adjustment**	**Proposed 2019-20**	**Percent**	**Cost Per Box**	**% of Budget**
REVENUE							
Carryover	$0.036	$100,000	($50,000)	$50,000	(50.0)	$0.022	11.4
2017-18 Unspent Certified	0.000	693	(693)	0	(100.0)	0.000	0.0
Tax Assessments-Domestic	0.050	138,600	(24,350)	114,250	(17.6)	0.050	26.1
Interest/Other	0.004	11,500	(3,000)	8,500	(26.1)	0.004	1.9
GenRev- NVDC	0.082	227,500	(162,500)	65,000	(71.4)	0.028	14.8
ATP Program	0.000	0	200,000	200,000	100.0	0.088	45.7
BUDGETED REVENUE	**$0.173**	**$478,293**	**($40,543)**	**$437,750**	**(8.5)**	**$0.192**	**100.0**
EXPENDITURES							
Administration							
Admin & Supp Srvc	0.017	48,428	(12,619)	35,809	(26.1)	0.016	8.2
State Gen Rev Charge	0.002	6,000	(1,100)	4,900	(18.3)	0.002	1.1
Subtotal Administration		54,428	(13,719)	40,709			
Scientific Research							
General Operations	0.006	16,081	(5,097)	10,984	(31.7)	0.005	2.5
Scientific Prod Res	0.000	0	0	0	0.0	0.000	0.0
New Varieties Development	0.082	227,500	(162,500)	65,000	(71.4)	0.028	14.8
Subtotal Scientific Research		243,581	(167,597)	75,984			
Economic & Market Research							
General Operations	0.004	9,855	(2,479)	7,376	(25.2)	0.003	1.7
Research & Data Studies	0.002	6,650	(1,429)	5,221	(21.5)	0.002	1.2
Subtotal Econ Research		16,505	(3,908)	12,597			
Marketing & Public Relations							
General Operations	0.006	15,776	(3,982)	11,794	(25.2)	0.005	2.7
Public Relations Programs	0.013	35,224	(9,284)	25,940	(26.4)	0.011	5.9
Fresh Fruit Mktg	0.016	44,335	(559)	43,776	(1.3)	0.019	10.0
Subtotal Domestic Mktg		95,335	(13,825)	81,510			
International Promotions-DOC	0.025	75,000	(55,000)	20,000	(73.3)	0.009	4.6
International Promotions-ATP	0.000	0	200,000	200,000	100.0	0.088	45.7
Subtotal Int'l Mktg		75,000	145,000	220,000			
Budgeted Expenditures	0.175	484,849	(54,049)	430,800	(11.1)	0.189	98.4
Reserves	(0.002)	(6,556)	13,506	6,950	100.+	0.003	1.6
TOTAL BUDGET	**$0.173**	**$478,293**	**($40,543)**	**$437,750**	**(8.5)**	**$0.192**	**100.0**

FLORIDA DEPARTMENT OF CITRUS
COMPARISON OF PROPOSED FRESH SPECIALTY OPERATING BUDGET
FISCAL YEARS AS INDICATED

	FRESH SPECIALTY						
	Cost Per Box	Budget 2018-19	Adjustment	Proposed 2019-20	Percent	Cost Per Box	% of Budget
REVENUE							
Carryover	$0.000	$0	$0	$0	0.0	$0.000	0.0
2017-18 Unspent Certified	0.000	154	(154)	0	(100.0)	0.000	0.0
Tax Assessments-Domestic	0.070	37,240	1,260	38,500	3.4	0.070	36.5
Interest/Other	0.005	2,400	(300)	2,100	(12.5)	0.004	2.0
Gen Rev - NVDC	0.428	227,500	(162,500)	65,000	(71.4)	0.118	61.6
BUDGETED REVENUE	**$0.503**	**$267,294**	**($161,694)**	**$105,600**	**(60.5)**	**$0.192**	**100.0**
EXPENDITURES							
Administration							
Admin & Supp Srvc	0.019	10,296	(1,815)	8,481	(17.6)	0.016	8.0
State Gen Rev Charge	0.003	1,600	0	1,600	0.0	0.003	1.5
Subtotal Administration		11,896	(1,815)	10,081			
Scientific Research							
General Operations	0.006	3,419	(818)	2,601	(23.9)	0.005	2.5
Scientific Prod Res	0.000	0	0	0	0.0	0.000	0.0
New Varieties Development	0.428	227,500	(162,500)	65,000	(71.4)	0.118	61.6
Subtotal Scientific Research		230,919	(163,318)	67,601			
Economic & Market Research							
General Operations	0.004	2,095	(349)	1,746	(16.6)	0.003	1.7
Research & Data Studies	0.003	1,414	(177)	1,237	(12.5)	0.002	1.2
Subtotal Econ Research		3,509	(526)	2,983			
Marketing & Public Relations							
General Operations	0.006	3,353	(405)	2,949	(12.1)	0.005	2.8
Public Relations Programs	0.014	7,511	(1,026)	6,485	(13.7)	0.012	6.1
Fresh Fruit Mktg	0.013	7,085	3,859	10,944	54.5	0.020	10.4
Subtotal Domestic Mktg		17,949	2,429	20,378			
Budgeted Expenditures	0.497	264,273	(163,228)	101,043	(61.8)	0.184	95.7
Reserves	0.006	3,021	1,536	4,557	50.9	0.008	4.3
TOTAL BUDGET	**$0.503**	**$267,294**	**($161,694)**	**$105,600**	**(60.5)**	**$0.192**	**100.0**

FLORIDA DEPARTMENT OF CITRUS

BUDGETED REVENUE AND EXPENDITURES VALUE PER BOX

2019-2020

	PROCESSED ORANGE	PROC & FRSH GRAPEFRUIT	FRESH ORANGE	FRESH SPECIALTY
REVENUE				
Carryover	$0.035	0.064	$0.022	$0.000
Tax Assessments-Domestic	0.070	0.070	0.050	0.070
Tax Assessments-Imports (Opt Out)	0.023	0.023	0.000	0.000
Interest/Other	0.002	0.003	0.004	0.004
Gen - Rev NVDC	0.004	0.022	0.028	0.118
GenRev- PR & Marketing	0.014	0.000	0.000	0.000
FAS Program	0.001	0.586	0.000	0.000
ATP Program	0.000	0.000	0.088	0.000
BUDGETED REVENUE			**0.192**	**0.192**
EXPENDITURES				
Administration	*			
Admin & Supp Srvc	0.016	0.016	0.016	0.016
State Gen Rev Charge	0.002	0.002	0.002	0.003
Scientific Research				
General Operations	0.005	0.005	0.005	0.005
Scientific Prod Res	0.004	0.000	0.000	0.000
New Varieties Development	0.004	0.022	0.028	0.118
Economic & Market Research				
General Operations	0.003	0.003	0.003	0.003
Research & Data Studies	0.005	0.004	0.002	0.002
Marketing & Public Relations	*			
General Operations	0.007	0.003	0.005	0.005
Public Relations Programs	0.054	0.020	0.011	0.012
Marketing & PR GenRev	0.014	0.000	0.000	0.000
Fresh Fruit Mktg	0.000	0.001	0.019	0.020
International Promotions-DOC	0.002	0.075	0.009	0.000
International Promotions-FAS	0.001	0.586	0.000	0.000
International Promotions-ATP	0.000	0.000	0.088	0.000
Budgeted Expenditures			0.188	0.184
Reserves	0.002	0.003	0.003	0.008
TOTAL BUDGET	*$0.119*	*$0.741*	**$0.191**	**$0.192**

* Administration, regulatory, and research expenditures value/box is based on domestic and imported boxes; marketing value/box is based on domestic boxes only.

Total per box for Processed varieties is not accurate, due to import boxes in Admin & Res

FLORIDA DEPARTMENT OF CITRUS

2019-2020 PROPOSED OPERATING BUDGET

July 1, 2019

DESCRIPTION	OCA CODE	BUDGET 2018-19	YEAR TO DATE EXPENDITURES 3/31/2019	ADJUSTMENT	PROPOSED BUDGET 2019-20	% INCREASE/ DECREASE
STATE GENERAL REVENUE CHARGE						
57 10 00 00 000						
Florida Citrus Advertising Trust Func	**88040**	**$305,100**	**$49,867**	**($43,300)**	**$261,800**	(14.2)
ADMINISTRATIVE AND SUPPORT SERVICES						
GENERAL OPERATIONS						
57 10 10 08 001						
Commissioners Comp (OPS)	12101	6,000	1,091	0	6,000	0.0
Commissioners Travel - All Variety	26001	6,000	2,804	0	6,000	0.0
57 10 10 09 001						
Salaries and Benefits	11000	1,290,000	965,035	0	1,290,000	0.0
Temporary Empoyee (OPS)	12100	1,400	333	0	1,400	0.0
Employee Travel - All Variety	26000	15,000	8,247	0	15,000	0.0
Subtotal		1,318,400	977,510	0	1,318,400	0.0
57 10 10 09 002						
Fruit Inspection Data	13260	100	100	0	100	0.0
People First	15800	6,200	4,559	0	6,200	0.0
Unemployment Compensation	16500	3,600	1,310	0	3,600	0.0
Telephone	22100	38,000	23,018	0	38,000	0.0
Office Supplies	34101	1,500	581	(500)	1,000	(33.3)
Office Equipment	34102	500	0	0	500	0.0
Casualty Insurance	4100C	15,700	15,404	0	15,700	0.0
Property Insurance	4100P	3,650	3,607	0	3,650	0.0
Subscriptions	49200	8,000	4,878	0	8,000	0.0
Memberships	49300	800	550	0	800	0.0
Miscellaneous	49900	1,650	547	(100)	1,550	(6.1)
Subtotal General Operations		1,398,100	1,032,064	(600)	1,397,500	(0.0)
LEGAL AND REGULATORY						
LEGAL SERVICES						
57 10 10 10 002						
Court Reporting Fees	13140	1,000	0	0	1,000	0.0
Legal Srv-Adv Claims	1316A	25,000	19,215	0	25,000	0.0
Legal Srv-G Counsel	1316G	95,000	40,357	10,000	105,000	10.5
Legal Srv-Trademark	1316T	20,000	1,500	0	20,000	0.0
Legal Advertising	13310	2,000	1,275	0	2,000	0.0
Miscellaneous	29000	3,500	288	0	3,500	0.0
Subtotal Legal Services		$146,500	$62,635	$10,000	$156,500	6.8

FLORIDA DEPARTMENT OF CITRUS
2019-2020 PROPOSED OPERATING BUDGET
July 1, 2019

DESCRIPTION	OCA CODE	BUDGET 2018-19	YEAR TO DATE EXPENDITURES 3/31/2019	ADJUSTMENT	PROPOSED BUDGET 2019-20	% INCREASE/ DECREASE
SUPPORT SERVICES						
57 10 10 12 002						
Grounds Maintenance	13290	$7,000	$4,464	$0	$7,000	0.0
Mailing & Delivery Services	13420	2,500	486	(1,000)	1,500	(40.0)
Shredding Service	13421	400	208	0	400	0.0
Warehouse Services	13991	8,000	5,074	(500)	7,500	(6.3)
Postage	21000	3,000	1,109	(1,000)	2,000	(33.3)
Reproduction	23000	6,500	3,187	(1,000)	5,500	(15.4)
Maintenance - Auto	2410A	2,000	64	0	2,000	0.0
Maintenance - Building	2410B	26,000	12,861	(6,000)	20,000	(23.1)
Maintenance - Equipment	2410E	500	341	0	500	0.0
Building Utilities	27100	90,000	52,286	(5,000)	85,000	(5.6)
Building Supplies	3410B	3,000	1,572	0	3,000	0.0
Distribution Supplies	3410D	300	152	0	300	0.0
Fuel	36410	3,000	426	0	3,000	0.0
Copy Equipment Rental	44200	8,000	4,848	(800)	7,200	(10.0)
Rental-Office Equipment	44400	8,000	5,814	(200)	7,800	(2.5)
Equipment - General (OCO)	51200	5,000	0	0	5,000	0.0
Subtotal Support Services		173,200	92,892	(15,500)	157,700	(8.9)
IT SERVICES						
57 10 10 14 002						
DP Services - AST **(EO=55)**	1327A	49,500	33,933	0	49,500	0.0
DP Services - Database	1327D	2,000	0	(2,000)	0	(100.0)
DP Services - Other	22300	65,825	40,196	(15,825)	50,000	(24.0)
Data Processing Maint	2410D	1,500	0	0	1,500	0.0
DP Equipment	3410E	5,000	194	5,000	10,000	100.0
Data Processing Supplies	3410S	2,000	804	0	2,000	0.0
DP Equipment (OCO)	51600	10,000	1,479	0	10,000	0.0
Data Processing Software	53100	53,000	35,593	(3,000)	50,000	(5.7)
Subtotal IT Services		188,825	112,199	(15,825)	173,000	(8.4)
Total Support & IT Services		362,025	205,091	(31,325)	330,700	(8.7)
TOTAL ADMIN, SUPPORT & IT SERVICES		**$1,906,625**	**$1,299,790**	**($21,925)**	**$1,884,700**	(1.1)

FLORIDA DEPARTMENT OF CITRUS
2019-2020 PROPOSED OPERATING BUDGET
July 1, 2019

DESCRIPTION	OCA CODE	BUDGET 2018-19	YEAR TO DATE EXPENDITURES 3/31/2019	ADJUSTMENT	PROPOSED BUDGET 2019-20	% INCREASE/ DECREASE
SCIENTIFIC RESEARCH						
GENERAL OPERATIONS						
57 10 12 10 001						
Salaries and Benefits	11000	$345,000	$226,197	($105,000)	$240,000	(30.4)
Temporary Employees (OPS)	12100	35,000	14,584	45,000	80,000	100.+
Employee Travel - AV	26000	22,000	7,361	0	22,000	0.0
57 10 12 10 002						
Training	13280	5,000	4,500	0	5,000	0.0
Mailing & Delivery Services	13420	200	52	0	200	0.0
People First	15800	4,100	3,002	0	4,100	0.0
Postage	21000	100	40	0	100	0.0
Telephone	22100	2,000	1,111	0	2,000	0.0
Reproduction	23000	400	60	0	400	0.0
Repairs & Maintenance	24101	70,000	4,223	0	70,000	0.0
Office Supplies	34101	800	281	0	800	0.0
Research Material - Internal	34103	20,000	15,276	5,000	25,000	25.0
Research Material - External	34104	10,000	0	0	10,000	0.0
CREC Operations	43300	115,000	85,454	0	115,000	0.0
Copy Equipment Rental	44200	2,200	1,262	0	2,200	0.0
Subscriptions	49200	200	60	0	200	0.0
Memberships	49300	100	0	0	100	0.0
Miscellaneous	49900	1,000	0	0	1,000	0.0
TOTAL GENERAL OPERATIONS		**633,100**	**363,463**	**(55,000)**	**578,100**	**(8.7)**
MEDICAL RESEARCH						
57 10 12 11 005						
Neurocognitive Cross-sectional - OJ	SR079	0	0	75,000	75,000	100.+
Fiber and Satiety - Pilot - OJ	SR080	0	0	50,000	50,000	100.+
Hesperidin - Systematic Review - OJ	SR081	0	0	75,000	75,000	100.+
Longitudinal Study - Weight and OJ	SR090	120,000	80,786	61,000	181,000	50.8
NHANES:Diet Quality & Weight-OJ	SR091	55,000	0	(15,000)	40,000	(27.3)
NHANES:Nutrient Adequacy -OJ	SR092	100,000	0	(45,000)	55,000	(45.0)
Subtotal Medical Research		275,000	80,786	201,000	476,000	73.1
TOTAL SCIENTIFIC RESEARCH		**908,100**	**444,249**	**146,000**	**1,054,100**	16.1

FLORIDA DEPARTMENT OF CITRUS
2019-2020 PROPOSED OPERATING BUDGET
July 1, 2019

DESCRIPTION	OCA CODE	BUDGET 2018-19	YEAR TO DATE EXPENDITURES 3/31/2019	ADJUSTMENT	PROPOSED BUDGET 2019-20	% INCREASE/ DECREASE
SCIENTIFIC SPONSORED RESEARCH						
GENERAL REVENUE PROGRAMS						
57 10 12 11 003						
New Varieties Development-All Variety	GR090	650,000	329,624	0	650,000	0.0
TOTAL NVDC - GENERAL REVENUE		650,000	329,624	0	650,000	0.0
TOTAL SCIENTIFIC & SPONSORED RESEARCH		**$1,558,100**	**$773,873**	**$146,000**	**$1,704,100**	**9.4**
*** SUBTOTALS BY FUNDING SOURCE**						
Scientific Research - CATF		**$ 908,100**	**$ 444,249**	**$ 146,000**	**$ 1,054,100**	
Scientific Research - GR		**650,000**	**329,624**	**0**	**650,000**	
Total		**$1,558,100**	**$773,873**	**$146,000**	**$1,704,100**	**9.4**

FLORIDA DEPARTMENT OF CITRUS
2019-2020 PROPOSED OPERATING BUDGET
July 1, 2019

DESCRIPTION	OCA CODE	BUDGET 2018-19	YEAR TO DATE EXPENDITURES 3/31/2019	ADJUSTMENT	PROPOSED BUDGET 2019-20	% INCREASE/ DECREASE
ECONOMIC AND MARKET RESEARCH						
GENERAL OPERATIONS						
57 10 13 10 001						
Salaries and Benefits	11000	$330,000	$245,226	$0	$330,000	0.0
Temporary Employees (OPS)	12100	26,000	11,096	0	26,000	0.0
Employee Travel - AV	26000	19,000	11,847	0	19,000	0.0
57 10 13 10 002						
Research Publications	13263	1,200	0	0	1,200	0.0
Website	13270	4,800	1,012	0	4,800	0.0
Postage	21000	250	48	0	250	0.0
Telephone	22100	2,400	1,165	0	2,400	0.0
Reproduction	23000	500	50	0	500	0.0
Office Supplies	34101	500	348	0	500	0.0
Copy Equipment Rental	44200	2,300	1,263	0	2,300	0.0
Subscriptions	49200	50	40	0	50	0.0
Miscellaneous	49900	1,000	0	200	1,200	20.0
Subtotal General Operations		388,000	272,095	200	388,200	0.1
RESEARCH DATA & STUDIES						
57 10 13 12 003						
Processed Retail Sales-A.C. Nielsen	ER010	294,600	220,037	400	295,000	0.1
FL Agri Market Research Center - AV	ER020	203,800	98,983	6,000	209,800	2.9
Economic Impact Analysis - AV	ER025	22,000	0	8,000	30,000	36.4
Nielsen Consumer OJ Study - PO	ER033	66,100	0	(66,100)	0	(100.0)
Other Data Purchases - AV	ER035	11,000	7,200	(1,000)	10,000	(9.1)
Survey's - Toluna - AV	ER060	25,000	13,545	0	25,000	0.0
Subtotal Research Data & Studies		622,500	339,765	(52,700)	569,800	(8.5)
TOTAL ECON & MKT RESEARCH		**$1,010,500**	**$611,860**	**($52,500)**	**$958,000**	**(5.2)**

FLORIDA DEPARTMENT OF CITRUS
2019-2020 PROPOSED OPERATING BUDGET
July 1, 2019

DESCRIPTION	OCA CODE	BUDGET 2018-19	YEAR TO DATE EXPENDITURES 3/31/2019	ADJUSTMENT	PROPOSED BUDGET 2019-20	% INCREASE/ DECREASE
MARKETING AND PUBLIC RELATIONS						
GENERAL OPERATIONS						
57 10 15 10 001						
Salaries and Benefits	11000	$455,000	$324,856	$0	$455,000	0.0
Employee Travel - All Variety	26000	25,000	800	(20,000)	5,000	(80.0)
Employee Travel - Orange Juice	26002	38,500	7,088	(18,500)	20,000	(48.1)
Employee Travel - Fresh	26004	2,500	164	0	2,500	0.0
57 10 15 10 002						
Mailing & Delivery Services	13420	5,000	1,763	(2,500)	2,500	(50.0)
People First	15800	3,800	2,794	0	3,800	0.0
Postage	21000	100	44	0	100	0.0
Telephone	22100	6,000	2,413	0	6,000	0.0
Consultant Travel	26200	500	0	(500)	0	(100.0)
DP Equipment	3410E	2,000	0	(2,000)	0	(100.0)
Office Supplies	34101	1,700	0	(700)	1,000	(41.2)
Trade Meals	35000	100	0	(100)	0	(100.0)
Subscriptions	49200	2,000	680	(1,000)	1,000	(50.0)
Memberships	49300	9,700	2,705	0	9,700	0.0
Miscellaneous	49900	600	0	(600)	0	(100.0)
Digital Asset Management	53101	10,600	0	0	10,600	0.0
TOTAL GENERAL OPERATIONS		**$563,100**	**$343,307**	**($45,300)**	**$517,200**	**(8.0)**
GENERAL REVENUE PROGRAMS						
57 10 15 11 003						
Consumer Awareness - PR	GR010	4,650,000	1,830,982	(3,715,000)	935,000	(79.9)
Fresh Fruit Promotions-FG	GR045	100,000	0	(100,000)	0	(100.0)
FL Welcome Stations-Juice	GR080	250,000	113,342	(250,000)	0	(100.0)
TOTAL GENERAL REVENUE PROGRAMS		**5,000,000**	**1,944,324**	**(4,065,000)**	**935,000**	**(81.3)**

FLORIDA DEPARTMENT OF CITRUS
2019-2020 PROPOSED OPERATING BUDGET
July 1, 2019

DESCRIPTION	OCA CODE	BUDGET 2018-19	YEAR TO DATE EXPENDITURES 3/31/2019	ADJUSTMENT	PROPOSED BUDGET 2019-20	% INCREASE/ DECREASE
PUBLIC RELATIONS						
CORPORATE - ALL VARIETIES						
57 10 15 12 003						
Website Platforms	PR012	$200,000	$115,196	$0	$200,000	0.0
Citrus Parade	PR013	$0	$0	$100,000	$100,000	100.+
Turnpike Signs	PR015	$0	$0	$40,000	$40,000	100.+
Reactive Issues Management	PR016	1,050,000	405,528	(100,000)	950,000	(9.5)
Subtotal Corporate - All Varieties		1,250,000	520,724	40,000	1,290,000	3.2
PROCESSED ORANGE						
57 10 15 12 004						
Consumer Awareness Campaigns	PR010	0	0	0	0	100.+
Social Media/Community Management	PR044	250,000	180,504	0	250,000	0.0
Proactive Issues Management	PR046	1,574,700	673,722	670,300	2,245,000	42.6
Subtotal Processed Orange		1,824,700	854,226	670,300	2,495,000	36.7
GRAPEFRUIT						
57 10 15 12 005						
Proactive/Reactive Issues Mgmt - GF	PR036	75,000	0	(25,000)	50,000	(33.3)
Subtotal Processed Grapefruit		75,000	0	(25,000)	50,000	(33.3)
IN-STATE PROGRAMS						
57 10 15 12 008						
Industry Grower Relations - AV	PR081	45,000	15,785	(38,000)	7,000	(84.4)
Subtotal In-State Programs		45,000	15,785	(38,000)	7,000	(84.4)
FRESH FRUIT						
57 10 16 11 007						
Gift Fruit Programs	RM070	54,500	35,257	3,100	57,600	5.7
Fresh Orange Promotions	RM071	10,000	5,875	(10,000)	0	(100.0)
Subtotal Fresh Fruit		64,500	41,132	(6,900)	57,600	(10.7)
TOTAL PR PROGRAMS - CATF		**3,259,200**	**1,431,867**	**640,400**	**3,899,600**	19.6
*** SUBTOTALS BY FUNDING SOURCE**						
PR & Domestic Marketing - CATF		**$ 3,822,300**	**$ 1,775,174**	**$ 595,100**	**$ 4,416,800**	
PR & Domestic Marketing - GR		**5,000,000**	**1,944,324**	**(4,065,000)**	**935,000**	
Total		**$8,822,300**	**$3,719,498**	**($3,469,900)**	**$5,351,800**	

FLORIDA DEPARTMENT OF CITRUS
2019-2020 PROPOSED OPERATING BUDGET
July 1, 2019

DESCRIPTION	OCA CODE	BUDGET 2018-19	YEAR TO DATE EXPENDITURES 3/31/2019	ADJUSTMENT	PROPOSED BUDGET 2019-20	% INCREASE/ DECREASE
INTERNATIONAL MARKETING						
GENERAL OPERATIONS						
57 10 18 10 001						
Salaries and Benefits	11000	$180,000	$132,765	$0	$180,000	0.0
Employee Travel - Orange Juice	26002	10,500	0	0	10,500	0.0
Employee Travel - Grapefuit	26003	15,000	474	0	15,000	0.0
Employee Travel - PO/PG/FG	26006	4,500	4,239	0	4,500	0.0
57 10 18 10 002						
Promotional Items - Grapefruit	IM100	1,500	0	0	1,500	0.0
Mailing & Delivery Services	13420	2,500	1,490	0	2,500	0.0
Banking Services (Foreign Currency)	13450	1,500	0	0	1,500	0.0
Postage	21000	100	1	0	100	0.0
Telephone	22100	2,000	708	0	2,000	0.0
Promotional Materials Printing	23006	1,000	0	0	1,000	0.0
Office Supplies	34101	500	0	0	500	0.0
Trade Meals	35000	500	0	0	500	0.0
Subscriptions	49200	150	40	0	150	0.0
Memberships	49300	5,000	3,750	0	5,000	0.0
Miscellaneous	49900	500	0	0	500	0.0
Subtotal General Operations		225,250	143,467	0	225,250	0.0
FAS ADMINISTRATION						
57 10 18 10 003						
Evaluations-DOC	IM01D	5,000	0	0	5,000	0.0
Evaluations-FAS	IM01F	55,000	0	6,000	61,000	10.9
Consultant Fee-DOC	1313D	78,500	39,250	(1,775)	76,725	(2.3)
FAS Annual Workshop-DOC	26005	2,500	1,110	0	2,500	0.0
Subtotal FAS Administration		$141,000	$40,360	$4,225	$145,225	3.0

FLORIDA DEPARTMENT OF CITRUS
2019-2020 PROPOSED OPERATING BUDGET
July 1, 2019

DESCRIPTION	OCA CODE	BUDGET 2018-19	YEAR TO DATE EXPENDITURES 3/31/2019	ADJUSTMENT	PROPOSED BUDGET 2019-20	% INCREASE/ DECREASE
CANADIAN PROMOTIONS						
Fresh & Processed Grapefruit						
57 10 18 10 103						
Promotions-DOC	1335D	$13,400	$0	$0	$13,400	0.0
Promotions-FAS	1335F	230,000	63,915	0	230,000	0.0
Subtotal Canada-Fresh & Proc. Gft.		243,400	63,915	0	243,400	0.0
Processed Orange						
57 10 18 10 104						
Promotions-DOC	1335D	22,800	0	0	22,800	0.0
Promotions-FAS	1335F	545,954	104,267	29,175	575,129	5.3
Subtotal Canada-Proc Orange		568,754	104,267	29,175	597,929	5.1
Fresh Orange - ATP						
57 10 18 10 105						
Promotions-DOC	1335D	75,000	0	(55,000)	20,000	(73.3)
Promotions-ATP	1335A	0	0	200,000	200,000	100.+
Subtotal Canada-Fresh Orange		75,000	0	145,000	220,000	100.+
TOTAL CANADIAN MARKETING		**887,154**	**168,182**	**174,175**	**1,061,329**	**19.6**
EUROPEAN PROMOTIONS						
France - Promotions - Grapefruit						
Fresh & Processed Grapefruit						
57 10 18 11 203						
Promotions-DOC	1335D	23,300	7,584	(8,000)	15,300	(34.3)
Promotions-FAS	1335F	387,000	157,682	8,000	395,000	2.1
Total France Retail - Fresh & Proc. Gft.		410,300	165,266	0	410,300	0.0
Europe - Retail - Grapefruit						
Fresh & Processed Grapefruit						
57 10 18 11 300						
Promotions-DOC	1335D	2,200	573	8,000	10,200	100.+
Promotions-FAS	1335F	313,000	101,624	(8,000)	305,000	(2.6)
Total Europe Retail- Fresh & Proc. Gft.		315,200	102,197	0	315,200	0.0
TOTAL EUROPEAN PROMOTIONS		**$725,500**	**$267,463**	**$0**	**$725,500**	

FLORIDA DEPARTMENT OF CITRUS
2019-2020 PROPOSED OPERATING BUDGET
July 1, 2019

DESCRIPTION	OCA CODE	BUDGET 2018-19	YEAR TO DATE EXPENDITURES 3/31/2019	ADJUSTMENT	PROPOSED BUDGET 2019-20	% INCREASE/ DECREASE
ASIAN PROMOTIONS						
JAPAN						
Fresh & Processed Grapefruit						
57 10 18 12 103						
Promotions-DOC	1335D	$66,300	$0	$0	$66,300	0.0
Promotions-FAS	1335F	1,262,782	318,911	1	1,262,783	0.0
Total Expenses-Japan-Fresh & Proc, Grft		1,329,082	318,911	1	1,329,083	0.0
KOREA						
Fresh & Processed Grapefruit						
57 10 18 13 103						
Promotions-DOC	1335D	7,450	0	0	7,450	0.0
Promotions-FAS	1335F	300,000	212,006	0	300,000	0.0
Total Korea-Fresh & Proc. Grft		307,450	212,006	0	307,450	0.0
Processed Orange						
57 10 18 13 104						
Promotions-DOC	1335D	22,800	0	7,500	30,300	32.9
Promotions-FAS	1335F	545,954	110,400	0	545,954	0.0
Promotions-ATP	1335A	0	0	75,000	75,000	100.+
Total Korea-Fresh & Proc. OJ		568,754	110,400	82,500	651,254	14.5
TOTAL ASIAN PROMOTIONS		**2,205,286**	**641,317**	**82,501**	**2,287,787**	**3.7**
TOTAL INTERNATIONAL MARKETING		**$4,184,190**	**$1,260,789**	**$260,901**	**$4,445,091**	**6.2**
*** SUBTOTALS BY FUNDING SOURCE**						
Int'l Mktg-DOC		**$544,500**	**$191,984**	**($49,275)**	**$495,225**	**(9.0)**
Int'l Mktg-FAS		**3,639,690**	**1,068,805**	**35,176**	**3,674,866**	**1.0**
Int'l Mktg-ATP		**0**	**0**	**275,000**	**275,000**	**100.+**
		$4,184,190	**$1,260,789**	**$260,901**	**$4,445,091**	**6.2**

FLORIDA DEPARTMENT OF CITRUS
INTERNATIONAL MARKETING
2019-2020 BUDGET BY VARIETY/FUNDING SOURCE

	TOTAL	PROCESSED ORANGE	PROCESSED GRAPEFRUIT	FRESH ORANGE	FRESH GRAPEFRUIT	TOTAL GRAPEFRUIT
DEPARTMENT OF CITRUS						
General Operations	$225,250	$69,975	$23,950	$0	$131,325	$155,275
FAS Administration	84,225	25,268	8,422	0	50,535	58,957
Canadian Marketing	56,200	22,800	3,350	20,000	10,050	13,400
European Promotions	25,500	0	6,375	0	19,125	25,500
Asian Promotions	104,050	30,300	18,438	0	55,312	73,750
Subtotal DOC	495,225	148,343	60,535	20,000	266,347	326,882
FOREIGN AGRICULTURAL SERVICE PROGRAM						
FAS Administration	61,000	18,300	6,100	0	36,600	$42,700
Canadian Marketing	805,129	575,129	57,500	0	172,500	230,000
European Promotions	700,000	0	175,000	0	525,000	700,000
Asian Promotions	2,108,737	545,954	390,696	0	1,172,087	1,562,783
Subtotal FAS	3,674,866	1,139,383	629,296	0	1,906,187	2,535,483
Agricultural Trade Promotion Program (ATP)						
Canadian Marketing	200,000	0	0	200,000	0	-
Asian Promotions	75,000	75,000	0	0	0	-
Subtotal ATP	275,000	75,000	0	200,000	0	0
TOTAL INTERNATIONAL MARKETING	**$4,445,091**	**$1,362,726**	**$689,831**	**$220,000**	**$2,172,534**	**$2,862,365**
		30.7%	15.5%	4.9%	48.9%	
DOC as % of FAS	13%	13%	10%	#DIV/0!	14%	13%

FLORIDA DEPARTMENT OF CITRUS
SUMMARY STATEMENT OF RESERVES - ALL FUNDS
2019-2020

DESCRIPTION	OBJECT CODE	FCC REQUIRED	% OF REVENUE	EQUIVALENT BOXES
57 10 00 10 005				
Processed Orange	830PO	$181,904	3.1%	2,598,629
Fresh Orange	830FO	6,950	6.1%	139,000
Combined Grapefruit	830CG	18,264	14.6%	260,921
Fresh Specialty	830FS	4,557	11.8%	65,100
		$211,675		**$3,063,649**