

State of Florida Department of Citrus



2023 – 2024

**Approved
Preliminary
Operating Budget**

Florida Department of Citrus

MEMORANDUM



TO: Selected Staff
FROM: Christine Marion *Christine C Marion*
DATE: June 19, 2023
RE: FY 2023-24 Preliminary Operating Budget

The Florida Citrus Commission approved the Department's FY2023-24 preliminary operating budget at the June commission meeting. Although this budget provides us the authority to begin developing and executing programs and activities, the assessment rates to support the final budget will not be approved until after the October USDA crop forecast is issued.

Please monitor your budget closely during the year and submit necessary adjustments prior to committing or overspending a budgeted line item. If a budget adjustment is required, please try to project the amounts needed for the remainder of the year, to prevent recurring adjustments.

According to fiscal policy #105, all budget transfers greater than \$50,000 (cumulative) must be approved by the FCC prior to posting. Please keep this in mind when contemplating shifts in programs or funding, as these dollars cannot be committed until approved.

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

Attachment

FLORIDA DEPARTMENT OF CITRUS

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FLORIDA DEPARTMENT OF CITRUS

SCHEDULE OF TAX RATES **

2023-24

Variety	2017-18 Actual	2018-19 Actual	2019-20 Actual	2020-21 Actual	2021-22 Actual	2022-23 Actual	2023-24	
							Proposed	Maximum
DOMESTIC								
Orange								
Fresh	5.0	5.0	5.0	5.0	5.0	5.0	5.0	7.0
Processed	7.0	7.0	7.0	7.0	12.0	12.0	12.0	25.0
Grapefruit								
Fresh	7.0	7.0	7.0	7.0	7.0	7.0	7.0	36.0
Processed	7.0	7.0	7.0	7.0	7.0	7.0	7.0	36.0
Specialty								
Fresh	7.0	7.0	7.0	7.0	7.0	7.0	7.0	16.0
Processed	7.0	7.0	7.0	7.0	7.0	7.0	7.0	25.0
IMPORTS*								
Orange	7.0	7.0	7.0	7.0	12.0	12.0	12.0	25.0
Grapefruit	7.0	7.0	7.0	7.0	7.0	7.0	7.0	36.0

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

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

FLORIDA DEPARTMENT OF CITRUS

REVENUE BOXES (000)

2023-24

	2021-2022 ACTUAL BOXES	2022-23		REVENUE BOX ADJUSTMENT	2023-24		% INCREASE/ DECREASE
		ESTIMATED BOXES	REVENUE BOXES		ESTIMATED BOXES	REVENUE BOXES	
DOMESTIC							
ORANGE:		16,100			16,100		
Non-Revenue		(110)			(110)		
Fresh	2,630		1,307	(35)		1,272	(2.7)
Processed	38,711		14,683	35		14,718	0.2
GRAPEFRUIT:		1,600			1,600		
Non-Revenue		(50)			(50)		
Fresh	1,789		882	14		896	1.6
Processed	1,549		668	(14)		654	(2.1)
SPECIALTY:		500			500		
Non-Revenue		(40)			(40)		
Fresh	438		297	0		297	0.0
Processed	286		163	0		163	0.0
TOTAL DOMESTIC		18,200			18,200		
Non-Revenue		(200)			(200)		
Fresh	4,856		2,486	(21)		2,465	(0.8)
Processed	40,546		15,514	21		15,535	0.1
	45,402		18,000	0		18,000	0.0
IMPORTS							
Orange	42,046		78,363	0		78,363	0.0
Grapefruit	595		800	(200)		600	(25.0)
TOTAL IMPORTS	42,641		79,163	(200)		78,963	(0.3)
TOTAL	88,043		97,163	(200)		96,963	(0.2)

FLORIDA DEPARTMENT OF CITRUS

ESTIMATED REVENUE

2023-24

DESCRIPTION	ESTIMATED 2022-23	ADJUSTMENT	ESTIMATED 2023-24	% INCREASE/ DECREASE
Assessment on Domestic Fruit				
Orange				
Fresh	\$65,350	(\$1,750)	\$63,600	(2.7)
Processed	1,761,960	4,200	1,766,160	0.2
	<u>1,827,310</u>	<u>2,450</u>	<u>1,829,760</u>	0.1
Grapefruit				
Fresh	61,740	980	62,720	1.6
Processed	46,760	(980)	45,780	(2.1)
	<u>108,500</u>	<u>0</u>	<u>108,500</u>	0.0
Specialty				
Fresh	20,790	0	20,790	0.0
Processed	11,410	0	11,410	0.0
	<u>32,200</u>	<u>0</u>	<u>32,200</u>	0.0
Assessment on Import Fruit				
Orange (Opt Out)	3,134,520	0	3,134,520	0.0
Grapefruit	18,666	(4,666)	14,000	(25.0)
	<u>3,153,186</u>	<u>(4,666)</u>	<u>3,148,520</u>	(0.1)
Total Assessments	5,121,196	(2,216)	5,118,980	(0.0)
Investment Earnings	102,200	0	102,200	0.0
Other Income	0	0	0	0.0
General Revenue Funds	19,125,000	(5,475,000)	13,650,000	(28.6)
Federal Grants (FAS/ATP)	<u>3,891,094</u>	<u>(92,180)</u>	<u>3,798,914</u>	(2.4)
TOTAL	<u>\$28,239,490</u>	<u>(\$5,569,396)</u>	<u>\$22,670,094</u>	(19.7)

FLORIDA DEPARTMENT OF CITRUS

BUDGETED REVENUE, EXPENDITURES AND OPERATING FUND BALANCE

2023-24

DESCRIPTION	BEGINNING OPERATING FUND BALANCE	REVENUE	EXPENDITURES	RESERVES	ENDING OPERATING FUND BALANCE
Florida Citrus Advertising Trust Fund *	<u>\$9,908,208</u>	<u>\$22,670,094</u>	<u>\$22,667,659</u>	<u>\$199,435</u>	<u>\$9,711,208</u>

ALLOCATION OF EXPENSES

	BUDGETED FY 2022-23		PROPOSED FY 2023-24	
Administration/Other				
Marketing	22,067,144	77.5%	14,767,404	64.6%
Administration/Other	1,868,803	6.6%	1,555,719	6.8%
Subtotal Marketing	<u>23,935,947</u>	<u>84.1%</u>	<u>16,323,123</u>	<u>71.4%</u>
Research	3,745,800	13.2%	5,550,955	24.3%
Administration/Other	317,221	1.1%	584,783	2.6%
Subtotal Research	<u>4,063,021</u>	<u>14.3%</u>	<u>6,135,738</u>	<u>26.8%</u>
General Revenue Service Charge	209,000	0.7%	208,800	0.9%
Reserves	260,340	0.9%	199,435	0.9%
Total	<u>\$28,468,308</u>	<u>100.0%</u>	<u>\$22,867,096</u>	<u>100.0%</u>

FLORIDA DEPARTMENT OF CITRUS

BUDGETED EXPENDITURES BY CATEGORY

2023-24

DESCRIPTION			PROPOSED	%
	BUDGET 2022-23	ADJUSTMENT	BUDGET 2023-24	INCREASE/ DECREASE
GENERAL OPERATIONS				
Salaries and Benefits	\$2,883,600	(\$7,700)	\$2,875,900	(0.3)
Other Personal Services	48,000	(5,000)	43,000	(10.4)
Travel	71,000	(500)	70,500	(0.7)
People First Initiative	10,124	176	10,300	1.7
Unemployment Compensation	3,600	0	3,600	0.0
Telephone	48,900	(3,700)	45,200	(7.6)
Relocation	4,800	(4,800)	0	(100.0)
Postage/Freight	10,967	283	11,250	2.6
Data Processing	235,123	(20,323)	214,800	(8.6)
Supplies	5,977	723	6,700	12.1
Insurance and Bond Premiums	13,900	0	13,900	0.0
Reproduction	5,700	(100)	5,600	(1.8)
Subscriptions and Memberships	66,900	1,800	68,700	2.7
Training	4,300	0	4,300	0.0
Repairs and Maintenance	117,400	1,500	118,900	1.3
Utilities	82,000	0	82,000	0.0
Leases/Rent Expense	22,200	(2,700)	19,500	(12.2)
Promotional Items	4,800	(1,800)	3,000	(37.5)
Capital Equipment (OCO)	5,500	(5,500)	0	(100.0)
Office/Research Equipment	1,000	0	1,000	0.0
Miscellaneous	13,083	(4,983)	8,100	(38.1)
CREC Expenses	101,000	0	101,000	0.0
Research Materials	36,200	(5,000)	31,200	(13.8)
Fruit Inspection Data	100	0	100	0.0
Consultant Fees/Travel	86,940	0	86,940	0.0
Subtotal General Operations	3,883,114	(57,624)	3,825,490	(1.5)
PROGRAMS*				
Legal Services	106,000	(33,000)	73,000	(31.1)
General Revenue Charge	209,000	(200)	208,800	(0.1)
Scientific Research	170,000	151,000	321,000	88.8
New Varieties Development Corp.	2,000,000	1,650,000	3,650,000	82.5
Economic & Market Research	620,500	(10,145)	610,355	(1.6)
Public Relations Programs	17,145,010	(7,148,160)	9,996,850	(41.7)
International Marketing	4,074,344	(92,180)	3,982,164	(2.3)
PALM Intergration	125,000	(125,000)	0	(100.0)
Reserves	260,340	(60,905)	199,435	(23.4)
Subtotal Programs	24,710,194	(5,668,590)	19,041,604	(22.9)
TOTAL GENERAL OPERATIONS	\$28,593,308	(\$5,726,214)	\$22,867,094	(20.0)

*Program costs exclude general operating expenses

FLORIDA DEPARTMENT OF CITRUS

BUDGETED REVENUE AND EXPENDITURES BY FRUIT VARIETY

2022-23

	TOTAL	PROCESSED ORANGE	PROCESSED GRAPEFRUIT	FRESH ORANGE	FRESH GRAPEFRUIT	FRESH SPECIALTY
REVENUE						
Carryover	\$193,000	\$0	\$23,000	\$15,000	\$155,000	\$0
2021-22 Unspent Certified	160,818	154,225	2,091	2,251	1,447	804
Tax Assessments - Domestic	1,968,010	1,773,370	46,760	65,350	61,740	20,790
Tax Assessments - Imports	3,153,186	3,134,520	18,666	0	0	0
Interest/Other	102,200	98,000	1,300	1,500	900	500
PALM - Gen Rev	125,000	119,875	1,625	1,750	1,125	625
Citrus Research - Gen Rev	1,000,000	600,000	100,000	100,000	100,000	100,000
Accelerated Tree Growth Prg - Gen Rev	1,000,000	1,000,000	0	0	0	0
PR & Marketing - Gen Rev	17,000,000	16,267,250	450,662	34,560	238,888	8,640
FAS Program	3,871,699	1,165,008	648,298	100,000	1,958,393	0
ATP Program	19,395	0	0	19,395	0	0
BUDGETED REVENUE	\$28,593,308	\$24,312,248	\$1,292,402	\$339,806	\$2,517,493	\$131,359
EXPENDITURES						
Administration						
Admin & Supp Svc	\$2,186,024	\$2,096,398	\$28,418	\$30,604	\$19,674	\$10,930
State Gen Rev Charge	209,000	200,200	2,700	2,700	2,500	900
PALM - Gen Rev	125,000	119,875	1,625	1,750	1,125	625
Subtotal Administration	2,520,024	2,416,473	32,743	35,054	23,299	12,455
Scientific Research						
General Operations	546,500	524,093	7,105	7,651	4,919	2,732
Scientific Prod Res	170,000	164,465	1,755	1,890	1,215	675
Citrus Research - Gen Rev	1,000,000	600,000	100,000	100,000	100,000	100,000
Accelerated Tree Growth Prg - Gen Rev	1,000,000	1,000,000	0	0	0	0
Subtotal Scientific Research	2,716,500	2,288,558	108,860	109,541	106,134	103,407
Economic Research						
General Operations	408,799	392,039	5,314	5,723	3,679	2,044
Research Data & Studies	620,501	603,197	8,693	4,305	2,768	1,538
Subtotal Econ Research	1,029,300	995,236	14,007	10,028	6,447	3,582
Marketing & Public Relations						
General Operations	569,400	548,238	6,683	8,354	3,341	2,784
Public Relations Programs	257,660	254,563	978	1,222	489	408
Marketing & PR - Gen Rev	16,887,350	16,267,250	422,500	34,560	154,400	8,640
Subtotal Domestic Mktg	17,714,410	17,070,051	430,161	44,136	158,230	11,832
Int'l Promotions - DOC	348,990	137,917	30,064	10,000	171,009	0
Int'l Promotions - GR	112,650	0	28,162	0	84,488	0
Int'l Promotions - FAS	3,871,699	1,165,008	648,298	100,000	1,958,393	0
Int'l Promotions - ATP	19,395	0	0	19,395	0	0
Subtotal Int'l Mktg	4,352,734	1,302,925	706,524	129,395	2,213,890	0
Budgeted Expenditures	28,332,968	24,073,243	1,292,295	328,154	2,508,000	131,276
Reserves	260,340	239,005	107	11,652	9,493	83
TOTAL BUDGET	\$28,593,308	\$24,312,248	\$1,292,402	\$339,806	\$2,517,493	\$131,359

FLORIDA DEPARTMENT OF CITRUS

BUDGETED REVENUE AND EXPENDITURES BY FRUIT VARIETY

2023-24

	TOTAL	PROCESSED ORANGE	PROCESSED GRAPEFRUIT	FRESH ORANGE	FRESH GRAPEFRUIT	FRESH SPECIALTY
REVENUE						
Carryover	\$197,000	\$0	\$35,000	\$7,000	\$155,000	\$0
Tax Assessments - Domestic	1,970,460	1,777,570	45,780	63,600	62,720	20,790
Tax Assessments - Imports	3,148,520	3,134,520	14,000	0	0	0
Interest/Other	102,200	98,300	1,300	1,300	1,000	300
PALM - Gen Rev	0	0	0	0	0	0
Citrus Research - Gen Rev	1,650,000	990,000	165,000	165,000	165,000	165,000
Accelerated Tree Growth Prgm	2,000,000	2,000,000	0	0	0	0
Marketing & PR - Gen Rev	10,000,000	9,529,900	223,578	32,832	206,202	7,488
FAS Program	3,798,914	1,143,172	633,061	110,000	1,912,681	0
ATP Program	0	0	0	0	0	0
BUDGETED REVENUE	\$22,867,094	\$18,673,462	\$1,117,719	\$379,732	\$2,502,603	\$193,578
EXPENDITURES						
Administration						
Admin & Supp Srvs	\$2,140,500	\$2,057,021	\$27,826	\$27,827	\$21,405	\$6,422
State Gen Rev Charge	208,800	200,500	2,400	2,600	2,500	800
PALM - Gen Rev	0	0	0	0	0	0
Subtotal Administration	2,349,300	2,257,521	30,226	30,427	23,905	7,222
Scientific Research						
General Operations	555,800	534,124	7,225	7,225	5,558	1,667
Scientific Prod Res	321,000	314,994	2,002	2,002	1,540	462
Citrus Research - Gen Rev	1,650,000	990,000	165,000	165,000	165,000	165,000
Accelerated Tree Growth Prgm	2,000,000	2,000,000	0	0	0	0
Subtotal Scientific Research	4,526,800	3,839,118	174,227	174,227	172,098	167,129
Economic Research						
General Operations	413,800	397,662	5,379	5,379	4,138	1,241
Research Data & Studies	610,355	594,288	8,579	3,744	2,880	864
Subtotal Econ Research	1,024,155	991,949	13,959	9,123	7,018	2,105
Marketing & Public Relations						
General Operations	508,500	492,050	4,487	6,481	3,490	1,994
Public Relations Programs	109,500	105,887	986	1,424	767	438
Marketing & PR - Gen Rev	9,887,350	9,529,900	195,416	32,832	121,714	7,488
Subtotal Domestic Mktg	10,505,350	10,127,836	200,888	40,736	125,970	9,920
Int'l Promotions - DOC	350,490	136,917	30,689	10,000	172,884	0
Int'l Promotions-GR	112,650	0	28,162	0	84,488	0
Int'l Promotions - FAS	3,798,914	1,143,172	633,061	110,000	1,912,681	0
Int'l Promotions - ATP	0	0	0	0	0	0
Subtotal Int'l Mktg	4,262,054	1,280,089	691,912	120,000	2,170,053	0
Budgeted Expenditures	22,667,659	18,496,513	1,111,213	374,513	2,499,044	186,376
Reserves	199,435	176,949	6,506	5,219	3,559	7,202
TOTAL BUDGET	\$22,867,094	\$18,673,462	\$1,117,719	\$379,732	\$2,502,603	\$193,578

FLORIDA DEPARTMENT OF CITRUS

COMPARISON OF TOTAL PROPOSED OPERATING BUDGET

FISCAL YEARS AS INDICATED

	TOTAL FOR ALL VARIETIES				
	Budget 2022-23	Adjustment	Proposed 2023-24	Percent	% of Budget
REVENUE					
Carryover	\$193,000	\$4,000	\$197,000	100.+	0.9
2021-22 Unspent Certified	160,818	(160,818)	0	(100.0)	0.0
Tax Assessments - Domestic	1,968,010	2,450	1,970,460	0.1	8.6
Tax Assessments - Imports	3,153,186	(4,666)	3,148,520	(0.1)	13.8
Interest/Other	102,200	0	102,200	0.0	0.4
PALM - Gen Rev	125,000	(125,000)	0	(100.0)	0.0
Citrus Research - Gen Rev	1,000,000	650,000	1,650,000	65.0	7.2
Acclerted Tree Growth Prog-Gen Rev	1,000,000	1,000,000	2,000,000	100.0	8.7
PR & Marketing - Gen Rev	17,000,000	(7,000,000)	10,000,000	(41.2)	43.7
FAS Program	3,871,699	(72,785)	3,798,914	(1.9)	16.6
ATP Program	19,395	(19,395)	0	(100.0)	0.0
BUDGETED REVENUE	\$28,593,308	(\$5,726,214)	\$22,867,094	(20.0)	100.0
EXPENDITURES					
Administration					
Admin & Supp Srvs	2,186,024	(45,524)	2,140,500	(2.1)	9.4
State Gen Rev Charge	209,000	(200)	208,800	(0.1)	0.9
PALM - Gen Rev	125,000	(125,000)	0	(100.0)	0.0
Subtotal Administration	2,520,024	(45,724)	2,349,300		
Scientific Research					
General Operations	546,500	9,300	555,800	1.7	2.4
Scientific Prod Res	170,000	151,000	321,000	88.8	1.4
New Varieties Dev - Gen Rev	1,000,000	650,000	1,650,000	65.0	7.2
Acclerted Tree Growth Prog-Gen Rev	1,000,000	1,000,000	2,000,000	100.0	8.7
Subtotal Scientific Research	2,716,500	1,810,300	4,526,800		
Economic & Market Research					
General Operations	408,799	5,001	413,800	1.2	1.8
Research & Data Studies	620,501	(10,146)	610,355	(1.6)	2.7
Subtotal Econ Research	1,029,300	(5,145)	1,024,155		
Marketing & Public Relations					
General Operations	569,400	(60,900)	508,500	(10.7)	2.2
Public Relations Programs	257,660	(148,160)	109,500	(57.5)	0.5
Marketing & PR - Gen Rev	16,887,350	(7,000,000)	9,887,350	(41.5)	43.2
Subtotal Domestic Mktg	17,714,410	(7,209,060)	10,505,350		
Int'l Promotions - DOC	348,990	1,500	350,490	0.4	1.5
Int'l Promotions-GR	112,650	(0)	112,650	(0.0)	0.5
Int'l Promotions - FAS	3,871,699	(72,785)	3,798,914	(1.9)	16.6
Int'l Promotions - ATP	19,395	(19,395)	0	(100.0)	0.0
Subtotal Int'l Mktg	4,352,734	(90,680)	4,262,054		
Budgeted Expenditures	28,332,968	(5,540,309)	22,667,659	(19.6)	99.1
Reserves	260,340	(60,905)	199,435	(23.4)	0.9
TOTAL BUDGET	\$28,593,308	(\$5,726,214)	\$22,867,094	(20.0)	100.0

FLORIDA DEPARTMENT OF CITRUS

COMPARISON OF PROPOSED PROCESSED ORANGE OPERATING BUDGET FISCAL YEARS AS INDICATED

	PROCESSED ORANGE					
	Cost Per Box	Budget 2022-23	Adjustment	Proposed 2023-24	Percent	Cost Per Proposed Budget
REVENUE						
Carryover	\$0.000	\$0	\$0	\$0	100.+	\$0.000 0.0
2020-21 Unspent Certified	0.010	154,225	(154,225)	0	(100.0)	- 0.0
Tax Assessments - Domestic	0.119	1,773,370	4,200	1,777,570	0.2	0.119 9.5
Tax Assessments - Imports	0.040	3,134,520	0	3,134,520	0.0	0.040 16.8
Interest/Other	0.001	98,000	300	98,300	0.3	0.001 0.5
PALM - Gen Rev	0.001	119,875	(119,875)	0	(100.0)	0.000 0.0
Gen Rev - Citrus Research	0.006	600,000	390,000	990,000	65.0	0.011 5.3
Acclerted Tree Growth Prog-Gen Rev	0.011	1,000,000	1,000,000	2,000,000	100.0	0.021 10.7
Gen Rev - PR & Marketing	0.175	16,267,250	(6,737,350)	9,529,900	(41.4)	0.640 51.0
FAS Program	0.012	1,165,008	(21,836)	1,143,172	(1.9)	0.077 6.1
BUDGETED REVENUE		\$24,312,248	(\$5,638,786)	\$18,673,462	(23.2)	100.0
EXPENDITURES						
Administration						
Admin & Supp Srv	0.022	2,096,398	(39,377)	2,057,021	(1.9)	0.022 11.0
State Gen Rev Charge	0.002	200,200	300	200,500	0.1	0.002 1.1
PALM - Gen Rev	0.001	119,875	(119,875)	0	(100.0)	- 0.0
Subtotal Administration		2,416,473	(158,953)	2,257,521		
Scientific Research						
General Operations	0.006	524,093	10,031	534,124	1.9	0.006 2.9
Scientific Prod Res	0.002	164,465	150,529	314,994	91.5	0.003 1.7
Gen Rev - Citrus Research	0.006	600,000	390,000	990,000	65.0	0.011 5.3
Acclerted Tree Growth Prog-Gen Rev	0.011	1,000,000	1,000,000	2,000,000	100.0	0.021 10.7
Subtotal Scientific Research		2,288,558	1,550,560	3,839,118		
Economic & Market Research						
General Operations	0.004	392,039	5,623	397,662	1.4	0.004 2.1
Research & Data Studies	0.006	603,197	(8,909)	594,288	(1.5)	0.006 3.2
Subtotal Econ Research		995,236	(3,287)	991,949		
Marketing & Public Relations						
	*					*
General Operations	0.037	548,238	(56,189)	492,050	(10.2)	0.033 2.6
Public Relations Programs	0.017	254,563	(148,677)	105,887	(58.4)	0.007 0.6
Marketing & PR - Gen Rev	1.096	16,267,250	(6,737,350)	9,529,900	(41.4)	0.640 51.0
Subtotal Domestic Mktg		17,070,051	(6,942,215)	10,127,836		
Int'l Promotions - DOC	0.009	137,917	(1,000)	136,917	(0.7)	0.009 0.7
Int'l Promotions-GR	-	0	0	0	0.0	- 0.0
Int'l Promotions - FAS	0.078	1,165,008	(21,836)	1,143,172	(1.9)	0.077 6.1
Int'l Promotions - ATP	0.000	0	0	0	0.0	- 0.0
Subtotal Int'l Mktg		1,302,925	(22,836)	1,280,089		
Budgeted Expenditures		24,073,243	(5,576,730)	18,496,513	(23.2)	99.1
Reserves	0.003	239,005	(62,056)	176,949	(26.0)	0.002 0.9
TOTAL BUDGET		\$24,312,248	(\$5,638,786)	\$18,673,462	(23.2)	100.0

* 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 Box	Budget 2022-23	Adjustment	Proposed 2023-24	Percent	Cost Per Box	% of Budget
REVENUE							
Carryover	\$0.076	\$178,000	\$12,000	\$190,000	6.7	\$0.123	5.2
2020-21 Unspent Certified	0.002	3,538	(3,538)	0	(100.0)	0.000	0.0
Tax Assessments - Domestic	0.070	108,500	0	108,500	0.0	0.070	3.0
Tax Assessments - Imports	0.023	18,666	(4,666)	14,000	(25.0)	0.023	0.4
Interest/Other	0.001	2,200	100	2,300	4.5	0.001	0.1
PALM - Gen Rev	0.001	2,750	(2,750)	0	(100.0)	-	0.0
Gen Rev - Citrus Research	0.085	200,000	130,000	330,000	65.0	0.213	9.1
Acclerted Tree Growth Prog-Gen Rev	-	0	0	0	0.0	-	0.0
Gen Rev - PR & Marketing	0.293	689,550	(259,770)	429,780	(37.7)	0.277	11.9
FAS Program	1.109	2,606,691	(60,949)	2,545,742	(2.3)	1.642	70.3
BUDGETED REVENUE		\$3,809,895	(\$189,573)	\$3,620,322	(5.0)		100.0
EXPENDITURES							
Administration							
Admin & Supp Srvc	0.020	48,092	1,139	49,231	2.4	0.023	1.4
State Gen Rev Charge	0.002	5,200	(300)	4,900	(5.8)	0.002	0.1
PALM - Gen Rev	0.001	2,750	(2,750)	-	(100.0)	-	0.0
Subtotal Administration		56,042	(1,911)	54,131			
Scientific Research & Development							
General Operations	0.005	12,024	759	12,783	6.3	0.006	0.4
Scientific Prod Res	0.001	2,970	572	3,542	19.3	0.002	0.1
Gen Rev - Citrus Research	0.085	200,000	130,000	330,000	65.0	0.153	9.1
Acclerted Tree Growth Prog-Gen Rev	-	0	0	0	0.0	-	0.0
Subtotal Scientific Research		214,994	131,331	346,325			
Economic & Market Research							
General Operations	0.004	8,993	524	9,517	5.8	0.004	0.3
Research & Data Studies	0.005	11,461	(2)	11,459	(0.0)	0.005	0.3
Subtotal Econ Research		20,454	523	20,977			
Marketing & Public Relations							
	*					*	
General Operations	0.006	10,024	(2,048)	7,976	(20.4)	0.005	0.2
Public Relations Programs	0.001	1,467	285	1,752	19.4	0.001	0.0
Marketing & PR - Gen Rev	0.372	576,900	(259,770)	317,130	(45.0)	0.205	8.8
Subtotal Domestic Mktg		588,391	(261,533)	326,858			
Int'l Promotions - DOC	0.130	201,073	2,500	203,573	1.2	0.131	5.6
Int'l Promotions-GR-CRP	0.073	112,650	0.0	112,650	0.0	0.073	3.1
Int'l Promotions - FAS	1.682	2,606,691	(60,949)	2,545,742	(2.3)	1.642	70.3
Subtotal Int'l Mktg		2,920,414	(58,449)	2,861,965			
Budgeted Expenditures		3,800,295	(190,038)	3,610,257	(5.0)		99.7
Reserves	0.004	9,600	465	10,065	4.8	0.005	0.3
TOTAL BUDGET		\$3,809,895	(\$189,574)	\$3,620,322	(5.0)		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 2022-23	Adjustment	Proposed 2023-24	Percent	Cost Per Proposed	% of Budget
REVENUE							
Carryover	\$0.011	\$15,000	(\$8,000)	\$7,000	(53.3)	\$0.006	1.8
2020-21 Unspent Certified	0.002	2,251	(2,251)	0	(100.0)	-	0.0
Tax Assessments - Domestic	0.050	65,350	(1,750)	63,600	(2.7)	0.050	16.7
Interest/Other	0.001	1,500	(200)	1,300	(13.3)	0.001	0.3
PALM - Gen Rev	0.001	1,750	(1,750)	0	(100.0)	-	0.0
Citrus Research - Gen Rev	0.077	100,000	65,000	165,000	65.0	0.130	43.5
PR & Marketing - Gen Rev	0.026	34,560	(1,728)	32,832	(5.0)	0.026	8.6
ATP/FAS Program	0.091	119,395	(9,395)	110,000	(7.9)	0.086	29.0
BUDGETED REVENUE	\$0.260	\$339,806	\$39,926	\$379,732	11.7	\$0.299	100.0
EXPENDITURES							
Administration							
Admin & Supp Srvs	0.023	30,604	(2,778)	27,827	(9.1)	0.022	7.3
State Gen Rev Charge	0.002	2,700	(100)	2,600	(3.7)	0.002	0.7
PALM - Gen Rev	0.001	1,750	(1,750)	0	(100.0)	0.000	0.0
Subtotal Administration		35,054	(4,628)	30,427			
Scientific Research							
General Operations	0.006	7,651	(426)	7,225	(5.6)	0.005	1.9
Scientific Prod Res	0.001	1,890	112	2,002	5.9	0.002	0.5
Gen Rev - Citrus Research	0.077	100,000	65,000	165,000	65.0	0.130	43.5
Subtotal Scientific Research		109,541	64,686	174,227			
Economic & Market Research							
General Operations	0.004	5,723	(344)	5,379	(6.0)	0.004	1.4
Research & Data Studies	0.003	4,305	(561)	3,744	(13.0)	0.003	1.0
Subtotal Econ Research		10,028	(905)	9,123			
Marketing & Public Relations							
General Operations	0.006	8,354	(1,874)	6,481	(22.4)	0.005	1.7
Public Relations Programs	0.001	1,222	202	1,424	16.5	0.001	0.4
Marketing & PR - Gen Rev	0.026	34,560	(1,728)	32,832	(5.0)	0.026	8.6
Subtotal Domestic Mktg		44,136	(3,400)	40,736			
Int'l Promotions - DOC	0.015	10,000	0	10,000	0.0	0.008	2.6
Int'l Promotions -ATP	0.029	19,395	(19,395)	0	(100.0)	0.000	0.0
Int'l Promotions - FAS	0.150	100,000	10,000	110,000	10.0	0.086	29.0
		129,395	(9,395)	120,000			
Budgeted Expenditures							
Budgeted Expenditures	0.251	328,154	46,359	374,513	14.1	0.294	98.6
Reserves	0.009	11,652	(6,433)	5,219	(55.2)	0.004	1.4
TOTAL BUDGET	\$0.260	\$339,806	\$39,926	\$379,732	11.7	\$0.299	100.0

FLORIDA DEPARTMENT OF CITRUS

COMPARISON OF PROPOSED FRESH SPECIALTY OPERATING BUDGET FISCAL YEARS AS INDICATED

	FRESH SPECIALTY					
	Cost Per Box	Budget 2022-23	Adjustment	Proposed 2023-24	Percent	% of Budget
REVENUE						
Carryover	\$0.000	\$0	\$0	\$0	0.0	\$0.000 0.0
2020-21 Unspent Certified	0.003	804	(804)	0	(100.0)	- 0.0
Tax Assessments - Domestic	0.070	20,790	0	20,790	0.0	0.070 10.7
Interest/Other	0.002	500	(200)	300	(40.0)	0.001 0.2
PALM - Gen Rev	0.002	625	(625)	0	(100.0)	- 0.0
Citrus Research - Gen Rev	0.337	100,000	65,000	165,000	65.0	0.556 85.2
Marketing & PR - Gen Rev	0.029	8,640	(1,152)	7,488	(13.3)	0.025 3.9
BUDGETED REVENUE	\$0.443	\$131,359	\$62,219	\$193,578	47.4	\$0.652 100.0
EXPENDITURES						
Administration						
Admin & Supp Srvs	0.037	10,930	(4,509)	6,422	(41.2)	0.022 3.3
State Gen Rev Charge	0.003	900	(100)	800	(11.1)	0.003 0.4
PALM - Gen Rev	0.002	625	(625)	0	(100.0)	0.000 0.0
Subtotal Administration		12,455	(5,234)	7,222		
Scientific Research						
General Operations	0.009	2,732	(1,065)	1,667	(39.0)	0.006 0.9
Scientific Prod Res	0.002	675	(213)	462	(31.6)	0.002 0.2
Citrus Research - Gen Rev	0.337	100,000	65,000	165,000	65.0	0.556 85.2
New Varieties Dev - Gen Rev	0.000	0	0	0	0.0	0.000 0.0
Subtotal Scientific Research		103,407	63,722	167,129		
Economic & Market Research						
General Operations	0.007	2,044	(803)	1,241	(39.3)	0.003 0.6
Research & Data Studies	0.005	1,538	(674)	864	(43.8)	0.003 0.4
Subtotal Econ Research		3,582	(1,477)	2,105		
Marketing & Public Relations						
General Operations	0.010	2,784	(790)	1,994	(28.4)	0.007 1.0
Public Relations Programs	0.002	408	30	438	7.4	0.001 0.2
Marketing & PR - Gen Rev	0.029	8,640	(1,152)	7,488	(13.3)	0.025 3.9
Subtotal Domestic Mktg		11,832	(1,912)	9,920		
Budgeted Expenditures	0.443	131,276	55,100	186,376	42.0	0.628 96.3
Reserves	0.000	83	7,119	7,202	100.0	0.024 3.7
TOTAL BUDGET	\$0.443	\$131,359	\$62,219	\$193,578	47.4	\$0.652 100.0

FLORIDA DEPARTMENT OF CITRUS

BUDGETED REVENUE AND EXPENDITURES VALUE PER BOX

2023-24

	PROCESSED ORANGE	PROC & FRSH GRAPEFRUIT	FRESH ORANGE	FRESH SPECIALTY
REVENUE				
Carryover	\$0.000	0.123	\$0.006	\$0.000
Tax Assessments - Domestic	0.119	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 - Citrus Research	0.011	0.213	0.130	0.556
Acclerted Tree Growth Prog-Gen Rev	0.021	0.000	0.000	0.000
Gen Rev - PR & Marketing	0.640	0.277	0.026	0.025
FAS Program	0.077	1.642	0.086	0.000
BUDGETED REVENUE			0.299	0.652
EXPENDITURES				
Administration	*			
Admin & Supp Svc	0.022	0.023	0.022	0.022
State Gen Rev Charge	0.002	0.002	0.002	0.003
Scientific Research				
General Operations	0.006	0.006	0.005	0.006
Scientific Prod Res	0.003	0.002	0.002	0.002
Gen Rev - Citrus Research	0.011	0.153	0.130	0.556
Accelerated Tree Growth Prgm-Gen Rev	0.021	0.000	0.000	0.000
Economic & Market Research				
General Operations	0.004	0.004	0.004	0.003
Research & Data Studies	0.006	0.005	0.003	0.003
Marketing & Public Relations	*			
General Operations	0.033	0.005	0.005	0.007
Public Relations Programs	0.007	0.001	0.001	0.001
Marketing & PR - Gen Rev	0.640	0.205	0.026	0.025
Int'l Promotions - DOC	0.009	0.131	0.008	0.000
Int'l Promotions-GR	0.000	0.073	0.000	0.000
Int'l Promotions - FAS	0.077	1.642	0.086	0.000
Budgeted Expenditures			0.294	0.628
Reserves	0.002	0.005	0.004	0.024
TOTAL BUDGET	\$0.843	\$2.258	\$0.298	\$0.652

* 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

2023-24 PROPOSED OPERATING BUDGET

July 1, 2023

DESCRIPTION	OCA CODE	BUDGET 2022-23	YEAR TO DATE EXPENDITURES 3/31/2023	ADJUSTMENT	PROPOSED BUDGET 2023-24	% INCREASE/ DECREASE
STATE GENERAL REVENUE CHARGE						
57 10 00 00 000						
Florida Citrus Advertising	88040	<u>\$209,000</u>	<u>\$21,296</u>	<u>(\$200)</u>	<u>\$208,800</u>	(0.1)
ADMINISTRATIVE AND SUPPORT SERVICES						
GENERAL OPERATIONS						
57 10 10 08 001						
Commissioners Comp (OPS)	12101	6,000	228	0	6,000	0.0
Commissioners Travel - All Variety	26001	3,000	1,464	0	3,000	0.0
57 10 10 09 001						
Salaries and Benefits	11000	1,552,700	1,067,572	0	1,552,700	0.0
Temporary Employee (OPS)	12100	12,000	9,214	0	12,000	0.0
Employee Travel - All Variety	26000	<u>10,000</u>	<u>5,725</u>	<u>0</u>	<u>10,000</u>	0.0
Subtotal		<u>1,583,700</u>	<u>1,084,203</u>	<u>0</u>	<u>1,583,700</u>	0.0
57 10 10 09 002						
Fruit Inspection Data	13260	100	-	0	100	0.0
Training	13280	2,500	225	0	2,500	0.0
People First	15800	4,624	3,469	176	4,800	3.8
Unemployment Compensation	16500	3,600	-	0	3,600	0.0
Telephone	22100	38,000	24,734	0	38,000	0.0
Office Supplies	34101	1,000	383	0	1,000	0.0
Office Equipment	34102	1,000	-	0	1,000	0.0
Casualty Insurance	4100C	10,500	10,414	0	10,500	0.0
Property Insurance	4100P	3,400	3,164	0	3,400	0.0
Subscriptions	49200	8,500	5,447	0	8,500	0.0
Memberships	49300	800	550	0	800	0.0
Miscellaneous	49900	<u>2,300</u>	<u>2,212</u>	<u>0</u>	<u>2,300</u>	0.0
Subtotal General Operations		<u>1,660,024</u>	<u>1,134,801</u>	<u>176</u>	<u>1,660,200</u>	0.0
LEGAL AND REGULATORY						
LEGAL SERVICES						
57 10 10 10 002						
Court Reporting Fees	13140	1,000	0	0	1,000	0.0
Legal Srv-Adv Claims	1316A	10,000	0	22,000	32,000	100.+
Legal Srv-General Counsel	1316G	80,000	38,540	(50,000)	30,000	(62.5)
Legal Srv-Trademark	1316T	15,000	5,800	(5,000)	10,000	(33.3)
Legal Advertising	13310	2,000	332	0	2,000	0.0
Miscellaneous	29000	1,500	225	500	2,000	33.3
Subscriptions	49200	<u>500</u>	<u>0</u>	<u>2,500</u>	<u>3,000</u>	100.+
Subtotal Legal Services		<u>\$110,000</u>	<u>\$44,897</u>	<u>(\$30,000)</u>	<u>\$80,000</u>	(27.3)

FLORIDA DEPARTMENT OF CITRUS

2023-24 PROPOSED OPERATING BUDGET

July 1, 2023

DESCRIPTION	OCA CODE	BUDGET 2022-23	YEAR TO DATE EXPENDITURES 3/31/2023	ADJUSTMENT	PROPOSED BUDGET 2023-24	% INCREASE/ DECREASE
SUPPORT SERVICES						
57 10 10 12 002						
Grounds Maintenance	13290	\$8,000	\$4,215	\$0	\$8,000	0.0
Mailing & Delivery Services	13420	1,000	130	(200)	800	(20.0)
Shredding Service	13421	800	154	(300)	500	(37.5)
Warehouse Services	13991	8,000	2,452	0	8,000	0.0
Postage	21000	2,500	1,179	0	2,500	0.0
Reproduction	23000	5,000	3,473	0	5,000	0.0
Maintenance - Auto	2410A	1,500	204	0	1,500	0.0
Maintenance - Building	2410B	55,000	39,077	12,500	67,500	22.7
Maintenance - Equipment	2410E	400	0	0	400	0.0
Building Utilities	27100	82,000	55,016	0	82,000	0.0
Building Supplies	3410B	3,300	3,134	700	4,000	21.2
Fuel	36410	2,500	768	(1,000)	1,500	(40.0)
Copy Equipment Rental	44200	7,200	4,147	0	7,200	0.0
Rental-Office Equipment	44400	2,500	615	(1,500)	1,000	(60.0)
Subtotal Support Services		179,700	114,564	10,200	189,900	5.7

IT SERVICES

57 10 10 14 002						
Cloud Computing Migration	1327C	82,000	68,520	10,600	92,600	12.9
Training	13280	1,800	0	0	1,800	0.0
DP Services - Other	22300	65,000	44,273	(7,000)	58,000	(10.8)
DP Equipment	3410E	36,000	44	(24,000)	12,000	(66.7)
Data Processing Supplies	3410S	1,000	419	0	1,000	0.0
Auditorium Technology Upgrade (OCO)	5160A	5,500	5,491	(5,500)	0	(100.0)
Data Processing Software	53100	45,000	11,015	0	45,000	0.0
Subtotal IT Services		236,300	129,762	(25,900)	210,400	(11.0)

FLORIDA DEPARTMENT OF CITRUS

2023-24 PROPOSED OPERATING BUDGET

July 1, 2023

DESCRIPTION	OCA CODE	BUDGET 2022-23	YEAR TO DATE EXPENDITURES 3/31/2023	ADJUSTMENT	PROPOSED BUDGET 2023-24	% INCREASE/ DECREASE
GENERAL REVENUE PROGRAM						
57 10 10 15 002						
Revenue Sys - PALM Upgrade	GR001	125,000	0	(125,000)	0	(100.0)
Total General Revenue Program		<u>125,000</u>	<u>0</u>	<u>(125,000)</u>	<u>0</u>	
TOTAL ADMIN, SUPPORT & IT SERVICES		<u>\$2,311,024</u>	<u>\$1,424,024</u>	<u>(\$170,524)</u>	<u>\$2,140,500</u>	(7.4)
*SUBTOTALS BY FUNDING SOURCE						
Admin & Support Svcs - CATF		\$2,186,024	\$1,424,024	(\$45,524)	\$2,140,500	
Admin & Support Svcs - GR		125,000	0	(125,000)	0	
Total		<u>\$2,311,024</u>	<u>\$1,424,024</u>	<u>(\$170,524)</u>	<u>\$2,140,500</u>	

FLORIDA DEPARTMENT OF CITRUS

2023-24 PROPOSED OPERATING BUDGET

July 1, 2023

DESCRIPTION	OCA CODE	BUDGET 2022-23	YEAR TO DATE EXPENDITURES 3/31/2023	ADJUSTMENT	PROPOSED BUDGET 2023-24	% INCREASE/ DECREASE
SCIENTIFIC RESEARCH						
GENERAL OPERATIONS						
57 10 12 10 001						
Salaries and Benefits	11000	\$302,500	\$231,059	\$25,500	\$328,000	8.4
Temporary Employees (OPS)	12100	5,000	3,703	0	5,000	0.0
Employee Travel - AV	26000	12,000	1,513	0	12,000	0.0
57 10 12 10 002						
Mailing & Delivery Services	13420	100	23	0	100	0.0
People First	15800	2,700	1,879	0	2,700	0.0
Postage	21000	417	320	(17)	400	(4.1)
Telephone	22100	1,500	376	(700)	800	(46.7)
Reproduction	23000	200	26	(100)	100	(50.0)
Repairs & Maintenance	24101	50,000	0	(10,000)	40,000	(20.0)
Office Supplies	34101	500	0	0	500	0.0
Research Material - Internal	34103	25,000	4,595	(5,000)	20,000	(20.0)
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	446	(1,200)	1,000	(54.5)
Subscriptions	49200	200	0	0	200	0.0
Memberships	49300	32,000	32,000	1,000	33,000	3.1
Miscellaneous	49900	1,183	50	(183)	1,000	(15.5)
TOTAL GENERAL OPERATIONS		546,500	351,297	9,300	555,800	1.7
MEDICAL RESEARCH						
57 10 12 11 005						
Skin Health - OJ	SR094	0	0	67,000	67,000	100.+
Glycemia, Energy, Behavior - OJ	SR095	35,000	34,832	(35,000)	0	(100.0)
Clinical/Analytical Study - OJ	SR098	0	0	100,000	100,000	100.+
USF-Registered Dietitian	SR150	135,000	3,946	19,000	154,000	14.1
Subtotal Medical Research		170,000	38,778	151,000	321,000	88.8
TOTAL SCIENTIFIC RESEARCH		\$716,500	\$390,075	\$160,300	\$876,800	22.4

FLORIDA DEPARTMENT OF CITRUS

2023-24 PROPOSED OPERATING BUDGET

July 1, 2023

DESCRIPTION	OCA CODE	BUDGET 2022-23	YEAR TO DATE EXPENDITURES 3/31/2023	ADJUSTMENT	PROPOSED BUDGET 2023-24	% INCREASE/ DECREASE
SCIENTIFIC SPONSORED RESEARCH						
GENERAL REVENUE PROGRAMS						
57 10 12 11 003						
New Varieties Development-AV	GR090	\$1,000,000	\$280,073	\$650,000	\$1,650,000	65.0
TOTAL NVDC - GENERAL REVENUE		<u>1,000,000</u>	<u>280,073</u>	<u>650,000</u>	<u>1,650,000</u>	65.0
57 10 15 11 003						
Accelerated Tree Growth Program	GR110	1,000,000	263,004	1,000,000	2,000,000	100.0
TOTAL TREE GROWTH		<u>1,000,000</u>	<u>263,004</u>	<u>1,000,000</u>	<u>2,000,000</u>	
TOTAL GENERAL REVENUE		2,000,000	543,077	1,650,000	3,650,000	82.5
TOTAL SCIENTIFIC & SPONSORED RESEARCH		<u><u>\$1,716,500</u></u>	<u><u>\$670,148</u></u>	<u><u>\$810,300</u></u>	<u><u>\$2,526,800</u></u>	47.2
* SUBTOTALS BY FUNDING SOURCE						
Scientific Research - CATF		\$ 716,500	\$ 390,075	\$ 160,300	\$ 876,800	
Scientific Research - GR		<u>2,000,000</u>	<u>543,077</u>	<u>1,650,000</u>	<u>3,650,000</u>	
Total		<u><u>\$2,716,500</u></u>	<u><u>\$933,152</u></u>	<u><u>\$1,810,300</u></u>	<u><u>\$4,526,800</u></u>	66.6

FLORIDA DEPARTMENT OF CITRUS

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DESCRIPTION	OCA CODE	BUDGET 2022-23	YEAR TO DATE EXPENDITURES 3/31/2023	ADJUSTMENT	PROPOSED BUDGET 2023-24	% INCREASE/ DECREASE
ECONOMIC AND MARKET RESEARCH						
GENERAL OPERATIONS						
57 10 13 10 001						
Salaries and Benefits	11000	\$350,000	\$246,366	\$15,000	\$365,000	4.3
Temporary Employees (OPS)	12100	25,000	4,910	(5,000)	20,000	(20.0)
Employee Travel - AV	26000	15,000	4,099	0	15,000	0.0
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	30	0	250	0.0
Telephone	22100	2,400	1,020	0	2,400	0.0
Reproduction	23000	500	37	0	500	0.0
Office Supplies	34101	500	0	0	500	0.0
Copy Equipment Rental	44200	2,300	446	0	2,300	0.0
Subscriptions	49200	50	0	0	50	0.0
Miscellaneous	49900	1,800	769	0	1,800	0.0
Data Analytics Software	53102	5,000	0	(5,000)	0	(100.0)
Subtotal General Operations		408,800	258,993	5,000	413,800	1.2
RESEARCH DATA & STUDIES						
57 10 13 12 003						
Processed Retail Sales-A.C. Nielsen	ER010	313,000	234,725	9,355	322,355	3.0
FL Agri Market Research Center - AV	ER020	240,500	59,029	(17,500)	223,000	(7.3)
Economic Impact Analysis - AV	ER025	32,000	27,322	0	32,000	0.0
Other Data Purchases - AV	ER035	10,000	2,200	(2,000)	8,000	(20.0)
Survey's - Toluna - AV	ER060	25,000	16,432	0	25,000	0.0
Subtotal Research Data & Studies		620,500	339,708	(10,145)	610,355	(1.6)
TOTAL ECON & MKT RESEARCH		\$1,029,300	\$598,701	(\$5,145)	\$1,024,155	(0.5)

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July 1, 2023

DESCRIPTION	OCA CODE	BUDGET 2022-23	YEAR TO DATE EXPENDITURES 3/31/2023	ADJUSTMENT	PROPOSED BUDGET 2023-24	% INCREASE/ DECREASE
MARKETING AND PUBLIC RELATIONS						
GENERAL OPERATIONS						
57 10 15 10 001						
Salaries and Benefits	11000	\$508,400	\$249,560	(\$48,200)	\$460,200	(9.5)
Employee Travel - All Variety	26000	2,000	1,895	500	2,500	25.0
Employee Travel - Orange Juice	26002	12,500	3,697	(2,500)	10,000	(20.0)
57 10 15 10 002						
Promotional Materials	13350	4,800	27	(1,800)	3,000	(37.5)
Mailing & Delivery Services	13420	2,500	1,068	500	3,000	20.0
People First	15800	2,800	2,100	0	2,800	0.0
Postage	21000	100	87	0	100	0.0
Telephone	22100	6,000	709	(3,000)	3,000	(50.0)
Relocation	28400	4,800	4,739	(4,800)	0	(100.0)
Office Supplies	34101	677	0	23	700	3.4
Subscriptions	49200	1,000	800	0	1,000	0.0
Memberships	49300	17,700	2,486	(1,700)	16,000	(9.6)
Digital Asset Management	53101	6,123	5,575	77	6,200	1.3
TOTAL GENERAL OPERATIONS		\$569,400	\$272,743	(\$60,977)	\$508,500	(10.7)
GENERAL REVENUE PROGRAMS						
57 10 15 11 003						
Consumer Awareness - PR	GR010	4,750,000	2,946,739	4,592,400	9,342,400	96.7
Consumer Awareness - PO - CRP	GR020	11,329,750	6,080,244	(11,329,750)	0	(100.0)
Grapefruit Promotions-Domestic	GR230	500,000	211,846	(262,650)	237,350	(52.5)
Gift Fruit Programs	GR270	57,600	9,753	0	57,600	0.0
FL Welcome Stations-Juice	GR080	250,000	77,505	0	250,000	0.0
TOTAL GENERAL REVENUE PROGRAMS		\$16,887,350	\$9,326,087	(\$7,000,000)	\$9,887,350	(41.5)

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DESCRIPTION	OCA CODE	BUDGET 2022-23	YEAR TO DATE EXPENDITURES 3/31/2023	ADJUSTMENT	PROPOSED BUDGET 2023-24	% INCREASE/ DECREASE
PUBLIC RELATIONS						
CORPORATE - ALL VARIETIES						
57 10 15 12 003						
Policy Issues	PR017	\$6,500	\$5,750	\$28,000	\$34,500	100.+
Subtotal Corporate - All Varieties		6,500	5,750	28,000	34,500	
PROCESSED ORANGE						
57 10 15 12 004						
Performance Mktg-Digital/Social	PR045	176,160	176,160	(176,160)	0	(100.0)
Subtotal Processed Orange		176,160	176,160	(176,160)	0	
IN-STATE PROGRAMS						
57 10 15 12 008						
Industry Grower Relations - AV	PR081	75,000	52,094	0	75,000	0.0
Subtotal In-State Programs		75,000	52,094	0	75,000	
TOTAL PR PROGRAMS - CATF		\$257,660	\$234,004	(\$148,160)	\$109,500	(57.5)
* SUBTOTALS BY FUNDING SOURCE						
PR & Domestic Marketing - CATF		\$ 827,060	\$ 506,747	\$ (209,137)	\$ 618,000	
PR & Domestic Marketing - GR		16,887,350	9,326,087	(7,000,000)	9,887,350	
Total		\$17,714,410	\$9,832,834	(\$7,209,137)	\$10,505,350	

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DESCRIPTION	OCA CODE	BUDGET 2022-23	YEAR TO DATE EXPENDITURES 3/31/2023	ADJUSTMENT	PROPOSED BUDGET 2023-24	% INCREASE/ DECREASE
INTERNATIONAL MARKETING						
GENERAL OPERATIONS						
57 10 18 10 001						
Salaries and Benefits	11000	\$170,000	\$133,803	\$0	\$170,000	0.0
Employee Travel - Orange Juice	26002	4,000	414	(1,000)	3,000	(25.0)
Employee Travel - Grapefruit	26003	12,500	4,102	2,500	15,000	20.0
57 10 18 10 002						
Mailing & Delivery Services	13420	4,000	2,014	0	4,000	0.0
Postage	21000	100	3	0	100	0.0
Telephone	22100	1,000	318	0	1,000	0.0
Subscriptions	49200	150	0	0	150	0.0
Memberships	49300	4,000	3,750	0	4,000	0.0
Miscellaneous	49900	500	318	0	500	0.0
Subtotal General Operations		196,250	144,722	1,500	197,750	0.8
FAS ADMINISTRATION						
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	82,140	41,070	0	82,140	0.0
FAS Annual Workshop-DOC	26005	2,500	1,400	0	2,500	0.0
Subtotal FAS Administration		\$134,640	\$42,470	\$0	\$134,640	0.0

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July 1, 2023

DESCRIPTION	OCA CODE	BUDGET 2022-23	YEAR TO DATE EXPENDITURES 3/31/2023	ADJUSTMENT	PROPOSED BUDGET 2023-24	% INCREASE/ DECREASE
CANADIAN PROMOTIONS						
Fresh & Processed Grapefruit						
57 10 18 10 103						
Promotions-DOC -GR	GR200	\$15,000	\$0	\$0	\$15,000	0.0
Promotions-FAS	1335F	266,225	108,970	15,000	281,225	5.6
Subtotal Canada-Fresh & Proc. Gft.		281,225	108,970	15,000	296,225	5.3
Processed Orange						
57 10 18 10 104						
Promotions-DOC	1335D	22,800	0	0	22,800	0.0
Promotions-FAS	1335F	592,228	282,562	(10,918)	581,310	(1.8)
Subtotal Canada-Proc Orange		615,028	282,562	(10,918)	604,110	(1.8)
Fresh Orange						
57 10 18 10 105						
Promotions-DOC	1335D	10,000	0	0	10,000	0.0
Promotions-FAS	1335F	100,000	25,512	10,000	110,000	10.0
Promotions-ATP	1335A	19,395	0	(19,395)	0	(100.0)
Subtotal Canada-Fresh Orange		129,395	25,512	(9,395)	120,000	(7.3)
TOTAL CANADIAN MARKETING		1,025,648	417,044	(5,313)	1,020,335	(0.5)
EUROPEAN PROMOTIONS						
France - Promotions - Grapefruit						
Fresh & Processed Grapefruit						
57 10 18 11 203						
Promotions-DOC -GR	GR200	22,150	927	(2,500)	19,650	(11.3)
Promotions-FAS	1335F	539,990	225,235	20,500	560,490	3.8
Total France Retail - Fresh & Proc. Gft.		562,140	226,162	18,000	580,140	3.2
Europe - Retail - Grapefruit						
Fresh & Processed Grapefruit						
57 10 18 11 300						
Promotions-DOC -GR	GR200	21,500	0	2,500	24,000	11.6
Promotions-FAS	1335F	391,387	92,042	29,500	420,887	7.5
Total Europe Retail- Fresh & Proc. Gft.		412,887	92,042	32,000	444,887	7.8
TOTAL EUROPEAN PROMOTIONS		\$975,027	\$318,204	\$50,000	\$1,025,027	5.1

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ASIAN PROMOTIONS						
JAPAN						
Fresh & Processed Grapefruit						
57 10 18 12 103						
Promotions-DOC -GR	GR200	\$34,000	\$0	\$0	\$34,000	0.0
Promotions-FAS	1335F	972,455	253,697	(150,949)	821,506	(15.5)
Total Expenses-Japan-Fresh & Proc, Gft		1,006,455	253,697	(150,949)	855,506	(15.0)
KOREA						
Fresh & Processed Grapefruit						
57 10 18 13 103						
Promotions-DOC -GR	GR200	20,000	6,400	0	20,000	0.0
Promotions-FAS	1335F	405,134	185,924	25,000	430,134	6.2
Total Korea-Fresh & Proc. Gft		425,134	192,324	25,000	450,134	5.9
Processed Orange						
57 10 18 13 104						
Promotions-DOC	1335D	30,300	10,700	0	30,300	0.0
Promotions-FAS	1335F	559,280	238,669	(10,918)	548,362	(2.0)
Total Korea-Fresh & Proc. OJ		589,580	249,369	(10,918)	578,662	(1.9)
TOTAL ASIAN PROMOTIONS		2,021,169	695,390	(136,867)	1,884,302	(6.8)
TOTAL INTERNATIONAL MARKETING		\$4,352,734	\$1,617,830	(\$90,680)	\$4,262,054	(2.1)
* SUBTOTALS BY FUNDING SOURCE						
Int'l Mktg-DOC		\$348,990	\$197,892	\$1,500	350,490	0.4
Int'l Mktg-CRP		\$112,650	\$7,327	\$0	112,650	0.0
Int'l Mktg-FAS		3,871,699	1,412,611	(72,785)	3,798,914	(1.9)
Int'l Mktg-ATP		19,395	0	(19,395)	0	(100.0)
		\$4,352,734	\$1,617,830	(\$90,680)	\$4,262,054	(2.1)

FLORIDA DEPARTMENT OF CITRUS

SUMMARY STATEMENT OF RESERVES - ALL FUNDS

2023-24

DESCRIPTION	OBJECT CODE	FCC REQUIRED	% OF REVENUE	EQUIVALENT BOXES
57 10 00 10 005				
Processed Orange	830PO	\$176,949	3.6%	1,474,575
Fresh Orange	830FO	5,219	8.2%	104,380
Combined Grapefruit	830CG	10,065	8.2%	143,786
Fresh Specialty	830FS	7,202	34.6%	102,886
		\$199,435		1,825,626