

State of Florida
Department of Citrus

2020- 2021
REVISED
OPERATING
BUDGET

October 21, 2020



FLORIDA DEPARTMENT OF CITRUS

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FLORIDA DEPARTMENT OF CITRUS

COMPARATIVE CITRUS ADVERTISING ASSESSMENTS*

2020-21 REVISED OPERATING BUDGET

	2019-20		2020-21		STATUTE
	FRESH	PROCESSED	FRESH	PROCESSED	
DOMESTIC					
Orange	\$ 0.050	\$ 0.070	\$ 0.050	\$ 0.120	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)
IMPORTS					
Orange		\$ 0.070		\$ 0.120	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

2020-21 REVISED OPERATING BUDGET

DESCRIPTION	BEGINNING OPERATING FUND BALANCE	REVENUE	COMMITTED/ UNCOMMITTED EXPENDITURES	RESERVES	ENDING OPERATING FUND BALANCE
Florida Citrus Advertising Trust Fund	\$10,871,365	\$18,361,897	\$19,350,550	\$417,168	\$9,465,544

FLORIDA DEPARTMENT OF CITRUS

REVENUE BOXES (000)

2020-21 REVISED OPERATING BUDGET

	2019-20 ACTUAL REVENUE BOXES	2020-21 PRELIMINARY ESTIMATED BOXES	2020-21 REVENUE BOXES	REVENUE BOX ADJUSTMENT	2020-21 REVISED ESTIMATED BOXES	2020-21 REVENUE BOXES	% INCREASE/ DECREASE
DOMESTIC							
ORANGE:		67,650			57,000		
Non-Revenue		<u>(184)</u>			<u>(225)</u>		
Fresh	3,181		2,627	(572)		2,055	(21.8)
Processed	64,349		<u>64,839</u>	<u>(10,119)</u>		<u>54,720</u>	<u>(15.6)</u>
GRAPEFRUIT:		4,890			4,500		
Non-Revenue		<u>(90)</u>			<u>(120)</u>		
Fresh	2,097		1,940	(50)		1,890	(2.6)
Processed	2,771		<u>2,860</u>	<u>(370)</u>		<u>2,490</u>	<u>(12.9)</u>
SPECIALTY:		1,020			1,100		
Non-Revenue		<u>(60)</u>			<u>(65)</u>		
Fresh	562		567	48		615	8.5
Processed	<u>381</u>		<u>393</u>	<u>27</u>		<u>420</u>	<u>6.9</u>
SUBTOTAL:		73,560			62,600		
Non-Revenue		<u>(334)</u>			<u>(410)</u>		
Fresh	5,840		5,134	(574)		4,560	(11.2)
Processed	<u>67,501</u>		<u>68,092</u>	<u>(10,462)</u>		<u>57,630</u>	<u>(15.4)</u>
TOTAL DOMESTIC:	<u>73,341</u>		<u>73,226</u>	<u>(11,036)</u>		<u>62,190</u>	<u>(15.1)</u>
IMPORTS							
Orange	42,066		32,000	12,122		44,122	37.9
Grapefruit	<u>1,044</u>		<u>1,000</u>	<u>(500)</u>		<u>500</u>	<u>(50.0)</u>
TOTAL IMPORTS:	<u>43,110</u>		<u>33,000</u>	<u>11,622</u>		<u>44,622</u>	<u>35.2</u>
TOTAL	<u><u>116,451</u></u>		<u><u>106,226</u></u>	<u><u>586</u></u>		<u><u>106,812</u></u>	<u><u>0.6</u></u>

FLORIDA DEPARTMENT OF CITRUS

ESTIMATED REVENUE

2020-21 REVISED OPERATING BUDGET

DESCRIPTION	PRELIMINARY ESTIMATED 2020-21	ADJUSTMENT	REVISED ESTIMATED 2020-21	% INCREASE/ DECREASE
Assessment on Domestic Fruit				
Orange				
Fresh	\$131,350	(\$28,600)	\$102,750	(21.8)
Processed	7,780,680	(1,214,280)	6,566,400	(15.6)
	<u>7,912,030</u>	<u>(1,242,880)</u>	<u>6,669,150</u>	(15.7)
Grapefruit				
Fresh	135,800	(3,500)	132,300	(2.6)
Processed	200,200	(25,900)	174,300	(12.9)
	<u>336,000</u>	<u>(29,400)</u>	<u>306,600</u>	(8.8)
Specialty				
Fresh	39,690	3,360	43,050	8.5
Processed	27,510	1,890	29,400	6.9
	<u>67,200</u>	<u>5,250</u>	<u>72,450</u>	7.8
Assessment on Import Fruit				
Orange (Opt Out)	1,280,000	484,880	1,764,880	37.9
Grapefruit	23,333	(11,667)	11,667	(50.0)
	<u>1,303,333</u>	<u>473,213</u>	<u>1,776,547</u>	36.3
Total Assessments	9,618,563	(793,817)	8,824,747	(8.3)
Investment Earnings	329,700	(104,900)	224,800	(31.8)
Other Income	30,000	0	30,000	0.0
Gen Rev - Marketing & NVDC	5,650,000	(339,000)	5,311,000	(6.0)
Foreign Agricultural Svc Funds	<u>3,840,500</u>	<u>130,850</u>	<u>3,971,350</u>	3.4
TOTAL	<u>\$19,468,763</u>	<u>(\$1,106,867)</u>	<u>\$18,361,897</u>	(5.7)

FLORIDA DEPARTMENT OF CITRUS

BUDGETED EXPENDITURES BY DEPARTMENT

2020-21 REVISED OPERATING BUDGET

DESCRIPTION	PRELIMINARY BUDGET 2020-21	ADJUSTMENT	REVISED BUDGET 2020-21	% INCREASE/ DECREASE
Administration				
Admin and Support Services	\$1,959,500	\$37,100	\$1,996,600	1.9
State General Revenue Charge	398,600	(35,800)	362,800	(9.0)
Scientific Research & Development				
General Operations	617,700	(1,600)	616,100	(0.3)
Scientific Product Research	471,000	0	471,000	0.0
New Varieties Development-Gen Rev	650,000	(39,000)	611,000	(6.0)
Economic and Market Research				
General Operations	421,200	100	421,300	0.0
Research Studies & Data	595,900	0	595,900	0.0
Marketing & Public Relations				
General Operations	572,200	(800)	571,400	(0.1)
Public Relations Programs	4,462,000	0	4,462,000	0.0
Public Relations Programs-Gen Rev	5,000,000	(300,000)	4,700,000	(6.0)
Fresh Fruit Marketing	57,600	0	57,600	0.0
International Marketing				
International Promotions-DOC	513,500	0	513,500	0.0
International Promotions-FAS	3,565,500	130,850	3,696,350	3.7
International Promotions-ATP	275,000	0	275,000	0.0
Total Expenditures	19,559,700	(209,150)	19,350,550	(1.1)
Reserves	316,063	101,105	417,168	32.0
TOTAL	\$19,875,763	(\$108,045)	\$19,767,718	(0.5)

FLORIDA DEPARTMENT OF CITRUS

BUDGETED EXPENDITURES BY CATEGORY

2020-21 REVISED OPERATING BUDGET

DESCRIPTION	PRELIMINARY BUDGET 2020-21	ADJUSTMENT	REVISED BUDGET 2020-21	% INCREASE/ DECREASE
GENERAL OPERATIONS				
Salaries and Benefits	\$2,726,000	\$0	\$2,726,000	0.0
Other Personal Services	121,400	0	121,400	0.0
Travel	126,500	0	126,500	0.0
People First Initiative	14,100	(4,300)	9,800	(30.5)
Unemployment Compensation	3,600	0	3,600	0.0
Telephone	49,900	0	49,900	0.0
Postage/Freight	8,250	0	8,250	0.0
Data Processing	138,300	24,000	162,300	17.4
Supplies	6,900	0	6,900	0.0
Insurance and Bond Premiums	17,700	11,800	29,500	66.7
Reproduction	6,700	0	6,700	0.0
Subscriptions and Memberships	25,000	0	25,000	0.0
Trade Meals/Meetings	500	0	500	0.0
Training	10,700	0	10,700	0.0
Repairs and Maintenance	115,500	3,200	118,700	2.8
Utilities	75,000	0	75,000	0.0
Leases/Rent Expense	25,200	0	25,200	0.0
Promotional Items	6,300	0	6,300	0.0
Capital Equipment (OCO)	15,000	0	15,000	0.0
Office/Research Equipment	600	0	600	0.0
Miscellaneous	9,100	100	9,200	1.1
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	83,300	0	83,300	0.0
Subtotal General Operations	3,736,850	34,800	3,771,650	0.9
PROGRAMS*				
Legal Services	153,000	0	153,000	0.0
General Revenue Charge	398,600	(35,800)	362,800	(9.0)
Scientific Research	471,000	0	471,000	0.0
New Varieties Development	650,000	(39,000)	611,000	(6.0)
Economic & Market Research	595,900	0	595,900	0.0
Public Relations Programs	9,462,000	(300,000)	9,162,000	(3.2)
Fresh Fruit Marketing	57,600	0	57,600	0.0
International Marketing	4,034,750	130,850	4,165,600	3.2
Reserves	316,063	101,105	417,168	32.0
Subtotal Programs	16,138,913	(142,845)	15,996,068	(0.9)
TOTAL	\$19,875,763	(\$108,045)	\$19,767,718	(0.5)

*Program costs exclude general operating expenses

FLORIDA DEPARTMENT OF CITRUS

BUDGETED REVENUE AND EXPENDITURES BY FRUIT VARIETY

2020-21 PRELIMINARY OPERATING BUDGET

	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
GenRev - NVD	650,000	390,000	65,000	65,000	65,000	65,000
GenRev - 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 & Support Services	\$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 Development-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
Gift Fruit Marketing	57,600	0	0	35,136	14,976	7,488
Subtotal Domestic Marketing	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 Marketing	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
BUDGETED REVENUE AND EXPENDITURES BY FRUIT VARIETY
2020-21 REVISED OPERATING BUDGET

	TOTAL	PROCESSED ORANGE	PROCESSED GRAPEFRUIT	FRESH ORANGE	FRESH GRAPEFRUIT	FRESH SPECIALTY
REVENUE						
Carryover	\$1,371,000	\$1,000,000	\$41,000	\$60,000	\$270,000	\$0
2019-20 Unspent Certified	34,821	31,176	1,781	449	1,335	80
Tax Assessments-Domestic	7,048,200	6,595,800	174,300	102,750	132,300	43,050
Tax Assessments-Imports	1,776,547	1,764,880	11,667	0	0	0
Interest/Other	254,800	232,100	7,000	7,700	5,700	2,300
GenRev - NVD	611,000	366,600	61,100	61,100	61,100	61,100
GenRev - PR & Marketing	4,700,000	4,637,500	62,500	0	0	0
FAS Program	3,696,350	1,074,540	651,477	0	1,970,333	0
ATP Program	275,000	75,000	0	200,000	0	0
BUDGETED REVENUE	\$19,767,718	\$15,777,596	\$1,010,825	\$431,999	\$2,440,768	\$106,530
EXPENDITURES						
Administration						
Admin & Support Services	\$1,996,600	\$1,855,440	\$55,905	\$38,335	\$35,340	\$11,580
State Gen Rev Charge	362,800	343,400	7,700	4,400	5,500	1,800
Subtotal Administration	2,359,400	2,198,840	63,605	42,735	40,840	13,380
Scientific Research						
General Operations	616,100	572,542	17,251	11,829	10,905	3,573
Scientific Prod Res	471,000	471,000	0	0	0	0
New Varieties Development-Gen Rev	611,000	366,600	61,100	61,100	61,100	61,100
Subtotal Scientific Research	1,698,100	1,410,142	78,351	72,929	72,005	64,673
Economic Research						
General Operations	421,300	391,514	11,797	8,089	7,457	2,443
Research Data & Studies	595,900	566,139	17,293	5,606	5,169	1,694
Subtotal Econ Research	1,017,200	957,653	29,090	13,695	12,626	4,137
Marketing & Public Relations						
General Operations	571,400	543,651	5,763	12,702	5,510	3,773
Public Relations Programs	4,462,000	4,353,350	40,388	26,138	34,348	7,778
Marketing & PR-Gen Rev	4,700,000	4,637,500	62,500	0	0	0
Gift Fruit Marketing	57,600	0	0	33,408	14,400	9,792
Subtotal Domestic Marketing	9,791,000	9,534,501	108,651	72,248	54,258	21,343
Int'l Promotions-DOC	513,500	150,825	63,863	20,000	278,812	0
Int'l Promotions-FAS	3,696,350	1,074,540	651,477	0	1,970,333	0
Int'l Promotions-ATP	275,000	75,000	0	200,000	0	0
Subtotal Int'l Marketing	4,484,850	1,300,365	715,340	220,000	2,249,145	0
Budgeted Expenditures	19,350,550	15,401,501	995,036	421,607	2,428,873	103,533
Reserves	417,168	376,095	15,789	10,392	11,895	2,997
TOTAL BUDGET	\$19,767,718	\$15,777,596	\$1,010,825	\$431,999	\$2,440,768	\$106,530

FLORIDA DEPARTMENT OF CITRUS
COMPARISON OF OPERATING BUDGET - ALL VARIETY
2020-21 REVISED OPERATING BUDGET

	PRELIMINARY BUDGET 2020-21	ADJUSTMENT	REVISED BUDGET 2020-21	% INCREASE/ DECREASE
REVENUE				
Carryover	\$407,000	\$964,000	\$1,371,000	100.+
2019-20 Unspent Certified	0	34,821	34,821	100.+
Tax Assessments-Domestic	8,315,230	(1,267,030)	7,048,200	(15.2)
Tax Assessments-Imports	1,303,333	473,214	1,776,547	36.3
Interest/Other	359,700	(104,900)	254,800	(29.2)
GenRev - NVD	650,000	(39,000)	611,000	(6.0)
GenRev - PR & Marketing	5,000,000	(300,000)	4,700,000	(6.0)
FAS Program	3,565,500	130,850	3,696,350	3.7
ATP Program	275,000	0	275,000	0.0
BUDGETED REVENUE	\$19,875,763	(\$108,045)	\$19,767,718	(0.5)
EXPENDITURES				
Administration				
Admin & Support Services	\$1,959,500	\$37,100	\$1,996,600	1.9
State Gen Rev Charge	398,600	(35,800)	362,800	(9.0)
Subtotal Administration	2,358,100	1,300	2,359,400	0.1
Scientific Research				
General Operations	617,700	(1,600)	616,100	(0.3)
Scientific Prod Res	471,000	0	471,000	0.0
New Varieties Development-Gen Rev	650,000	(39,000)	611,000	(6.0)
Subtotal Scientific Research	1,738,700	(40,600)	1,698,100	(2.3)
Economic Research				
General Operations	421,200	100	421,300	0.0
Research Data & Studies	595,900	0	595,900	0.0
Subtotal Econ Research	1,017,100	100	1,017,200	0.0
Marketing & Public Relations				
General Operations	572,200	(800)	571,400	(0.1)
Public Relations Programs	4,462,000	0	4,462,000	0.0
Marketing & PR-Gen Rev	5,000,000	(300,000)	4,700,000	(6.0)
Gift Fruit Marketing	57,600	0	57,600	0.0
Subtotal Domestic Marketing	10,091,800	(300,800)	9,791,000	(3.0)
Int'l Promotions-DOC	513,500	0	513,500	0.0
Int'l Promotions-FAS	3,565,500	130,850	3,696,350	3.7
Int'l Promotions-ATP	275,000	0	275,000	0.0
Subtotal Int'l Marketing	4,354,000	130,850	4,484,850	3.0
Budgeted Expenditures	19,559,700	(209,150)	19,350,550	(1.1)
Reserves	316,063	101,105	417,168	32.0
TOTAL BUDGET	\$19,875,763	(\$108,044)	\$19,767,718	(0.5)

FLORIDA DEPARTMENT OF CITRUS

COMPARISON OF PROCESSED ORANGE OPERATING BUDGET

2020-21 REVISED OPERATING BUDGET

	PRELIMINARY BUDGET 2020-21	ADJUSTMENT	REVISED BUDGET 2020-21	% INCREASE/ DECREASE
REVENUE				
Carryover	\$0	\$1,000,000	\$1,000,000	100.+
2018-19 Unspent Certified	0	31,176	31,176	100.+
Tax Assessments-Domestic	7,808,190	(1,212,390)	6,595,800	(15.5)
Tax Assessments-Imports	1,280,000	484,880	1,764,880	37.9
Interest/Other	324,700	(92,600)	232,100	(28.5)
GenRev - NVD	390,000	(23,400)	366,600	(6.0)
GenRev - PR & Marketing	4,937,500	(300,000)	4,637,500	(6.1)
FAS Program	1,074,540	0	1,074,540	0.0
ATP Program	75,000	0	75,000	0.0
BUDGETED REVENUE	\$15,889,930	(\$112,334)	\$15,777,596	(0.7)
EXPENDITURES				
Administration				
Admin & Support Services	\$1,793,530	\$61,910	\$1,855,440	3.5
State Gen Rev Charge	376,100	(32,700)	343,400	(8.7)
Subtotal Administration	2,169,630	29,210	2,198,840	1.3
Scientific Research				
General Operations	565,380	7,162	572,542	1.3
Scientific Prod Res	471,000	0	471,000	0.0
New Varieties Development-Gen Rev	390,000	(23,400)	366,600	(6.0)
Subtotal Scientific Research	1,426,380	(16,238)	1,410,142	(1.1)
Economic Research				
General Operations	385,524	5,990	391,514	1.6
Research Data & Studies	559,012	7,127	566,139	1.3
Subtotal Econ Research	944,536	13,117	957,653	1.4
Marketing & Public Relations				
General Operations	526,988	16,663	543,651	3.2
Public Relations Programs	4,312,933	40,417	4,353,350	0.9
Marketing & PR-Gen Rev	4,937,500	(300,000)	4,637,500	(6.1)
Subtotal Domestic Marketing	9,777,421	(242,920)	9,534,501	(2.5)
Int'l Promotions-DOC	150,825	0	150,825	0.0
Int'l Promotions-FAS	1,074,540	0	1,074,540	0.0
Int'l Promotions-ATP	75,000	0	75,000	0.0
Subtotal Int'l Marketing	1,300,365	0	1,300,365	0.0
Budgeted Expenditures	15,618,332	(216,831)	15,401,501	(1.4)
Reserves	271,598	104,497	376,095	38.5
TOTAL BUDGET	\$15,889,930	(\$112,334)	\$15,777,596	(0.7)

FLORIDA DEPARTMENT OF CITRUS

COMPARISON OF COMBINED GRAPEFRUIT OPERATING BUDGET 2020-21 REVISED OPERATING BUDGET

	PRELIMINARY BUDGET 2020-21	ADJUSTMENT	REVISED BUDGET 2020-21	% INCREASE/ DECREASE
REVENUE				
Carryover	\$352,000	(\$41,000)	\$311,000	(11.6)
2019-20 Unspent Certified	0	3,116	3,116	100.+
Tax Assessments-Domestic	336,000	(29,400)	306,600	(8.8)
Tax Assessments-Imports	23,333	(11,666)	11,667	(50.0)
Interest/Other	20,700	(8,000)	12,700	(38.6)
GenRev - NVD	130,000	(7,800)	122,200	(6.0)
GenRev - PR & Marketing	62,500	0	62,500	0.0
FAS Program	2,490,960	130,850	2,621,810	5.3
BUDGETED REVENUE	\$3,415,493	\$36,100	\$3,451,593	1.1
EXPENDITURES				
Administration				
Admin & Support Services	\$106,989	(\$15,744)	\$91,245	(14.7)
State Gen Rev Charge	15,100	(1,900)	13,200	(12.6)
Subtotal Administration	122,089	(17,644)	104,445	(14.5)
Scientific Research				
General Operations	33,727	(5,571)	28,156	(16.5)
New Varieties Development-Gen Rev	130,000	(7,800)	122,200	(6.0)
Subtotal Scientific Research	163,727	(13,371)	150,356	(8.2)
Economic Research				
General Operations	22,998	(3,744)	19,254	(16.3)
Research Data & Studies	28,099	(5,637)	22,462	(20.1)
Subtotal Econ Research	51,097	(9,382)	41,715	(18.4)
Marketing & Public Relations				
General Operations	26,211	(14,937)	11,274	(57.0)
Public Relations Programs	109,288	(34,553)	74,735	(31.6)
Marketing & PR-Gen Rev	62,500	0	62,500	0.0
Gift Fruit Marketing	14,976	(576)	14,400	(3.8)
Subtotal Domestic Marketing	212,975	(50,066)	162,909	(23.5)
Int'l Promotions-DOC	342,675	0	342,675	0.0
Int'l Promotions-FAS	2,490,960	130,850	2,621,810	5.3
Subtotal Int'l Marketing	2,833,635	130,850	2,964,485	4.6
Budgeted Expenditures	3,383,523	40,386	3,423,909	1.2
Reserves	31,970	(4,286)	27,684	(13.4)
TOTAL BUDGET	\$3,415,493	\$36,100	\$3,451,593	1.1

FLORIDA DEPARTMENT OF CITRUS

COMPARISON OF FRESH ORANGE OPERATING BUDGET

2020-21 REVISED OPERATING BUDGET

	PRELIMINARY BUDGET 2020-21	ADJUSTMENT	REVISED BUDGET 2020-21	% INCREASE/ DECREASE
REVENUE				
Carryover	\$55,000	\$5,000	\$60,000	9.1
2019-20 Unspent Certified	0	449	449	100.+
Tax Assessments-Domestic	131,350	(28,600)	102,750	(21.8)
Interest/Other	11,700	(4,000)	7,700	(34.2)
GenRev - NVD	65,000	(3,900)	61,100	(6.0)
ATP Program	200,000	0	200,000	0.0
BUDGETED REVENUE	\$463,050	(\$31,051)	\$431,999	(6.7)
EXPENDITURES				
Administration				
Admin & Support Services	\$48,400	(\$10,065)	\$38,335	(20.8)
State Gen Rev Charge	5,700	(1,300)	4,400	(22.8)
Subtotal Administration	54,100	(11,365)	42,735	(21.0)
Scientific Research				
General Operations	15,257	(3,428)	11,829	(22.5)
New Varieties Development-Gen Rev	65,000	(3,900)	61,100	(6.0)
Subtotal Scientific Research	80,257	(7,328)	72,929	(9.1)
Economic Research				
General Operations	10,404	(2,315)	8,089	(22.3)
Research Data & Studies	7,212	(1,606)	5,606	(22.3)
Subtotal Econ Research	17,616	(3,921)	13,695	(22.3)
Marketing & Public Relations				
General Operations	15,653	(2,951)	12,702	(18.8)
Public Relations Programs	32,767	(6,630)	26,138	(20.2)
Gift Fruit Marketing	35,136	(1,728)	33,408	(4.9)
Subtotal Domestic Marketing	83,556	(11,308)	72,248	(13.5)
Int'l Promotions-DOC	20,000	0	20,000	0.0
Int'l Promotions-ATP	200,000	0	200,000	0.0
Subtotal Int'l Marketing	220,000	0	220,000	0.0
Budgeted Expenditures	455,529	(33,922)	421,607	(7.4)
Reserves	7,521	2,871	10,392	38.2
TOTAL BUDGET	\$463,050	(\$31,051)	\$431,999	(6.7)

FLORIDA DEPARTMENT OF CITRUS

COMPARISON OF FRESH SPECIALTY OPERATING BUDGET 2020-21 REVISED OPERATING BUDGET

	PRELIMINARY BUDGET 2020-21	ADJUSTMENT	REVISED BUDGET 2020-21	% INCREASE/ DECREASE
REVENUE				
Carryover	\$0	\$0	\$0	0.0
2019-20 Unspent Certified	0	80	80	100.+
Tax Assessments-Domestic	39,690	3,360	43,050	8.5
Interest/Other	2,600	(300)	2,300	(11.5)
GenRev - NVD	65,000	(3,900)	61,100	(6.0)
BUDGETED REVENUE	\$107,290	(\$760)	\$106,530	(0.7)
EXPENDITURES				
Administration				
Admin & Support Services	\$10,581	\$999	\$11,580	9.4
State Gen Rev Charge	1,700	100	1,800	5.9
Subtotal Administration	12,281	1,099	13,380	9.0
Scientific Research				
General Operations	3,336	237	3,573	7.1
New Varieties Development-Gen Rev	65,000	(3,900)	61,100	(6.0)
Subtotal Scientific Research	68,336	(3,663)	64,673	(5.4)
Economic Research				
General Operations	2,274	169	2,443	7.4
Research Data & Studies	1,577	117	1,694	7.4
Subtotal Econ Research	3,851	286	4,137	7.4
Marketing & Public Relations				
General Operations	3,348	426	3,773	12.7
Public Relations Programs	7,012	766	7,778	10.9
Gift Fruit Marketing	7,488	2,304	9,792	30.8
Subtotal Domestic Marketing	17,848	3,495	21,343	19.6
Budgeted Expenditures	102,316	1,217	103,533	1.2
Reserves	4,974	(1,977)	2,997	(39.7)
TOTAL BUDGET	\$107,290	(\$760)	\$106,530	(0.7)

FLORIDA DEPARTMENT OF CITRUS

DEPARTMENTAL EXPENDITURES

2020-21 REVISED OPERATING BUDGET

DESCRIPTION	OCA CODE	PRELIMINARY BUDGET 2020-21	ADJUSTMENT	REVISED BUDGET 2020-21	% INCREASE/ DECREASE
STATE GENERAL REVENUE CHARGE					
57 10 00 00 000					
Florida Citrus Advertising					
Trust Fund	88040	<u>\$398,600</u>	<u>(\$35,800)</u>	<u>\$362,800</u>	(9.0)

ADMINISTRATIVE AND SUPPORT SERVICES

GENERAL OPERATIONS

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	1,390,000	0	1,390,000	0.0
Temporary Employee (OPS)	12100	7,400	0	7,400	0.0
Employee Travel - All Variety	26000	15,000	0	15,000	0.0
Subtotal		<u>1,424,400</u>	<u>0</u>	<u>1,424,400</u>	<u>0.0</u>
57 10 10 09 002					
Fruit Inspection Data	13260	100	0	100	0.0
Training	13280	3,200	0	3,200	0.0
People First	15800	6,200	(1,900)	4,300	(30.6)
Unemployment Compensation	16500	3,600	0	3,600	0.0
Telephone	22100	38,000	0	38,000	0.0
Office Supplies	34101	1,000	0	1,000	0.0
Office Equipment	34102	600	0	600	0.0
Casualty Insurance	4100C	13,900	11,800	25,700	84.9
Property Insurance	4100P	3,800	0	3,800	0.0
Subscriptions	49200	8,000	0	8,000	0.0
Memberships	49300	800	0	800	0.0
Miscellaneous	49900	2,400	0	2,400	0.0
Subtotal General Operations		<u>1,506,000</u>	<u>9,900</u>	<u>1,515,900</u>	<u>0.7</u>

LEGAL AND REGULATORY

LEGAL SERVICES

57 10 10 10 002					
Court Reporting Fees	13140	1,000	0	1,000	0.0
Legal Srv - Adv Claims	1316A	25,000	0	25,000	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	2,000	0	2,000	0.0
Total Legal Services		<u>\$155,000</u>	<u>\$0</u>	<u>\$155,000</u>	<u>0.0</u>

FLORIDA DEPARTMENT OF CITRUS

DEPARTMENTAL EXPENDITURES

2020-21 REVISED OPERATING BUDGET

DESCRIPTION	OCA CODE	PRELIMINARY BUDGET 2020-21	ADJUSTMENT	REVISED BUDGET 2020-21	% INCREASE/ DECREASE
SUPPORT SERVICES					
57 10 10 12 002					
Ground Maintenance	13290	\$7,000	\$3,000	\$10,000	42.9
Mailing & Delivery Services	13420	1,000	0	1,000	0.0
Shredding Services	13421	500	0	500	0.0
Warehouse Services	13991	11,000	0	11,000	0.0
Postage	21000	1,500	0	1,500	0.0
Reproduction	23000	6,000	0	6,000	0.0
Maintenance - Auto	2410A	500	0	500	0.0
Maintenance - Building	2410B	30,000	0	30,000	0.0
Maintenance - Equipment	2410E	500	200	700	40.0
Building Utilities	27100	75,000	0	75,000	0.0
Building Supplies	3410B	3,000	0	3,000	0.0
Distribution Supplies	3410D	300	0	300	0.0
Fuel	36410	2,500	0	2,500	0.0
Copy Equipment Rental	44200	7,200	0	7,200	0.0
Rental - Office Equipment	44400	2,500	0	2,500	0.0
Equipment - General (OCO)	51200	5,000	0	5,000	0.0
Subtotal Support Services		153,500	3,200	156,700	2.1
IT SERVICES					
57 10 10 14 002					
DP Services - AST (EO=55)	1327A	0	24,000	24,000	100.+
Training	13280	2,500	0	2,500	0.0
DP Services - Other	22300	38,000	0	38,000	0.0
Data Processing Maint.	2410D	1,500	0	1,500	0.0
DP Equipment	3410E	10,000	0	10,000	0.0
Data Processing Supplies	3410S	3,000	0	3,000	0.0
DP Equipment (OCO)	51600	10,000	0	10,000	0.0
Data Processing Software	53100	80,000	0	80,000	0.0
Subtotal IT Services		145,000	24,000	169,000	16.6
Total Support & IT Services		298,500	27,200	325,700	9.1
TOTAL ADMIN, SUPPORT & IT SERVICES		\$1,959,500	\$37,100	\$1,996,600	1.9

FLORIDA DEPARTMENT OF CITRUS

DEPARTMENTAL EXPENDITURES

2020-21 REVISED OPERATING BUDGET

DESCRIPTION	OCA CODE	PRELIMINARY BUDGET 2020-21	ADJUSTMENT	REVISED BUDGET 2020-21	% INCREASE/ DECREASE
SCIENTIFIC RESEARCH					
GENERAL OPERATIONS					
57 10 12 10 001					
Salaries and Benefits	11000	\$278,000	\$0	\$278,000	0.0
Temporary Employee (OPS)	12100	82,000	0	82,000	0.0
Employee Travel - All Variety	26000	18,000	0	18,000	0.0
57 10 12 10 002					
Training	13280	5,000	0	5,000	0.0
Mailing & Delivery Services	13420	200	0	200	0.0
People First	15800	4,100	(1,600)	2,500	(39.0)
Postage	21000	100	0	100	0.0
Telephone	22100	1,500	0	1,500	0.0
Reproduction	23000	200	0	200	0.0
Repairs & Maintenance	24101	75,000	0	75,000	0.0
Office Supplies	34101	600	0	600	0.0
Research Materials - Internal	34103	25,000	0	25,000	0.0
Research Materials - External	34104	10,000	0	10,000	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	500	0	500	0.0
TOTAL GENERAL OPERATIONS		617,700	(1,600)	616,100	(0.3)
MEDICAL RESEARCH					
57 10 12 11 005					
Hesperidin - Systematic Review	SR081	24,000	0	24,000	0.0
Inflammation-Systematic Review-OJ	SR082	55,000	0	55,000	0.0
Lutein - ILSI Project - OJ	SR083	40,000	0	40,000	0.0
Longitudinal Study - Weight and OJ	SR090	77,000	0	77,000	0.0
Skin Health - OJ	SR094	100,000	0	100,000	0.0
Glycemia, Energy, Behavior - OJ	SR095	100,000	0	100,000	0.0
Hesperidin - OJ	SR096	75,000	0	75,000	0.0
Subtotal Medical Research		471,000	0	471,000	0.0
TOTAL SCIENTIFIC RESEARCH		\$1,088,700	(\$1,600)	\$1,087,100	(0.1)

FLORIDA DEPARTMENT OF CITRUS

DEPARTMENTAL EXPENDITURES

2020-21 REVISED OPERATING BUDGET

SCIENTIFIC SPONSORED RESEARCH

GENERAL REVENUE PROGRAMS

57 10 12 11 003

New Varieties Development-AV	GR090	\$650,000	(\$39,000)	\$611,000	(6.0)
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TOTAL NVDC - GENERAL REVENUE		<u>650,000</u>	<u>(39,000)</u>	<u>611,000</u>	(6.0)
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TOTAL SCIENTIFIC & SPONSORED RESEARCH		<u>\$1,738,700</u>	<u>(\$40,600)</u>	<u>\$1,698,100</u>	(2.3)
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SUBTOTALS BY FUNDING SOURCE

Scientific Research - CATF	\$1,088,700	(\$1,600)	\$1,087,100
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Scientific Research - GR	<u>650,000</u>	<u>(39,000)</u>	<u>611,000</u>
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Total	<u>\$1,738,700</u>	<u>(\$40,600)</u>	<u>\$1,698,100</u>
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FLORIDA DEPARTMENT OF CITRUS

DEPARTMENTAL EXPENDITURES

2020-21 REVISED OPERATING BUDGET

DESCRIPTION	OCA CODE	PRELIMINARY BUDGET 2020-21	ADJUSTMENT	REVISED BUDGET 2020-21	% INCREASE/ DECREASE
ECONOMIC AND MARKET RESEARCH					
GENERAL OPERATIONS					
57 10 13 10 001					
Salaries and Benefits	11000	\$362,000	\$0	\$362,000	0.0
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	1,200	100	1,300	8.3
TOTAL GENERAL OPERATIONS		421,200	100	421,300	0.0
RESEARCH DATA & STUDIES					
57 10 13 12 003					
Processed Retail Sales-A.C. Nielsen	ER010	303,900	0	303,900	0.0
FL Agri Market Research Center - AV	ER020	227,000	0	227,000	0.0
Economic Impact Analysis - AV	ER025	30,000	0	30,000	0.0
Other Data Purchases - AV	ER035	10,000	0	10,000	0.0
Survey's - Toluna - AV	ER060	25,000	0	25,000	0.0
Subtotal Research Data & Studies		595,900	0	595,900	0.0
TOTAL ECON & MKT RESEARCH		\$1,017,100	\$100	\$1,017,200	0.0

FLORIDA DEPARTMENT OF CITRUS

DEPARTMENTAL EXPENDITURES

2020-21 REVISED OPERATING BUDGET

DESCRIPTION	OCA CODE	PRELIMINARY BUDGET 2020-21	ADJUSTMENT	REVISED BUDGET 2020-21	% INCREASE/ DECREASE
MARKETING AND PUBLIC RELATIONS					
GENERAL OPERATIONS					
57 10 15 10 001					
Salaries and Benefits	11000	\$510,000	\$0	\$510,000	0.0
Employee Travel - All Variety	26000	5,000	0	5,000	0.0
Employee Travel - Orange Juice	26002	20,000	0	20,000	0.0
Employee Travel - Fresh	26004	2,500	0	2,500	0.0
57 10 15 10 002					
Promotional Materials	13350	4,800	0	4,800	0.0
Mailing & Delivery Services	13420	2,500	0	2,500	0.0
People First	15800	3,800	(800)	3,000	(21.1)
Postage	21000	100	0	100	0.0
Telephone	22100	6,000	0	6,000	0.0
Office Supplies	34101	1,000	0	1,000	0.0
Subscriptions	49200	1,000	0	1,000	0.0
Memberships	49300	9,700	0	9,700	0.0
Digital Asset Management	53101	5,800	0	5,800	0.0
TOTAL GENERAL OPERATIONS		\$572,200	(\$800)	\$571,400	(0.1)
GENERAL REVENUE PROGRAMS					
57 10 15 11 003					
Consumer Awareness - PR	GR010	\$4,750,000	(\$300,000)	\$4,450,000	(6.3)
FL Welcome Stations-Juice	GR080	250,000	0	250,000	0.0
TOTAL GENERAL REVENUE PROGRAMS		\$5,000,000	(\$300,000)	\$4,700,000	(6.0)

FLORIDA DEPARTMENT OF CITRUS

DEPARTMENTAL EXPENDITURES

2020-21 REVISED OPERATING BUDGET

DESCRIPTION	OCA CODE	PRELIMINARY BUDGET 2020-21	ADJUSTMENT	REVISED BUDGET 2020-21	% INCREASE/ DECREASE
PUBLIC RELATIONS					
CORPORATE - ALL VARIETIES					
57 10 15 12 003					
Brand Asset Development	PR010	\$295,500	\$0	\$295,500	0.0
Digital & Website Platforms	PR012	300,000	0	300,000	0.0
Reactive Issues Management	PR016	600,000	0	600,000	0.0
Policy Issues	PR017	34,500	0	34,500	0.0
Subtotal Corporate - All Varieties		1,230,000	0	1,230,000	0.0
PROCESSED ORANGE					
57 10 15 12 004					
Media Relations	PR014	600,000	0	600,000	0.0
Influencer Engagement	PR041	305,000	0	305,000	0.0
Performance Mktg-Digital/Social	PR045	2,232,000	0	2,232,000	0.0
Subtotal Processed Orange		3,137,000	0	3,137,000	0.0
GRAPEFRUIT					
57 10 15 12 005					
Proactive/Reactive Issues Mgmt	PR036	50,000	0	50,000	0.0
Subtotal Grapefruit		50,000	0	50,000	0.0
IN-STATE PROGRAMS					
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
FRESH FRUIT					
57 10 16 11 007					
Gift Fruit Programs	RM070	57,600	0	57,600	0.0
Subtotal Fresh Fruit		57,600	0	57,600	0.0
TOTAL PR PROGRAMS - CATF		\$4,519,600	\$0	\$4,519,600	0.0
SUBTOTALS BY FUNDING SOURCE					
PR & Domestic Marketing - CATF		\$5,091,800	(\$800)	\$5,091,000	
PR & Domestic Marketing - GR		5,000,000	(300,000)	4,700,000	
Total		<u>\$10,091,800</u>	<u>(\$300,800)</u>	<u>\$9,791,000</u>	

FLORIDA DEPARTMENT OF CITRUS

DEPARTMENTAL EXPENDITURES

2020-21 REVISED OPERATING BUDGET

DESCRIPTION	OCA CODE	PRELIMINARY BUDGET 2020-21	ADJUSTMENT	REVISED BUDGET 2020-21	% INCREASE/ DECREASE
INTERNATIONAL MARKETING					
GENERAL OPERATIONS					
57 10 18 10 001					
Salaries and Benefits	11000	\$186,000	\$0	\$186,000	0.0
Employee Travel - Orange Juice	26002	10,500	0	10,500	0.0
Employee Travel - Grapefruit	26003	25,000	0	25,000	0.0
Employee Travel - PO/PG/FG	26006	4,500	0	4,500	0.0
57 10 18 10 002					
Promotional Items	IM100	1,500	0	1,500	0.0
Mailing & Delivery Services	13420	2,500	0	2,500	0.0
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	1,000	0	1,000	0.0
Subtotal General Operations		241,750	0	241,750	0.0
FAS ADMINISTRATION					
57 10 18 10 003					
Evaluations-DOC	IM01D	5,000	0	5,000	0.0
Evaluations-FAS	IM01F	53,000	0	53,000	0.0
Consultant Fee-DOC	1313D	78,500	0	78,500	0.0
FAS Annual Workshop-DOC	26005	2,500	0	2,500	0.0
Subtotal FAS Administration		\$139,000	\$0	\$139,000	0.0

FLORIDA DEPARTMENT OF CITRUS

DEPARTMENTAL EXPENDITURES

2020-21 REVISED OPERATING BUDGET

DESCRIPTION	OCA CODE	PRELIMINARY BUDGET 2020-21	ADJUSTMENT	REVISED BUDGET 2020-21	% INCREASE/ DECREASE
CANADIAN PROMOTIONS					
Fresh & Processed Grapefruit					
57 10 18 10 103					
Promotions-DOC	1335D	\$13,400	\$0	\$13,400	0.0
Promotions-FAS	1335F	233,570	0	233,570	0.0
Subtotal Canada-Fresh & Proc Gft		246,970	0	246,970	0.0
Processed Orange					
57 10 18 10 104					
Promotions-DOC	1335D	22,800	0	22,800	0.0
Promotions-FAS	1335F	539,900	0	539,900	0.0
Subtotal Canada-Proc Orange		562,700	0	562,700	0.0
Fresh Orange - ATP					
57 10 18 10 105					
Promotions-DOC	1335D	20,000	0	20,000	0.0
Promotions-ATP	1335A	200,000	0	200,000	0.0
Subtotal Canada-Fresh Orange		220,000	0	220,000	0.0
		\$1,029,670	\$0	\$1,029,670	0.0
EUROPEAN PROMOTIONS					
France - Promotions					
Fresh & Processed Grapefruit					
57 10 18 11 203					
Promotions-DOC	1335D	\$15,300	\$0	\$15,300	0.0
Promotions-FAS	1335F	400,000	27,580	427,580	6.9
Total France Promo-Fresh & Proc Gft		415,300	27,580	442,880	6.6
Europe - Retail					
Fresh & Processed Grapefruit					
57 10 18 11 300					
Promotions-DOC	1335D	10,200	0	10,200	0.0
Promotions-FAS	1335F	297,800	9,290	307,090	3.1
Total Europe Retail-Fresh & Proc Gft		308,000	9,290	317,290	3.0
TOTAL EUROPEAN PROMOTIONS		\$723,300	\$36,870	\$760,170	5.1

FLORIDA DEPARTMENT OF CITRUS

DEPARTMENTAL EXPENDITURES

2020-21 REVISED OPERATING BUDGET

DESCRIPTION	OCA CODE	PRELIMINARY BUDGET 2020-21	ADJUSTMENT	REVISED BUDGET 2020-21	% INCREASE/ DECREASE
ASIAN PROMOTIONS					
JAPAN					
Fresh & Processed Grapefruit					
57 10 18 12 103					
Promotions-DOC	1335D	\$66,300	\$0	\$66,300	0.0
Promotions-FAS	1335F	1,234,740	93,980	1,328,720	7.6
Total Japan-Fresh & Proc Grft		1,301,040	93,980	1,395,020	7.2
KOREA					
Fresh & Processed Grapefruit					
57 10 18 13 103					
Promotions-DOC	1335D	7,450	0	7,450	0.0
Promotions-FAS	1335F	287,750	0	287,750	0.0
Total Korea-Fresh & Proc Grft		295,200	0	295,200	0.0
Processed Orange					
57 10 18 13 104					
Promotions-DOC	1335D	30,300	0	30,300	0.0
Promotions-FAS	1335F	518,740	0	518,740	0.0
Promotions-ATP	1335A	75,000	0	75,000	0.0
Total Korea-Processed Orange		624,040	0	624,040	0.0
TOTAL ASIAN PROMOTIONS		2,220,280	93,980	2,314,260	4.2
TOTAL INTERNATIONAL MARKETING		\$4,354,000	\$130,850	\$4,484,850	3.0
SUBTOTALS BY FUNDING SOURCE					
Int'l Marketing-DOC		\$513,500	\$0	\$513,500	
Int'l Marketing-FAS		3,565,500	130,850	3,696,350	
Int'l Marketing-ATP		275,000	0	275,000	
Total		\$4,354,000	\$130,850	\$4,484,850	

FLORIDA DEPARTMENT OF CITRUS
INTERNATIONAL MARKETING
2020-21 REVISED BUDGET BY VARIETY/FUNDING SOURCE

	<u>TOTAL</u>	<u>PROCESSED ORANGE</u>	<u>PROCESSED GRAPEFRUIT</u>	<u>FRESH ORANGE</u>	<u>FRESH GRAPEFRUIT</u>	<u>TOTAL GRAPEFRUIT</u>
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	18,438	0	55,312	73,750
Subtotal DOC	513,500	150,825	63,862	20,000	278,812	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	734,670	0	183,668	0	551,003	734,670
Asian Promotions	2,135,210	518,740	404,117	0	1,212,353	1,616,470
Subtotal FAS	3,696,350	1,074,540	651,477	0	1,970,333	2,621,810
Agricultural Trade Promotion Program (ATP)						
Canadian Marketing	200,000	0	0	200,000	0	0
Asian Promotions	75,000	75,000	0	0	0	0
Subtotal ATP	275,000	75,000	0	200,000	0	0
TOTAL INTERNATIONAL MARKETING	<u>\$4,484,850</u>	<u>\$1,300,365</u>	<u>\$715,340</u>	<u>\$220,000</u>	<u>\$2,249,145</u>	<u>\$2,964,485</u>
		29.0%	16.0%	4.9%	50.1%	
Percent DOC Contribution	14%	14%	10%	100%	14%	13%

FLORIDA DEPARTMENT OF CITRUS

SUMMARY STATEMENT OF RESERVES - ALL FUNDS

2020-21 REVISED OPERATING BUDGET

DESCRIPTION	OCA CODE	PRELIMINARY BUDGET 2020-21	ADJUSTMENT	REVISED BUDGET 2020-21	% INCREASE/ DECREASE	% OF REVENUE	EQUIVALENT BOXES
57 10 00 10 005							
Processed Orange	830PO	\$271,598	\$104,497	\$376,095	38.5	4%	3,134,125
Fresh Orange	830FO	7,521	2,871	10,392	38.2	10%	207,840
Combined Grapefruit	830FG	31,970	(4,286)	27,684	(13.4)	9%	395,486
Fresh Specialty	830FS	4,974	(1,977)	2,997	(39.7)	7%	42,814
		\$316,063	\$101,105	\$417,168	32.0		3,780,265