State of Florida
Department of Citrus

2020 – 2021

Approved
Preliminary
Operating Budget

Florida Department of Citrus

MEMORANDUM

TO: **Selected Staff**

FROM: **Christine Marion** Christine C Marion

DATE: **July 10, 2020**

RE: **FY 2020-21 Preliminary Operating Budget**

The Florida Citrus Commission approved the Department's FY2020-21 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 USDA crop forecast is issued.

Please monitor your budget closely during the year and submit necessary adjustments prior to committing or 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. Please keep this in mind when contemplating shifts in programs or funding, as these dollars cannot be committed until approved.

Thank you for your assistance in ensuring the fiscal responsibility we have to the Citrus industry and to the state of Florida.

Attachment

FLORIDA DEPARTMENT OF CITRUS
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FLORIDA DEPARTMENT OF CITRUS
SCHEDULE OF TAX RATES **
2020-21

Variety	2014-15 Actual	2015-16 Actual	2016-17 Actual	2017-18 Actual	2018-19 Actual	2019-20 Actual	2020-21 Proposed	2020-21 Maximum
DOMESTIC								
Orange								
Fresh	5.0	5.0	5.0	5.0	5.0	5.0	**5.0**	7.0
Processed	20.0	23.0	7.0	7.0	7.0	7.0	**12.0**	25.0
Grapefruit								
Fresh	27.0	19.0	7.0	7.0	7.0	7.0	**7.0**	36.0
Processed	27.0	19.0	7.0	7.0	7.0	7.0	**7.0**	36.0
Specialty								
Fresh	7.0	7.0	7.0	7.0	7.0	7.0	**7.0**	16.0
Processed	16.0	7.0	7.0	7.0	7.0	7.0	**7.0**	25.0
IMPORTS*								
Orange	20.0	23.0	7.0	7.0	7.0	7.0	**12.0**	25.0
Grapefruit	27.0	19.0	7.0	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)

2020-21

		2019-20			2020-21		
	2018-19 ACTUAL BOXES	**ESTIMATED BOXES**	**REVENUE BOXES**	**REVENUE BOX ADJUSTMENT**	**ESTIMATED BOXES**	**REVENUE BOXES**	**% INCREASE/ DECREASE**
DOMESTIC							
ORANGE:		71,000			67,650		
Non-Revenue		(250)			(184)		
Fresh	2,486		3,303	(676)		2,627	(20.5)
Processed	69,041		67,447	(2,608)		64,839	(3.9)
GRAPEFRUIT:		5,400			4,890		
Non-Revenue		(90)			(90)		
Fresh	1,783		2,255	(315)		1,940	(14.0)
Processed	2,593		3,055	(195)		2,860	(6.4)
SPECIALTY:		1,050			1,020		
Non-Revenue		(60)			(60)		
Fresh	564		557	10		567	1.8
Processed	475		433	(40)		393	(9.2)
TOTAL DOMESTIC		77,450			73,560		
Non-Revenue		(400)			(334)		
Fresh	4,833		6,115	(981)		5,134	(16.0)
Processed	72,109		70,935	(2,843)		68,092	(4.0)
	76,942		77,050	(3,824)		73,226	(5.0)
IMPORTS							
Orange	71,030		42,000	(10,000)		32,000	(23.8)
Grapefruit	2,948		1,000	0		1,000	0.0
TOTAL IMPORTS	73,978		43,000	(10,000)		33,000	(23.3)
TOTAL	**150,920**		**120,050**	**(13,824)**		**106,226**	(11.5)

FLORIDA DEPARTMENT OF CITRUS
ESTIMATED REVENUE
2020-21

DESCRIPTION	ESTIMATED 2019-20	ADJUSTMENT	ESTIMATED 2020-21	% INCREASE/ DECREASE
Assessment on Domestic Fruit				
Orange				
Fresh	$165,150	($33,800)	$131,350	(20.5)
Processed	4,721,290	3,059,390	7,780,680	64.8
	4,886,440	3,025,590	7,912,030	61.9
Grapefruit				
Fresh	157,850	(22,050)	135,800	(14.0)
Processed	213,850	(13,650)	200,200	(6.4)
	371,700	(35,700)	336,000	(9.6)
Specialty				
Fresh	38,990	700	39,690	1.8
Processed	30,310	(2,800)	27,510	(9.2)
	69,300	(2,100)	67,200	(3.0)
Assessment on Import Fruit				
Orange (Opt Out)	980,000	300,000	1,280,000	30.6
Grapefruit	23,333	0	23,333	0.0
	1,003,333	300,000	1,303,333	29.9
Total Assessments	6,330,773	3,287,790	9,618,563	51.9
Investment Earnings	224,600	105,100	329,700	46.8
Other Income	30,000	0	30,000	0.0
Gen Rev - Marketing & NVDC	1,585,000	4,065,000	5,650,000	256.5
Federal Grants (FAS/ATP)	3,949,866	(109,366)	3,840,500	(2.8)
TOTAL	**$12,120,239**	**$7,348,524**	**$19,468,763**	**60.6**

FLORIDA DEPARTMENT OF CITRUS

BUDGETED REVENUE, EXPENDITURES AND OPERATING FUND BALANCE
2020-21

DESCRIPTION	BEGINNING OPERATING FUND BALANCE	REVENUE	EXPENDITURES	RESERVES	ENDING OPERATING FUND BALANCE
Florida Citrus Advertising Trust Fund *	$10,578,167	$19,468,763	$19,559,700	$316,063	$10,171,167

ALLOCATION OF EXPENSES

	BUDGETED FY 2019-20		PROPOSED FY 2020-21	
Marketing	10,427,391	67.5%	14,445,800	72.7%
Administration/Other	1,531,327	9.9%	1,645,576	8.3%
Subtotal Marketing	11,958,718	77.4%	16,091,377	81.0%
Research	2,701,100	17.5%	2,755,800	13.9%
Administration/Other	396,673	2.6%	313,924	1.6%
Subtotal Research	3,097,773	20.1%	3,069,724	15.4%
General Revenue Service Charge	263,090	1.7%	398,600	2.0%
Reserves	125,069	0.8%	316,063	1.6%
Total	$15,444,650	100.0%	$19,875,763	100.0%

FLORIDA DEPARTMENT OF CITRUS
BUDGETED EXPENDITURES BY CATEGORY
2020-21

DESCRIPTION	BUDGET 2019-20	ADJUSTMENT	PROPOSED BUDGET 2020-21	% INCREASE/ DECREASE
GENERAL OPERATIONS				
Salaries and Benefits	$2,520,000	$206,000	$2,726,000	8.2
Other Personal Services	123,400	(2,000)	121,400	(1.6)
Travel	129,500	(3,000)	126,500	(2.3)
People First Initiative	14,100	0	14,100	0.0
Unemployment Compensation	3,600	0	3,600	0.0
Telephone	50,400	(500)	49,900	(1.0)
Postage/Freight	8,750	(500)	8,250	(5.7)
Data Processing	185,800	(47,500)	138,300	(25.6)
Supplies	7,100	(200)	6,900	(2.8)
Insurance and Bond Premiums	17,700	0	17,700	0.0
Reproduction	6,400	300	6,700	4.7
Subscriptions and Memberships	25,000	0	25,000	0.0
Trade Meals/Meetings	500	0	500	0.0
Training	8,200	2,500	10,700	30.5
Repairs and Maintenance	112,500	3,000	115,500	2.7
Utilities	78,000	(3,000)	75,000	(3.8)
Leases/Rent Expense	30,100	(4,900)	25,200	(16.3)
Promotional Items	6,300	0	6,300	0.0
Capital Equipment (OCO)	21,500	(6,500)	15,000	(30.2)
Office/Research Equipment	600	0	600	0.0
Miscellaneous	11,200	(2,100)	9,100	(18.8)
CREC Expenses	115,000	0	115,000	0.0
Research Materials	36,200	0	36,200	0.0
Fruit Inspection Data	100	0	100	0.0
Consultant Fees/Travel	81,525	1,775	83,300	2.2
Subtotal General Operations	3,593,475	143,375	3,736,850	4.0
PROGRAMS*				
Legal Services	153,000	0	153,000	0.0
General Revenue Charge	263,090	135,510	398,600	51.5
Scientific Research	485,500	(14,500)	471,000	(3.0)
New Varieties Development Corp.	650,000	0	650,000	0.0
Economic & Market Research	575,800	20,100	595,900	3.5
Public Relations Programs	5,397,000	4,065,000	9,462,000	100.+
Fresh Fruit Marketing	57,600	0	57,600	0.0
International Marketing	4,144,116	(109,366)	4,034,750	(2.6)
Reserves	125,069	190,994	316,063	100.+
Subtotal Programs	11,851,175	4,287,738	16,138,913	36.2
TOTAL GENERAL OPERATIONS	**$15,444,650**	**$4,431,113**	**$19,875,763**	**28.7**

*Program costs exclude general operating expenses

FLORIDA DEPARTMENT OF CITRUS

BUDGETED REVENUE AND EXPENDITURES BY FRUIT VARIETY

2019-20

	TOTAL	PROCESSED ORANGE	PROCESSED GRAPEFRUIT	FRESH ORANGE	FRESH GRAPEFRUIT	FRESH SPECIALTY
REVENUE						
Carryover	$3,262,000	$2,940,000	$62,000	$35,000	$225,000	$0
2018-19 Unspent Certified	62,411	40,525	6,410	3,950	11,410	116
Tax Assessments - Domestic	5,327,440	4,751,600	213,850	165,150	157,850	38,990
Tax Assessments - Imports	1,003,333	980,000	23,333	0	0	0
Interest/Other	254,600	232,000	7,500	8,300	4,900	1,900
Gen Rev - NVD	650,000	390,000	65,000	65,000	65,000	65,000
Gen Rev - 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	**$15,444,650**	**$11,483,508**	**$1,007,389**	**$477,400**	**$2,370,347**	**$106,006**
EXPENDITURES						
Administration						
Admin & Supp Srvc	$1,928,000	$1,791,112	$57,840	$40,488	$28,920	$9,640
State Gen Rev Charge	263,090	238,170	9,805	6,980	6,535	1,600
Subtotal Administration	2,191,090	2,029,282	67,645	47,468	35,455	11,240
Scientific Research						
General Operations	591,600	549,596	17,748	12,424	8,874	2,958
Scientific Prod Res	485,500	485,500	0	0	0	0
New Varieties Dev - Gen Rev	650,000	390,000	65,000	65,000	65,000	65,000
Subtotal Scientific Research	1,727,100	1,425,096	82,748	77,424	73,874	67,958
Economic Research						
General Operations	398,200	369,928	11,946	8,362	5,973	1,991
Research Data & Studies	575,800	547,013	17,274	5,897	4,212	1,404
Subtotal Econ Research	974,000	916,941	29,220	14,259	10,185	3,395
Marketing & Public Relations						
General Operations	517,200	482,544	14,841	12,458	4,533	2,824
Public Relations Programs	4,462,000	4,331,595	76,110	27,214	20,896	6,185
Marketing & PR - Gen Rev	935,000	935,000	0	0	0	0
Fresh Fruit Marketing	57,600	0	0	36,288	13,248	8,064
Subtotal Domestic Mktg	5,971,800	5,749,139	90,951	75,960	38,677	17,073
Int'l Promotions - DOC	505,725	148,493	63,085	20,000	274,147	0
Int'l Promotions - FAS	3,674,866	1,139,383	629,296	0	1,906,187	0
Int'l Promotions - ATP	275,000	75,000	0	200,000	0	0
Subtotal Int'l Mktg	4,455,591	1,362,876	692,381	220,000	2,180,334	0
Budgeted Expenditures	15,319,581	11,483,335	962,945	435,111	2,338,525	99,665
Reserves	125,069	173	44,444	42,289	31,822	6,341
TOTAL BUDGET	**$15,444,650**	**$11,483,508**	**$1,007,389**	**$477,400**	**$2,370,347**	**$106,006**

FLORIDA DEPARTMENT OF CITRUS

BUDGETED REVENUE AND EXPENDITURES BY FRUIT VARIETY

2020-21

	TOTAL	PROCESSED ORANGE	PROCESSED GRAPEFRUIT	FRESH ORANGE	FRESH GRAPEFRUIT	FRESH SPECIALTY
REVENUE						
Carryover	$407,000	$0	$82,000	$55,000	$270,000	$0
Tax Assessments - Domestic	8,315,230	7,808,190	200,200	131,350	135,800	39,690
Tax Assessments - Imports	1,303,333	1,280,000	23,333	0	0	0
Interest/Other	359,700	324,700	12,900	11,700	7,800	2,600
Gen Rev - NVD	650,000	390,000	65,000	65,000	65,000	65,000
Gen Rev - PR & Marketing	5,000,000	4,937,500	62,500	0	0	0
FAS Program	3,565,500	1,074,540	618,765	0	1,872,195	0
ATP Program	275,000	75,000	0	200,000	0	0
BUDGETED REVENUE	**$19,875,763**	**$15,889,930**	**$1,064,698**	**$463,050**	**$2,350,795**	**$107,290**
EXPENDITURES						
Administration						
Admin & Supp Srvc	$1,959,500	$1,793,530	$71,130	$48,400	$35,859	$10,581
State Gen Rev Charge	398,600	376,100	9,400	5,700	5,700	1,700
Subtotal Administration	2,358,100	2,169,630	80,530	54,100	41,559	12,281
Scientific Research						
General Operations	617,700	565,380	22,423	15,257	11,304	3,336
Scientific Prod Res	471,000	471,000	0	0	0	0
New Varieties Dev - Gen Rev	650,000	390,000	65,000	65,000	65,000	65,000
Subtotal Scientific Research	1,738,700	1,426,380	87,423	80,257	76,304	68,336
Economic Research						
General Operations	421,200	385,524	15,290	10,404	7,708	2,274
Research Data & Studies	595,900	559,012	22,755	7,212	5,344	1,577
Subtotal Econ Research	1,017,100	944,536	38,045	17,616	13,052	3,851
Marketing & Public Relations						
General Operations	572,200	526,988	19,405	15,653	6,806	3,348
Public Relations Programs	4,462,000	4,312,933	83,008	32,767	26,280	7,012
Marketing & PR - Gen Rev	5,000,000	4,937,500	62,500	0	0	0
Fresh Fruit Marketing	57,600	0	0	35,136	14,976	7,488
Subtotal Domestic Mktg	10,091,800	9,777,421	164,913	83,556	48,062	17,848
Int'l Promotions - DOC	513,500	150,825	63,862	20,000	278,813	0
Int'l Promotions - FAS	3,565,500	1,074,540	618,765	0	1,872,195	0
Int'l Promotions - ATP	275,000	75,000	0	200,000	0	0
Subtotal Int'l Mktg	4,354,000	1,300,365	682,627	220,000	2,151,008	0
Budgeted Expenditures	19,559,700	15,618,332	1,053,538	455,529	2,329,985	102,316
Reserves	316,063	271,598	11,160	7,521	20,810	4,974
TOTAL BUDGET	**$19,875,763**	**$15,889,930**	**$1,064,698**	**$463,050**	**$2,350,795**	**$107,290**

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

	TOTAL FOR ALL VARIETIES				
	Budget 2019-20	Adjustment	Proposed 2020-21	Percent	% of Budget
REVENUE					
Carryover	$3,262,000	($2,855,000)	$407,000	(87.5)	2.0
2018-19 Unspent Certified	62,411	(62,411)	0	(100.0)	0.0
Tax Assessments - Domestic	5,327,440	2,987,790	8,315,230	56.1	41.8
Tax Assessments - Imports	1,003,333	300,000	1,303,333	29.9	6.6
Interest/Other	254,600	105,100	359,700	41.3	1.8
Gen Rev - NVD	650,000	0	650,000	0.0	3.3
Gen Rev - PR & Marketing	935,000	4,065,000	5,000,000	100.+	25.2
FAS Program	3,674,866	(109,366)	3,565,500	(3.0)	17.9
ATP Program	275,000	0	275,000	0.0	1.4
BUDGETED REVENUE	**$15,444,650**	**$4,431,113**	**$19,875,763**	**28.7**	**100.0**
EXPENDITURES					
Administration					
Admin & Supp Srvc	1,928,000	31,500	1,959,500	1.6	9.9
State Gen Rev Charge	263,090	135,510	398,600	51.5	2.0
Subtotal Administration	2,191,090	167,010	2,358,100		
Scientific Research					
General Operations	591,600	26,100	617,700	4.4	3.1
Scientific Prod Res	485,500	(14,500)	471,000	(3.0)	2.4
New Varieties Dev - Gen Rev	650,000	0	650,000	0.0	3.3
Subtotal Scientific Research	1,727,100	11,600	1,738,700		
Economic & Market Research					
General Operations	398,200	23,000	421,200	5.8	2.1
Research & Data Studies	575,800	20,100	595,900	3.5	3.0
Subtotal Econ Research	974,000	43,100	1,017,100		
Marketing & Public Relations					
General Operations	517,200	55,000	572,200	10.6	2.9
Public Relations Programs	4,462,000	0	4,462,000	0.0	22.4
Marketing & PR - Gen Rev	935,000	4,065,000	5,000,000	100.+	25.2
Fresh Fruit Marketing	57,600	0	57,600	0.0	0.3
Subtotal Domestic Mktg	5,971,800	4,120,000	10,091,800		
Int'l Promotions - DOC	505,725	7,775	513,500	1.5	2.6
Int'l Promotions - FAS	3,674,866	(109,366)	3,565,500	(3.0)	17.9
Int'l Promotions - ATP	275,000	0	275,000	0.0	1.4
Subtotal Int'l Mktg	4,455,591	(101,591)	4,354,000		
Budgeted Expenditures	15,319,581	4,240,119	19,559,700	27.7	98.4
Reserves	125,069	190,994	316,063	100.+	1.6
TOTAL BUDGET	**$15,444,650**	**$4,431,113**	**$19,875,763**	**28.7**	**100.0**

FLORIDA DEPARTMENT OF CITRUS

COMPARISON OF PROPOSED PROCESSED ORANGE OPERATING BUDGET
FISCAL YEARS AS INDICATED

	PROCESSED ORANGE						
	Cost Per Box	Budget 2019-20	Adjustment	Proposed 2020-21	Percent	Cost Per Box	% of Budget
REVENUE							
Carryover	$0.043	$2,940,000	($2,940,000)	$0	(100.0)	$0.000	0.0
2018-19 Unspent Certified	0.001	40,525	(40,525)	0	(100.0)	0.000	0.0
Tax Assessments - Domestic	0.070	4,751,600	3,056,590	7,808,190	64.3	0.120	49.1
Tax Assessments - Imports	0.023	980,000	300,000	1,280,000	30.6	0.040	8.1
Interest/Other	0.002	232,000	92,700	324,700	40.0	0.003	2.0
Gen Rev - NVD	0.004	390,000	0	390,000	0.0	0.004	2.5
Gen Rev - PR & Marketing	0.009	935,000	4,002,500	4,937,500	100.+	0.076	31.1
FAS Program	0.010	1,139,383	(64,843)	1,074,540	(5.7)	0.016	6.8
ATP Program	0.001	75,000	0	75,000	0.0	0.001	0.5
BUDGETED REVENUE		**$11,483,508**	**$4,406,422**	**$15,889,930**	**38.4**		**100.0**
EXPENDITURES						*	
Administration							
Admin & Supp Srvc	0.016	1,791,112	2,418	1,793,530	0.1	0.018	11.3
State Gen Rev Charge	0.002	238,170	137,930	376,100	57.9	0.004	2.4
Subtotal Administration		2,029,282	140,348	2,169,630			
Scientific Research							
General Operations	0.005	549,596	15,784	565,380	2.9	0.006	3.6
Scientific Prod Res	0.004	485,500	(14,500)	471,000	(3.0)	0.005	3.0
New Varieties Dev - Gen Rev	0.004	390,000	0	390,000	0.0	0.004	2.5
Subtotal Scientific Research		1,425,096	1,284	1,426,380			
Economic & Market Research							
General Operations	0.003	369,928	15,596	385,524	4.2	0.004	2.4
Research & Data Studies	0.005	547,013	11,999	559,012	2.2	0.006	3.5
Subtotal Econ Research		916,941	27,595	944,536			
Marketing & Public Relations	*					*	
General Operations	0.007	482,545	44,444	526,988	9.2	0.008	3.3
Public Relations Programs	0.064	4,331,595	(18,662)	4,312,933	(0.4)	0.066	27.1
Marketing & PR - Gen Rev	0.014	935,000	4,002,500	4,937,500	100.+	0.076	31.1
Subtotal Domestic Mktg		5,749,140	4,028,282	9,777,421			
Int'l Promotions - DOC	0.002	148,493	2,332	150,825	1.6	0.002	0.9
Int'l Promotions - FAS	0.017	1,139,383	(64,843)	1,074,540	(5.7)	0.016	6.8
Int'l Promotions - ATP	0.001	75,000	0	75,000	0.0	0.001	0.5
Subtotal Int'l Mktg		1,362,876	(62,511)	1,300,365			
Budgeted Expenditures		11,483,335	4,134,999	15,618,333	36.0		98.3
Reserves	0.000	173	271,425	271,598	100.+	0.003	1.7
TOTAL BUDGET		**$11,483,508**	**$4,406,423**	**$15,889,931**	**38.4**		**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 2019-20	Adjustment	Proposed 2020-21	Percent	Cost Per Box	% of Budget
REVENUE							
Carryover	$0.045	$287,000	$65,000	$352,000	22.6	$0.073	10.3
2018-19 Unspent Certified	0.003	17,820	(17,820)	0	(100.0)	0.000	0.0
Tax Assessments - Domestic	0.059	371,700	(35,700)	336,000	(9.6)	0.070	9.8
Tax Assessments - Imports	0.004	23,333	0	23,333	0.0	0.023	0.7
Interest/Other	0.002	12,400	8,300	20,700	66.9	0.004	0.6
Gen Rev - NVD	0.021	130,000	0	130,000	0.0	0.022	3.8
Gen Rev - PR & Marketing	0.000	-	62,500	62,500	100.+	0.013	1.8
FAS Program	0.402	2,535,483	(44,523)	2,490,960	(1.8)	0.519	72.9
BUDGETED REVENUE		**$3,377,736**	**$37,757**	**$3,415,493**	**100.+**		**100.0**
EXPENDITURES							
Administration							
Admin & Supp Srvc	0.014	86,760	20,229	106,989	23.3	0.018	3.1
State Gen Rev Charge	0.003	16,340	(1,240)	15,100	(7.6)	0.003	0.4
Subtotal Administration		103,100	18,989	122,089			
Scientific Research & Development							
General Operations	0.004	26,622	7,105	33,727	26.7	0.006	1.0
Scientific Prod Res	0.000	0	0	0	0.0	0.000	0.0
New Varieties Dev - Gen Rev	0.021	130,000	0	130,000	0.0	0.022	3.8
Subtotal Scientific Research		156,622	7,105	163,727			
Economic & Market Research							
General Operations	0.003	17,919	5,079	22,998	28.3	0.004	0.7
Research & Data Studies	0.003	21,486	6,613	28,099	30.8	0.005	0.8
Subtotal Econ Research		39,405	11,692	51,097			
Marketing & Public Relations	*						
General Operations	0.004	19,374	6,837	26,211	35.3	0.005	0.8
Public Relations Programs	0.018	97,006	12,282	109,288	12.7	0.023	3.2
Marketing & PR - Gen Rev		-	62,500	62,500	100.+	0.013	1.8
Fresh Fruit Marketing	0.002	13,248	1,728	14,976	13.0	0.003	0.4
Subtotal Domestic Mktg		129,628	83,347	212,975			
Int'l Promotions - DOC	0.064	337,232	5,443	342,675	1.6	0.071	10.0
Int'l Promotions - FAS	0.477	2,535,483	(44,523)	2,490,960	(1.8)	0.519	72.9
Subtotal Int'l Mktg		2,872,715	(39,080)	2,833,635			
Budgeted Expenditures		3,301,470	82,052	3,383,522	2.5		99.1
Reserves	0.012	76,266	(44,296)	31,970	(58.1)	0.006	0.9
TOTAL BUDGET		**$3,377,736**	**$37,756**	**$3,415,492**	**1.1**		**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 2019-20**	**Adjustment**	**Proposed 2020-21**	**Percent**	**Cost Per Box**	**% of Budget**
REVENUE							
Carryover	$0.011	$35,000	$20,000	$55,000	57.1	$0.021	11.9
2018-19 Unspent Certified	0.001	3,950	(3,950)	0	(100.0)	0.000	0.0
Tax Assessments - Domestic	0.050	165,150	(33,800)	131,350	(20.5)	0.050	28.4
Interest/Other	0.003	8,300	3,400	11,700	41.0	0.004	2.5
Gen Rev - NVD	0.020	65,000	0	65,000	0.0	0.025	14.0
ATP Program	0.061	200,000	0	200,000	0.0	0.076	43.2
BUDGETED REVENUE	**$0.145**	**$477,400**	**($14,350)**	**$463,050**	**(3.0)**	**$0.176**	**100.0**
EXPENDITURES							
Administration							
Admin & Supp Srvc	0.012	40,488	7,912	48,400	19.5	0.018	10.5
State Gen Rev Charge	0.002	6,980	(1,280)	5,700	(18.3)	0.002	1.2
Subtotal Administration		47,468	6,632	54,100			
Scientific Research							
General Operations	0.004	12,424	2,833	15,257	22.8	0.006	3.3
Scientific Prod Res	0.000	0	0	0	0.0	0.000	0.0
New Varieties Dev - Gen Rev	0.020	65,000	0	65,000	0.0	0.025	14.0
Subtotal Scientific Research		77,424	2,833	80,257			
Economic & Market Research							
General Operations	0.003	8,362	2,042	10,404	24.4	0.004	2.2
Research & Data Studies	0.002	5,897	1,315	7,212	22.3	0.003	1.6
Subtotal Econ Research		14,259	3,357	17,616			
Marketing & Public Relations							
General Operations	0.004	12,458	3,195	15,653	25.6	0.006	3.4
Public Relations Programs	0.008	27,214	5,553	32,767	20.4	0.012	7.1
Fresh Fruit Marketing	0.011	36,288	(1,152)	35,136	(3.2)	0.013	7.6
Subtotal Domestic Mktg		75,960	7,596	83,556			
Int'l Promotions - DOC	0.007	20,000	0	20,000	0.0	0.008	4.3
Int'l Promotions - ATP	0.065	200,000	0	200,000	0.0	0.076	43.2
Subtotal Int'l Mktg		220,000	0	220,000			
Budgeted Expenditures	0.132	435,111	20,418	455,529	4.7	0.173	98.4
Reserves	0.013	42,289	(34,768)	7,521	(82.2)	0.003	1.6
TOTAL BUDGET	**$0.145**	**$477,400**	**($14,350)**	**$463,050**	**(3.0)**	**$0.176**	**100.0**

FLORIDA DEPARTMENT OF CITRUS

COMPARISON OF PROPOSED FRESH SPECIALTY OPERATING BUDGET
FISCAL YEARS AS INDICATED

	FRESH SPECIALTY						
	Cost Per Box	Budget 2019-20	Adjustment	Proposed 2020-21	Percent	Cost Per Box	% of Budget
REVENUE							
Carryover	$0.000	$0	$0	$0	0.0	$0.000	0.0
2018-19 Unspent Certified	0.000	116	(116)	0	(100.0)	0.000	0.0
Tax Assessments - Domestic	0.070	38,990	700	39,690	1.8	0.070	37.0
Interest/Other	0.003	1,900	700	2,600	36.8	0.005	2.4
Gen Rev - NVD	0.117	65,000	0	65,000	0.0	0.115	60.6
BUDGETED REVENUE	**$0.190**	**$106,006**	**$1,284**	**$107,290**	**1.2**	**$0.190**	**100.0**
EXPENDITURES							
Administration							
Admin & Supp Srvc	0.017	9,640	941	10,581	9.8	0.019	9.9
State Gen Rev Charge	0.003	1,600	100	1,700	6.3	0.003	1.6
Subtotal Administration		11,240	1,041	12,281			
Scientific Research							
General Operations	0.005	2,958	378	3,336	12.8	0.006	3.1
Scientific Prod Res	0.000	0	0	0	0.0	0.000	0.0
New Varieties Dev - Gen Rev	0.117	65,000	0	65,000	0.0	0.115	60.6
Subtotal Scientific Research		67,958	378	68,336			
Economic & Market Research							
General Operations	0.004	1,991	283	2,274	14.2	0.004	2.1
Research & Data Studies	0.003	1,404	173	1,577	12.3	0.003	1.5
Subtotal Econ Research		3,395	456	3,851			
Marketing & Public Relations							
General Operations	0.005	2,824	524	3,348	18.6	0.006	3.1
Public Relations Programs	0.011	6,185	827	7,012	13.4	0.012	6.5
Fresh Fruit Marketing	0.014	8,064	(576)	7,488	(7.1)	0.013	7.0
Subtotal Domestic Mktg		17,073	775	17,848			
Budgeted Expenditures	0.179	99,665	2,653	102,317	2.7	0.181	95.4
Reserves	0.011	6,341	(1,367)	4,974	(21.6)	0.009	4.6
TOTAL BUDGET	**$0.190**	**$106,006**	**$1,284**	**$107,291**	**1.2**	**$0.190**	**100.0**

FLORIDA DEPARTMENT OF CITRUS

BUDGETED REVENUE AND EXPENDITURES VALUE PER BOX

2020-21

	PROCESSED ORANGE	PROC & FRSH GRAPEFRUIT	FRESH ORANGE	FRESH SPECIALTY
REVENUE				
Carryover	$0.000	0.073	$0.021	$0.000
Tax Assessments - Domestic	0.120	0.070	0.050	0.070
Tax Assessments - Imports	0.040	0.023	0.000	0.000
Interest/Other	0.003	0.004	0.004	0.005
Gen Rev - NVD	0.004	0.022	0.025	0.115
Gen Rev - PR & Marketing	0.076	0.013	0.000	0.000
FAS Program	0.001	0.519	0.000	0.000
ATP Program	0.000	0.000	0.076	0.000
BUDGETED REVENUE			**0.176**	**0.190**
EXPENDITURES				
Administration	*			
Admin & Supp Srvc	0.018	0.018	0.018	0.019
State Gen Rev Charge	0.004	0.003	0.002	0.003
Scientific Research				
General Operations	0.006	0.006	0.006	0.006
Scientific Prod Res	0.005	0.000	0.000	0.000
New Varieties Dev - Gen Rev	0.004	0.022	0.025	0.115
Economic & Market Research				
General Operations	0.004	0.004	0.004	0.004
Research & Data Studies	0.006	0.005	0.003	0.003
Marketing & Public Relations	*			
General Operations	0.008	0.005	0.006	0.006
Public Relations Programs	0.066	0.023	0.012	0.012
Marketing & PR - Gen Rev	0.076	0.000	0.000	0.000
Fresh Fruit Marketing	0.000	0.003	0.013	0.013
Int'l Promotions - DOC	0.002	0.071	0.008	0.000
Int'l Promotions - FAS	0.001	0.519	0.000	0.000
Int'l Promotions - ATP	0.000	0.000	0.076	0.000
Budgeted Expenditures			0.173	0.181
Reserves	0.003	0.006	0.003	0.009
TOTAL BUDGET	*$0.203*	*$0.685*	**$0.176**	**$0.190**

* 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

2020-21 PROPOSED OPERATING BUDGET
July 1, 2020

DESCRIPTION	OCA CODE	BUDGET 2019-20	YEAR TO DATE EXPENDITURES 3/31/2020	ADJUSTMENT	PROPOSED BUDGET 2020-21	% INCREASE/ DECREASE
STATE GENERAL REVENUE CHARGE						
57 10 00 00 000						
Florida Citrus Advertising Trust Fun	**88040**	**$263,090**	**$51,104**	**$135,510**	**$398,600**	51.5
ADMINISTRATIVE AND SUPPORT SERVICES						
GENERAL OPERATIONS						
57 10 10 08 001						
Commissioners Comp (OPS)	12101	6,000	1,268	0	6,000	0.0
Commissioners Travel - All Variety	26001	6,000	2,970	0	6,000	0.0
57 10 10 09 001						
Salaries and Benefits	11000	1,300,000	1,012,000	90,000	1,390,000	6.9
Temporary Empoyee (OPS)	12100	9,400	2,634	(2,000)	7,400	(21.3)
Employee Travel - All Variety	26000	15,000	5,424	0	15,000	0.0
Subtotal		1,336,400	1,024,296	88,000	1,424,400	6.6
57 10 10 09 002						
Fruit Inspection Data	13260	100	0	0	100	0.0
Training	13280	3,200	3,198	0	3,200	0.0
People First	15800	6,200	4,361	0	6,200	0.0
Unemployment Compensation	16500	3,600	2,475	0	3,600	0.0
Telephone	22100	38,000	23,350	0	38,000	0.0
Office Supplies	34101	1,000	636	0	1,000	0.0
Office Equipment	34102	600	539	0	600	0.0
Casualty Insurance	4100C	13,900	13,802	0	13,900	0.0
Property Insurance	4100P	3,800	3,791	0	3,800	0.0
Subscriptions	49200	8,000	4,987	0	8,000	0.0
Memberships	49300	800	550	0	800	0.0
Miscellaneous	49900	2,400	1,547	0	2,400	0.0
Subtotal General Operations		1,418,000	1,083,532	88,000	1,506,000	6.2
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	5,489	0	25,000	0.0
Legal Srv-G Counsel	1316G	105,000	44,409	0	105,000	0.0
Legal Srv-Trademark	1316T	20,000	687	0	20,000	0.0
Legal Advertising	13310	2,000	1,422	0	2,000	0.0
Miscellaneous	29000	3,500	125	(1,500)	2,000	(42.9)
Subtotal Legal Services		$156,500	$52,132	($1,500)	$155,000	(1.0)

FLORIDA DEPARTMENT OF CITRUS

2020-21 PROPOSED OPERATING BUDGET

July 1, 2020

DESCRIPTION	OCA CODE	BUDGET 2019-20	YEAR TO DATE EXPENDITURES 3/31/2020	ADJUSTMENT	PROPOSED BUDGET 2020-21	% INCREASE/ DECREASE
SUPPORT SERVICES						
57 10 10 12 002						
Grounds Maintenance	13290	$7,000	$4,800	$0	$7,000	0.0
Mailing & Delivery Services	13420	1,000	506	0	1,000	0.0
Shredding Service	13421	600	591	(100)	500	(16.7)
Warehouse Services	13991	13,000	9,365	(2,000)	11,000	(15.4)
Postage	21000	2,000	1,056	(500)	1,500	(25.0)
Reproduction	23000	5,500	5,323	500	6,000	9.1
Maintenance - Auto	2410A	500	116	0	500	0.0
Maintenance - Building	2410B	32,000	30,289	(2,000)	30,000	(6.3)
Maintenance - Equipment	2410E	500	67	0	500	0.0
Building Utilities	27100	78,000	49,178	(3,000)	75,000	(3.8)
Building Supplies	3410B	3,000	1,763	0	3,000	0.0
Distribution Supplies	3410D	300	61	0	300	0.0
Fuel	36410	2,500	386	0	2,500	0.0
Copy Equipment Rental	44200	7,200	4,726	0	7,200	0.0
Rental-Office Equipment	44400	5,400	2,588	(2,900)	2,500	(53.7)
Equipment - General (OCO)	51200	5,000	0	0	5,000	0.0
Subtotal Support Services		163,500	110,815	(10,000)	153,500	(6.1)
IT SERVICES						
57 10 10 14 002						
DP Services - AST **(EO=55)**	1327A	66,500	51,970	(66,500)	0	(100.0)
Training	13280	0	0	2,500	2,500	100.+
DP Services - Other	22300	50,000	34,743	(12,000)	38,000	(24.0)
Data Processing Maint	2410D	1,500	25	0	1,500	0.0
DP Equipment	3410E	10,000	5,303	0	10,000	0.0
Data Processing Supplies	3410S	2,000	788	1,000	3,000	50.0
DP Equipment (OCO)	51600	10,000	0	0	10,000	0.0
Data Processing Software	53100	50,000	25,416	30,000	80,000	60.0
Subtotal IT Services		190,000	118,245	(45,000)	145,000	(23.7)
Total Support & IT Services		353,500	229,060	(55,000)	298,500	(15.6)
TOTAL ADMIN, SUPPORT & IT SERVICES		**$1,928,000**	**$1,364,724**	**$31,500**	**$1,959,500**	1.6

FLORIDA DEPARTMENT OF CITRUS

2020-21 PROPOSED OPERATING BUDGET

July 1, 2020

DESCRIPTION	OCA CODE	BUDGET 2019-20	YEAR TO DATE EXPENDITURES 3/31/2020	ADJUSTMENT	PROPOSED BUDGET 2020-21	% INCREASE/ DECREASE
SCIENTIFIC RESEARCH						
GENERAL OPERATIONS						
57 10 12 10 001						
Salaries and Benefits	11000	$245,000	$179,054	$33,000	$278,000	13.5
Temporary Employees (OPS)	12100	82,000	54,018	0	82,000	0.0
Employee Travel - AV	26000	22,000	9,682	(4,000)	18,000	(18.2)
57 10 12 10 002						
Training	13280	5,000	0	0	5,000	0.0
Mailing & Delivery Services	13420	200	75	0	200	0.0
People First	15800	4,100	2,855	0	4,100	0.0
Postage	21000	100	31	0	100	0.0
Telephone	22100	2,000	733	(500)	1,500	(25.0)
Reproduction	23000	400	16	(200)	200	(50.0)
Repairs & Maintenance	24101	70,000	52,364	5,000	75,000	7.1
Office Supplies	34101	800	196	(200)	600	(25.0)
Research Material - Internal	34103	25,000	6,176	0	25,000	0.0
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	1,136	0	2,200	0.0
Subscriptions	49200	200	67	0	200	0.0
Memberships	49300	100	0	0	100	0.0
Miscellaneous	49900	1,000	0	(500)	500	(50.0)
Equipment (OCO)	51200	6,500	6,460	(6,500)	0	(100.0)
TOTAL GENERAL OPERATIONS		**591,600**	**398,317**	**26,100**	**617,700**	**4.4**
MEDICAL RESEARCH						
57 10 12 11 005						
Hesperidin - Systematic Review	SR081	71,000	29,871	(47,000)	24,000	(66.2)
Inflammation-Systematic Review-OJ	SR082	49,000	0	6,000	55,000	12.2
Lutein - ILSI Project - OJ	SR083	80,000	20,000	(40,000)	40,000	(50.0)
Longitudinal Study - Weight and OJ	SR090	171,000	104,487	(94,000)	77,000	(55.0)
NHANES:Diet Quality & Weight-OJ	SR091	39,500	25,962	(39,500)	0	(100.0)
NHANES:Nutrient Adequacy -OJ	SR092	65,000	35,000	(65,000)	0	(100.0)
Nutritional Impact Manuscript-OJ	SR093	10,000	0	(10,000)	0	(100.0)
Fruit/Juice - Analytical - OJ	SR094	0	0	100,000	100,000	100.+
Hydration Clinical Trial - OJ	SR095	0	0	100,000	100,000	100.+
Literature/Data Study - OJ	SR096	0	0	75,000	75,000	100.+
Subtotal Medical Research		485,500	215,320	(14,500)	471,000	(3.0)
TOTAL SCIENTIFIC RESEARCH		**1,077,100**	**613,637**	**11,600**	**1,088,700**	1.1

FLORIDA DEPARTMENT OF CITRUS
2020-21 PROPOSED OPERATING BUDGET
July 1, 2020

DESCRIPTION	OCA CODE	BUDGET 2019-20	YEAR TO DATE EXPENDITURES 3/31/2020	ADJUSTMENT	PROPOSED BUDGET 2020-21	% INCREASE/ DECREASE
SCIENTIFIC SPONSORED RESEARCH						
GENERAL REVENUE PROGRAMS						
57 10 12 11 003						
New Varieties Development-All Variety	GR090	650,000	329,964	0	650,000	0.0
TOTAL NVDC - GENERAL REVENUE		650,000	329,964	0	650,000	0.0
TOTAL SCIENTIFIC & SPONSORED RESEARCH		**$1,727,100**	**$943,601**	**$11,600**	**$1,738,700**	**0.7**
*** SUBTOTALS BY FUNDING SOURCE**						
Scientific Research - CATF		**$ 1,077,100**	**$ 613,637**	**$ 11,600**	**$ 1,088,700**	
Scientific Research - GR		**650,000**	**329,964**	**0**	**650,000**	
Total		**$1,727,100**	**$943,601**	**$11,600**	**$1,738,700**	**0.7**

FLORIDA DEPARTMENT OF CITRUS
2020-21 PROPOSED OPERATING BUDGET
July 1, 2020

DESCRIPTION	OCA CODE	BUDGET 2019-20	YEAR TO DATE EXPENDITURES 3/31/2020	ADJUSTMENT	PROPOSED BUDGET 2020-21	% INCREASE/ DECREASE
ECONOMIC AND MARKET RESEARCH						
GENERAL OPERATIONS						
57 10 13 10 001						
Salaries and Benefits	11000	$340,000	$243,529	$22,000	$362,000	6.5
Temporary Employees (OPS)	12100	26,000	16,676	0	26,000	0.0
Employee Travel - AV	26000	19,000	15,391	1,000	20,000	5.3
57 10 13 10 002						
Research Publications	13263	1,200	0	0	1,200	0.0
Website	13270	4,800	1,013	0	4,800	0.0
Postage	21000	250	70	0	250	0.0
Telephone	22100	2,400	1,084	0	2,400	0.0
Reproduction	23000	500	136	0	500	0.0
Office Supplies	34101	500	0	0	500	0.0
Copy Equipment Rental	44200	2,300	1,136	0	2,300	0.0
Subscriptions	49200	50	22	0	50	0.0
Miscellaneous	49900	1,200	132	0	1,200	0.0
Subtotal General Operations		398,200	279,189	23,000	421,200	5.8
RESEARCH DATA & STUDIES						
57 10 13 12 003						
Processed Retail Sales-A.C. Nielsen	ER010	295,000	224,250	8,900	303,900	3.0
FL Agri Market Research Center - AV	ER020	215,800	109,966	11,200	227,000	5.2
Economic Impact Analysis - AV	ER025	30,000	0	0	30,000	0.0
Other Data Purchases - AV	ER035	10,000	2,200	0	10,000	0.0
Survey's - Toluna - AV	ER060	25,000	13,551	0	25,000	0.0
Subtotal Research Data & Studies		575,800	349,967	20,100	595,900	3.5
TOTAL ECON & MKT RESEARCH		**$974,000**	**$629,156**	**$43,100**	**$1,017,100**	**4.4**

FLORIDA DEPARTMENT OF CITRUS
2020-21 PROPOSED OPERATING BUDGET
July 1, 2020

DESCRIPTION	OCA CODE	BUDGET 2019-20	YEAR TO DATE EXPENDITURES 3/31/2020	ADJUSTMENT	PROPOSED BUDGET 2020-21	% INCREASE/ DECREASE
MARKETING AND PUBLIC RELATIONS						
GENERAL OPERATIONS						
57 10 15 10 001						
Salaries and Benefits	11000	$455,000	$298,404	$55,000	$510,000	12.1
Employee Travel - All Variety	26000	5,000	1,633	0	5,000	0.0
Employee Travel - Orange Juice	26002	20,000	6,004	0	20,000	0.0
Employee Travel - Fresh	26004	2,500	0	0	2,500	0.0
57 10 15 10 002						
Promotional Materials	13350	4,800	25	0	4,800	0.0
Mailing & Delivery Services	13420	2,500	722	0	2,500	0.0
People First	15800	3,800	2,554	0	3,800	0.0
Postage	21000	100	47	0	100	0.0
Telephone	22100	6,000	2,201	0	6,000	0.0
Office Supplies	34101	1,000	40	0	1,000	0.0
Subscriptions	49200	1,000	930	0	1,000	0.0
Memberships	49300	9,700	9,262	0	9,700	0.0
Digital Asset Management	53101	5,800	5,740	0	5,800	0.0
TOTAL GENERAL OPERATIONS		**$517,200**	**$327,562**	**$55,000**	**$572,200**	**10.6**
GENERAL REVENUE PROGRAMS						
57 10 15 11 003						
Consumer Awareness - PR	GR010	935,000	77,222	3,815,000	4,750,000	100.+
FL Welcome Stations-Juice	GR080	0	0	250,000	250,000	100.+
TOTAL GENERAL REVENUE PROGRAMS		**$935,000**	**$77,222**	**$4,065,000**	**$5,000,000**	**100.+**

FLORIDA DEPARTMENT OF CITRUS
2020-21 PROPOSED OPERATING BUDGET
July 1, 2020

DESCRIPTION	OCA CODE	BUDGET 2019-20	YEAR TO DATE EXPENDITURES 3/31/2020	ADJUSTMENT	PROPOSED BUDGET 2020-21	% INCREASE/ DECREASE
PUBLIC RELATIONS						
CORPORATE - ALL VARIETIES						
57 10 15 12 003						
Brand Asset Development	PR010	$0	$0	$295,500	$295,500	100.+
Digital & Web Platforms	PR012	595,500	459,229	(295,500)	300,000	(49.6)
Reactive Issues Management	PR016	600,000	323,075	0	600,000	0.0
Policy Issues	PR017	34,500	21,083	0	34,500	0.0
Subtotal Corporate - All Varieties		1,230,000	803,387	0	1,230,000	0.0
PROCESSED ORANGE						
57 10 15 12 004						
Media Relations	PR014	0	0	600,000	600,000	100.+
Influencer Engagement	PR041	125,000	32,865	180,000	305,000	100.+
Performance Mktg-Digital/Social	PR045	2,870,000	891,729	(638,000)	2,232,000	(22.2)
Consumer Awareness FY2018-19 CATF	PR090	180,000	180,000	(180,000)	0	(100.0)
Subtotal Processed Orange		3,175,000	1,104,594	(38,000)	3,137,000	(1.2)
GRAPEFRUIT						
57 10 15 12 005						
Proactive/Reactive Issues Mgmt - GF	PR036	50,000	0	0	50,000	0.0
Subtotal Processed Grapefruit		50,000	0	0	50,000	0.0
IN-STATE PROGRAMS						
57 10 15 12 008						
Industry Grower Relations - AV	PR081	7,000	5,500	38,000	45,000	100.+
Subtotal In-State Programs		7,000	5,500	38,000	45,000	100.+
FRESH FRUIT						
57 10 16 11 007						
Gift Fruit Programs	RM070	57,600	22,353	0	57,600	0.0
Subtotal Fresh Fruit		57,600	22,353	0	57,600	0.0
TOTAL PR PROGRAMS - CATF		**$4,519,600**	**$1,935,834**	**$0**	**$4,519,600**	0.0
*** SUBTOTALS BY FUNDING SOURCE**						
PR & Domestic Marketing - CATF		**$ 5,036,800**	**$ 2,263,396**	**$ 55,000**	**$ 5,091,800**	
PR & Domestic Marketing - GR		**935,000**	**77,222**	**4,065,000**	**5,000,000**	
Total		**$5,971,800**	**$2,340,618**	**$4,120,000**	**$10,091,800**	

FLORIDA DEPARTMENT OF CITRUS

2020-21 PROPOSED OPERATING BUDGET

July 1, 2020

DESCRIPTION	OCA CODE	BUDGET 2019-20	YEAR TO DATE EXPENDITURES 3/31/2020	ADJUSTMENT	PROPOSED BUDGET 2020-21	% INCREASE/ DECREASE
INTERNATIONAL MARKETING						
GENERAL OPERATIONS						
57 10 18 10 001						
Salaries and Benefits	11000	$180,000	$133,605	$6,000	$186,000	3.3
Employee Travel - Orange Juice	26002	10,500	1,855	0	10,500	0.0
Employee Travel - Grapefuit	26003	25,000	9,519	0	25,000	0.0
Employee Travel - PO/PG/FG	26006	4,500	2,232	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	1,578	0	2,500	0.0
Banking Services (Foreign Currency)	13450	1,500	500	0	1,500	0.0
Postage	21000	100	1	0	100	0.0
Telephone	22100	2,000	680	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	22	0	150	0.0
Memberships	49300	5,000	3,750	0	5,000	0.0
Miscellaneous	49900	1,000	620	0	1,000	0.0
Subtotal General Operations		235,750	154,362	6,000	241,750	2.5
FAS ADMINISTRATION						
57 10 18 10 003						
Evaluations-DOC	IM01D	5,000	0	0	5,000	0.0
Evaluations-FAS	IM01F	61,000	0	(8,000)	53,000	(13.1)
Consultant Fee-DOC	1313D	76,725	38,363	1,775	78,500	2.3
FAS Annual Workshop-DOC	26005	2,500	2,337	0	2,500	0.0
Subtotal FAS Administration		$145,225	$40,700	($6,225)	$139,000	(4.3)

FLORIDA DEPARTMENT OF CITRUS
2020-21 PROPOSED OPERATING BUDGET
July 1, 2020

DESCRIPTION	OCA CODE	BUDGET 2019-20	YEAR TO DATE EXPENDITURES 3/31/2020	ADJUSTMENT	PROPOSED BUDGET 2020-21	% 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	61,431	3,570	233,570	1.6
Subtotal Canada-Fresh & Proc. Gft.		243,400	61,431	3,570	246,970	1.5
Processed Orange						
57 10 18 10 104						
Promotions-DOC	1335D	22,800	0	0	22,800	0.0
Promotions-FAS	1335F	575,129	227,778	(35,229)	539,900	(6.1)
Subtotal Canada-Proc Orange		597,929	227,778	(35,229)	562,700	(5.9)
Fresh Orange - ATP						
57 10 18 10 105						
Promotions-DOC	1335D	20,000	0	0	20,000	0.0
Promotions-ATP	1335A	200,000	33,728	0	200,000	0.0
Subtotal Canada-Fresh Orange		220,000	33,728	0	220,000	0.0
TOTAL CANADIAN MARKETING		**1,061,329**	**322,937**	**(31,659)**	**1,029,670**	**(3.0)**
EUROPEAN PROMOTIONS						
France - Promotions - Grapefruit						
Fresh & Processed Grapefruit						
57 10 18 11 203						
Promotions-DOC	1335D	15,300	5,521	0	15,300	0.0
Promotions-FAS	1335F	395,000	122,066	5,000	400,000	1.3
Total France Retail - Fresh & Proc. Gft.		410,300	127,587	5,000	415,300	1.2
Europe - Retail - Grapefruit						
Fresh & Processed Grapefruit						
57 10 18 11 300						
Promotions-DOC	1335D	10,200	0	0	10,200	0.0
Promotions-FAS	1335F	305,000	100,360	(7,200)	297,800	(2.4)
Total Europe Retail- Fresh & Proc. Gft.		315,200	100,360	(7,200)	308,000	(2.3)
TOTAL EUROPEAN PROMOTIONS		**$725,500**	**$227,947**	**($2,200)**	**$723,300**	

FLORIDA DEPARTMENT OF CITRUS
2020-21 PROPOSED OPERATING BUDGET
July 1, 2020

DESCRIPTION	OCA CODE	BUDGET 2019-20	YEAR TO DATE EXPENDITURES 3/31/2020	ADJUSTMENT	PROPOSED BUDGET 2020-21	% INCREASE/ DECREASE
ASIAN PROMOTIONS						
JAPAN						
Fresh & Processed Grapefruit						
57 10 18 12 103						
Promotions-DOC	1335D	$66,300	$160	$0	$66,300	0.0
Promotions-FAS	1335F	1,262,783	215,367	(28,043)	1,234,740	(2.2)
Total Expenses-Japan-Fresh & Proc, Grft		1,329,083	215,527	(28,043)	1,301,040	(2.1)
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	247,878	(12,250)	287,750	(4.1)
Total Korea-Fresh & Proc. Grft		307,450	247,878	(12,250)	295,200	(4.0)
Processed Orange						
57 10 18 13 104						
Promotions-DOC	1335D	30,300	7,500	0	30,300	0.0
Promotions-FAS	1335F	545,954	147,048	(27,214)	518,740	(5.0)
Promotions-ATP	1335A	75,000	75,000	0	75,000	0.0
Total Korea-Fresh & Proc. OJ		651,254	229,548	(27,214)	624,040	(4.2)
TOTAL ASIAN PROMOTIONS		**2,287,787**	**692,953**	**(67,507)**	**2,220,280**	**(3.0)**
TOTAL INTERNATIONAL MARKETING		**$4,455,591**	**$1,438,899**	**($101,591)**	**$4,354,000**	**(2.3)**
*** SUBTOTALS BY FUNDING SOURCE**						
Int'l Mktg-DOC		**$505,725**	**$208,243**	**$7,775**	**$513,500**	**1.5**
Int'l Mktg-FAS		**3,674,866**	**1,121,928**	**(109,366)**	**3,565,500**	**(3.0)**
Int'l Mktg-ATP		**275,000**	**108,728**	**0**	**275,000**	**0.0**
		$4,455,591	**$1,438,899**	**($101,591)**	**$4,354,000**	**(2.3)**

FLORIDA DEPARTMENT OF CITRUS

INTERNATIONAL MARKETING
2020-2021 BUDGET BY VARIETY/FUNDING SOURCE

	TOTAL	PROCESSED ORANGE	PROCESSED GRAPEFRUIT	FRESH ORANGE	FRESH GRAPEFRUIT	TOTAL GRAPEFRUIT
DEPARTMENT OF CITRUS						
General Operations	$241,750	$71,925	$27,100	$0	$142,725	$169,825
FAS Administration	86,000	25,800	8,600	0	51,600	60,200
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	18,437	0	55,313	73,750
Subtotal DOC	513,500	150,825	63,862	20,000	278,813	342,675
FOREIGN AGRICULTURAL SERVICE PROGRAM						
FAS Administration	53,000	15,900	5,300	0	31,800	$37,100
Canadian Marketing	773,470	539,900	58,393	0	175,178	233,570
European Promotions	697,800	0	174,450	0	523,350	697,800
Asian Promotions	2,041,230	518,740	380,623	0	1,141,868	1,522,490
Subtotal FAS	3,565,500	1,074,540	618,765	0	1,872,195	2,490,960
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	**$4,354,000**	**$1,300,365**	**$682,627**	**$220,000**	**$2,151,007**	**$2,833,635**
		29.9%	15.7%	5.1%	49.4%	
DOC as % of FAS	14%	14%	10%	100%	15%	14%

FLORIDA DEPARTMENT OF CITRUS

SUMMARY STATEMENT OF RESERVES - ALL FUNDS

2020-21

DESCRIPTION	OBJECT CODE	FCC REQUIRED	% OF REVENUE	EQUIVALENT BOXES
57 10 00 10 005				
Processed Orange	899006	$271,598	3.0%	2,263,317
Processed Grapefruit	899007	11,160	5.0%	159,429
Fresh Orange	899008	7,521	5.7%	150,420
Fresh Grapefruit	899009	20,810	15.3%	297,286
Fresh Specialty	899010	4,974	12.5%	71,057
		$316,063		**2,941,508**