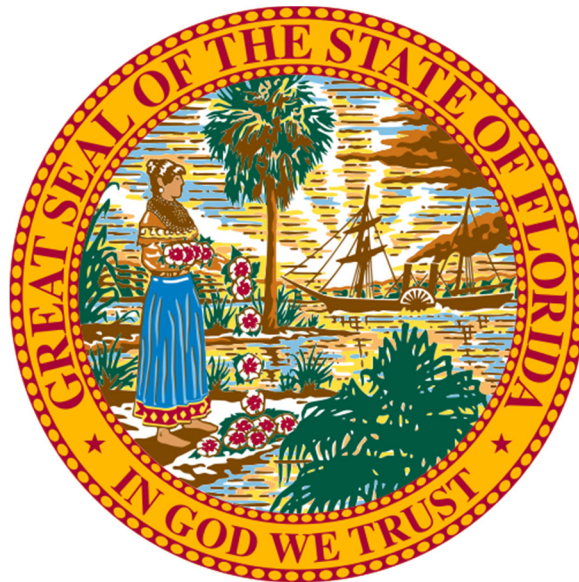


# **State of Florida Department of Citrus**



**2022 – 2023**

**Approved  
Preliminary  
Operating Budget**

# FLORIDA DEPARTMENT OF CITRUS

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# FLORIDA DEPARTMENT OF CITRUS

## SCHEDULE OF TAX RATES \*\*

2022-23

| Variety    | 2016-17<br>Actual | 2017-18<br>Actual | 2018-19<br>Actual | 2019-20<br>Actual | 2020-21<br>Actual | 2021-22<br>Actual | 2022-23     |         |
|------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------|---------|
|            |                   |                   |                   |                   |                   |                   | Proposed    | Maximum |
| DOMESTIC   |                   |                   |                   |                   |                   |                   |             |         |
| Orange     |                   |                   |                   |                   |                   |                   |             |         |
| Fresh      | 5.0               | 5.0               | 5.0               | 5.0               | 5.0               | 5.0               | <b>5.0</b>  | 7.0     |
| Processed  | 7.0               | 7.0               | 7.0               | 7.0               | 7.0               | 12.0              | <b>12.0</b> | 25.0    |
| Grapefruit |                   |                   |                   |                   |                   |                   |             |         |
| Fresh      | 7.0               | 7.0               | 7.0               | 7.0               | 7.0               | 7.0               | <b>7.0</b>  | 36.0    |
| Processed  | 7.0               | 7.0               | 7.0               | 7.0               | 7.0               | 7.0               | <b>7.0</b>  | 36.0    |
| Specialty  |                   |                   |                   |                   |                   |                   |             |         |
| Fresh      | 7.0               | 7.0               | 7.0               | 7.0               | 7.0               | 7.0               | <b>7.0</b>  | 16.0    |
| Processed  | 7.0               | 7.0               | 7.0               | 7.0               | 7.0               | 7.0               | <b>7.0</b>  | 25.0    |
| IMPORTS*   |                   |                   |                   |                   |                   |                   |             |         |
| Orange     | 7.0               | 7.0               | 7.0               | 7.0               | 7.0               | 12.0              | <b>12.0</b> | 25.0    |
| Grapefruit | 7.0               | 7.0               | 7.0               | 7.0               | 7.0               | 7.0               | <b>7.0</b>  | 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)

2022-23

|                 | 2020-2021<br>ACTUAL<br>BOXES | 2021-22            |                  | REVENUE<br>BOX<br>ADJUSTMENT | 2022-23            |                  | %<br>INCREASE/<br>DECREASE |
|-----------------|------------------------------|--------------------|------------------|------------------------------|--------------------|------------------|----------------------------|
|                 |                              | ESTIMATED<br>BOXES | REVENUE<br>BOXES |                              | ESTIMATED<br>BOXES | REVENUE<br>BOXES |                            |
| <b>DOMESTIC</b> |                              |                    |                  |                              |                    |                  |                            |
| ORANGE:         |                              | 41,200             |                  |                              | 35,000             |                  |                            |
| Non-Revenue     |                              | (200)              |                  |                              | (200)              |                  |                            |
| Fresh           | 3,110                        |                    | 2,465            | (480)                        |                    | 1,985            | (19.5)                     |
| Processed       | 49,698                       |                    | 38,535           | (5,720)                      |                    | 32,815           | (14.8)                     |
| GRAPEFRUIT:     |                              | 3,900              |                  |                              | 3,600              |                  |                            |
| Non-Revenue     |                              | (80)               |                  |                              | (80)               |                  |                            |
| Fresh           | 1,915                        |                    | 1,989            | (190)                        |                    | 1,799            | (9.6)                      |
| Processed       | 2,124                        |                    | 1,831            | (110)                        |                    | 1,721            | (6.0)                      |
| SPECIALTY:      |                              | 800                |                  |                              | 800                |                  |                            |
| Non-Revenue     |                              | (50)               |                  |                              | (50)               |                  |                            |
| Fresh           | 597                          |                    | 496              | (8)                          |                    | 488              | (1.6)                      |
| Processed       | 300                          |                    | 254              | 8                            |                    | 262              | 3.1                        |
| TOTAL DOMESTIC  |                              | 45,900             |                  |                              | 39,400             |                  |                            |
| Non-Revenue     |                              | (330)              |                  |                              | (330)              |                  |                            |
| Fresh           | 5,622                        |                    | 4,950            | (678)                        |                    | 4,272            | (13.7)                     |
| Processed       | 52,122                       |                    | 40,620           | (5,822)                      |                    | 34,798           | (14.3)                     |
|                 | 57,744                       |                    | 45,570           | (6,500)                      |                    | 39,070           | (14.3)                     |
| <b>IMPORTS</b>  |                              |                    |                  |                              |                    |                  |                            |
| Orange          | 40,057                       |                    | 40,623           | 17,053                       |                    | 57,676           | 42.0                       |
| Grapefruit      | 581                          |                    | 500              | 0                            |                    | 500              | 0.0                        |
| TOTAL IMPORTS   | 40,638                       |                    | 41,123           | 17,053                       |                    | 58,176           | 41.5                       |
| <b>TOTAL</b>    | <b>98,382</b>                |                    | <b>86,693</b>    | <b>10,553</b>                |                    | <b>97,246</b>    | 12.2                       |

# FLORIDA DEPARTMENT OF CITRUS

## ESTIMATED REVENUE

2022-23

| DESCRIPTION                  | ESTIMATED<br>2021-22       | ADJUSTMENT                | ESTIMATED<br>2022-23       | %<br>INCREASE/<br>DECREASE |
|------------------------------|----------------------------|---------------------------|----------------------------|----------------------------|
| Assessment on Domestic Fruit |                            |                           |                            |                            |
| Orange                       |                            |                           |                            |                            |
| Fresh                        | \$123,250                  | (\$24,000)                | \$99,250                   | (19.5)                     |
| Processed                    | 4,624,200                  | (686,400)                 | 3,937,800                  | (14.8)                     |
|                              | <u>4,747,450</u>           | <u>(710,400)</u>          | <u>4,037,050</u>           | (15.0)                     |
| Grapefruit                   |                            |                           |                            |                            |
| Fresh                        | 139,230                    | (13,300)                  | 125,930                    | (9.6)                      |
| Processed                    | 128,170                    | (7,700)                   | 120,470                    | (6.0)                      |
|                              | <u>267,400</u>             | <u>(21,000)</u>           | <u>246,400</u>             | (7.9)                      |
| Specialty                    |                            |                           |                            |                            |
| Fresh                        | 34,720                     | (560)                     | 34,160                     | (1.6)                      |
| Processed                    | 17,780                     | 560                       | 18,340                     | 3.1                        |
|                              | <u>52,500</u>              | <u>0</u>                  | <u>52,500</u>              | 0.0                        |
| Assessment on Import Fruit   |                            |                           |                            |                            |
| Orange (Opt Out)             | 1,624,920                  | 682,120                   | 2,307,040                  | 42.0                       |
| Grapefruit                   | 11,667                     | (0)                       | 11,667                     | (0.0)                      |
|                              | <u>1,636,587</u>           | <u>682,120</u>            | <u>2,318,707</u>           | 41.7                       |
| Total Assessments            | 6,703,937                  | (49,280)                  | 6,654,657                  | (0.7)                      |
| Investment Earnings          | 128,800                    | (78,100)                  | 50,700                     | (60.6)                     |
| Other Income                 | 18,000                     | (18,000)                  | 0                          | (100.0)                    |
| General Revenue Funds        | 17,500,000                 | 1,625,000                 | 19,125,000                 | 9.3                        |
| Federal Grants (FAS/ATP)     | <u>3,863,575</u>           | <u>8,125</u>              | <u>3,871,700</u>           | 0.2                        |
| <b>TOTAL</b>                 | <b><u>\$28,214,312</u></b> | <b><u>\$1,487,744</u></b> | <b><u>\$29,702,056</u></b> | <b>5.3</b>                 |

# FLORIDA DEPARTMENT OF CITRUS

## BUDGETED REVENUE, EXPENDITURES AND OPERATING FUND BALANCE

2022-23

| DESCRIPTION                                | BEGINNING<br>OPERATING<br>FUND BALANCE | REVENUE      | EXPENDITURES | RESERVES  | ENDING<br>OPERATING<br>FUND BALANCE |
|--------------------------------------------|----------------------------------------|--------------|--------------|-----------|-------------------------------------|
| Florida Citrus Advertising<br>Trust Fund * | \$9,335,000                            | \$29,702,056 | \$29,580,789 | \$337,266 | \$9,119,001                         |

### ALLOCATION OF EXPENSES

|                                | BUDGETED<br>FY 2021-22 |        | PROPOSED<br>FY 2022-23 |        |
|--------------------------------|------------------------|--------|------------------------|--------|
| Administration/Other           |                        |        |                        |        |
| Marketing                      | 23,751,346             | 83.2%  | 22,930,189             | 76.6%  |
| Administration/Other           | 1,886,488              | 6.6%   | 1,992,814              | 6.7%   |
| Subtotal Marketing             | 25,637,834             | 89.8%  | 24,923,003             | 83.3%  |
| Research                       | 2,386,000              | 8.4%   | 4,038,599              | 13.5%  |
| Administration/Other           | 189,512                | 0.7%   | 350,987                | 1.2%   |
| Subtotal Research              | 2,575,511              | 9.0%   | 4,389,586              | 14.7%  |
| General Revenue Service Charge | 273,700                | 1.0%   | 268,200                | 0.9%   |
| Reserves                       | 67,883                 | 0.2%   | 337,266                | 1.1%   |
| Total                          | \$28,554,929           | 100.0% | \$29,918,055           | 100.0% |

# FLORIDA DEPARTMENT OF CITRUS

## BUDGETED EXPENDITURES BY CATEGORY

2022-23

| DESCRIPTION                     | BUDGET       | ADJUSTMENT  | PROPOSED     | %                     |
|---------------------------------|--------------|-------------|--------------|-----------------------|
|                                 | 2021-22      |             | BUDGET       | INCREASE/<br>DECREASE |
| GENERAL OPERATIONS              |              |             |              |                       |
| Salaries and Benefits           | \$2,667,000  | \$266,700   | \$2,933,700  | 10.0                  |
| Other Personal Services         | 114,400      | (71,400)    | 43,000       | (62.4)                |
| Travel                          | 48,500       | 22,500      | 71,000       | 46.4                  |
| People First Initiative         | 9,900        | (800)       | 9,100        | (8.1)                 |
| Unemployment Compensation       | 3,600        | 0           | 3,600        | 0.0                   |
| Telephone                       | 46,500       | 2,400       | 48,900       | 5.2                   |
| Postage/Freight                 | 9,150        | 0           | 9,150        | 0.0                   |
| Data Processing                 | 228,323      | 6,800       | 235,123      | 3.0                   |
| Supplies                        | 5,977        | 0           | 5,977        | 0.0                   |
| Insurance and Bond Premiums     | 17,000       | 0           | 17,000       | 0.0                   |
| Reproduction                    | 6,700        | (1,000)     | 5,700        | (14.9)                |
| Subscriptions and Memberships   | 50,000       | 13,900      | 63,900       | 27.8                  |
| Trade Meals/Meetings            | 500          | (500)       | 0            | (100.0)               |
| Training                        | 9,300        | (5,000)     | 4,300        | (53.8)                |
| Repairs and Maintenance         | 142,700      | (25,300)    | 117,400      | (17.7)                |
| Utilities                       | 71,000       | 0           | 71,000       | 0.0                   |
| Leases/Rent Expense             | 24,900       | (2,700)     | 22,200       | (10.8)                |
| Promotional Items               | 6,300        | (1,500)     | 4,800        | (23.8)                |
| Capital Equipment (OCO)         | 90,000       | (84,500)    | 5,500        | (93.9)                |
| Office/Research Equipment       | 1,000        | 0           | 1,000        | 0.0                   |
| Miscellaneous                   | 28,100       | 13,000      | 41,100       | 46.3                  |
| CREC Expenses                   | 101,000      | 0           | 101,000      | 0.0                   |
| Research Materials              | 36,200       | 0           | 36,200       | 0.0                   |
| Fruit Inspection Data           | 100          | 0           | 100          | 0.0                   |
| Consultant Fees/Travel          | 85,100       | 1,840       | 86,940       | 2.2                   |
| Subtotal General Operations     | 3,803,250    | 134,440     | 3,937,690    | 3.5                   |
| PROGRAMS*                       |              |             |              |                       |
| Legal Services                  | 128,000      | 0           | 128,000      | 0.0                   |
| General Revenue Charge          | 273,700      | (5,500)     | 268,200      | (2.0)                 |
| Scientific Research             | 249,000      | 188,000     | 437,000      | 75.5                  |
| New Varieties Development Corp. | 500,000      | 1,500,000   | 2,000,000    | 300.0                 |
| Economic & Market Research      | 614,000      | 6,500       | 620,500      | 1.1                   |
| Public Relations Programs       | 18,812,864   | (861,014)   | 17,951,850   | 100.+                 |
| Fresh Fruit Marketing           | 57,600       | 0           | 57,600       | 0.0                   |
| International Marketing         | 4,048,632    | 6,317       | 4,054,949    | 0.2                   |
| PALM Intergration               | 0            | 125,000     | 125,000      | 100.+                 |
| Reserves                        | 67,883       | 269,383     | 337,266      | 100.+                 |
| Subtotal Programs               | 24,751,679   | 1,228,686   | 25,980,365   | 5.0                   |
| TOTAL GENERAL OPERATIONS        | \$28,554,929 | \$1,363,126 | \$29,918,055 | 4.8                   |

\*Program costs exclude general operating expenses

**FLORIDA DEPARTMENT OF CITRUS**  
**BUDGETED REVENUE AND EXPENDITURES BY FRUIT VARIETY**  
**2021-22**

|                                         | <b>TOTAL</b>        | <b>PROCESSED<br/>ORANGE</b> | <b>PROCESSED<br/>GRAPEFRUIT</b> | <b>FRESH<br/>ORANGE</b> | <b>FRESH<br/>GRAPEFRUIT</b> | <b>FRESH<br/>SPECIALTY</b> |
|-----------------------------------------|---------------------|-----------------------------|---------------------------------|-------------------------|-----------------------------|----------------------------|
| <b>REVENUE</b>                          |                     |                             |                                 |                         |                             |                            |
| Carryover                               | \$280,000           | \$0                         | \$40,000                        | \$76,000                | \$160,000                   | \$4,000                    |
| 2020-21 Unspent Certified               | 60,617              | 53,479                      | 2,379                           | 1,117                   | 3,384                       | 258                        |
| Tax Assessments - Domestic              | 5,067,350           | 4,641,980                   | 128,170                         | 123,250                 | 139,230                     | 34,720                     |
| Tax Assessments - Imports               | 1,636,587           | 1,624,920                   | 11,667                          | 0                       | 0                           | 0                          |
| Interest/Other                          | 146,800             | 133,400                     | 3,900                           | 5,200                   | 3,100                       | 1,200                      |
| 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                             | 3,764,775           | 1,066,630                   | 671,161                         | 0                       | 2,026,984                   | 0                          |
| ATP Program                             | 98,800              | 0                           | 0                               | 98,800                  | 0                           | 0                          |
| <b>BUDGETED REVENUE</b>                 | <b>\$28,554,929</b> | <b>\$23,557,909</b>         | <b>\$1,435,232</b>              | <b>\$714,367</b>        | <b>\$2,637,243</b>          | <b>\$210,178</b>           |
| <b>EXPENDITURES</b>                     |                     |                             |                                 |                         |                             |                            |
| <b>Administration</b>                   |                     |                             |                                 |                         |                             |                            |
| Admin & Supp Svc                        | \$2,076,000         | \$1,914,072                 | \$56,052                        | \$56,052                | \$37,368                    | \$12,456                   |
| State Gen Rev Charge                    | 273,700             | 255,700                     | 5,700                           | 5,200                   | 5,700                       | 1,400                      |
| Subtotal Administration                 | 2,349,700           | 2,169,772                   | 61,752                          | 61,252                  | 43,068                      | 13,856                     |
| <b>Scientific Research</b>              |                     |                             |                                 |                         |                             |                            |
| General Operations                      | 592,200             | 546,008                     | 15,990                          | 15,989                  | 10,660                      | 3,553                      |
| Scientific Prod Res                     | 249,000             | 249,000                     | 0                               | 0                       | 0                           | 0                          |
| New Varieties Development - Gen Rev     | 500,000             | 300,000                     | 50,000                          | 50,000                  | 50,000                      | 50,000                     |
| Subtotal Scientific Research            | 1,341,200           | 1,095,008                   | 65,990                          | 65,989                  | 60,660                      | 53,553                     |
| <b>Economic Research</b>                |                     |                             |                                 |                         |                             |                            |
| General Operations                      | 430,800             | 397,198                     | 11,632                          | 11,632                  | 7,754                       | 2,585                      |
| Research Data & Studies                 | 614,000             | 581,132                     | 17,517                          | 8,127                   | 5,418                       | 1,806                      |
| Subtotal Econ Research                  | 1,044,800           | 978,330                     | 29,149                          | 19,759                  | 13,172                      | 4,391                      |
| <b>Marketing &amp; Public Relations</b> |                     |                             |                                 |                         |                             |                            |
| General Operations                      | 546,200             | 506,341                     | 12,809                          | 17,052                  | 6,471                       | 3,527                      |
| Public Relations Programs               | 1,925,514           | 1,837,524                   | 30,168                          | 36,453                  | 13,827                      | 7,542                      |
| Marketing & PR - Gen Rev                | 16,887,350          | 15,737,500                  | 499,792                         | 360,000                 | 170,058                     | 120,000                    |
| Gift Fruit Marketing                    | 57,600              | 0                           | 0                               | 36,288                  | 13,824                      | 7,488                      |
| Subtotal Domestic Mktg                  | 19,416,664          | 18,081,365                  | 542,769                         | 449,793                 | 204,180                     | 138,557                    |
| Int'l Promotions - DOC                  | 358,457             | 142,415                     | 29,480                          | 10,807                  | 175,755                     | 0                          |
| Int'l Promotions - GR - CRP             | 112,650             | 0                           | 28,163                          | 0                       | 84,487                      | 0                          |
| Int'l Promotions - FAS                  | 3,764,775           | 1,066,630                   | 671,161                         | 0                       | 2,026,984                   | 0                          |
| Int'l Promotions - ATP                  | 98,800              | 0                           | 0                               | 98,800                  | 0                           | 0                          |
| Subtotal Int'l Mktg                     | 4,334,682           | 1,209,045                   | 728,804                         | 109,607                 | 2,287,226                   | 0                          |
| Budgeted Expenditures                   | 28,487,046          | 23,533,520                  | 1,428,463                       | 706,400                 | 2,608,306                   | 210,357                    |
| Reserves                                | 67,883              | 24,389                      | 6,769                           | 7,967                   | 28,937                      | (179)                      |
| <b>TOTAL BUDGET</b>                     | <b>\$28,554,929</b> | <b>\$23,557,909</b>         | <b>\$1,435,232</b>              | <b>\$714,367</b>        | <b>\$2,637,243</b>          | <b>\$210,178</b>           |



# FLORIDA DEPARTMENT OF CITRUS

## BUDGETED REVENUE AND EXPENDITURES BY FRUIT VARIETY

2022-23

|                                         | TOTAL               | PROCESSED<br>ORANGE | PROCESSED<br>GRAPEFRUIT | FRESH<br>ORANGE  | FRESH<br>GRAPEFRUIT | FRESH<br>SPECIALTY |
|-----------------------------------------|---------------------|---------------------|-------------------------|------------------|---------------------|--------------------|
| <b>REVENUE</b>                          |                     |                     |                         |                  |                     |                    |
| Carryover                               | \$216,000           | \$0                 | \$16,000                | \$40,000         | \$160,000           | \$0                |
| Tax Assessments - Domestic              | 4,335,950           | 3,956,140           | 120,470                 | 99,250           | 125,930             | 34,160             |
| Tax Assessments - Imports               | 2,318,706           | 2,307,040           | 11,666                  | 0                | 0                   | 0                  |
| Interest/Other                          | 50,700              | 47,300              | 1,200                   | 1,000            | 900                 | 300                |
| PALM - Gen Rev                          | 125,000             | 116,650             | 2,863                   | 2,550            | 2,312               | 625                |
| Citrus Research - Gen Rev               | 1,000,000           | 600,000             | 100,000                 | 100,000          | 100,000             | 100,000            |
| Accelerated Tree Growth Prgm            | 1,000,000           | 1,000,000           | 0                       | 0                | 0                   | 0                  |
| Marketing & PR - Gen Rev                | 17,000,000          | 16,324,850          | 450,662                 | 0                | 224,488             | 0                  |
| FAS Program                             | 3,871,700           | 1,165,008           | 648,299                 | 100,000          | 1,958,393           | 0                  |
| ATP Program                             | 0                   | 0                   | 0                       | 0                | 0                   | 0                  |
| <b>BUDGETED REVENUE</b>                 | <b>\$29,918,055</b> | <b>\$25,516,988</b> | <b>\$1,351,160</b>      | <b>\$342,800</b> | <b>\$2,572,022</b>  | <b>\$135,085</b>   |
| <b>EXPENDITURES</b>                     |                     |                     |                         |                  |                     |                    |
| <b>Administration</b>                   |                     |                     |                         |                  |                     |                    |
| Admin & Supp Svc                        | \$2,218,800         | \$2,070,584         | \$50,811                | \$45,264         | \$41,047            | \$11,094           |
| State Gen Rev Charge                    | 268,200             | 252,400             | 5,300                   | 4,000            | 5,100               | 1,400              |
| PALM - Gen Rev                          | 125,000             | \$116,650           | \$2,862                 | \$2,550          | \$2,313             | \$625              |
| Subtotal Administration                 | 2,612,000           | 2,439,634           | 58,973                  | 51,814           | 48,460              | 13,119             |
| <b>Scientific Research</b>              |                     |                     |                         |                  |                     |                    |
| General Operations                      | 546,300             | 509,807             | 12,510                  | 11,145           | 10,106              | 2,732              |
| Scientific Prod Res                     | 437,000             | 427,982             | 3,092                   | 2,754            | 2,497               | 675                |
| Citrus Research - Gen Rev               | 1,000,000           | 600,000             | 100,000                 | 100,000          | 100,000             | 100,000            |
| Accelerated Tree Growth Prgm            | 1,000,000           | 1,000,000           | 0                       | 0                | 0                   | 0                  |
| Subtotal Scientific Research            | 2,983,300           | 2,537,789           | 115,602                 | 113,899          | 112,603             | 103,407            |
| <b>Economic Research</b>                |                     |                     |                         |                  |                     |                    |
| General Operations                      | 434,800             | 405,755             | 9,957                   | 8,870            | 8,044               | 2,174              |
| Research Data & Studies                 | 620,500             | 590,569             | 16,432                  | 6,273            | 5,688               | 1,538              |
| Subtotal Econ Research                  | 1,055,300           | 996,324             | 26,389                  | 15,143           | 13,732              | 3,712              |
| <b>Marketing &amp; Public Relations</b> |                     |                     |                         |                  |                     |                    |
| General Operations                      | 569,400             | 537,601             | 9,968                   | 12,029           | 6,850               | 2,952              |
| Public Relations Programs               | 1,064,500           | 1,058,248           | 1,960                   | 2,365            | 1,347               | 580                |
| Marketing & PR - Gen Rev                | 16,887,350          | 16,324,850          | 422,500                 | 0                | 140,000             | 0                  |
| Fresh Fruit Marketing                   | 57,600              | 0                   | 0                       | 31,680           | 17,856              | 8,064              |
| Subtotal Domestic Mktg                  | 18,578,850          | 17,920,699          | 434,428                 | 46,074           | 166,053             | 11,596             |
| Int'l Promotions - DOC                  | 366,990             | 143,317             | 31,864                  | 10,000           | 181,809             | 0                  |
| Int'l Promotions-GR-CRP                 | 112,650             | 0                   | 28,162                  | 0                | 84,488              | 0                  |
| Int'l Promotions - FAS                  | 3,871,700           | 1,165,008           | 648,299                 | 100,000          | 1,958,393           | 0                  |
| Int'l Promotions - ATP                  | 0                   | 0                   | 0                       | 0                | 0                   | 0                  |
| Subtotal Int'l Mktg                     | 4,351,340           | 1,308,325           | 708,325                 | 110,000          | 2,224,690           | 0                  |
| Budgeted Expenditures                   | 29,580,789          | 25,202,771          | 1,343,717               | 336,929          | 2,565,538           | 131,834            |
| Reserves                                | 337,266             | 314,217             | 7,443                   | 5,871            | 6,484               | 3,251              |
| <b>TOTAL BUDGET</b>                     | <b>\$29,918,055</b> | <b>\$25,516,988</b> | <b>\$1,351,160</b>      | <b>\$342,800</b> | <b>\$2,572,022</b>  | <b>\$135,085</b>   |

# FLORIDA DEPARTMENT OF CITRUS

## COMPARISON OF TOTAL PROPOSED OPERATING BUDGET FISCAL YEARS AS INDICATED

|                                     | TOTAL FOR ALL VARIETIES |                    |                     |            |                |
|-------------------------------------|-------------------------|--------------------|---------------------|------------|----------------|
|                                     | Budget<br>2021-22       | Adjustment         | Proposed<br>2022-23 | Percent    | % of<br>Budget |
| REVENUE                             |                         |                    |                     |            |                |
| Carryover                           | \$280,000               | (\$64,000)         | \$216,000           | (22.9)     | 0.7            |
| 2020-21 Unspent Certified           | 60,617                  | (60,617)           | 0                   | (100.0)    | 0.0            |
| Tax Assessments - Domestic          | 5,067,350               | (731,400)          | 4,335,950           | (14.4)     | 14.5           |
| Tax Assessments - Imports           | 1,636,587               | 682,119            | 2,318,706           | 41.7       | 7.8            |
| Interest/Other                      | 146,800                 | (96,100)           | 50,700              | (65.5)     | 0.2            |
| PALM - Gen Rev                      | 0                       | 125,000            | 125,000             | 100.+      | 0.4            |
| Citrus Research - Gen Rev           | 500,000                 | 500,000            | 1,000,000           | 100.0      | 3.3            |
| Acclerted Tree Growth Prog - Gen Re | 0                       | 1,000,000          | 1,000,000           | 100.+      | 3.3            |
| PR & Marketing - Gen Rev            | 17,000,000              | 0                  | 17,000,000          | 100.+      | 56.8           |
| FAS Program                         | 3,764,775               | 106,925            | 3,871,700           | 2.8        | 12.9           |
| ATP Program                         | 98,800                  | (98,800)           | 0                   | (100.0)    | 0.0            |
| <b>BUDGETED REVENUE</b>             | <b>\$28,554,929</b>     | <b>\$1,363,126</b> | <b>\$29,918,055</b> | <b>4.8</b> | <b>100.0</b>   |
| EXPENDITURES                        |                         |                    |                     |            |                |
| Administration                      |                         |                    |                     |            |                |
| Admin & Supp Srvs                   | 2,076,000               | 142,800            | 2,218,800           | 6.9        | 7.4            |
| State Gen Rev Charge                | 273,700                 | (5,500)            | 268,200             | (2.0)      | 0.9            |
| PALM - Gen Rev                      | 0                       | 125,000            | 125,000             | 100.+      | 0.4            |
| Subtotal Administration             | 2,349,700               | 137,300            | 2,612,000           |            |                |
| Scientific Research                 |                         |                    |                     |            |                |
| General Operations                  | 592,200                 | (45,900)           | 546,300             | (7.8)      | 1.8            |
| Scientific Prod Res                 | 249,000                 | 188,000            | 437,000             | 75.5       | 1.5            |
| New Varieties Dev - Gen Rev         | 500,000                 | 500,000            | 1,000,000           | 100.0      | 3.3            |
| Acclerted Tree Growth Prog - Gen Re | 0                       | 1,000,000          | 1,000,000           | 100.+      | 3.3            |
| Subtotal Scientific Research        | 1,341,200               | 1,642,100          | 2,983,300           |            |                |
| Economic & Market Research          |                         |                    |                     |            |                |
| General Operations                  | 430,800                 | 4,000              | 434,800             | 0.9        | 1.5            |
| Research & Data Studies             | 614,000                 | 6,500              | 620,500             | 1.1        | 2.1            |
| Subtotal Econ Research              | 1,044,800               | 10,500             | 1,055,300           |            |                |
| Marketing & Public Relations        |                         |                    |                     |            |                |
| General Operations                  | 546,200                 | 23,200             | 569,400             | 4.2        | 1.9            |
| Public Relations Programs           | 1,925,514               | (861,014)          | 1,064,500           | (44.7)     | 3.6            |
| Marketing & PR - Gen Rev            | 16,887,350              | 0                  | 16,887,350          | 100.+      | 56.4           |
| Gift Fruit Marketing                | 57,600                  | 0                  | 57,600              | 0.0        | 0.2            |
| Subtotal Domestic Mktg              | 19,416,664              | (837,814)          | 18,578,850          |            |                |
| Int'l Promotions - DOC              | 358,457                 | 8,533              | 366,990             | 2.4        | 1.2            |
| Int'l Promotions-GR-CRP             | 112,650                 | (0)                | 112,650             | 0.0        | 0.4            |
| Int'l Promotions - FAS              | 3,764,775               | 106,925            | 3,871,700           | 2.8        | 12.9           |
| Int'l Promotions - ATP              | 98,800                  | (98,800)           | 0                   | (100.0)    | 0.0            |
| Subtotal Int'l Mktg                 | 4,334,682               | 16,658             | 4,351,340           |            |                |
| Budgeted Expenditures               | 28,487,046              | 968,743            | 29,580,788          | 3.4        | 98.9           |
| Reserves                            | 67,883                  | 269,383            | 337,266             | 100.+      | 1.1            |
| <b>TOTAL BUDGET</b>                 | <b>\$28,554,929</b>     | <b>\$1,363,126</b> | <b>\$29,918,055</b> | <b>4.8</b> | <b>100.0</b>   |

# FLORIDA DEPARTMENT OF CITRUS

## COMPARISON OF PROPOSED PROCESSED ORANGE OPERATING BUDGET FISCAL YEARS AS INDICATED

|                                  | PROCESSED ORANGE |                     |                    |                     |            |              |
|----------------------------------|------------------|---------------------|--------------------|---------------------|------------|--------------|
|                                  | Cost Per Box     | Budget 2021-22      | Adjustment         | Proposed 2022-23    | Percent    | % of Budget  |
| REVENUE                          |                  |                     |                    |                     |            |              |
| Carryover                        | \$0.000          | \$0                 | \$0                | \$0                 | 0.0        | \$0.000 0.0  |
| 2020-21 Unspent Certified        | 0.001            | 53,479              | (53,479)           | 0                   | (100.0)    | 0.000 0.0    |
| Tax Assessments - Domestic       | 0.120            | 4,641,980           | (685,840)          | 3,956,140           | (14.8)     | 0.120 15.5   |
| Tax Assessments - Imports        | 0.040            | 1,624,920           | 682,120            | 2,307,040           | 42.0       | 0.040 9.0    |
| Interest/Other                   | 0.002            | 133,400             | (86,100)           | 47,300              | (64.5)     | 0.001 0.2    |
| PALM - Gen Rev                   | 0.000            | 0                   | 116,650            | 116,650             | 100.0      | 0.001 0.5    |
| Gen Rev - Citrus Research        | 0.004            | 300,000             | 300,000            | 600,000             | 100.0      | 0.007 2.4    |
| Acclerted Tree Growth Prog - Gen | 0.000            | 0                   | 1,000,000          | 1,000,000           | 100.0      | 0.011 3.9    |
| Gen Rev - PR & Marketing         | 0.198            | 15,737,500          | 587,350            | 16,324,850          | 100.0      | 0.494 64.0   |
| FAS Program                      | 0.013            | 1,066,630           | 98,378             | 1,165,008           | 9.2        | 0.035 4.6    |
| <b>BUDGETED REVENUE</b>          |                  | <b>\$23,557,909</b> | <b>\$1,959,079</b> | <b>\$25,516,988</b> | <b>8.3</b> | <b>100.0</b> |
| EXPENDITURES                     |                  |                     |                    |                     |            |              |
| Administration                   |                  |                     |                    |                     |            |              |
| Admin & Supp Srvc                | 0.024            | 1,914,072           | 156,512            | 2,070,584           | 8.2        | 0.023 8.1    |
| State Gen Rev Charge             | 0.003            | 255,700             | (3,300)            | 252,400             | (1.3)      | 0.003 1.0    |
| PALM - Gen Rev                   | 0.000            | 0                   | 116,650            | 116,650             | 100.0      | 0.001 0.5    |
| Subtotal Administration          |                  | <u>2,169,772</u>    | <u>269,862</u>     | <u>2,439,634</u>    |            |              |
| Scientific Research              |                  |                     |                    |                     |            |              |
| General Operations               | 0.007            | 546,008             | (36,201)           | 509,807             | (6.6)      | 0.006 2.0    |
| Scientific Prod Res              | 0.003            | 249,000             | 178,982            | 427,982             | 71.9       | 0.005 1.7    |
| New Varieties Dev - Gen Rev      | 0.004            | 300,000             | 300,000            | 600,000             | 100.0      | 0.007 2.4    |
| Acclerted Tree Growth Prog - Gen | 0.000            | 0                   | 1,000,000          | 1,000,000           | 100.0      | 0.011 3.9    |
| Subtotal Scientific Research     |                  | <u>1,095,008</u>    | <u>1,442,781</u>   | <u>2,537,789</u>    |            |              |
| Economic & Market Research       |                  |                     |                    |                     |            |              |
| General Operations               | 0.005            | 397,198             | 8,558              | 405,755             | 2.2        | 0.004 1.6    |
| Research & Data Studies          | 0.007            | 581,132             | 9,437              | 590,569             | 1.6        | 0.007 2.3    |
| Subtotal Econ Research           |                  | <u>978,330</u>      | <u>17,995</u>      | <u>996,324</u>      |            |              |
| Marketing & Public Relations     |                  |                     |                    |                     |            |              |
|                                  | *                |                     |                    |                     | *          |              |
| General Operations               | 0.013            | 506,341             | 31,260             | 537,601             | 6.2        | 0.016 2.1    |
| Public Relations Programs        | 0.047            | 1,837,524           | (779,276)          | 1,058,248           | (42.4)     | 0.032 4.1    |
| Marketing & PR - Gen Rev         | 0.406            | 15,737,500          | 587,350            | 16,324,850          | 3.7        | 0.494 64.0   |
| Subtotal Domestic Mktg           |                  | <u>18,081,365</u>   | <u>(160,667)</u>   | <u>17,920,699</u>   |            |              |
| Int'l Promotions - DOC           | 0.004            | 142,415             | 902                | 143,317             | 0.6        | 0.004 0.6    |
| Int'l Promotions-GR-CRP          | 0.000            | 0                   | 0                  | 0                   | 0.0        | 0.000 0.0    |
| Int'l Promotions - FAS           | 0.027            | 1,066,630           | 98,378             | 1,165,008           | 9.2        | 0.035 4.6    |
| Int'l Promotions - ATP           | 0.000            | 0                   | 0                  | 0                   | 0.0        | 0.000 0.0    |
| Subtotal Int'l Mktg              |                  | <u>1,209,045</u>    | <u>99,280</u>      | <u>1,308,325</u>    |            |              |
| Budgeted Expenditures            |                  | <u>23,533,520</u>   | <u>1,669,252</u>   | <u>25,202,771</u>   | 7.1        | 98.8         |
| Reserves                         | 0.000            | 24,389              | 289,828            | 314,217             | 100.0      | 0.003 1.2    |
| <b>TOTAL BUDGET</b>              |                  | <b>\$23,557,909</b> | <b>\$1,959,080</b> | <b>\$25,516,988</b> | <b>8.3</b> | <b>100.0</b> |

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

# FLORIDA DEPARTMENT OF CITRUS

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

|                                    |                 | COMBINED GRAPEFRUIT |             |                     |         |                 |                |
|------------------------------------|-----------------|---------------------|-------------|---------------------|---------|-----------------|----------------|
|                                    | Cost Per<br>Box | Budget<br>2021-22   | Adjustment  | Proposed<br>2022-23 | Percent | Cost Per<br>Box | % of<br>Budget |
| REVENUE                            |                 |                     |             |                     |         |                 |                |
| Carryover                          | \$0.046         | \$200,000           | (\$24,000)  | \$176,000           | (12.0)  | \$0.050         | 4.5            |
| 2020-21 Unspent Certified          | 0.001           | 5,763               | (5,763)     | 0                   | (100.0) | 0.000           | 0.0            |
| Tax Assessments - Domestic         | 0.070           | 267,400             | (21,000)    | 246,400             | (7.9)   | 0.070           | 6.3            |
| Tax Assessments - Imports          | 0.023           | 11,667              | (1)         | 11,666              | (0.0)   | 0.023           | 0.3            |
| Interest/Other                     | 0.002           | 7,000               | (4,900)     | 2,100               | (70.0)  | 0.001           | 0.1            |
| PALM - Gen Rev                     | 0.000           | -                   | 5,175       | 5,175               | 100.+   | 0.001           | 0.1            |
| Gen Rev - Citrus Research          | 0.134           | 577,955             | (377,955)   | 200,000             | (65.4)  | 0.057           | 5.1            |
| Acclerted Tree Growth Prog - Gen I | 0.000           | -                   | 0           | -                   | 0.0     | -               | 0.0            |
| Gen Rev - PR & Marketing           | 0.181           | 782,500             | (107,350)   | 675,150             | 100.+   | 0.192           | 17.2           |
| FAS Program                        | 0.625           | 2,698,145           | (91,453)    | 2,606,692           | (3.4)   | 0.741           | 66.4           |
| BUDGETED REVENUE                   |                 | \$4,550,429         | (\$627,247) | \$3,923,182         | 100.+   |                 | 100.0          |
| EXPENDITURES                       |                 |                     |             |                     |         |                 |                |
| Administration                     |                 |                     |             |                     |         |                 |                |
| Admin & Supp Svc                   | 0.022           | 93,420              | (1,562)     | 91,858              | (1.7)   | 0.023           | 2.3            |
| State Gen Rev Charge               | 0.003           | 11,400              | (1,000)     | 10,400              | (8.8)   | 0.003           | 0.3            |
| PALM - Gen Rev                     | 0.000           | 0                   | 5,175       | 5,175               | 100.+   | 0.001           | 0.1            |
| Subtotal Administration            |                 | 104,820             | 2,612       | 107,433             |         |                 |                |
| Scientific Research & Development  |                 |                     |             |                     |         |                 |                |
| General Operations                 | 0.006           | 26,649              | (4,033)     | 22,616              | (15.1)  | 0.006           | 0.6            |
| Scientific Prod Res                | 0.000           | 0                   | 5,589       | 5,589               | 100.+   | 0.001           | 0.1            |
| New Varieties Dev - Gen Rev        | 0.023           | 100,000             | 100,000     | 200,000             | 100.0   | 0.050           | 5.1            |
| Acclerted Tree Growth Prog - Gen I | 0.000           | 0                   | 0           | 0                   | 0.0     | 0.000           | 0.0            |
| Subtotal Scientific Research       |                 | 126,649             | 101,556     | 228,205             |         |                 |                |
| Economic & Market Research         |                 |                     |             |                     |         |                 |                |
| General Operations                 | 0.004           | 19,386              | (1,385)     | 18,001              | (7.1)   | 0.004           | 0.5            |
| Research & Data Studies            | 0.005           | 22,935              | (815)       | 22,120              | (3.6)   | 0.006           | 0.6            |
| Subtotal Econ Research             |                 | 42,321              | (2,200)     | 40,121              |         |                 |                |
| Marketing & Public Relations       |                 |                     |             |                     |         |                 |                |
|                                    | *               |                     |             |                     |         | *               |                |
| General Operations                 | 0.005           | 19,280              | (2,462)     | 16,818              | (12.8)  | 0.005           | 0.4            |
| Public Relations Programs          | 0.012           | 43,995              | (40,688)    | 3,307               | (92.5)  | 0.001           | 0.1            |
| Marketing & PR - Gen Rev           | 0.175           | 669,850             | (107,351)   | 562,500             | (16.0)  | 0.160           | 14.3           |
| Gift Fruit Marketing               | 0.004           | 13,824              | 4,032       | 17,856              | 29.2    | 0.005           | 0.5            |
| Subtotal Domestic Mktg             |                 | 746,949             | (146,468)   | 600,481             |         |                 |                |
| Int'l Promotions - DOC             | 0.054           | 205,235             | 8,438       | 213,673             | 4.1     | 0.061           | 5.4            |
| Int'l Promotions-GR-CRP            | 0.029           | 112,650             | (0)         | 112,650             | (0.0)   | 0.032           | 2.9            |
| Int'l Promotions - FAS             | 0.706           | 2,698,145           | (91,453)    | 2,606,692           | (3.4)   | 0.741           | 66.4           |
| Subtotal Int'l Mktg                |                 | 3,016,030           | (83,016)    | 2,933,015           |         |                 |                |
| Budgeted Expenditures              |                 | 4,036,769           | (127,516)   | 3,909,255           | (3.2)   |                 | 99.6           |
| Reserves                           | 0.008           | 35,706              | (21,779)    | 13,927              | (61.0)  | 0.003           | 0.4            |
| TOTAL BUDGET                       |                 | \$4,072,475         | (\$149,296) | \$3,923,182         | (3.7)   |                 | 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 2021-22   | Adjustment        | Proposed 2022-23 | Percent       | Cost Per Box % of Budget |
| REVENUE                      |                |                  |                   |                  |               |                          |
| Carryover                    | \$0.031        | \$76,000         | (\$36,000)        | \$40,000         | (47.4)        | \$0.020 11.7             |
| 2020-21 Unspent Certified    | 0.000          | 1,117            | (1,117)           | 0                | (100.0)       | 0.000 0.0                |
| Tax Assessments - Domestic   | 0.050          | 123,250          | (24,000)          | 99,250           | (19.5)        | 0.050 29.0               |
| Interest/Other               | 0.002          | 5,200            | (4,200)           | 1,000            | (80.8)        | 0.001 0.3                |
| PALM - Gen Rev               | 0.000          | 0                | 2,550             | 2,550            | 100.0         | 0.001 0.7                |
| Citrus Research - Gen Rev    | 0.020          | 50,000           | 50,000            | 100,000          | 100.0         | 0.050 29.2               |
| ATP/FAS Program              | 0.040          | 98,800           | 1,200             | 100,000          | 1.2           | 0.050 29.2               |
| <b>BUDGETED REVENUE</b>      | <b>\$0.144</b> | <b>\$354,367</b> | <b>(\$11,567)</b> | <b>\$342,800</b> | <b>(3.3)</b>  | <b>\$0.173 100.0</b>     |
| EXPENDITURES                 |                |                  |                   |                  |               |                          |
| Administration               |                |                  |                   |                  |               |                          |
| Admin & Supp Srvs            | 0.001          | 1,400            | 43,864            | 45,264           | 100.+         | 0.023 13.2               |
| State Gen Rev Charge         | 0.002          | 5,200            | (1,200)           | 4,000            | (23.1)        | 0.002 1.2                |
| PALM - Gen Rev               | 0.000          | 0                | 2,550             | 2,550            | 100.0         | 0.001 0.7                |
| Subtotal Administration      |                | 6,600            | 45,214            | 51,814           |               |                          |
| Scientific Research          |                |                  |                   |                  |               |                          |
| General Operations           | 0.006          | 15,989           | (4,845)           | 11,145           | (30.3)        | 0.006 3.3                |
| Scientific Prod Res          | 0.000          | 0                | 2,754             | 2,754            | 100.0         | 0.001 0.8                |
| New Varieties Dev - Gen Rev  | 0.020          | 50,000           | 50,000            | 100,000          | 100.0         | 0.050 29.2               |
| Subtotal Scientific Research |                | 65,989           | 47,909            | 113,899          |               |                          |
| Economic & Market Research   |                |                  |                   |                  |               |                          |
| General Operations           | 0.005          | 11,632           | (2,762)           | 8,870            | (23.7)        | 0.004 2.6                |
| Research & Data Studies      | 0.003          | 8,127            | (1,854)           | 6,273            | (22.8)        | 0.003 1.8                |
| Subtotal Econ Research       |                | 19,759           | (4,616)           | 15,143           |               |                          |
| Marketing & Public Relations |                |                  |                   |                  |               |                          |
| General Operations           | 0.007          | 17,052           | (5,023)           | 12,029           | (29.5)        | 0.006 3.5                |
| Public Relations Programs    | 0.015          | 36,453           | (34,088)          | 2,365            | (93.5)        | 0.001 0.7                |
| Fresh Fruit Marketing        | 0.015          | 36,288           | (4,608)           | 31,680           | (12.7)        | 0.016 9.2                |
| Subtotal Domestic Mktg       |                | 89,793           | (43,719)          | 46,074           |               |                          |
| Int'l Promotions - DOC       | 0.006          | 10,807           | (807)             | 10,000           | (7.5)         | 0.005 2.9                |
| Int'l Promotions -ATP        | 0.054          | 98,800           | (98,800)          | 0                | (100.0)       | 0.000 0.0                |
| Int'l Promotions - FAS       | 0.000          | 0                | 100,000           | 100,000          | 100.0         | 0.050 29.2               |
|                              |                | 109,607          | (99,607)          | 110,000          |               |                          |
| Budgeted Expenditures        |                |                  |                   |                  |               |                          |
| Budgeted Expenditures        | 0.118          | 291,748          | (54,819)          | 336,929          | (18.8)        | 0.170 98.3               |
| Reserves                     | 0.003          | 7,967            | (2,096)           | 5,871            | (26.3)        | 0.003 1.7                |
| <b>TOTAL BUDGET</b>          | <b>\$0.122</b> | <b>\$299,715</b> | <b>(\$56,915)</b> | <b>\$342,800</b> | <b>(19.0)</b> | <b>\$0.173 100.0</b>     |

# FLORIDA DEPARTMENT OF CITRUS

## COMPARISON OF PROPOSED FRESH SPECIALTY OPERATING BUDGET FISCAL YEARS AS INDICATED

|                              | FRESH SPECIALTY |                 |                 |                  |             |                      |
|------------------------------|-----------------|-----------------|-----------------|------------------|-------------|----------------------|
|                              | Cost Per Box    | Budget 2021-22  | Adjustment      | Proposed 2022-23 | Percent     | % of Budget          |
| REVENUE                      |                 |                 |                 |                  |             |                      |
| Carryover                    | \$0.008         | \$4,000         | (\$4,000)       | \$0              | (100.0)     | \$0.000 0.0          |
| 2020-21 Unspent Certified    | 0.001           | 258             | (258)           | 0                | (100.0)     | 0.000 0.0            |
| Tax Assessments - Domestic   | 0.070           | 34,720          | (560)           | 34,160           | (1.6)       | 0.070 25.3           |
| Interest/Other               | 0.002           | 1,200           | (900)           | 300              | (75.0)      | 0.001 0.2            |
| PALM - Gen Rev               | 0.000           | 0               | 625             | 625              | 100.0       | 0.001 0.5            |
| Citrus Research - Gen Rev    | 0.101           | 50,000          | 50,000          | 100,000          | 100.0       | 0.205 74.0           |
| <b>BUDGETED REVENUE</b>      | <b>\$0.182</b>  | <b>\$90,178</b> | <b>\$44,907</b> | <b>\$135,085</b> | <b>49.8</b> | <b>\$0.277 100.0</b> |
| EXPENDITURES                 |                 |                 |                 |                  |             |                      |
| Administration               |                 |                 |                 |                  |             |                      |
| Admin & Supp Srvs            | 0.025           | 12,456          | (1,362)         | 11,094           | (10.9)      | 0.023 8.2            |
| State Gen Rev Charge         | 0.003           | 1,400           | 0               | 1,400            | 0.0         | 0.003 1.0            |
| PALM - Gen Rev               | 0.000           | 0               | 625             | 625              | (100+)      | 0.001 0.5            |
| Subtotal Administration      |                 | 13,856          | (737)           | 13,119           |             |                      |
| Scientific Research          |                 |                 |                 |                  |             |                      |
| General Operations           | 0.007           | 3,553           | (822)           | 2,732            | (23.1)      | 0.006 2.0            |
| Scientific Prod Res          | 0.000           | 0               | 675             | 675              | 100.0       | 0.001 0.5            |
| New Varieties Dev - Gen Rev  | 0.101           | 50,000          | 50,000          | 100,000          | 100.0       | 0.205 74.0           |
| Subtotal Scientific Research |                 | 53,553          | 49,853          | 103,407          |             |                      |
| Economic & Market Research   |                 |                 |                 |                  |             |                      |
| General Operations           | 0.005           | 2,585           | (411)           | 2,174            | (15.9)      | 0.004 1.6            |
| Research & Data Studies      | 0.004           | 1,806           | (269)           | 1,538            | (14.9)      | 0.003 1.1            |
| Subtotal Econ Research       |                 | 4,391           | (679)           | 3,712            |             |                      |
| Marketing & Public Relations |                 |                 |                 |                  |             |                      |
| General Operations           | 0.007           | 3,527           | (576)           | 2,952            | (16.3)      | 0.006 2.2            |
| Public Relations Programs    | 0.015           | 7,542           | (6,962)         | 580              | (92.3)      | 0.001 0.4            |
| Fresh Fruit Marketing        | 0.015           | 7,488           | 576             | 8,064            | 7.7         | 0.017 6.0            |
| Subtotal Domestic Mktg       |                 | 18,557          | (6,961)         | 11,596           |             |                      |
| Budgeted Expenditures        | 0.182           | 90,357          | 41,476          | 131,834          | 45.9        | 0.270 97.6           |
| Reserves                     | 0.000           | (179)           | 3,430           | 3,251            | (100+)      | 0.007 2.4            |
| <b>TOTAL BUDGET</b>          | <b>\$0.182</b>  | <b>\$90,178</b> | <b>\$44,906</b> | <b>\$135,085</b> | <b>49.8</b> | <b>\$0.277 100.0</b> |

# FLORIDA DEPARTMENT OF CITRUS

## BUDGETED REVENUE AND EXPENDITURES VALUE PER BOX

### 2022-23

|                                | PROCESSED<br>ORANGE | PROC & FRSH<br>GRAPEFRUIT | FRESH<br>ORANGE | FRESH<br>SPECIALTY |
|--------------------------------|---------------------|---------------------------|-----------------|--------------------|
| REVENUE                        |                     |                           |                 |                    |
| Carryover                      | \$0.000             | 0.050                     | \$0.020         | \$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                 | 0.001               | 0.001                     | 0.001           | 0.001              |
| Gen Rev - NVD                  | 0.007               | 0.057                     | 0.050           | 0.205              |
| Gen Rev - PR & Marketing       | 0.494               | 0.192                     | 0.000           | 0.000              |
| FAS Program                    | 0.040               | 0.741                     | 0.000           | 0.000              |
| ATP Program                    | 0.000               | 0.000                     | 0.050           | 0.000              |
| <b>BUDGETED REVENUE</b>        |                     |                           | <b>0.171</b>    | <b>0.276</b>       |
| EXPENDITURES                   |                     |                           |                 |                    |
| Administration *               |                     |                           |                 |                    |
| Admin & Supp Srvc              | 0.023               | 0.023                     | 0.023           | 0.023              |
| State Gen Rev Charge           | 0.003               | 0.003                     | 0.002           | 0.001              |
| Scientific Research            |                     |                           |                 |                    |
| General Operations             | 0.006               | 0.006                     | 0.006           | 0.006              |
| Scientific Prod Res            | 0.005               | 0.001                     | 0.001           | 0.001              |
| New Varieties Dev - Gen Rev    | 0.007               | 0.050                     | 0.050           | 0.205              |
| Economic & Market Research     |                     |                           |                 |                    |
| General Operations             | 0.004               | 0.004                     | 0.004           | 0.004              |
| Research & Data Studies        | 0.007               | 0.006                     | 0.003           | 0.003              |
| Marketing & Public Relations * |                     |                           |                 |                    |
| General Operations             | 0.016               | 0.005                     | 0.006           | 0.006              |
| Public Relations Programs      | 0.032               | 0.001                     | 0.001           | 0.001              |
| Marketing & PR - Gen Rev       | 0.494               | 0.000                     | 0.000           | 0.000              |
| Fresh Fruit Marketing          | 0.000               | 0.005                     | 0.016           | 0.017              |
| Int'l Promotions - DOC         | 0.004               | 0.061                     | 0.005           | 0.000              |
| Int'l Promotions-GR-CRP        | 0.000               | 0.032                     | 0.000           | 1.000              |
| Int'l Promotions - FAS         | 0.000               | 0.741                     | 0.000           | 0.000              |
| Int'l Promotions - ATP         | 0.000               | 0.000                     | 0.000           | 0.000              |
| Budgeted Expenditures          |                     |                           | 0.117           | 1.267              |
| Reserves                       | 0.003               | 0.003                     | 0.003           | 0.007              |
| <b>TOTAL BUDGET</b>            | <b>\$0.604</b>      | <b>\$0.940</b>            | <b>\$0.120</b>  | <b>\$1.274</b>     |

\* 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

## 2022-23 PROPOSED OPERATING BUDGET

July 1, 2022

| DESCRIPTION                           | OCA CODE | BUDGET 2021-22   | YEAR TO DATE EXPENDITURES 3/31/2022 | ADJUSTMENT       | PROPOSED BUDGET 2022-23 | % INCREASE/ DECREASE |
|---------------------------------------|----------|------------------|-------------------------------------|------------------|-------------------------|----------------------|
| <b>STATE GENERAL REVENUE CHARGE</b>   |          |                  |                                     |                  |                         |                      |
| 57 10 00 00 000                       |          |                  |                                     |                  |                         |                      |
| Florida Citrus Advertising Trust Func | 88040    | <u>\$273,700</u> | <u>\$44,681</u>                     | <u>(\$5,500)</u> | <u>\$268,200</u>        | (2.0)                |

## ADMINISTRATIVE AND SUPPORT SERVICES

### GENERAL OPERATIONS

|                                    |       |                  |                |                |                  |        |
|------------------------------------|-------|------------------|----------------|----------------|------------------|--------|
| 57 10 10 08 001                    |       |                  |                |                |                  |        |
| Commissioners Comp (OPS)           | 12101 | 6,000            | 406            | 0              | 6,000            | 0.0    |
| Commissioners Travel - All Variety | 26001 | 3,000            | 1,163          | 0              | 3,000            | 0.0    |
| 57 10 10 09 001                    |       |                  |                |                |                  |        |
| Salaries and Benefits              | 11000 | 1,340,000        | 937,812        | 240,000        | 1,580,000        | 17.9   |
| Temporary Employee (OPS)           | 12100 | 7,400            | 0              | (400)          | 7,000            | (5.4)  |
| Employee Travel - All Variety      | 26000 | 10,000           | 4,152          | 0              | 10,000           | 0.0    |
| Subtotal                           |       | <u>1,366,400</u> | <u>943,533</u> | <u>239,600</u> | <u>1,606,000</u> | 17.5   |
| 57 10 10 09 002                    |       |                  |                |                |                  |        |
| Fruit Inspection Data              | 13260 | 100              | 0              | 0              | 100              | 0.0    |
| Training                           | 13280 | 2,500            | 0              | 0              | 2,500            | 0.0    |
| People First                       | 15800 | 4,300            | 2,836          | (500)          | 3,800            | (11.6) |
| Unemployment Compensation          | 16500 | 3,600            | 1,100          | 0              | 3,600            | 0.0    |
| Telephone                          | 22100 | 35,600           | 23,463         | 2,400          | 38,000           | 6.7    |
| Office Supplies                    | 34101 | 1,000            | 711            | 0              | 1,000            | 0.0    |
| Office Equipment                   | 34102 | 1,000            | 0              | 0              | 1,000            | 0.0    |
| Casualty Insurance                 | 4100C | 13,600           | 13,600         | 0              | 13,600           | 0.0    |
| Property Insurance                 | 4100P | 3,400            | 3,313          | 0              | 3,400            | 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            | 1,165          | 0              | 2,000            | 0.0    |
| Subtotal General Operations        |       | <u>1,442,300</u> | <u>994,926</u> | <u>241,500</u> | <u>1,683,800</u> | 16.7   |

## 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 | 15,000           | 525             | (5,000)    | 10,000           | (33.3) |
| Legal Srv-General Counsel | 1316G | 95,000           | 54,085          | 5,000      | 100,000          | 5.3    |
| Legal Srv-Trademark       | 1316T | 15,000           | 1,788           | 0          | 15,000           | 0.0    |
| Legal Advertising         | 13310 | 2,000            | 1,749           | 0          | 2,000            | 0.0    |
| Miscellaneous             | 29000 | 2,000            | 25              | 0          | 2,000            | 0.0    |
| Subtotal Legal Services   |       | <u>\$130,000</u> | <u>\$58,172</u> | <u>\$0</u> | <u>\$130,000</u> | 0.0    |



# FLORIDA DEPARTMENT OF CITRUS

## 2022-23 PROPOSED OPERATING BUDGET

July 1, 2022

| DESCRIPTION                         | OCA CODE | BUDGET 2021-22 | YEAR TO DATE EXPENDITURES 3/31/2022 | ADJUSTMENT | PROPOSED BUDGET 2022-23 | % INCREASE/ DECREASE |
|-------------------------------------|----------|----------------|-------------------------------------|------------|-------------------------|----------------------|
| <b>SUPPORT SERVICES</b>             |          |                |                                     |            |                         |                      |
| 57 10 10 12 002                     |          |                |                                     |            |                         |                      |
| Grounds Maintenance                 | 13290    | \$10,000       | \$3,080                             | (\$2,000)  | \$8,000                 | (20.0)               |
| Mailing & Delivery Services         | 13420    | 1,000          | 223                                 | 0          | 1,000                   | 0.0                  |
| Shredding Service                   | 13421    | 800            | 781                                 | 0          | 800                     | 0.0                  |
| Warehouse Services                  | 13991    | 10,700         | 4,501                               | (2,700)    | 8,000                   | (25.2)               |
| Postage                             | 21000    | 2,500          | 1,005                               | 0          | 2,500                   | 0.0                  |
| Reproduction                        | 23000    | 6,000          | 2,368                               | (1,000)    | 5,000                   | (16.7)               |
| Maintenance - Auto                  | 2410A    | 1,500          | 124                                 | 0          | 1,500                   | 0.0                  |
| Maintenance - Building              | 2410B    | 70,000         | 54,511                              | (15,000)   | 55,000                  | (21.4)               |
| Maintenance - Equipment             | 2410E    | 700            | 0                                   | (300)      | 400                     | (42.9)               |
| Building Utilities                  | 27100    | 71,000         | 49,884                              | 0          | 71,000                  | 0.0                  |
| Building Supplies                   | 3410B    | 3,000          | 1,147                               | 0          | 3,000                   | 0.0                  |
| Distribution Supplies               | 3410D    | 300            | 19                                  | 0          | 300                     | 0.0                  |
| Fuel                                | 36410    | 2,500          | 345                                 | 0          | 2,500                   | 0.0                  |
| Copy Equipment Rental               | 44200    | 7,200          | 2,809                               | 0          | 7,200                   | 0.0                  |
| Rental-Office Equipment             | 44400    | 2,500          | 1,667                               | 0          | 2,500                   | 0.0                  |
| Equipment - General (OCO)           | 51200    | 0              | 0                                   | 0          | 0                       | 100.+                |
| Subtotal Support Services           |          | 189,700        | 122,464                             | (21,000)   | 168,700                 | (11.1)               |
| <b>IT SERVICES</b>                  |          |                |                                     |            |                         |                      |
| 57 10 10 14 002                     |          |                |                                     |            |                         |                      |
| Cloud Computing Migration           | 1327C    | 68,600         | 14,493                              | 13,400     | 82,000                  | 19.5                 |
| Wireless Access Replacement         | 1327W    | 26,100         | 22,176                              | (26,100)   | 0                       | (100.0)              |
| Training                            | 13280    | 1,800          | 0                                   | 0          | 1,800                   | 0.0                  |
| DP Services - Other                 | 22300    | 65,000         | 53,735                              | 0          | 65,000                  | 0.0                  |
| Data Processing Maint.              | 2410D    | 1,500          | 0                                   | (1,500)    | 0                       | (100.0)              |
| DP Equipment                        | 3410E    | 15,000         | 14,602                              | 21,000     | 36,000                  | 100.+                |
| Data Processing Supplies            | 3410S    | 1,000          | 393                                 | 0          | 1,000                   | 0.0                  |
| Auditorium Technology Upgrade (OCO) | 5160A    | 90,000         | 0                                   | (84,500)   | 5,500                   | (93.9)               |
| Data Processing Software            | 53100    | 45,000         | 32,696                              | 0          | 45,000                  | 0.0                  |
| Subtotal IT Services                |          | 314,000        | 138,095                             | (77,700)   | 236,300                 | (24.7)               |

# FLORIDA DEPARTMENT OF CITRUS

## 2022-23 PROPOSED OPERATING BUDGET

July 1, 2022

| DESCRIPTION                                   | OCA<br>CODE | BUDGET<br>2021-22  | YEAR TO DATE<br>EXPENDITURES<br>3/31/2022 | ADJUSTMENT       | PROPOSED<br>BUDGET<br>2022-23 | %<br>INCREASE/<br>DECREASE |
|-----------------------------------------------|-------------|--------------------|-------------------------------------------|------------------|-------------------------------|----------------------------|
| <b>GENERAL REVENUE PROGRAM</b>                |             |                    |                                           |                  |                               |                            |
| 57 10 10 15 002                               |             |                    |                                           |                  |                               |                            |
| Revenue Sys - PALM Upgrade                    | GR001       | 0                  | 0                                         | 125,000          | 125,000                       | 100.+                      |
| <b>Total General Revenue Program</b>          |             | 0                  | 0                                         | 125,000          | 125,000                       |                            |
| <b>TOTAL ADMIN, SUPPORT &amp; IT SERVICES</b> |             | <b>\$2,076,000</b> | <b>\$1,313,657</b>                        | <b>\$267,800</b> | <b>\$2,343,800</b>            | 12.9                       |
| <b>*SUBTOTALS BY FUNDING SOURCE</b>           |             |                    |                                           |                  |                               |                            |
| Admin & Support Svcs - CATF                   |             | \$2,076,000        | \$1,313,657                               | \$142,800        | \$2,218,800                   |                            |
| Admin & Support Svcs - GR                     |             | 0                  | 0                                         | 125,000          | 125,000                       |                            |
| <b>Total</b>                                  |             | <b>2,076,000</b>   | <b>1,313,657</b>                          | <b>267,800</b>   | <b>2,343,800</b>              |                            |

# FLORIDA DEPARTMENT OF CITRUS

## 2022-23 PROPOSED OPERATING BUDGET

July 1, 2022

| DESCRIPTION                      | OCA<br>CODE | BUDGET<br>2021-22 | YEAR TO DATE<br>EXPENDITURES<br>3/31/2022 | ADJUSTMENT      | PROPOSED<br>BUDGET<br>2022-23 | %<br>INCREASE/<br>DECREASE |
|----------------------------------|-------------|-------------------|-------------------------------------------|-----------------|-------------------------------|----------------------------|
| <b>SCIENTIFIC RESEARCH</b>       |             |                   |                                           |                 |                               |                            |
| <b>GENERAL OPERATIONS</b>        |             |                   |                                           |                 |                               |                            |
| 57 10 12 10 001                  |             |                   |                                           |                 |                               |                            |
| Salaries and Benefits            | 11000       | \$286,000         | \$213,979                                 | \$16,500        | \$302,500                     | 5.8                        |
| Temporary Employees (OPS)        | 12100       | 75,000            | 44,906                                    | (70,000)        | 5,000                         | (93.3)                     |
| Employee Travel - AV             | 26000       | 6,000             | 242                                       | 6,000           | 12,000                        | 100.0                      |
| 57 10 12 10 002                  |             |                   |                                           |                 |                               |                            |
| Training                         | 13280       | 5,000             | 0                                         | (5,000)         | 0                             | (100.0)                    |
| Mailing & Delivery Services      | 13420       | 100               | 23                                        | 0               | 100                           | 0.0                        |
| People First                     | 15800       | 2,800             | 1,856                                     | (300)           | 2,500                         | (10.7)                     |
| Postage                          | 21000       | 100               | 61                                        | 0               | 100                           | 0.0                        |
| Telephone                        | 22100       | 1,500             | 528                                       | 0               | 1,500                         | 0.0                        |
| Reproduction                     | 23000       | 200               | 14                                        | 0               | 200                           | 0.0                        |
| Repairs & Maintenance            | 24101       | 58,000            | 11,296                                    | (8,000)         | 50,000                        | (13.8)                     |
| Office Supplies                  | 34101       | 500               | 16                                        | 0               | 500                           | 0.0                        |
| Research Material - Internal     | 34103       | 25,000            | 6,156                                     | 0               | 25,000                        | 0.0                        |
| Research Material - External     | 34104       | 10,000            | 0                                         | 0               | 10,000                        | 0.0                        |
| CREC Operations                  | 43300       | 101,000           | 75,307                                    | 0               | 101,000                       | 0.0                        |
| Copy Equipment Rental            | 44200       | 2,200             | 877                                       | 0               | 2,200                         | 0.0                        |
| Subscriptions                    | 49200       | 200               | 0                                         | 0               | 200                           | 0.0                        |
| Memberships                      | 49300       | 17,100            | 0                                         | 14,900          | 32,000                        | 87.1                       |
| Miscellaneous                    | 49900       | 1,500             | 540                                       | 0               | 1,500                         | 0.0                        |
| <b>TOTAL GENERAL OPERATIONS</b>  |             | <b>592,200</b>    | <b>355,801</b>                            | <b>(45,900)</b> | <b>546,300</b>                | <b>(7.8)</b>               |
| <b>MEDICAL RESEARCH</b>          |             |                   |                                           |                 |                               |                            |
| 57 10 12 11 005                  |             |                   |                                           |                 |                               |                            |
| Skin Health - OJ                 | SR094       | 90,000            | 44,444                                    | (23,000)        | 67,000                        | (25.6)                     |
| Glycemia, Energy, Behavior - OJ  | SR095       | 85,000            | 34,832                                    | (50,000)        | 35,000                        | (58.8)                     |
| Nutrient Density - OJ            | SR097       | 63,000            | 13,050                                    | (63,000)        | 0                             | (100.0)                    |
| Clinical/Analytical Study - OJ   | SR098       | 0                 | 0                                         | 200,000         | 200,000                       | 100.+                      |
| Cognition and Publication - OJ   | SR099       | 3,000             | 0                                         | (3,000)         | 0                             | (100.0)                    |
| Additional Publications - OJ     | SR100       | 8,000             | 1,900                                     | (8,000)         | 0                             | (100.0)                    |
| USF-Registered Dietician         | SR150       | 0                 | 0                                         | 135,000         | 135,000                       | 100.+                      |
| Subtotal Medical Research        |             | 249,000           | 94,226                                    | 188,000         | 437,000                       | 75.5                       |
| <b>TOTAL SCIENTIFIC RESEARCH</b> |             | <b>841,200</b>    | <b>450,027</b>                            | <b>142,100</b>  | <b>983,300</b>                | <b>16.9</b>                |

# FLORIDA DEPARTMENT OF CITRUS

## 2022-23 PROPOSED OPERATING BUDGET

July 1, 2022

| DESCRIPTION                                      | OCA<br>CODE | BUDGET<br>2021-22  | YEAR TO DATE<br>EXPENDITURES<br>3/31/2022 | ADJUSTMENT         | PROPOSED<br>BUDGET<br>2022-23 | %<br>INCREASE/<br>DECREASE |
|--------------------------------------------------|-------------|--------------------|-------------------------------------------|--------------------|-------------------------------|----------------------------|
| <b>SCIENTIFIC SPONSORED RESEARCH</b>             |             |                    |                                           |                    |                               |                            |
| <b>GENERAL REVENUE PROGRAMS</b>                  |             |                    |                                           |                    |                               |                            |
| 57 10 12 11 003                                  |             |                    |                                           |                    |                               |                            |
| New Varieties Development-AV                     | GR090       | 500,000            | 204,124                                   | 500,000            | 1,000,000                     | 100.0                      |
| <b>TOTAL NVDC - GENERAL REVENUE</b>              |             | 500,000            | 204,124                                   | 500,000            | 1,000,000                     | 100.0                      |
| 57 10 15 11 003                                  |             |                    |                                           |                    |                               |                            |
| Accelerated Tree Growth Program                  | GR110       | 0                  | 0                                         | 1,000,000          | 1,000,000                     | 100.+                      |
| <b>TOTAL TREE GROWTH</b>                         |             | 0                  | 0                                         | 1,000,000          | 1,000,000                     |                            |
| <b>TOTAL GENERAL REVENUE</b>                     |             | 500,000            | 204,124                                   | 1,500,000          | 2,000,000                     |                            |
| <b>TOTAL SCIENTIFIC &amp; SPONSORED RESEARCH</b> |             | <b>\$1,341,200</b> | <b>\$654,151</b>                          | <b>\$642,100</b>   | <b>\$1,983,300</b>            | <b>47.9</b>                |
| <b>* SUBTOTALS BY FUNDING SOURCE</b>             |             |                    |                                           |                    |                               |                            |
| Scientific Research - CATF                       |             | \$ 841,200         | \$ 450,027                                | \$ 142,100         | \$ 983,300                    |                            |
| Scientific Research - GR                         |             | 500,000            | 204,124                                   | 1,500,000          | 2,000,000                     |                            |
| <b>Total</b>                                     |             | <b>\$1,341,200</b> | <b>\$654,151</b>                          | <b>\$1,642,100</b> | <b>\$2,983,300</b>            | <b>100.+</b>               |

# FLORIDA DEPARTMENT OF CITRUS

## 2022-23 PROPOSED OPERATING BUDGET

July 1, 2022

| DESCRIPTION                          | OCA CODE | BUDGET 2021-22     | YEAR TO DATE EXPENDITURES 3/31/2022 | ADJUSTMENT      | PROPOSED BUDGET 2022-23 | % INCREASE/ DECREASE |
|--------------------------------------|----------|--------------------|-------------------------------------|-----------------|-------------------------|----------------------|
| <b>ECONOMIC AND MARKET RESEARCH</b>  |          |                    |                                     |                 |                         |                      |
| <b>GENERAL OPERATIONS</b>            |          |                    |                                     |                 |                         |                      |
| 57 10 13 10 001                      |          |                    |                                     |                 |                         |                      |
| Salaries and Benefits                | 11000    | \$363,000          | \$221,309                           | (\$13,000)      | \$350,000               | (3.6)                |
| Temporary Employees (OPS)            | 12100    | 26,000             | 15,149                              | (1,000)         | 25,000                  | (3.8)                |
| Employee Travel - AV                 | 26000    | 10,000             | 6,306                               | 5,000           | 15,000                  | 50.0                 |
| 57 10 13 10 002                      |          |                    |                                     |                 |                         |                      |
| Research Publications                | 13263    | 1,200              | 0                                   | 0               | 1,200                   | 0.0                  |
| Website                              | 13270    | 4,800              | 1,316                               | 0               | 4,800                   | 0.0                  |
| Postage                              | 21000    | 250                | 21                                  | 0               | 250                     | 0.0                  |
| Telephone                            | 22100    | 2,400              | 884                                 | 0               | 2,400                   | 0.0                  |
| Reproduction                         | 23000    | 500                | 90                                  | 0               | 500                     | 0.0                  |
| Office Supplies                      | 34101    | 500                | 15                                  | 0               | 500                     | 0.0                  |
| Copy Equipment Rental                | 44200    | 2,300              | 878                                 | 0               | 2,300                   | 0.0                  |
| Subscriptions                        | 49200    | 50                 | 0                                   | 0               | 50                      | 0.0                  |
| Miscellaneous                        | 49900    | 1,800              | 785                                 | 0               | 1,800                   | 0.0                  |
| Data Analytics Software              | 53102    | 18,000             | 17,931                              | 13,000          | 31,000                  | 72.2                 |
| Subtotal General Operations          |          | 430,800            | 264,684                             | 4,000           | 434,800                 | 0.9                  |
| <b>RESEARCH DATA &amp; STUDIES</b>   |          |                    |                                     |                 |                         |                      |
| 57 10 13 12 003                      |          |                    |                                     |                 |                         |                      |
| Processed Retail Sales-A.C. Nielsen  | ER010    | 313,000            | 234,724                             | 0               | 313,000                 | 0.0                  |
| FL Agri Market Research Center - AV  | ER020    | 233,000            | 55,997                              | 7,500           | 240,500                 | 3.2                  |
| Economic Impact Analysis - AV        | ER025    | 32,000             | 0                                   | 0               | 32,000                  | 0.0                  |
| Other Data Purchases - AV            | ER035    | 11,000             | 2,200                               | (1,000)         | 10,000                  | (9.1)                |
| Survey's - Toluna - AV               | ER060    | 25,000             | 13,522                              | 0               | 25,000                  | 0.0                  |
| Subtotal Research Data & Studies     |          | 614,000            | 306,443                             | 6,500           | 620,500                 | 1.1                  |
| <b>TOTAL ECON &amp; MKT RESEARCH</b> |          | <b>\$1,044,800</b> | <b>\$571,127</b>                    | <b>\$10,500</b> | <b>\$1,055,300</b>      | <b>1.0</b>           |

# FLORIDA DEPARTMENT OF CITRUS

## 2022-23 PROPOSED OPERATING BUDGET

July 1, 2022

| DESCRIPTION                           | OCA<br>CODE | BUDGET<br>2021-22   | YEAR TO DATE<br>EXPENDITURES<br>3/31/2022 | ADJUSTMENT      | PROPOSED<br>BUDGET<br>2022-23 | %<br>INCREASE/<br>DECREASE |
|---------------------------------------|-------------|---------------------|-------------------------------------------|-----------------|-------------------------------|----------------------------|
| <b>MARKETING AND PUBLIC RELATIONS</b> |             |                     |                                           |                 |                               |                            |
| <b>GENERAL OPERATIONS</b>             |             |                     |                                           |                 |                               |                            |
| 57 10 15 10 001                       |             |                     |                                           |                 |                               |                            |
| Salaries and Benefits                 | 11000       | \$490,000           | \$308,028                                 | \$23,200        | \$513,200                     | 4.7                        |
| Employee Travel - All Variety         | 26000       | 2,000               | 206                                       | 0               | 2,000                         | 0.0                        |
| Employee Travel - Orange Juice        | 26002       | 10,000              | 2,741                                     | 2,500           | 12,500                        | 25.0                       |
| Employee Travel - Fresh               | 26004       | 2,500               | 0                                         | (2,500)         | 0                             | (100.0)                    |
| 57 10 15 10 002                       |             |                     |                                           |                 |                               |                            |
| Promotional Materials                 | 13350       | 4,800               | 657                                       | 0               | 4,800                         | 0.0                        |
| Mailing & Delivery Services           | 13420       | 2,500               | 1,847                                     | 0               | 2,500                         | 0.0                        |
| People First                          | 15800       | 2,800               | 1,660                                     | 0               | 2,800                         | 0.0                        |
| Postage                               | 21000       | 100                 | 66                                        | 0               | 100                           | 0.0                        |
| Telephone                             | 22100       | 6,000               | 2,099                                     | 0               | 6,000                         | 0.0                        |
| Office Supplies                       | 34101       | 677                 | 3                                         | 0               | 677                           | 0.0                        |
| Subscriptions                         | 49200       | 1,000               | 170                                       | 0               | 1,000                         | 0.0                        |
| Memberships                           | 49300       | 17,700              | 5,014                                     | 0               | 17,700                        | 0.0                        |
| Digital Asset Management              | 53101       | 6,123               | 6,117                                     | 0               | 6,123                         | 0.0                        |
| <b>TOTAL GENERAL OPERATIONS</b>       |             | <b>\$546,200</b>    | <b>\$328,608</b>                          | <b>\$23,200</b> | <b>\$569,400</b>              | <b>4.2</b>                 |
| <b>GENERAL REVENUE PROGRAMS</b>       |             |                     |                                           |                 |                               |                            |
| 57 10 15 11 003                       |             |                     |                                           |                 |                               |                            |
| Consumer Awareness - PR               | GR010       | 4,750,000           | 2,405,836                                 | 0               | 4,750,000                     | 0.0                        |
| Consumer Awareness - PO-CRP           | GR020       | 10,800,000          | 6,110,606                                 | 587,350         | 11,387,350                    | 5.4                        |
| Grapefruit Promotions-Domestic-CRP    | GR030       | 607,350             | 93,123                                    | (107,350)       | 500,000                       | (17.7)                     |
| Fresh Orange Promotions-CRP           | GR040       | 360,000             | 43,775                                    | (360,000)       | 0                             | (100.0)                    |
| Fresh Tangerine/Citrus Promotions-CRP | GR050       | 120,000             | 0                                         | (120,000)       | 0                             | (100.0)                    |
| FL Welcome Stations-Juice             | GR080       | 250,000             | 74,647                                    | 0               | 250,000                       | 0.0                        |
| <b>TOTAL GENERAL REVENUE PROGRAMS</b> |             | <b>\$16,887,350</b> | <b>\$8,727,987</b>                        | <b>\$0</b>      | <b>\$16,887,350</b>           | <b>0.0</b>                 |

# FLORIDA DEPARTMENT OF CITRUS

## 2022-23 PROPOSED OPERATING BUDGET

July 1, 2022

| DESCRIPTION                          | OCA<br>CODE | BUDGET<br>2021-22  | YEAR TO DATE<br>EXPENDITURES<br>3/31/2022 | ADJUSTMENT         | PROPOSED<br>BUDGET<br>2022-23 | %<br>INCREASE/<br>DECREASE |
|--------------------------------------|-------------|--------------------|-------------------------------------------|--------------------|-------------------------------|----------------------------|
| <b>PUBLIC RELATIONS</b>              |             |                    |                                           |                    |                               |                            |
| <b>CORPORATE - ALL VARIETIES</b>     |             |                    |                                           |                    |                               |                            |
| 57 10 15 12 003                      |             |                    |                                           |                    |                               |                            |
| Brand Asset Development              | PR010       | \$80,500           | \$71,499                                  | (\$80,500)         | \$0                           | (100.0)                    |
| Digital & Web Platforms              | PR012       | 475,000            | 182,514                                   | (475,000)          | -                             | (100.0)                    |
| Reactive Issues Management           | PR016       | 592,000            | 397,811                                   | (592,000)          | 0                             | (100.0)                    |
| Policy Issues                        | PR017       | 34,500             | 23,000                                    | 0                  | 34,500                        | 0.0                        |
| Subtotal Corporate - All Varieties   |             | 1,182,000          | 674,824                                   | (1,147,500)        | 34,500                        | (97.1)                     |
| <b>PROCESSED ORANGE</b>              |             |                    |                                           |                    |                               |                            |
| 57 10 15 12 004                      |             |                    |                                           |                    |                               |                            |
| Media Relations                      | PR014       | 202,514            | 71,812                                    | (202,514)          | 0                             | (100.0)                    |
| Influencer Engagement                | PR041       | 95,000             | 33,205                                    | (95,000)           | 0                             | (100.0)                    |
| Performance Mktg-Digital/Social      | PR045       | 371,000            | 321,407                                   | 584,000            | 955,000                       | 100.+                      |
| Subtotal Processed Orange            |             | 668,514            | 426,424                                   | 286,486            | 955,000                       | 42.9                       |
| <b>IN-STATE PROGRAMS</b>             |             |                    |                                           |                    |                               |                            |
| 57 10 15 12 008                      |             |                    |                                           |                    |                               |                            |
| Industry Grower Relations - AV       | PR081       | 75,000             | 51,595                                    | 0                  | 75,000                        | 0.0                        |
| Subtotal In-State Programs           |             | 75,000             | 51,595                                    | 0                  | 75,000                        | 0.0                        |
| <b>FRESH FRUIT</b>                   |             |                    |                                           |                    |                               |                            |
| 57 10 16 11 007                      |             |                    |                                           |                    |                               |                            |
| Gift Fruit Programs                  | RM070       | 57,600             | 0                                         | 0                  | 57,600                        | 0.0                        |
| Subtotal Fresh Fruit                 |             | 57,600             | 0                                         | 0                  | 57,600                        | 0.0                        |
| <b>TOTAL PR PROGRAMS - CATF</b>      |             | <b>\$1,983,114</b> | <b>\$1,152,843</b>                        | <b>(\$861,014)</b> | <b>\$1,122,100</b>            | <b>(43.4)</b>              |
| <b>* SUBTOTALS BY FUNDING SOURCE</b> |             |                    |                                           |                    |                               |                            |
| PR & Domestic Marketing - CATF       |             | \$ 2,529,314       | \$ 1,481,451                              | \$ (837,814)       | \$ 1,691,500                  |                            |
| PR & Domestic Marketing - GR         |             | 16,887,350         | 8,727,987                                 | 0                  | 16,887,350                    |                            |
| Total                                |             | \$19,416,664       | \$10,209,438                              | (\$837,814)        | \$18,578,850                  |                            |

# FLORIDA DEPARTMENT OF CITRUS

## 2022-23 PROPOSED OPERATING BUDGET

July 1, 2022

| DESCRIPTION                         | OCA<br>CODE | BUDGET<br>2021-22 | YEAR TO DATE<br>EXPENDITURES<br>3/31/2022 | ADJUSTMENT | PROPOSED<br>BUDGET<br>2022-23 | %<br>INCREASE/<br>DECREASE |
|-------------------------------------|-------------|-------------------|-------------------------------------------|------------|-------------------------------|----------------------------|
| <b>INTERNATIONAL MARKETING</b>      |             |                   |                                           |            |                               |                            |
| <b>GENERAL OPERATIONS</b>           |             |                   |                                           |            |                               |                            |
| 57 10 18 10 001                     |             |                   |                                           |            |                               |                            |
| Salaries and Benefits               | 11000       | \$188,000         | \$141,003                                 | \$0        | \$188,000                     | 0.0                        |
| Employee Travel - Orange Juice      | 26002       | 2,000             | 0                                         | 2,000      | 4,000                         | 100.0                      |
| Employee Travel - Grapefruit        | 26003       | 0                 | 0                                         | 12,500     | 12,500                        | 100.+                      |
| Employee Travel - PO/PG/FG          | 26006       | 3,000             | 0                                         | (3,000)    | 0                             | (100.0)                    |
| 57 10 18 10 002                     |             |                   |                                           |            |                               |                            |
| Promotional Items - Grapefruit      | IM100       | 1,500             | 0                                         | (1,500)    | 0                             | (100.0)                    |
| Mailing & Delivery Services         | 13420       | 2,500             | 2,097                                     | 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       | 1,000             | 128                                       | 0          | 1,000                         | 0.0                        |
| Promotional Materials Printing      | 23006       | 1,000             | 0                                         | (1,000)    | 0                             | (100.0)                    |
| Office Supplies                     | 34101       | 0                 | 0                                         | 0          | 0                             | 100.+                      |
| Trade Meals                         | 35000       | 500               | 0                                         | (500)      | 0                             | (100.0)                    |
| Subscriptions                       | 49200       | 150               | 0                                         | 0          | 150                           | 0.0                        |
| Memberships                         | 49300       | 5,000             | 3,750                                     | (1,000)    | 4,000                         | (20.0)                     |
| Miscellaneous                       | 49900       | 500               | 0                                         | 0          | 500                           | 0.0                        |
| Subtotal General Operations         |             | 206,750           | 146,979                                   | 7,500      | 214,250                       | 3.6                        |
| <b>FAS ADMINISTRATION</b>           |             |                   |                                           |            |                               |                            |
| 57 10 18 10 003                     |             |                   |                                           |            |                               |                            |
| Evaluations-DOC                     | IM01D       | 5,000             | 0                                         | 0          | 5,000                         | 0.0                        |
| Evaluations-FAS                     | IM01F       | 45,000            | 0                                         | 0          | 45,000                        | 0.0                        |
| Consultant Fee-DOC                  | 1313D       | 80,300            | 40,148                                    | 1,840      | 82,140                        | 2.3                        |
| FAS Annual Workshop-DOC             | 26005       | 2,500             | 1,096                                     | 0          | 2,500                         | 0.0                        |
| Subtotal FAS Administration         |             | \$132,800         | \$41,244                                  | \$1,840    | \$134,640                     | 1.4                        |



# FLORIDA DEPARTMENT OF CITRUS

## 2022-23 PROPOSED OPERATING BUDGET

July 1, 2022

| DESCRIPTION                              | OCA CODE | BUDGET 2021-22   | YEAR TO DATE EXPENDITURES 3/31/2022 | ADJUSTMENT       | PROPOSED BUDGET 2022-23 | % INCREASE/ DECREASE |
|------------------------------------------|----------|------------------|-------------------------------------|------------------|-------------------------|----------------------|
| <b>CANADIAN PROMOTIONS</b>               |          |                  |                                     |                  |                         |                      |
| Fresh & Processed Grapefruit             |          |                  |                                     |                  |                         |                      |
| 57 10 18 10 103                          |          |                  |                                     |                  |                         |                      |
| Promotions-DOC - CRP                     | GR100    | \$13,400         | \$0                                 | \$1,600          | \$15,000                | 11.9                 |
| Promotions-FAS                           | 1335F    | 302,870          | 108,606                             | (36,645)         | 266,225                 | (12.1)               |
| Subtotal Canada-Fresh & Proc. Gft.       |          | 316,270          | 108,606                             | (35,045)         | 281,225                 | (11.1)               |
| Processed Orange                         |          |                  |                                     |                  |                         |                      |
| 57 10 18 10 104                          |          |                  |                                     |                  |                         |                      |
| Promotions-DOC                           | 1335D    | 22,800           | 0                                   | 0                | 22,800                  | 0.0                  |
| Promotions-FAS                           | 1335F    | 543,040          | 255,172                             | 49,188           | 592,228                 | 9.1                  |
| Subtotal Canada-Proc Orange              |          | 565,840          | 255,172                             | 49,188           | 615,028                 | 8.7                  |
| Fresh Orange - ATP                       |          |                  |                                     |                  |                         |                      |
| 57 10 18 10 105                          |          |                  |                                     |                  |                         |                      |
| Promotions-DOC                           | 1335D    | 10,807           | 0                                   | (807)            | 10,000                  | (7.5)                |
| Promotions-FAS                           | 1335F    | 0                | 0                                   | 100,000          | 100,000                 | 100.+                |
| Promotions-ATP                           | 1335A    | 98,800           | 16,272                              | (98,800)         | 0                       | (100.0)              |
| Subtotal Canada-Fresh Orange             |          | 109,607          | 16,272                              | 393              | 110,000                 | 0.4                  |
| <b>TOTAL CANADIAN MARKETING</b>          |          | <b>991,717</b>   | <b>380,050</b>                      | <b>14,536</b>    | <b>1,006,253</b>        | <b>1.5</b>           |
| <b>EUROPEAN PROMOTIONS</b>               |          |                  |                                     |                  |                         |                      |
| <b>France - Promotions - Grapefruit</b>  |          |                  |                                     |                  |                         |                      |
| Fresh & Processed Grapefruit             |          |                  |                                     |                  |                         |                      |
| 57 10 18 11 203                          |          |                  |                                     |                  |                         |                      |
| Promotions-DOC - CRP                     | GR100    | 15,300           | 5,482                               | 11,350           | 26,650                  | 74.2                 |
| Promotions-FAS                           | 1335F    | 400,000          | 170,158                             | 135,490          | 535,490                 | 33.9                 |
| Total France Retail - Fresh & Proc. Gft. |          | 415,300          | 175,640                             | 146,840          | 562,140                 | 35.4                 |
| <b>Europe - Retail - Grapefruit</b>      |          |                  |                                     |                  |                         |                      |
| Fresh & Processed Grapefruit             |          |                  |                                     |                  |                         |                      |
| 57 10 18 11 300                          |          |                  |                                     |                  |                         |                      |
| Promotions-DOC - CRP                     | GR100    | 10,200           | 546                                 | 6,800            | 17,000                  | 66.7                 |
| Promotions-FAS                           | 1335F    | 366,800          | 83,086                              | 29,087           | 395,887                 | 7.9                  |
| Total Europe Retail- Fresh & Proc. Gft.  |          | 377,000          | 83,632                              | 35,887           | 412,887                 | 9.5                  |
| <b>TOTAL EUROPEAN PROMOTIONS</b>         |          | <b>\$792,300</b> | <b>\$259,272</b>                    | <b>\$182,727</b> | <b>\$975,027</b>        |                      |

# FLORIDA DEPARTMENT OF CITRUS

## 2022-23 PROPOSED OPERATING BUDGET

July 1, 2022

| DESCRIPTION                            | OCA CODE | BUDGET 2021-22     | YEAR TO DATE EXPENDITURES 3/31/2022 | ADJUSTMENT       | PROPOSED BUDGET 2022-23 | % INCREASE/ DECREASE |
|----------------------------------------|----------|--------------------|-------------------------------------|------------------|-------------------------|----------------------|
| <b>ASIAN PROMOTIONS</b>                |          |                    |                                     |                  |                         |                      |
| <b>JAPAN</b>                           |          |                    |                                     |                  |                         |                      |
| Fresh & Processed Grapefruit           |          |                    |                                     |                  |                         |                      |
| 57 10 18 12 103                        |          |                    |                                     |                  |                         |                      |
| Promotions-DOC - CRP                   | GR100    | \$66,300           | \$0                                 | (\$32,300)       | \$34,000                | (48.7)               |
| Promotions-FAS                         | 1335F    | 1,230,155          | 205,660                             | (257,700)        | 972,455                 | (20.9)               |
| Total Expenses-Japan-Fresh & Proc, Gft |          | 1,296,455          | 205,660                             | (290,000)        | 1,006,455               | (22.4)               |
| <b>KOREA</b>                           |          |                    |                                     |                  |                         |                      |
| Fresh & Processed Grapefruit           |          |                    |                                     |                  |                         |                      |
| 57 10 18 13 103                        |          |                    |                                     |                  |                         |                      |
| Promotions-DOC - CRP                   | GR100    | 7,450              | 0                                   | 12,550           | 20,000                  | 100.+                |
| Promotions-FAS                         | 1335F    | 366,820            | 225,650                             | 38,314           | 405,134                 | 10.4                 |
| Total Korea-Fresh & Proc. Gft          |          | 374,270            | 225,650                             | 50,864           | 425,134                 | 13.6                 |
| Processed Orange                       |          |                    |                                     |                  |                         |                      |
| 57 10 18 13 104                        |          |                    |                                     |                  |                         |                      |
| Promotions-DOC                         | 1335D    | 30,300             | 0                                   | 0                | 30,300                  | 0.0                  |
| Promotions-FAS                         | 1335F    | 510,090            | 269,350                             | 49,190           | 559,280                 | 9.6                  |
| Total Korea-Fresh & Proc. OJ           |          | 540,390            | 269,350                             | 49,190           | 589,580                 | 9.1                  |
| <b>TOTAL ASIAN PROMOTIONS</b>          |          | <b>2,211,115</b>   | <b>700,660</b>                      | <b>(189,946)</b> | <b>2,021,169</b>        | <b>(8.6)</b>         |
| <b>TOTAL INTERNATIONAL MARKETING</b>   |          | <b>\$4,334,682</b> | <b>\$1,528,205</b>                  | <b>\$16,657</b>  | <b>\$4,351,339</b>      | <b>0.4</b>           |
| <b>* SUBTOTALS BY FUNDING SOURCE</b>   |          |                    |                                     |                  |                         |                      |
| Int'l Mktg-DOC                         |          | \$358,457          | \$188,223                           | \$8,533          | 366,990                 | 2.4                  |
| Int'l Mktg-CRP                         |          | \$112,650          | \$6,028                             | \$0              | 112,650                 | 0.0                  |
| Int'l Mktg-FAS                         |          | 3,764,775          | 1,317,682                           | 106,924          | 3,871,699               | 2.8                  |
| Int'l Mktg-ATP                         |          | 98,800             | 16,272                              | (98,800)         | 0                       | (100.0)              |
|                                        |          | <b>\$4,334,682</b> | <b>\$1,528,205</b>                  | <b>\$16,657</b>  | <b>\$4,351,339</b>      | <b>0.4</b>           |

# FLORIDA DEPARTMENT OF CITRUS

## SUMMARY STATEMENT OF RESERVES - ALL FUNDS

### 2022-23

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| DESCRIPTION          | OBJECT<br>CODE | FCC<br>REQUIRED         | % OF<br>REVENUE | EQUIVALENT<br>BOXES     |
|----------------------|----------------|-------------------------|-----------------|-------------------------|
| 57 10 00 10 005      |                |                         |                 |                         |
| Processed Orange     | 899006         | \$314,217               | 5.0%            | 2,618,475               |
| Processed Grapefruit | 899007         | 7,443                   | 5.6%            | 106,329                 |
| Fresh Orange         | 899008         | 5,871                   | 5.9%            | 117,420                 |
| Fresh Grapefruit     | 899009         | 6,484                   | 5.1%            | 92,629                  |
| Fresh Specialty      | 899010         | 3,251                   | 9.5%            | 46,443                  |
|                      |                | <u><b>\$337,266</b></u> |                 | <u><b>2,981,295</b></u> |