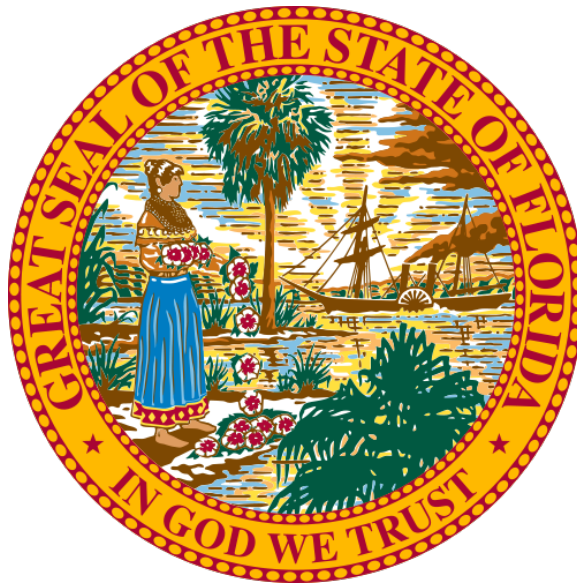


State of Florida Department of Citrus



2021 – 2022

**Approved
Preliminary
Operating Budget**

Florida Department of Citrus

MEMORANDUM



TO: Selected Staff
FROM: Christine Marion *Christine C Marion*
DATE: July 2, 2021
RE: FY 2021-22 Preliminary Operating Budget

The Florida Citrus Commission approved the Department's FY2021-22 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 **

2021-22

Variety	2015-16	2016-17	2017-18	2018-19	2019-20	2020-21	2021-22	
	Actual	Actual	Actual	Actual	Actual	Actual	Proposed	Maximum
DOMESTIC								
Orange								
Fresh	5.0	5.0	5.0	5.0	5.0	5.0	5.0	7.0
Processed	23.0	7.0	7.0	7.0	7.0	12.0	12.0	25.0
Grapefruit								
Fresh	19.0	7.0	7.0	7.0	7.0	7.0	7.0	36.0
Processed	19.0	7.0	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	7.0	7.0	7.0	7.0	7.0	7.0	7.0	25.0
IMPORTS*								
Orange	23.0	7.0	7.0	7.0	7.0	12.0	12.0	25.0
Grapefruit	19.0	7.0	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)

2021-22

	2019-20 ACTUAL BOXES	2020-21		REVENUE BOX ADJUSTMENT	2021-22		% INCREASE/ DECREASE
		ESTIMATED BOXES	REVENUE BOXES		ESTIMATED BOXES	REVENUE BOXES	
DOMESTIC							
ORANGE:		55,500			50,000		
Non-Revenue		(225)			(225)		
Fresh	3,181		2,550	(50)		2,500	(2.0)
Processed	64,349		52,725	(5,450)		47,275	(10.3)
GRAPEFRUIT:		4,600			4,200		
Non-Revenue		(120)			(82)		
Fresh	2,097		1,932	(44)		1,888	(2.3)
Processed	2,771		2,548	(318)		2,230	(12.5)
SPECIALTY:		1,050			900		
Non-Revenue		(65)			(10)		
Fresh	562		553	(5)		548	(0.9)
Processed	381		432	(90)		342	(20.8)
TOTAL DOMESTIC		61,150			55,100		
Non-Revenue		(410)			(317)		
Fresh	5,840		5,035	(99)		4,936	(2.0)
Processed	67,501		55,705	(5,858)		49,847	(10.5)
	73,341		60,740	(5,957)		54,783	(9.8)
IMPORTS							
Orange	42,066		39,377	(4,877)		34,500	(12.4)
Grapefruit	1,044		500	0		500	0.0
TOTAL IMPORTS	43,110		39,877	(4,877)		35,000	(12.2)
TOTAL	116,451		100,617	(10,834)		89,783	(10.8)

FLORIDA DEPARTMENT OF CITRUS

ESTIMATED REVENUE

2021-22

DESCRIPTION	ESTIMATED 2020-21	ADJUSTMENT	ESTIMATED 2021-22	% INCREASE/ DECREASE
Assessment on Domestic Fruit				
Orange				
Fresh	\$127,500	(\$2,500)	\$125,000	(2.0)
Processed	6,327,000	(654,000)	5,673,000	(10.3)
	<u>6,454,500</u>	<u>(656,500)</u>	<u>5,798,000</u>	(10.2)
Grapefruit				
Fresh	135,240	(3,080)	132,160	(2.3)
Processed	178,360	(22,260)	156,100	(12.5)
	<u>313,600</u>	<u>(25,340)</u>	<u>288,260</u>	(8.1)
Specialty				
Fresh	38,710	(350)	38,360	(0.9)
Processed	30,240	(6,300)	23,940	(20.8)
	<u>68,950</u>	<u>(6,650)</u>	<u>62,300</u>	(9.6)
Assessment on Import Fruit				
Orange (Opt Out)	1,575,080	(195,080)	1,380,000	(12.4)
Grapefruit	11,667	(0)	11,667	(0.0)
	<u>1,586,747</u>	<u>(195,080)</u>	<u>1,391,667</u>	(12.3)
Total Assessments	8,423,797	(883,570)	7,540,227	(10.5)
Investment Earnings	224,800	(96,100)	128,700	(42.7)
Other Income	30,000	(12,000)	18,000	(40.0)
Gen Rev - Marketing & NVDC	5,311,000	12,189,000	17,500,000	229.5
Federal Grants (FAS/ATP)	<u>3,971,350</u>	<u>(319,508)</u>	<u>3,651,842</u>	(8.0)
TOTAL	<u>\$17,960,947</u>	<u>\$10,877,822</u>	<u>\$28,838,769</u>	60.6

FLORIDA DEPARTMENT OF CITRUS

BUDGETED REVENUE, EXPENDITURES AND OPERATING FUND BALANCE

2021-22

DESCRIPTION	BEGINNING OPERATING FUND BALANCE	REVENUE	EXPENDITURES	RESERVES	ENDING OPERATING FUND BALANCE
Florida Citrus Advertising Trust Fund *	\$9,465,000	\$28,838,769	\$28,876,699	\$242,069	\$9,185,000

ALLOCATION OF EXPENSES

	BUDGETED FY 2020-21		PROPOSED FY 2021-22	
Marketing	14,275,850	73.7%	23,907,099	82.1%
Administration/Other	1,685,466	8.7%	1,857,669	6.4%
Subtotal Marketing	15,961,316	82.4%	25,764,768	88.5%
Research	2,635,300	13.6%	2,602,600	8.9%
Administration/Other	311,134	1.6%	202,231	0.7%
Subtotal Research	2,946,434	15.2%	2,804,831	9.6%
General Revenue Service Charge	346,700	1.8%	307,100	1.1%
Reserves	112,318	0.6%	242,070	0.8%
Total	\$19,366,768	100.0%	\$29,118,769	100.0%

FLORIDA DEPARTMENT OF CITRUS

BUDGETED EXPENDITURES BY CATEGORY

2021-22

DESCRIPTION	BUDGET	ADJUSTMENT	PROPOSED	%
	2020-21		BUDGET	INCREASE/ DECREASE
	2021-22			
GENERAL OPERATIONS				
Salaries and Benefits	\$2,726,000	(\$59,000)	\$2,667,000	(2.2)
Other Personal Services	120,400	(6,000)	114,400	(5.0)
Travel	126,500	(60,000)	66,500	(47.4)
People First Initiative	9,800	100	9,900	1.0
Unemployment Compensation	3,600	0	3,600	0.0
Telephone	49,900	(3,400)	46,500	(6.8)
Postage/Freight	8,250	900	9,150	10.9
Data Processing	162,403	126,000	288,403	77.6
Supplies	6,797	(600)	6,197	(8.8)
Insurance and Bond Premiums	29,500	0	29,500	0.0
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	(700)	10,000	(6.5)
Repairs and Maintenance	118,700	17,000	135,700	14.3
Utilities	75,000	1,000	76,000	1.3
Leases/Rent Expense	25,200	0	25,200	0.0
Promotional Items	6,300	0	6,300	0.0
Capital Equipment (OCO)	15,000	(15,000)	0	(100.0)
Office/Research Equipment	1,000	0	1,000	0.0
Miscellaneous	9,800	0	9,800	0.0
CREC Expenses	115,000	(14,000)	101,000	(12.2)
Research Materials	36,200	0	36,200	0.0
Fruit Inspection Data	100	0	100	0.0
Consultant Fees/Travel	83,300	1,800	85,100	2.2
Subtotal General Operations	3,771,650	(11,900)	3,759,750	(0.3)
PROGRAMS*				
Legal Services	153,000	(10,000)	143,000	(6.5)
General Revenue Charge	346,700	(39,600)	307,100	(11.4)
Scientific Research	391,000	79,000	470,000	20.2
New Varieties Development Corp.	611,000	(111,000)	500,000	(18.2)
Economic & Market Research	595,900	18,100	614,000	3.0
Public Relations Programs	9,162,000	10,026,350	19,188,350	100.+
Fresh Fruit Marketing	57,600	0	57,600	0.0
International Marketing	4,165,600	(328,701)	3,836,899	(7.9)
Reserves	112,318	129,752	242,070	100.+
Subtotal Programs	15,595,118	9,763,901	25,359,019	62.6
TOTAL GENERAL OPERATIONS	\$19,366,768	\$9,752,001	\$29,118,769	50.4

*Program costs exclude general operating expenses

FLORIDA DEPARTMENT OF CITRUS
BUDGETED REVENUE AND EXPENDITURES BY FRUIT VARIETY
2020-21

	<u>TOTAL</u>	<u>PROCESSED ORANGE</u>	<u>PROCESSED GRAPEFRUIT</u>	<u>FRESH ORANGE</u>	<u>FRESH GRAPEFRUIT</u>	<u>FRESH SPECIALTY</u>
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	6,837,050	6,357,240	178,360	127,500	135,240	38,710
Tax Assessments - Imports	1,586,747	1,575,080	11,667	0	0	0
Interest/Other	254,800	232,100	7,000	7,700	5,700	2,300
Gen Rev - NVD	611,000	366,600	61,100	61,100	61,100	61,100
Gen Rev - 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	<u>\$19,366,768</u>	<u>\$15,349,236</u>	<u>\$1,014,885</u>	<u>\$456,749</u>	<u>\$2,443,708</u>	<u>\$102,190</u>
EXPENDITURES						
Administration						
Admin & Supp Svc	\$1,996,600	\$1,855,440	\$55,905	\$38,335	\$35,340	\$11,580
State Gen Rev Charge	346,700	326,200	7,900	5,400	5,600	1,600
Subtotal Administration	<u>2,343,300</u>	<u>2,181,640</u>	<u>63,805</u>	<u>43,735</u>	<u>40,940</u>	<u>13,180</u>
Scientific Research						
General Operations	616,100	572,543	17,250	11,829	10,905	3,573
Scientific Prod Res	391,000	391,000	0	0	0	0
New Varieties Development - Gen Rev	611,000	366,600	61,100	61,100	61,100	61,100
Subtotal Scientific Research	<u>1,618,100</u>	<u>1,330,143</u>	<u>78,350</u>	<u>72,929</u>	<u>72,005</u>	<u>64,673</u>
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	1,693
Subtotal Econ Research	<u>1,017,200</u>	<u>957,653</u>	<u>29,090</u>	<u>13,695</u>	<u>12,626</u>	<u>4,136</u>
Marketing & Public Relations						
General Operations	560,203	532,968	5,646	12,473	5,411	3,705
Public Relations Programs	4,462,000	4,353,350	40,388	26,137	34,347	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 Mktg	<u>9,779,803</u>	<u>9,523,818</u>	<u>108,534</u>	<u>72,018</u>	<u>54,158</u>	<u>21,275</u>
Int'l Promotions - DOC	524,697	154,184	64,983	20,000	285,530	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 Mktg	<u>4,496,047</u>	<u>1,303,724</u>	<u>716,460</u>	<u>220,000</u>	<u>2,255,863</u>	<u>0</u>
Budgeted Expenditures	19,254,450	15,296,978	996,238	422,377	2,435,592	103,265
Reserves	112,318	52,258	18,647	34,372	8,116	(1,075)
TOTAL BUDGET	<u>\$19,366,768</u>	<u>\$15,349,236</u>	<u>\$1,014,885</u>	<u>\$456,749</u>	<u>\$2,443,708</u>	<u>\$102,190</u>

FLORIDA DEPARTMENT OF CITRUS

BUDGETED REVENUE AND EXPENDITURES BY FRUIT VARIETY 2021-22

50 MM Boxes \$280K FB

	TOTAL	PROCESSED ORANGE	PROCESSED GRAPEFRUIT	FRESH ORANGE	FRESH GRAPEFRUIT	FRESH SPECIALTY
REVENUE						
Carryover	\$280,000	\$0	\$40,000	\$76,000	\$160,000	\$4,000
Tax Assessments - Domestic	6,148,560	5,696,940	156,100	125,000	132,160	38,360
Tax Assessments - Imports	1,391,667	1,380,000	11,667	0	0	0
Interest/Other	146,700	132,300	4,400	5,300	3,600	1,100
Gen Rev - NVD	500,000	300,000	50,000	50,000	50,000	50,000
Gen Rev - PR & Marketing	17,000,000	15,737,500	527,955	360,000	254,545	120,000
FAS Program	3,543,775	1,066,630	615,910	0	1,861,235	0
ATP Program	108,067	0	0	108,067	0	0
BUDGETED REVENUE	\$29,118,769	\$24,313,370	\$1,406,032	\$724,367	\$2,461,540	\$213,460
EXPENDITURES						
Administration						
Admin & Supp Svc	\$2,059,900	\$1,883,779	\$62,827	\$57,677	\$43,258	\$12,359
State Gen Rev Charge	307,100	288,000	6,900	5,200	5,400	1,600
Subtotal Administration	2,367,000	2,171,779	69,727	62,877	48,658	13,959
Scientific Research						
General Operations	598,200	547,054	18,245	16,750	12,562	3,589
Scientific Prod Res	470,000	470,000	0	0	0	0
New Varieties Dev - Gen Rev	500,000	300,000	50,000	50,000	50,000	50,000
Subtotal Scientific Research	1,568,200	1,317,054	68,245	66,750	62,562	53,589
Economic Research						
General Operations	420,400	384,457	12,822	11,771	8,828	2,522
Research Data & Studies	614,000	577,935	19,510	8,428	6,321	1,806
Subtotal Econ Research	1,034,400	962,392	32,332	20,199	15,149	4,328
Marketing & Public Relations						
General Operations	538,200	494,170	15,771	17,296	7,509	3,454
Public Relations Programs	2,301,000	2,201,065	37,950	37,950	16,445	7,590
Marketing & PR - Gen Rev	16,887,350	15,737,500	499,792	360,000	170,058	120,000
Fresh Fruit Marketing	57,600	0	0	35,136	15,552	6,912
Subtotal Domestic Mktg	19,784,150	18,432,735	553,513	450,382	209,564	137,956
Int'l Promotions - DOC						
Int'l Promotions - GR	358,457	142,415	29,480	10,807	175,755	0
Int'l Promotions - FAS	112,650	0	28,163	0	84,487	0
Int'l Promotions - ATP	3,543,775	1,066,630	615,911	0	1,861,234	0
Subtotal Int'l Mktg	108,067	0	0	108,067	0	0
Budgeted Expenditures	4,122,949	1,209,045	673,554	118,874	2,121,476	0
Reserves	28,876,699	24,093,003	1,397,370	719,082	2,457,411	209,833
TOTAL BUDGET	242,070	220,367	8,662	5,285	4,129	3,627
TOTAL BUDGET	\$29,118,769	\$24,313,370	\$1,406,032	\$724,367	\$2,461,540	\$213,460

FLORIDA DEPARTMENT OF CITRUS

COMPARISON OF TOTAL PROPOSED OPERATING BUDGET

FISCAL YEARS AS INDICATED

	TOTAL FOR ALL VARIETIES				
	Budget 2020-21	Adjustment	Proposed 2021-22	Percent	% of Budget
REVENUE					
Carryover	\$1,371,000	(\$1,091,000)	\$280,000	(79.6)	1.0
2019-20 Unspent Certified	34,821	(34,821)	0	(100.0)	0.0
Tax Assessments - Domestic	6,837,050	(688,490)	6,148,560	(10.1)	21.1
Tax Assessments - Imports	1,586,747	(195,080)	1,391,667	(12.3)	4.8
Interest/Other	254,800	(108,100)	146,700	(42.4)	0.5
Gen Rev - NVD	611,000	(111,000)	500,000	(18.2)	1.7
Gen Rev - PR & Marketing	4,700,000	12,300,000	17,000,000	100.+	58.4
FAS Program	3,696,350	(152,575)	3,543,775	(4.1)	12.2
ATP Program	275,000	(166,933)	108,067	(60.7)	0.4
BUDGETED REVENUE	\$19,366,768	\$9,752,001	\$29,118,769	50.4	100.0
EXPENDITURES					
Administration					
Admin & Supp Svc	1,996,600	63,300	2,059,900	3.2	7.1
State Gen Rev Charge	346,700	(39,600)	307,100	(11.4)	1.1
Subtotal Administration	2,343,300	23,700	2,367,000		
Scientific Research					
General Operations	616,100	(17,900)	598,200	(2.9)	2.1
Scientific Prod Res	391,000	79,000	470,000	20.2	1.6
New Varieties Dev - Gen Rev	611,000	(111,000)	500,000	(18.2)	1.7
Subtotal Scientific Research	1,618,100	(49,900)	1,568,200		
Economic & Market Research					
General Operations	421,300	(900)	420,400	(0.2)	1.4
Research & Data Studies	595,900	18,100	614,000	3.0	2.1
Subtotal Econ Research	1,017,200	17,199	1,034,400		
Marketing & Public Relations					
General Operations	560,203	(22,003)	538,200	(3.9)	1.8
Public Relations Programs	4,462,000	(2,161,000)	2,301,000	(48.4)	7.9
Marketing & PR - Gen Rev	4,700,000	12,187,350	16,887,350	100.+	58.0
Gift Fruit Marketing	57,600	0	57,600	0.0	0.2
Subtotal Domestic Mktg	9,779,803	10,004,347	19,784,150		
Int'l Promotions - DOC	524,697	(166,240)	358,457	(31.7)	1.2
Int'l Promotions - GR-CRP	0	112,650	112,650	100.+	0.4
Int'l Promotions - FAS	3,696,350	(152,575)	3,543,775	(4.1)	12.2
Int'l Promotions - ATP	275,000	(166,933)	108,067	(60.7)	0.4
Subtotal Int'l Mktg	4,496,047	(373,099)	4,122,949		
Budgeted Expenditures	19,254,450	9,622,248	28,876,699	50.0	99.2
Reserves	112,318	129,752	242,070	100.+	0.8
TOTAL BUDGET	\$19,366,768	\$9,752,001	\$29,118,769	50.4	100.0

FLORIDA DEPARTMENT OF CITRUS

COMPARISON OF PROPOSED PROCESSED ORANGE OPERATING BUDGET FISCAL YEARS AS INDICATED

	PROCESSED ORANGE						
	Cost Per Box	Budget 2020-21	Adjustment	Proposed 2021-22	Percent	Cost Per Box	% of Budget
REVENUE							
Carryover	\$0.019	\$1,000,000	(\$1,000,000)	\$0	(100.0)	\$0.000	0.0
2018-19 Unspent Certified	0.001	31,176	(31,176)	0	(100.0)	0.000	0.0
Tax Assessments - Domestic	0.120	6,357,240	(660,300)	5,696,940	(10.4)	0.120	23.4
Tax Assessments - Imports	0.040	1,575,080	(195,080)	1,380,000	(12.4)	0.040	5.7
Interest/Other	0.003	232,100	(99,800)	132,300	(43.0)	0.002	0.5
Gen Rev - NVD	0.004	366,600	(66,600)	300,000	0.0	0.004	1.2
Gen Rev - PR & Marketing	0.050	4,637,500	11,100,000	15,737,500	100.+	0.331	64.7
FAS Program	0.012	1,074,540	(7,910)	1,066,630	(0.7)	0.022	4.4
ATP Program	0.001	75,000	(75,000)	0	(100.0)	0.000	0.0
BUDGETED REVENUE		\$15,349,236	\$8,964,134	\$24,313,370	58.4		100.0
EXPENDITURES							
Administration						*	
Admin & Supp Srvs	0.020	1,855,440	28,339	1,883,779	1.5	0.023	7.7
State Gen Rev Charge	0.004	326,200	(38,200)	288,000	(11.7)	0.004	1.2
Subtotal Administration		2,181,640	(9,861)	2,171,779			
Scientific Research							
General Operations	0.006	572,543	(25,489)	547,054	(4.5)	0.007	2.3
Scientific Prod Res	0.004	391,000	79,000	470,000	20.2	0.006	1.9
New Varieties Dev - Gen Rev	0.004	366,600	(66,600)	300,000	0.0	0.004	1.2
Subtotal Scientific Research		1,330,143	(13,089)	1,317,054			
Economic & Market Research							
General Operations	0.004	391,514	(7,058)	384,457	(1.8)	0.005	1.6
Research & Data Studies	0.006	566,139	11,796	577,935	2.1	0.007	2.4
Subtotal Econ Research		957,653	4,738	962,392			
Marketing & Public Relations	*					*	
General Operations	0.010	532,969	(38,799)	494,170	(7.3)	0.010	2.0
Public Relations Programs	0.082	4,353,350	(2,152,285)	2,201,065	(49.4)	0.046	9.1
Marketing & PR - Gen Rev	0.087	4,637,500	11,100,000	15,737,500	100.+	0.331	64.7
Subtotal Domestic Mktg		9,523,819	8,908,916	18,432,735			
Int'l Promotions - DOC	0.003	154,184	(11,769)	142,415	(7.6)	0.003	0.6
Int'l Promotions - GR	0.000	0	0	0	0.0	0.000	0.0
Int'l Promotions - FAS	0.020	1,074,540	(7,910)	1,066,630	(0.7)	0.022	4.4
Int'l Promotions - ATP	0.001	75,000	(75,000)	0	(100.0)	0.000	0.0
Subtotal Int'l Mktg		1,303,724	(94,679)	1,209,045			
Budgeted Expenditures		15,296,979	8,796,025	24,093,004	57.5		99.1
Reserves	0.001	52,258	168,109	220,367	100.+	0.003	0.9
TOTAL BUDGET		\$15,349,237	\$8,964,134	\$24,313,370	58.4		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 2020-21	Adjustment	Proposed 2021-22	Percent	Cost Per Box	% of Budget
REVENUE							
Carryover	\$0.062	\$311,000	(\$111,000)	\$200,000	(35.7)	\$0.049	5.2
2018-19 Unspent Certified	0.001	3,116	(3,116)	0	(100.0)	0.000	0.0
Tax Assessments - Domestic	0.063	313,600	(25,340)	288,260	(8.1)	0.070	7.5
Tax Assessments - Imports	0.002	11,667	(0)	11,667	(0.0)	0.023	0.3
Interest/Other	0.003	12,700	(4,700)	8,000	(37.0)	0.002	0.2
Gen Rev - NVD	0.025	122,200	(22,200)	100,000	(18.2)	0.022	2.6
Gen Rev - PR & Marketing	0.013	62,500	720,000	782,500	100.+	0.190	20.2
FAS Program	0.526	2,621,810	(144,665)	2,477,145	(5.5)	0.602	64.0
BUDGETED REVENUE		\$3,458,593	\$408,978	\$3,867,571	11.8		100.0
EXPENDITURES							
Administration							
Admin & Supp Srvc	0.018	91,245	14,840	106,085	16.3	0.023	2.7
State Gen Rev Charge	0.003	13,500	(1,200)	12,300	(8.9)	0.003	0.3
Subtotal Administration		104,745	13,640	118,385			
Scientific Research & Development							
General Operations	0.006	28,155	2,652	30,807	9.4	0.007	0.8
Scientific Prod Res	0.000	0	0	0	0.0	0.000	0.0
New Varieties Dev - Gen Rev	0.025	122,200	(22,200)	100,000	(18.2)	0.022	2.6
Subtotal Scientific Research		150,355	(19,548)	130,807			
Economic & Market Research							
General Operations	0.004	19,254	2,397	21,651	12.4	0.005	0.6
Research & Data Studies	0.005	22,462	3,369	25,831	15.0	0.006	0.7
Subtotal Econ Research		41,716	5,765	47,481			
Marketing & Public Relations *							
General Operations	0.002	11,057	12,223	23,280	110.5	0.006	0.6
Public Relations Programs	0.017	74,735	(20,340)	54,395	(27.2)	0.013	1.4
Marketing & PR - Gen Rev		62,500	607,350	669,850	100.+	0.163	17.3
Gift Fruit Marketing	0.003	14,400	1,152	15,552	8.0	0.004	0.4
Subtotal Domestic Mktg		162,692	600,385	763,077			
Int'l Promotions - DOC	0.078	350,513	(145,278)	205,235	(41.4)	0.050	5.3
Int'l Promotions - GR		-	112,650	112,650	100.+	0.027	2.9
Int'l Promotions - FAS	0.585	2,621,810	(144,665)	2,477,145	(5.5)	0.602	64.0
Subtotal Int'l Mktg		2,972,323	(177,293)	2,795,030			
Budgeted Expenditures		3,431,831	422,949	3,854,781	12.3		99.7
Reserves	0.005	26,763	(13,972)	12,791	(52.2)	0.003	0.3
TOTAL BUDGET		\$3,458,594	\$408,977	\$3,867,571	11.8		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 2020-21	Adjustment	Proposed 2021-22	Percent	% of Budget
REVENUE						
Carryover	\$0.024	\$60,000	\$16,000	\$76,000	26.7	\$0.030 10.5
2018-19 Unspent Certified	0.000	449	(449)	0	(100.0)	0.000 0.0
Tax Assessments - Domestic	0.050	127,500	(2,500)	125,000	(2.0)	0.050 17.3
Interest/Other	0.003	7,700	(2,400)	5,300	(31.2)	0.002 0.7
Gen Rev - NVDMC	0.024	61,100	(11,100)	50,000	(18.2)	0.020 6.9
Gen Rev - Marketing	0.000	0	360,000	360,000	100.0	0.144 49.7
ATP Program	0.078	200,000	(91,933)	108,067	(46.0)	0.043 14.9
BUDGETED REVENUE	\$0.179	\$456,749	\$267,618	\$724,367	58.6	\$0.290 100.0
EXPENDITURES						
Administration						
Admin & Supp Svc	0.015	38,335	19,342	57,677	50.5	0.023 8.0
State Gen Rev Charge	0.002	5,400	(200)	5,200	(3.7)	0.002 0.7
Subtotal Administration		43,735	19,142	62,877		
Scientific Research						
General Operations	0.005	11,829	4,921	16,750	41.6	0.007 2.3
Scientific Prod Res	0.000	0	0	0	0.0	0.000 0.0
New Varieties Dev - Gen Rev	0.024	61,100	(11,100)	50,000	(18.2)	0.020 6.9
Subtotal Scientific Research		72,929	(6,179)	66,750		
Economic & Market Research						
General Operations	0.003	8,089	3,682	11,771	45.5	0.005 1.6
Research & Data Studies	0.002	5,606	2,822	8,428	50.3	0.003 1.2
Subtotal Econ Research		13,695	6,504	20,199		
Marketing & Public Relations						
General Operations	0.005	12,473	4,823	17,296	38.7	0.007 2.4
Public Relations Programs	0.010	26,137	11,813	37,950	45.2	0.015 5.2
Marketing & PR - Gen Rev	0.000	0	360,000	360,000	100.0	0.144 49.7
Fresh Fruit Marketing	0.013	33,408	1,728	35,136	5.2	0.014 4.9
Subtotal Domestic Mktg		72,018	378,364	450,382		
Int'l Promotions - DOC	0.008	20,000	(9,193)	10,807	(46.0)	0.004 1.5
Int'l Promotions - GR	0.000	0	0	0	0.0	0.000 0.0
Int'l Promotions - ATP	0.078	200,000	(91,933)	108,067	(46.0)	0.043 14.9
Subtotal Int'l Mktg		220,000	(101,126)	118,874		
Budgeted Expenditures						
Budgeted Expenditures	0.166	422,377	296,705	719,082	70.2	0.288 99.3
Reserves	0.013	34,372	(29,087)	5,285	(84.6)	0.002 0.7
TOTAL BUDGET	\$0.179	\$456,749	\$267,618	\$724,367	58.6	\$0.290 100.0

FLORIDA DEPARTMENT OF CITRUS

COMPARISON OF PROPOSED FRESH SPECIALTY OPERATING BUDGET FISCAL YEARS AS INDICATED

	FRESH SPECIALTY					
	Cost Per Box	Budget 2020-21	Adjustment	Proposed 2021-22	Percent	% of Budget
REVENUE						
Carryover	\$0.000	\$0	\$4,000	\$4,000	0.0	\$0.007 1.9
2018-19 Unspent Certified	0.000	80	(80)	0	(100.0)	0.000 0.0
Tax Assessments - Domestic	0.070	38,710	(350)	38,360	(0.9)	0.070 18.0
Interest/Other	0.004	2,300	(1,200)	1,100	(52.2)	0.002 0.5
Gen Rev - NVDMC	0.110	61,100	(11,100)	50,000	(18.2)	0.091 23.4
Gen Rev - PR & Marketing	0.000	0	120,000	120,000	100.0	0.219 56.2
BUDGETED REVENUE	\$0.184	\$102,190	\$111,270	\$213,460	108.9	\$0.389 100.0
EXPENDITURES						
Administration						
Admin & Supp Svc	0.021	11,580	779	12,359	6.7	0.023 5.8
State Gen Rev Charge	0.003	1,600	0	1,600	0.0	0.003 0.7
Subtotal Administration		13,180	779	13,959		
Scientific Research						
General Operations	0.006	3,573	16	3,589	0.5	0.007 1.7
Scientific Prod Res	0.000	0	0	0	0.0	0.000 0.0
New Varieties Dev - Gen Rev	0.110	61,100	(11,100)	50,000	(18.2)	0.091 23.4
Subtotal Scientific Research		64,673	(11,084)	53,589		
Economic & Market Research						
General Operations	0.004	2,443	79	2,522	3.3	0.005 1.2
Research & Data Studies	0.003	1,693	113	1,806	6.7	0.003 0.8
Subtotal Econ Research		4,136	192	4,328		
Marketing & Public Relations						
General Operations	0.007	3,705	(251)	3,454	(6.8)	0.006 1.6
Public Relations Programs	0.014	7,778	(188)	7,590	(2.4)	0.014 3.6
Marketing & PR - Gen Rev	0.000	0	120,000	120,000	100.0	0.219 56.2
Fresh Fruit Marketing	0.018	9,792	(2,880)	6,912	(29.4)	0.013 3.2
Subtotal Domestic Mktg		21,275	116,681	137,956		
Budgeted Expenditures	0.187	103,263	106,571	209,833	103.2	0.384 98.3
Reserves	(0.002)	(1,075)	4,702	3,627	(437.4)	0.007 1.7
TOTAL BUDGET	\$0.185	\$102,188	\$111,272	\$213,460	108.9	\$0.391 100.0

FLORIDA DEPARTMENT OF CITRUS

2021-22 PROPOSED OPERATING BUDGET

July 1, 2021

DESCRIPTION	OCA CODE	BUDGET 2020-21	YEAR TO DATE EXPENDITURES 3/31/2021	ADJUSTMENT	PROPOSED BUDGET 2021-22	% INCREASE/ DECREASE
STATE GENERAL REVENUE CHARGE						
57 10 00 00 000						
Florida Citrus Advertising Trust Fund	88040	<u>\$346,700</u>	<u>\$43,900</u>	<u>(\$39,600)</u>	<u>\$307,100</u>	(11.4)
ADMINISTRATIVE AND SUPPORT SERVICES						
GENERAL OPERATIONS						
57 10 10 08 001						
Commissioners Comp (OPS)	12101	6,000	0	0	6,000	0.0
Commissioners Travel - All Variety	26001	6,000	0	(3,000)	3,000	(50.0)
57 10 10 09 001						
Salaries and Benefits	11000	1,390,000	1,064,693	(50,000)	1,340,000	(3.6)
Temporary Employee (OPS)	12100	7,400	4,006	0	7,400	0.0
Employee Travel - All Variety	26000	15,000	1,044	(3,000)	12,000	(20.0)
Subtotal		<u>1,424,400</u>	<u>1,069,743</u>	<u>(56,000)</u>	<u>1,368,400</u>	(3.9)
57 10 10 09 002						
Fruit Inspection Data	13260	100	100	0	100	0.0
Training	13280	3,200	0	(700)	2,500	(21.9)
People First	15800	4,300	3,177	0	4,300	0.0
Unemployment Compensation	16500	3,600	0	0	3,600	0.0
Telephone	22100	38,000	22,602	0	38,000	0.0
Office Supplies	34101	1,000	468	0	1,000	0.0
Office Equipment	34102	1,000	690	0	1,000	0.0
Casualty Insurance	4100C	25,700	25,628	0	25,700	0.0
Property Insurance	4100P	3,800	3,428	0	3,800	0.0
Subscriptions	49200	8,000	4,655	0	8,000	0.0
Memberships	49300	800	550	0	800	0.0
Miscellaneous	49900	2,000	370	0	2,000	0.0
Subtotal General Operations		<u>1,515,900</u>	<u>1,131,411</u>	<u>(56,700)</u>	<u>1,459,200</u>	(3.7)
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	0	(10,000)	15,000	(40.0)
Legal Srv-G Counsel	1316G	105,000	29,401	0	105,000	0.0
Legal Srv-Trademark	1316T	20,000	5,100	0	20,000	0.0
Legal Advertising	13310	2,000	1,029	0	2,000	0.0
Miscellaneous	29000	2,000	0	0	2,000	0.0
Subtotal Legal Services		<u>\$155,000</u>	<u>\$35,530</u>	<u>(\$10,000)</u>	<u>\$145,000</u>	(6.5)

FLORIDA DEPARTMENT OF CITRUS

2021-22 PROPOSED OPERATING BUDGET

July 1, 2021

DESCRIPTION	OCA CODE	BUDGET 2020-21	YEAR TO DATE EXPENDITURES 3/31/2021	ADJUSTMENT	PROPOSED BUDGET 2021-22	% INCREASE/ DECREASE
SUPPORT SERVICES						
57 10 10 12 002						
Grounds Maintenance	13290	\$10,000	\$7,445	\$0	\$10,000	0.0
Mailing & Delivery Services	13420	1,000	423	0	1,000	0.0
Shredding Service	13421	500	159	0	500	0.0
Warehouse Services	13991	11,000	5,852	0	11,000	0.0
Postage	21000	1,500	906	1,000	2,500	66.7
Reproduction	23000	6,000	2,138	0	6,000	0.0
Maintenance - Auto	2410A	500	352	1,000	1,500	100.+
Maintenance - Building	2410B	30,000	24,527	16,000	46,000	53.3
Maintenance - Equipment	2410E	700	685	0	700	0.0
Building Utilities	27100	75,000	53,238	1,000	76,000	1.3
Building Supplies	3410B	3,000	1,543	0	3,000	0.0
Distribution Supplies	3410D	300	70	0	300	0.0
Fuel	36410	2,500	47	0	2,500	0.0
Copy Equipment Rental	44200	7,200	4,726	0	7,200	0.0
Rental-Office Equipment	44400	2,500	1,667	0	2,500	0.0
Equipment - General (OCO)	51200	5,000	0	(5,000)	0	(100.0)
Subtotal Support Services		156,700	103,778	14,000	170,700	8.9
IT SERVICES						
57 10 10 14 002						
Training	13280	2,500	0	0	2,500	0.0
DP Services - Other	22300	58,000	43,489	7,000	65,000	12.1
Data Processing Maint.	2410D	1,500	1,086	0	1,500	0.0
Cloud Computing Migration	1327C	0	0	95,000	95,000	100.+
Auditorium Technology Upgrades(OCO)	5160A	0	0	50,000	50,000	100.+
DP Equipment	3410E	10,000	2,629	10,000	20,000	100.0
Data Processing Supplies	3410S	3,000	593	(2,000)	1,000	(66.7)
Data Processing Software	53100	60,000	35,764	(10,000)	50,000	(16.7)
Subtotal IT Services		169,000	83,561	116,000	285,000	68.6
Total Support & IT Services		325,700	187,339	130,000	455,700	39.9
TOTAL ADMIN, SUPPORT & IT SERVICES		\$1,996,600	\$1,354,280	\$63,300	\$2,059,900	3.2

FLORIDA DEPARTMENT OF CITRUS

2021-22 PROPOSED OPERATING BUDGET

July 1, 2021

DESCRIPTION	OCA CODE	BUDGET 2020-21	YEAR TO DATE EXPENDITURES 3/31/2021	ADJUSTMENT	PROPOSED BUDGET 2021-22	% INCREASE/ DECREASE
SCIENTIFIC RESEARCH						
GENERAL OPERATIONS						
57 10 12 10 001						
Salaries and Benefits	11000	\$278,000	\$198,283	\$8,000	\$286,000	2.9
Temporary Employees (OPS)	12100	81,000	46,054	(6,000)	75,000	(7.4)
Employee Travel - AV	26000	18,000	(655)	(6,000)	12,000	(33.3)
57 10 12 10 002						
Training	13280	5,000	0	0	5,000	0.0
Mailing & Delivery Services	13420	200	0	0	200	0.0
People First	15800	2,500	2,079	300	2,800	12.0
Telephone	22100	1,500	692	0	1,500	0.0
Reproduction	23000	200	13	0	200	0.0
Repairs & Maintenance	24101	75,000	50,145	0	75,000	0.0
Office Supplies	34101	600	15	(100)	500	(16.7)
Research Material - Internal	34103	25,000	2,843	0	25,000	0.0
Research Material - External	34104	10,000	0	0	10,000	0.0
CREC Operations	43300	115,000	82,072	(14,000)	101,000	(12.2)
Copy Equipment Rental	44200	2,200	1,136	0	2,200	0.0
Subscriptions	49200	200	0	0	200	0.0
Memberships	49300	100	0	0	100	0.0
Miscellaneous	49900	1,500	0	0	1,500	0.0
TOTAL GENERAL OPERATIONS		616,100	382,705	(17,900)	598,200	(2.9)
MEDICAL RESEARCH						
57 10 12 11 005						
Skin Health - OJ	SR094	50,000	0	40,000	90,000	80.0
Glycemia, Energy, Behavior - OJ	SR095	70,000	0	15,000	85,000	21.4
Nutrient Density - OJ	SR097	75,000	0	0	75,000	0.0
Clinical/Analytical Study - OJ	SR098	0		200,000	200,000	100.+
Cognition and Publication - OJ	SR099	0		10,000	10,000	100.+
Additional Publications - OJ	SR100	0	0	10,000	10,000	100.+
Subtotal Medical Research		391,000	129,758	79,000	470,000	20.2
TOTAL SCIENTIFIC RESEARCH		1,007,100	512,463	61,100	1,068,200	6.1

FLORIDA DEPARTMENT OF CITRUS

2021-22 PROPOSED OPERATING BUDGET

July 1, 2021

DESCRIPTION	OCA CODE	BUDGET 2020-21	YEAR TO DATE EXPENDITURES 3/31/2021	ADJUSTMENT	PROPOSED BUDGET 2021-22	% INCREASE/ DECREASE
SCIENTIFIC SPONSORED RESEARCH						
GENERAL REVENUE PROGRAMS						
57 10 12 11 003						
New Varieties Development-AV	GR090	611,000	221,526	(111,000)	500,000	(18.2)
TOTAL NVDC - GENERAL REVENUE		<u>611,000</u>	<u>221,526</u>	<u>(111,000)</u>	<u>500,000</u>	(18.2)
TOTAL SCIENTIFIC & SPONSORED RESEARCH		<u>\$1,618,100</u>	<u>\$733,989</u>	<u>(\$49,900)</u>	<u>\$1,568,200</u>	(3.1)
* SUBTOTALS BY FUNDING SOURCE						
Scientific Research - CATF		\$ 1,007,100	\$ 512,463	\$ 61,100	\$ 1,068,200	
Scientific Research - GR		<u>611,000</u>	<u>221,526</u>	<u>(111,000)</u>	<u>500,000</u>	
Total		<u>\$1,618,100</u>	<u>\$733,989</u>	<u>(\$49,900)</u>	<u>\$1,568,200</u>	(3.1)

FLORIDA DEPARTMENT OF CITRUS

2021-22 PROPOSED OPERATING BUDGET

July 1, 2021

DESCRIPTION	OCA CODE	BUDGET 2020-21	YEAR TO DATE EXPENDITURES 3/31/2021	ADJUSTMENT	PROPOSED BUDGET 2021-22	% INCREASE/ DECREASE
ECONOMIC AND MARKET RESEARCH						
GENERAL OPERATIONS						
57 10 13 10 001						
Salaries and Benefits	11000	\$362,000	\$258,888	\$1,000	\$363,000	0.3
Temporary Employees (OPS)	12100	26,000	9,765	0	26,000	0.0
Employee Travel - AV	26000	20,000	2,328	0	20,000	0.0
57 10 13 10 002						
Research Publications	13263	1,200	0	0	1,200	0.0
Website	13270	4,800	1,249	0	4,800	0.0
Postage	21000	250	27	0	250	0.0
Reproduction	23000	500	34	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	0	0	50	0.0
Miscellaneous	49900	1,300	1,260	500	1,800	38.5
Subtotal General Operations		421,300	275,839	(900)	420,400	(0.2)
RESEARCH DATA & STUDIES						
57 10 13 12 003						
Processed Retail Sales-A.C. Nielsen	ER010	303,900	227,887	9,100	313,000	3.0
FL Agri Market Research Center - AV	ER020	227,000	111,608	6,000	233,000	2.6
Economic Impact Analysis - AV	ER025	30,000	0	2,000	32,000	6.7
Other Data Purchases - AV	ER035	10,000	8,500	1,000	11,000	10.0
Survey's - Toluna - AV	ER060	25,000	13,515	0	25,000	0.0
Subtotal Research Data & Studies		595,900	361,510	18,100	614,000	3.0
TOTAL ECON & MKT RESEARCH		\$1,017,200	\$637,349	\$17,200	\$1,034,400	1.7

FLORIDA DEPARTMENT OF CITRUS

2021-22 PROPOSED OPERATING BUDGET

July 1, 2021

DESCRIPTION	OCA CODE	BUDGET 2020-21	YEAR TO DATE EXPENDITURES 3/31/2021	ADJUSTMENT	PROPOSED BUDGET 2021-22	% INCREASE/ DECREASE
MARKETING AND PUBLIC RELATIONS						
GENERAL OPERATIONS						
57 10 15 10 001						
Salaries and Benefits	11000	\$498,803	\$321,859	(\$8,803)	\$490,000	(1.8)
Employee Travel - All Variety	26000	5,000	0	(3,000)	2,000	(60.0)
Employee Travel - Orange Juice	26002	20,000	0	(10,000)	10,000	(50.0)
Employee Travel - Fresh	26004	2,500	0	0	2,500	0.0
57 10 15 10 002						
Promotional Materials	13350	4,800	2,866	0	4,800	0.0
Mailing & Delivery Services	13420	2,500	1,119	0	2,500	0.0
People First	15800	3,000	1,860	(200)	2,800	(6.7)
Postage	21000	100	27	0	100	0.0
Telephone	22100	6,000	2,000	0	6,000	0.0
Office Supplies	34101	897	12	0	897	0.0
Subscriptions	49200	1,000	150	0	1,000	0.0
Memberships	49300	9,700	5,218	0	9,700	0.0
Digital Asset Management	53101	5,903	5,902	0	5,903	0.0
TOTAL GENERAL OPERATIONS		\$560,203	\$341,013	(\$22,003)	\$538,200	(3.9)
GENERAL REVENUE PROGRAMS						
57 10 15 11 003						
Consumer Awareness-Processed Orange	GR010	4,450,000	2,146,881	300,000	4,750,000	6.7
Consumer Awareness-PO-CRP	GR020	0	0	10,800,000	10,800,000	100.+
Grapefruit Promotions-Domestic-CRP	GR030	0	0	607,350	607,350	100.+
Fresh Orange Promotions-CRP	GR040	0	0	360,000	360,000	100.+
Fresh Tangerine/Citrus Promotions-CRP	GR050	0	0	120,000	120,000	100.+
FL Welcome Stations-Juice	GR080	250,000	64,787	0	250,000	0.0
TOTAL GENERAL REVENUE PROGRAMS		\$4,700,000	\$2,211,668	\$12,187,350	\$16,887,350	100.+

FLORIDA DEPARTMENT OF CITRUS

2021-22 PROPOSED OPERATING BUDGET

July 1, 2021

DESCRIPTION	OCA CODE	BUDGET 2020-21	YEAR TO DATE EXPENDITURES 3/31/2021	ADJUSTMENT	PROPOSED BUDGET 2021-22	% INCREASE/ DECREASE
PUBLIC RELATIONS						
CORPORATE - ALL VARIETIES						
57 10 15 12 003						
Brand Asset Development	PR010	\$295,500	\$171,401	(\$175,000)	\$120,500	(59.2)
Digital & Web Platforms	PR012	300,000	196,906	175,000	475,000	58.3
Reactive Issues Management	PR016	600,000	361,304	0	600,000	0.0
Policy Issues	PR017	34,500	23,000	0	34,500	0.0
Subtotal Corporate - All Varieties		1,230,000	752,611	0	1,230,000	0.0
PROCESSED ORANGE						
57 10 15 12 004						
Media Relations	PR014	600,000	160,017	(400,000)	200,000	(66.7)
Influencer Engagement	PR041	305,000	141,523	(105,000)	200,000	(34.4)
Performance Mktg-Digital/Social	PR045	2,232,000	852,157	(1,596,000)	636,000	(71.5)
Subtotal Processed Orange		3,137,000	1,153,697	(2,101,000)	1,036,000	(67.0)
IN-STATE PROGRAMS						
57 10 15 12 008						
Industry Grower Relations - AV	PR081	45,000	2,500	(10,000)	35,000	(22.2)
Subtotal In-State Programs		45,000	2,500	(10,000)	35,000	(22.2)
FRESH FRUIT						
57 10 16 11 007						
Gift Fruit Programs	RM070	57,600	9,102	0	57,600	0.0
Subtotal Fresh Fruit		57,600	9,102	0	57,600	0.0
TOTAL PR PROGRAMS - CATF		\$4,519,600	\$1,940,952	(\$2,161,000)	\$2,358,600	(47.8)
* SUBTOTALS BY FUNDING SOURCE						
PR & Domestic Marketing - CATF		\$ 5,079,803	\$ 2,281,965	\$ (2,183,003)	\$ 2,896,800	
PR & Domestic Marketing - GR		4,700,000	2,211,668	12,187,350	16,887,350	
Total		\$9,779,803	\$4,493,633	\$10,004,347	\$19,784,150	

FLORIDA DEPARTMENT OF CITRUS

2021-22 PROPOSED OPERATING BUDGET

July 1, 2021

DESCRIPTION	OCA CODE	BUDGET 2020-21	YEAR TO DATE EXPENDITURES 3/31/2021	ADJUSTMENT	PROPOSED BUDGET 2021-22	% INCREASE/ DECREASE
INTERNATIONAL MARKETING						
GENERAL OPERATIONS						
57 10 18 10 001						
Salaries and Benefits	11000	\$197,197	\$188,980	(\$9,197)	\$188,000	(4.7)
Employee Travel - Orange Juice	26002	10,500	0	(8,500)	2,000	(81.0)
Employee Travel - PO/PG/FG	26006	4,500	0	(1,500)	3,000	(33.3)
57 10 18 10 002						
Promotional Items - Grapefruit	IM100	1,500	0	0	1,500	0.0
Mailing & Delivery Services	13420	2,500	1,669	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	570	(1,000)	1,000	(50.0)
Promotional Materials Printing	23006	1,000	0	0	1,000	0.0
Trade Meals	35000	500	0	0	500	0.0
Subscriptions	49200	150	0	0	150	0.0
Memberships	49300	5,000	3,750	0	5,000	0.0
Miscellaneous	49900	1,000	0	(500)	500	(50.0)
Subtotal General Operations		252,947	194,970	(46,197)	206,750	(18.3)
FAS ADMINISTRATION						
57 10 18 10 003						
Evaluations-DOC	IM01D	5,000	0	0	5,000	0.0
Evaluations-FAS	IM01F	53,000	0	(8,000)	45,000	(15.1)
Consultant Fee-DOC	1313D	78,500	39,245	1,800	80,300	2.3
FAS Annual Workshop-DOC	26005	2,500	900	0	2,500	0.0
Subtotal FAS Administration		\$139,000	\$40,145	(\$6,200)	\$132,800	(4.5)

FLORIDA DEPARTMENT OF CITRUS

2021-22 PROPOSED OPERATING BUDGET

July 1, 2021

DESCRIPTION	OCA CODE	BUDGET 2020-21	YEAR TO DATE EXPENDITURES 3/31/2021	ADJUSTMENT	PROPOSED BUDGET 2021-22	% INCREASE/ DECREASE
CANADIAN PROMOTIONS						
Fresh & Processed Grapefruit						
57 10 18 10 103						
Promotions-DOC-CRP	GR100	\$13,400	\$0	\$0	\$13,400	0.0
Promotions-FAS	1335F	233,570	95,638	(7,700)	225,870	(3.3)
Subtotal Canada-Fresh & Proc. Gft.		246,970	95,638	(7,700)	239,270	(3.1)
Processed Orange						
57 10 18 10 104						
Promotions-DOC	1335D	22,800	0	0	22,800	0.0
Promotions-FAS	1335F	539,900	298,821	3,140	543,040	0.6
Subtotal Canada-Proc Orange		562,700	298,821	3,140	565,840	0.6
Fresh Orange - ATP						
57 10 18 10 105						
Promotions-DOC	1335D	20,000	0	(9,193)	10,807	(46.0)
Promotions-ATP	1335A	200,000	69,227	(91,933)	108,067	(46.0)
Subtotal Canada-Fresh Orange		220,000	69,227	(101,126)	118,874	(46.0)
TOTAL CANADIAN MARKETING		1,029,670	463,686	(105,686)	923,984	(10.3)
EUROPEAN PROMOTIONS						
France - Promotions - Grapefruit						
Fresh & Processed Grapefruit						
57 10 18 11 203						
Promotions-DOC-CRP	GR100	15,300	533	0	15,300	0.0
Promotions-FAS	1335F	427,580	239,310	(27,580)	400,000	(6.5)
Total France Retail - Fresh & Proc. Gft.		442,880	239,843	(27,580)	415,300	(6.2)
Europe - Retail - Grapefruit						
Fresh & Processed Grapefruit						
57 10 18 11 300						
Promotions-DOC-CRP	GR100	10,200	315	0	10,200	0.0
Promotions-FAS	1335F	307,090	90,473	(9,290)	297,800	(3.0)
Total Europe Retail- Fresh & Proc. Gft.		317,290	90,788	(9,290)	308,000	(2.9)
TOTAL EUROPEAN PROMOTIONS		\$760,170	\$330,631	(\$36,870)	\$723,300	

FLORIDA DEPARTMENT OF CITRUS

2021-22 PROPOSED OPERATING BUDGET

July 1, 2021

DESCRIPTION	OCA CODE	BUDGET 2020-21	YEAR TO DATE EXPENDITURES 3/31/2021	ADJUSTMENT	PROPOSED BUDGET 2021-22	% INCREASE/ DECREASE
ASIAN PROMOTIONS						
JAPAN						
Fresh & Processed Grapefruit						
57 10 18 12 103						
Promotions-DOC-CRP	GR100	\$66,300	\$75	\$0	\$66,300	0.0
Promotions-FAS	1335F	1,328,720	200,530	(98,565)	1,230,155	(7.4)
Total Expenses-Japan-Fresh & Proc, Gft		1,395,020	200,605	(98,565)	1,296,455	(7.1)
KOREA						
Fresh & Processed Grapefruit						
57 10 18 13 103						
Promotions-DOC-CRP	GR100	7,450	7,450	0	7,450	0.0
Promotions-FAS	1335F	287,750	203,253	4,070	291,820	1.4
Total Korea-Fresh & Proc. Gft		295,200	210,703	4,070	299,270	1.4
Processed Orange						
57 10 18 13 104						
Promotions-DOC	1335D	30,300	0	0	30,300	0.0
Promotions-FAS	1335F	518,740	117,197	(8,650)	510,090	(1.7)
Promotions-ATP	1335A	75,000	47,600	(75,000)		
Total Korea-Fresh & Proc. OJ		624,040	164,797	(83,650)	540,390	(13.4)
TOTAL ASIAN PROMOTIONS		2,314,260	576,105	(178,145)	2,136,115	(7.7)
TOTAL INTERNATIONAL MARKETING		\$4,496,047	\$1,605,537	(\$373,098)	\$4,122,949	(8.3)
* SUBTOTALS BY FUNDING SOURCE						
Int'l Mktg-DOC		\$524,697	\$235,115	(\$166,240)	\$358,457	(31.7)
Int'l Mktg-DOC-GR		\$0	\$8,373	\$0	\$112,650	100.+
Int'l Mktg-FAS		3,696,350	1,245,222	(152,575)	3,543,775	(4.1)
Int'l Mktg-ATP		275,000	116,827	(166,933)	108,067	(60.7)
		\$4,496,047	\$1,605,537	(\$485,748)	\$4,122,949	(10.8)

FLORIDA DEPARTMENT OF CITRUS

INTERNATIONAL MARKETING

2021-2022 BUDGET BY VARIETY/FUNDING SOURCE

	TOTAL	PROCESSED ORANGE	PROCESSED GRAPEFRUIT	FRESH ORANGE	FRESH GRAPEFRUIT	TOTAL GRAPEFRUIT
DEPARTMENT OF CITRUS						
General Operations	\$206,750	\$62,975	\$20,700	\$0	\$123,075	\$143,775
FAS Administration	87,800	26,340	8,780	0	52,680	61,460
Canadian Marketing	47,007	22,800	3,350	10,807	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	55,313	73,750
Subtotal DOC	471,107	142,415	57,643	10,807	260,243	317,885
FOREIGN AGRICULTURAL SERVICE PROGRAM						
FAS Administration	45,000	13,500	4,500	0	27,000	\$31,500
Canadian Marketing	768,910	543,040	56,468	0	169,403	225,870
European Promotions	697,800	0	174,450	0	523,350	697,800
Asian Promotions	2,032,065	510,090	380,494	0	1,141,481	1,521,975
Subtotal FAS	3,543,775	1,066,630	615,911	0	1,861,234	2,477,145
Agricultural Trade Promotion Program (ATP)						
Canadian Marketing	108,067	0	0	108,067	0	-
Asian Promotions	0	0	0	0	0	-
Subtotal ATP	108,067	0	0	108,067	0	0
TOTAL INTERNATIONAL MARKETING	\$4,122,949	\$1,209,045	\$673,554	\$118,874	\$2,121,476	\$2,795,030
		29.3%	16.3%	2.9%	51.5%	
DOC as % of FAS	13%	13%	9%	10%	14%	13%

FLORIDA DEPARTMENT OF CITRUS

SUMMARY STATEMENT OF RESERVES - ALL FUNDS

2021-22

DESCRIPTION	OBJECT CODE	FCC REQUIRED	% OF REVENUE	EQUIVALENT BOXES
57 10 00 10 005				
Processed Orange	830PO	\$220,366	3.1%	3,148,086
Fresh Orange	830FO	5,285	4.2%	105,700
Combined Grapefruit	830CG	12,791	8.5%	182,729
Fresh Specialty	830FS	5,217	13.6%	74,529
		<u>\$243,659</u>		<u>\$3,511,043</u>