

State of Florida Department of Citrus



2024 – 2025

**Approved
Preliminary
Operating Budget**

Florida Department of Citrus

MEMORANDUM



TO: Selected Staff
FROM: Christine Marion *Christine C Marion*
DATE: June 17, 2024
RE: FY 2024-25 Preliminary Operating Budget

The Florida Citrus Commission approved the Department's FY2024-25 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 **

2024-25

Variety	2018-19	2019-20	2020-21	2021-22	2022-23	2023-24	2024-25	
	Actual	Actual	Actual	Actual	Actual	Actual	Proposed	Maximum
DOMESTIC								
Orange								
Fresh	5.0	5.0	5.0	5.0	5.0	5.0	5.0	7.0
Processed	7.0	7.0	7.0	12.0	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	12.0	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)

2024-25

	2022-2023 ACTUAL BOXES	2023-24		REVENUE BOX ADJUSTMENT	2024-25		% INCREASE/ DECREASE
		ESTIMATED BOXES	REVENUE BOXES		ESTIMATED BOXES	REVENUE BOXES	
DOMESTIC							
ORANGE:		19,800			17,800		
Non-Revenue		(110)			(110)		
Fresh	1,661		1,764	(134)		1,630	(7.6)
Processed	14,543		17,926	(1,866)		16,060	(10.4)
GRAPEFRUIT:		2,200			1,800		
Non-Revenue		(40)			(40)		
Fresh	1,046		1,254	(228)		1,026	(18.2)
Processed	749		906	(172)		734	(19.0)
SPECIALTY:		500			500		
Non-Revenue		(40)			(40)		
Fresh	356		335	0		335	0.0
Processed	160		125	0		125	0.0
TOTAL DOMESTIC		22,500			20,100		
Non-Revenue		(190)			(190)		
Fresh	3,063		3,353	(362)		2,991	(10.8)
Processed	15,452		18,957	(2,038)		16,919	(10.8)
	18,515		22,310	(2,400)		19,910	(10.8)
IMPORTS							
Orange	85,471		71,730	0		71,730	0.0
Grapefruit	1,562		600	0		600	0.0
TOTAL IMPORTS	87,033		72,330	0		72,330	0.0
TOTAL	105,548		94,640	(2,400)		92,240	(2.5)

FLORIDA DEPARTMENT OF CITRUS

ESTIMATED REVENUE

2024-25

DESCRIPTION	ESTIMATED 2023-24	ADJUSTMENT	ESTIMATED 2024-25	% INCREASE/ DECREASE
Assessment on Domestic Fruit				
Orange				
Fresh	\$88,200	(\$6,700)	\$81,500	(7.6)
Processed	2,151,120	(223,920)	1,927,200	(10.4)
	<u>2,239,320</u>	<u>(230,620)</u>	<u>2,008,700</u>	(10.3)
Grapefruit				
Fresh	88,780	(16,960)	71,820	(19.1)
Processed	63,420	(12,040)	51,380	(19.0)
	<u>152,200</u>	<u>(29,000)</u>	<u>123,200</u>	(19.1)
Specialty				
Fresh	23,450	0	23,450	0.0
Processed	8,750	0	8,750	0.0
	<u>32,200</u>	<u>0</u>	<u>32,200</u>	0.0
Assessment on Import Fruit				
Orange (Opt Out)	2,869,200	0	2,869,200	0.0
Grapefruit	14,000	0	14,000	0.0
	<u>2,883,200</u>	<u>0</u>	<u>2,883,200</u>	0.0
Total Assessments	5,306,920	(259,620)	5,047,300	(4.9)
Investment Earnings	172,400	77,700	250,100	45.1
Other Income	0	0	0	0.0
General Revenue Funds	13,650,000	(1,475,000)	12,175,000	(10.8)
Federal Grants (FAS)	<u>3,798,914</u>	<u>(204,262)</u>	<u>3,594,652</u>	(5.4)
TOTAL	<u>\$22,928,234</u>	<u>(\$1,861,182)</u>	<u>\$21,067,052</u>	(8.1)

FLORIDA DEPARTMENT OF CITRUS

BUDGETED REVENUE, EXPENDITURES AND OPERATING FUND BALANCE 2024-25

DESCRIPTION	BEGINNING OPERATING FUND BALANCE	REVENUE	EXPENDITURES	RESERVES	ENDING OPERATING FUND BALANCE
Florida Citrus Advertising Trust Fund *	<u>\$10,929,209</u>	<u>\$21,067,052</u>	<u>\$21,087,428</u>	<u>\$182,624</u>	<u>\$10,726,209</u>

ALLOCATION OF EXPENSES

	BUDGETED FY 2023-24		PROPOSED FY 2024-25	
Administration/Other				
Marketing	14,677,214	63.3%	13,472,552	63.3%
Administration/Other	1,575,377	6.8%	2,142,880	10.1%
Subtotal Marketing	<u>16,252,590</u>	<u>70.1%</u>	<u>15,615,432</u>	<u>73.4%</u>
Research	5,643,305	24.3%	4,538,176	21.3%
Administration/Other	605,723	2.6%	721,822	3.4%
Subtotal Research	<u>6,249,028</u>	<u>27.0%</u>	<u>5,259,998</u>	<u>24.7%</u>
General Revenue Service Charge	219,100	0.9%	212,000	1.0%
Reserves	456,307	2.0%	182,624	0.9%
Total	<u>\$23,177,025</u>	<u>100.0%</u>	<u>\$21,270,054</u>	<u>100.0%</u>

FLORIDA DEPARTMENT OF CITRUS

BUDGETED EXPENDITURES BY CATEGORY

2024-25

DESCRIPTION	BUDGET	ADJUSTMENT	PROPOSED	%
	2023-24		BUDGET	INCREASE/ DECREASE
GENERAL OPERATIONS				
Salaries and Benefits	\$2,875,900	\$202,100	\$3,078,000	7.0
Other Personal Services	43,000	(7,000)	36,000	(16.3)
Travel	78,600	(3,800)	74,800	(4.8)
People First Initiative	10,500	0	10,500	0.0
Unemployment Compensation	3,600	0	3,600	0.0
Telephone	44,620	(20)	44,600	(0.0)
Postage/Freight	11,250	500	11,750	4.4
Data Processing	215,300	1,300	216,600	0.6
Supplies	6,700	1,000	7,700	14.9
Insurance and Bond Premiums	18,900	0	18,900	0.0
Reproduction	5,600	0	5,600	0.0
Subscriptions and Memberships	69,780	2,320	72,100	3.3
Training	4,300	0	4,300	0.0
Repairs and Maintenance	131,700	(17,200)	114,500	(13.1)
Utilities	82,000	(4,000)	78,000	(4.9)
Leases/Rent Expense	19,500	0	19,500	0.0
Promotional Items	3,000	0	3,000	0.0
Capital Equipment (OCO)	16,700	(16,700)	0	(100.0)
Office/Research Equipment	1,000	0	1,000	0.0
Miscellaneous	8,700	(900)	7,800	(10.3)
CREC Expenses	101,000	0	101,000	0.0
Research Materials	33,400	(9,400)	24,000	(28.1)
Fruit Inspection Data	100	0	100	0.0
Consultant Fees/Travel	84,800	0	84,800	0.0
Subtotal General Operations	3,869,950	148,200	4,018,150	3.8
PROGRAMS*				
Legal Services	73,000	(32,000)	41,000	(43.8)
General Revenue Charge	219,100	(7,100)	212,000	(3.2)
Scientific Research	321,000	(33,000)	288,000	(10.3)
New Varieties Development Corp.	3,650,000	(1,000,000)	2,650,000	(27.4)
Economic & Market Research	608,155	(2,129)	606,026	(0.4)
Public Relations Programs	9,996,850	(1,015,350)	8,981,500	(10.2)
International Marketing	3,982,664	(216,912)	3,765,752	(5.4)
PALM - FLAIR Replacement	0	525,000	525,000	100.0
Reserves	456,307	(273,683)	182,624	(60.0)
Subtotal Programs	19,307,076	(2,055,174)	17,251,902	(10.6)
TOTAL GENERAL OPERATIONS	\$23,177,026	(\$1,906,974)	\$21,270,052	(8.2)

*Program costs exclude general operating expenses

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
2022-23 Unspent Certified	52,791	29,169	4,857	4,916	13,802	47
Tax Assessments - Domestic	2,422,720	2,159,870	63,420	88,200	87,780	23,450
Tax Assessments - Imports	2,883,200	2,869,200	14,000	0	0	0
Interest/Other	172,400	164,800	2,500	2,500	2,000	600
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 Prg - Gen Rev	2,000,000	2,000,000	0	0	0	0
PR & Marketing - Gen Rev	10,000,000	9,526,000	261,555	36,900	166,320	9,225
FAS Program	3,798,914	1,143,172	624,845	110,000	1,920,897	0
BUDGETED REVENUE	\$23,177,025	\$18,882,211	\$1,171,177	\$414,516	\$2,510,799	\$198,322
EXPENDITURES						
Administration						
Admin & Supp Srvs	\$2,181,100	\$2,085,132	\$31,626	\$31,626	\$25,083	\$7,634
State Gen Rev Charge	219,100	207,800	3,200	3,600	3,600	900
PALM - Gen Rev	0	0	0	0	0	0
Subtotal Administration	2,400,200	2,292,932	34,826	35,226	28,683	8,534
Scientific Research						
General Operations	646,050	617,624	9,368	9,368	7,430	2,261
Scientific Prod Res	321,000	314,224	2,233	2,233	1,771	539
Citrus Research - Gen Rev	1,650,000	990,000	165,000	165,000	165,000	165,000
Accelerated Tree Growth Prg - Gen Rev	2,000,000	2,000,000	0	0	0	0
Subtotal Scientific Research	4,617,050	3,921,848	176,601	176,601	174,201	167,800
Economic Research						
General Operations	418,100	399,704	6,062	6,062	4,808	1,463
Research Data & Studies	608,155	590,744	8,979	4,144	3,287	1,000
Subtotal Econ Research	1,026,255	990,448	15,042	10,206	8,095	2,464
Marketing & Public Relations						
General Operations	418,350	401,199	5,717	6,125	4,084	1,225
Public Relations Programs	109,500	104,901	1,533	1,643	1,095	329
Marketing & PR - Gen Rev	9,887,350	9,526,000	233,392	36,900	81,833	9,225
Subtotal Domestic Mktg	10,415,200	10,032,100	240,642	44,668	87,012	10,778
Int'l Promotions - DOC	350,450	136,925	30,800	10,000	172,725	0
Int'l Promotions - GR	112,650	0	28,163	0	84,487	0
Int'l Promotions - FAS	3,798,914	1,143,172	624,845	110,000	1,920,897	0
Subtotal Int'l Mktg	4,262,014	1,280,097	683,808	120,000	2,178,109	0
Budgeted Expenditures	22,720,718	18,517,425	1,150,919	386,700	2,476,098	189,576
Reserves	456,307	364,786	20,259	27,816	34,700	8,746
TOTAL BUDGET	\$23,177,025	\$18,882,211	\$1,171,178	\$414,516	\$2,510,798	\$198,322

FLORIDA DEPARTMENT OF CITRUS

BUDGETED REVENUE AND EXPENDITURES BY FRUIT VARIETY

2024-25

	TOTAL	PROCESSED ORANGE	PROCESSED GRAPEFRUIT	FRESH ORANGE	FRESH GRAPEFRUIT	FRESH SPECIALTY
REVENUE						
Carryover	\$203,000	\$0	\$36,800	\$9,200	\$157,000	\$0
Tax Assessments - Domestic	2,164,100	1,935,950	\$51,380	81,500	\$71,820	23,450
Tax Assessments - Imports	2,883,200	2,869,200	\$14,000	0	\$0	0
Interest/Other	250,100	237,800	\$3,800	4,500	\$3,000	1,000
PALM - Gen Rev	525,000	499,275	\$7,875	9,450	\$6,300	2,100
Citrus Research - Gen Rev	650,000	390,000	\$65,000	65,000	\$65,000	65,000
Accelerated Tree Growth Prgm	2,000,000	2,000,000	\$0	0	\$0	0
Marketing & PR - Gen Rev	9,000,000	8,583,150	\$186,000	33,408	\$191,106	6,336
FAS Program	3,594,652	1,081,894	\$590,199	110,000	\$1,812,559	0
BUDGETED REVENUE	\$21,270,052	\$17,597,269	\$955,054	\$313,058	\$2,306,785	\$97,886
EXPENDITURES						
Administration						
Admin & Supp Srvs	\$2,339,700	\$2,225,055	\$35,095	\$42,115	\$28,076	\$9,359
State Gen Rev Charge	212,000	201,800	2,800	3,400	3,000	1,000
PALM - Gen Rev	525,000	499,275	7,875	9,450	6,300	2,100
Subtotal Administration	3,076,700	2,926,130	45,770	54,965	37,376	12,459
Scientific Research						
General Operations	569,050	541,167	8,536	10,243	6,829	2,276
Scientific Prod Res	288,000	280,258	2,370	2,844	1,896	632
Citrus Research - Gen Rev	650,000	390,000	65,000	65,000	65,000	65,000
Accelerated Tree Growth Prgm	2,000,000	2,000,000	0	0	0	0
Subtotal Scientific Research	3,507,050	3,211,425	75,906	78,087	73,725	67,908
Economic Research						
General Operations	425,100	404,270	6,377	7,652	5,101	1,700
Research Data & Studies	606,026	585,959	10,751	4,932	3,288	1,096
Subtotal Econ Research	1,031,126	990,230	17,127	12,584	8,389	2,796
Marketing & Public Relations						
General Operations	443,050	423,943	4,777	8,251	4,343	1,737
Public Relations Programs	84,500	80,782	930	1,606	845	338
Marketing & PR - Gen Rev	8,897,000	8,583,150	160,250	33,408	113,856	6,336
Subtotal Domestic Mktg	9,424,550	9,087,875	165,956	43,264	119,044	8,411
Int'l Promotions - DOC	350,350	134,425	31,025	10,000	174,900	0
Int'l Promotions-GR-CRP	103,000	0	25,750	0	77,250	0
Int'l Promotions - FAS	3,594,652	1,081,894	590,199	110,000	1,812,559	0
Subtotal Int'l Mktg	4,048,002	1,216,319	646,974	120,000	2,064,709	0
Budgeted Expenditures	21,087,428	17,431,978	951,734	308,900	2,303,242	91,574
Reserves	182,624	165,291	3,320	4,158	3,542	6,312
TOTAL BUDGET	\$21,270,052	\$17,597,269	\$955,054	\$313,058	\$2,306,785	\$97,886

FLORIDA DEPARTMENT OF CITRUS

COMPARISON OF TOTAL PROPOSED OPERATING BUDGET FISCAL YEARS AS INDICATED

	TOTAL FOR ALL VARIETIES				
	Budget 2023-24	Adjustment	Proposed 2024-25	Percent	% of Budget
REVENUE					
Carryover	\$197,000	\$6,000	\$203,000	100.+	1.0
2022-23 Unspent Certified	52,791	(52,791)	0	(100.0)	0.0
Tax Assessments - Domestic	2,422,720	(258,620)	2,164,100	(10.7)	10.2
Tax Assessments - Imports	2,883,200	0	2,883,200	0.0	13.6
Interest/Other	172,400	77,700	250,100	45.1	1.2
PALM - Gen Rev	0	525,000	525,000	100.0	2.5
Citrus Research - Gen Rev	1,650,000	(1,000,000)	650,000	(60.6)	3.1
Acclerted Tree Growth Prog - Gen Re	2,000,000	0	2,000,000	0.0	9.4
PR & Marketing - Gen Rev	10,000,000	(1,000,000)	9,000,000	(10.0)	42.3
FAS Program	3,798,914	(204,262)	3,594,652	(5.4)	16.9
BUDGETED REVENUE	\$23,177,025	(\$1,906,973)	\$21,270,052	(8.2)	100.0
EXPENDITURES					
Administration					
Admin & Supp Srvs	2,181,100	158,600	2,339,700	7.3	11.0
State Gen Rev Charge	219,100	(7,100)	212,000	(3.2)	1.0
PALM - Gen Rev	0	525,000	525,000	100.0	2.5
Subtotal Administration	2,400,200	151,500	3,076,700		
Scientific Research					
General Operations	646,050	(77,000)	569,050	(11.9)	2.7
Scientific Prod Res	321,000	(33,000)	288,000	(10.3)	1.4
New Varieties Dev - Gen Rev	2,000,000	(1,350,000)	650,000	(67.5)	3.1
Acclerted Tree Growth Prog - Gen Re	2,000,000	0	2,000,000	0.0	9.4
Subtotal Scientific Research	4,967,050	(1,460,000)	3,507,050		
Economic & Market Research					
General Operations	418,100	7,000	425,100	1.7	2.0
Research & Data Studies	608,155	(2,129)	606,026	(0.4)	2.8
Subtotal Econ Research	1,026,255	4,871	1,031,126		
Marketing & Public Relations					
General Operations	418,350	24,700	443,050	5.9	2.1
Public Relations Programs	109,500	(25,000)	84,500	(22.8)	0.4
Marketing & PR - Gen Rev	9,887,350	(990,350)	8,897,000	(10.0)	41.8
Subtotal Domestic Mktg	10,415,200	(990,650)	9,424,550		
Int'l Promotions - DOC	350,450	(100)	350,350	(0.0)	1.6
Int'l Promotions-GR-CRP	112,650	(9,650)	103,000	(8.6)	0.5
Int'l Promotions - FAS	3,798,914	(204,262)	3,594,652	(5.4)	16.9
Subtotal Int'l Mktg	4,262,014	(214,012)	4,048,002		
Budgeted Expenditures	23,070,718	(2,508,290)	21,087,428	(10.9)	99.1
Reserves	456,307	(273,683)	182,624	(60.0)	0.9
TOTAL BUDGET	\$23,527,025	(\$2,256,973)	\$21,270,052	(9.6)	100.0

FLORIDA DEPARTMENT OF CITRUS

COMPARISON OF PROPOSED PROCESSED ORANGE OPERATING BUDGET FISCAL YEARS AS INDICATED

	PROCESSED ORANGE				
	Budget 2023-24	Adjustment	Proposed 2024-25	Percent	% of Budget
REVENUE					
Carryover	\$0	\$0	\$0	100.+	0.0
2020-21 Unspent Certified	29,169	(29,169)	0	(100.0)	0.0
Tax Assessments - Domestic	2,159,870	(223,920)	1,935,950	(10.4)	11.0
Tax Assessments - Imports	2,869,200	0	2,869,200	0.0	16.3
Interest/Other	164,800	73,000	237,800	44.3	1.4
PALM - Gen Rev	0	499,275	499,275	0.0	2.8
Gen Rev - Citrus Research	990,000	(600,000)	390,000	(60.6)	2.2
Accelerated Tree Growth Prog - Gen Rev	2,000,000	0	2,000,000	0.0	11.4
Gen Rev - PR & Marketing	9,526,000	(942,850)	8,583,150	(9.9)	48.8
FAS Program	1,143,172	(61,278)	1,081,894	(5.4)	6.1
BUDGETED REVENUE	\$18,882,211	(\$1,284,942)	\$17,597,269	(6.8)	100.0
EXPENDITURES					
Administration					
Admin & Supp Svc	2,085,132	139,923	2,225,055	6.7	12.6
State Gen Rev Charge	207,800	(6,000)	201,800	(2.9)	1.1
PALM - Gen Rev	0	499,275	499,275	100.0	2.8
Subtotal Administration	2,292,932	633,198	2,926,130		
Scientific Research					
General Operations	617,624	(76,457)	541,167	(12.4)	3.1
Scientific Prod Res	314,224	(33,966)	280,258	(10.8)	1.6
Gen Rev - Citrus Research	990,000	(600,000)	390,000	(60.6)	2.2
Accelerated Tree Growth Prog - Gen Rev	2,000,000	0	2,000,000	0.0	11.4
Subtotal Scientific Research	3,921,848	(710,423)	3,211,425		
Economic & Market Research					
General Operations	399,704	4,567	404,270	1.1	2.3
Research & Data Studies	590,744	(4,785)	585,959	(0.8)	3.3
Subtotal Econ Research	990,448	(218)	990,230		
Marketing & Public Relations					
General Operations	401,199	22,744	423,943	5.7	2.4
Public Relations Programs	104,901	(24,119)	80,782	(23.0)	0.5
Marketing & PR - Gen Rev	9,526,000	(942,850)	8,583,150	(9.9)	48.8
Subtotal Domestic Mktg	10,032,100	(944,225)	9,087,875		
Int'l Promotions - DOC	136,925	(2,500)	134,425	(1.8)	0.8
Int'l Promotions-GR	0	0	0	0.0	0.0
Int'l Promotions - FAS	1,143,172	(61,278)	1,081,894	(5.4)	6.1
Subtotal Int'l Mktg	1,280,097	(63,778)	1,216,319		
Budgeted Expenditures	18,517,425	(1,085,447)	17,431,978	(5.9)	99.1
Reserves	364,786	(199,495)	165,291	(54.7)	0.9
TOTAL BUDGET	\$18,882,211	(\$1,284,942)	\$17,597,269	(6.8)	100.0

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

FLORIDA DEPARTMENT OF CITRUS

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

	COMBINED GRAPEFRUIT				
	Budget 2023-24	Adjustment	Proposed 2024-25	Percent	% of Budget
REVENUE					
Carryover	\$190,000	\$3,800	\$193,800	2.0	5.9
2020-21 Unspent Certified	18,659	(18,659)	0	(100.0)	0.0
Tax Assessments - Domestic	151,200	(28,000)	123,200	(18.5)	3.8
Tax Assessments - Imports	14,000	0	14,000	0.0	0.4
Interest/Other	4,500	2,300	6,800	51.1	0.2
PALM - Gen Rev	-	14,175	14,175	100.0	0.4
Gen Rev - Citrus Research	330,000	(200,000)	130,000	(60.6)	4.0
Accelerated Tree Growth Prog - Gen Rev	0	0	0	0.0	0.0
Gen Rev - PR & Marketing	427,875	(50,769)	377,106	(11.9)	11.6
FAS Program	2,545,742	(142,984)	2,402,758	(5.6)	73.7
BUDGETED REVENUE	\$3,681,976	(\$420,137)	\$3,261,839	(11.4)	100.0
EXPENDITURES					
Administration					
Admin & Supp Svc	56,709	6,463	63,172	11.4	1.9
State Gen Rev Charge	6,800	(1,000)	5,800	(14.7)	0.2
PALM - Gen Rev	0	14,175	14,175	100.0	0.4
Subtotal Administration	63,509	19,638	83,147		
Scientific Research & Development					
General Operations	16,797	(1,433)	15,364	(8.5)	0.5
Scientific Prod Res	4,004	262	4,266	6.5	0.1
Gen Rev - Citrus Research	330,000	(200,000)	130,000	(60.6)	4.0
Accelerated Tree Growth Prog - Gen Rev	0	0	0	0.0	0.0
Subtotal Scientific Research	350,801	(201,171)	149,630		
Economic & Market Research					
General Operations	10,871	607	11,478	5.6	0.4
Research & Data Studies	12,266	1,772	14,039	14.4	0.4
Subtotal Econ Research	23,137	2,379	25,516		
Marketing & Public Relations					
General Operations	9,800	(681)	9,119	(7.0)	0.3
Public Relations Programs	2,628	(854)	1,775	(32.5)	0.1
Marketing & PR - Gen Rev	315,225	(41,119)	274,106	(13.0)	8.4
Subtotal Domestic Mktg	327,653	(42,654)	285,000		
Int'l Promotions - DOC	203,525	2,400	205,925	1.2	6.3
Int'l Promotions-GR-CRP	112,650	(9,650.0)	103,000	(8.6)	3.2
Int'l Promotions - FAS	2,545,742	(142,984)	2,402,758	(5.6)	73.7
Subtotal Int'l Mktg	2,861,917	(150,234)	2,711,683		
Budgeted Expenditures	3,627,017	(372,041)	3,254,976	(10.3)	99.8
Reserves	54,959	(48,096)	6,863	(87.5)	0.2
TOTAL BUDGET	\$3,681,976	(\$420,138)	\$3,261,839	(11.4)	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				
	Budget 2023-24	Adjustment	Proposed 2024-25	Percent	% of Budget
REVENUE					
Carryover	\$7,000	\$2,200	\$9,200	31.4	2.9
2020-21 Unspent Certified	4,916	(4,916)	0	(100.0)	0.0
Tax Assessments - Domestic	88,200	(6,700)	81,500	(7.6)	26.0
Interest/Other	2,500	2,000	4,500	80.0	1.4
PALM - Gen Rev	0	9,450	9,450	100.0	3.0
Citrus Research - Gen Rev	165,000	(100,000)	65,000	(60.6)	20.8
PR & Marketing - Gen Rev	36,900	(3,492)	33,408	(9.5)	10.7
ATP/FAS Program	110,000	0	110,000	0.0	35.1
BUDGETED REVENUE	\$414,516	(\$101,458)	\$313,058	(24.5)	100.0
EXPENDITURES					
Administration					
Admin & Supp Svc	31,626	10,489	42,115	33.2	13.5
State Gen Rev Charge	3,600	(200)	3,400	(5.6)	1.1
PALM - Gen Rev	0	9,450	9,450	100.0	3.0
Subtotal Administration	35,226	19,739	54,965		
Scientific Research					
General Operations	9,368	875	10,243	9.3	3.3
Scientific Prod Res	2,233	611	2,844	27.4	0.9
Gen Rev - Citrus Research	165,000	(100,000)	65,000	(60.6)	20.8
Subtotal Scientific Research	176,601	(98,514)	78,087		
Economic & Market Research					
General Operations	6,062	1,590	7,652	26.2	2.4
Research & Data Studies	4,144	788	4,932	19.0	1.6
Subtotal Econ Research	10,206	2,378	12,584		
Marketing & Public Relations					
General Operations	6,125	2,126	8,251	34.7	2.6
Public Relations Programs	1,643	(37)	1,606	(2.3)	0.5
Marketing & PR - Gen Rev	36,900	(3,492)	33,408	(9.5)	10.7
Subtotal Domestic Mktg	44,668	(1,404)	43,264		
Int'l Promotions - DOC	10,000	0	10,000	0.0	3.2
Int'l Promotions -ATP	0	0	0	0.0	0.0
Int'l Promotions - FAS	110,000	0	110,000	0.0	35.1
	120,000	0	120,000		
Budgeted Expenditures	386,700	(77,801)	308,900	(20.1)	98.7
Reserves	27,816	(23,658)	4,158	(85.1)	1.3
TOTAL BUDGET	\$414,516	(\$101,458)	\$313,058	(24.5)	100.0

FLORIDA DEPARTMENT OF CITRUS

COMPARISON OF PROPOSED FRESH SPECIALTY OPERATING BUDGET FISCAL YEARS AS INDICATED

	FRESH SPECIALTY				
	Budget 2023-24	Adjustment	Proposed 2024-25	Percent	% of Budget
REVENUE					
Carryover	\$0	\$0	\$0	0.0	0.0
2020-21 Unspent Certified	47	(47)	0	(100.0)	0.0
Tax Assessments - Domestic	23,450	0	23,450	0.0	24.0
Interest/Other	600	400	1,000	66.7	1.0
PALM - Gen Rev	0	2,100	2,100	100.0	2.1
Citrus Research - Gen Rev	165,000	(100,000)	65,000	(60.6)	66.4
Marketing & PR - Gen Rev	9,225	(2,889)	6,336	(31.3)	6.5
BUDGETED REVENUE	\$198,322	(\$100,436)	\$97,886	(50.6)	100.0
EXPENDITURES					
Administration					
Admin & Supp Svc	7,634	1,725	9,359	22.6	9.6
State Gen Rev Charge	900	100	1,000	11.1	1.0
PALM - Gen Rev	0	2,100	2,100	100.0	2.1
Subtotal Administration	8,534	3,925	12,459		
Scientific Research					
General Operations	2,261	15	2,276	0.7	2.3
Scientific Prod Res	539	93	632	17.3	0.6
Citrus Research - Gen Rev	165,000	(100,000)	65,000	(60.6)	66.4
New Varieties Dev - Gen Rev	0	0	0	0.0	0.0
Subtotal Scientific Research	167,800	(99,892)	67,908		
Economic & Market Research					
General Operations	1,463	237	1,700	16.2	1.7
Research & Data Studies	1,000	96	1,096	9.6	1.1
Subtotal Econ Research	2,464	333	2,796		
Marketing & Public Relations					
General Operations	1,225	512	1,737	41.8	1.8
Public Relations Programs	329	10	338	2.9	0.3
Marketing & PR - Gen Rev	9,225	(2,889)	6,336	(31.3)	6.5
Subtotal Domestic Mktg	10,778	(2,367)	8,411		
Budgeted Expenditures	189,576	(98,002)	91,574	(51.7)	93.6
Reserves	8,746	(2,434)	6,312	100.0	6.4
TOTAL BUDGET	\$198,322	(\$100,436)	\$97,886	(50.6)	100.0

FLORIDA DEPARTMENT OF CITRUS

BUDGETED REVENUE AND EXPENDITURES VALUE PER BOX

2024-25

	PROCESSED ORANGE	PROC & FRSH GRAPEFRUIT	FRESH ORANGE	FRESH SPECIALTY
REVENUE				
Carryover	\$0.000	0.110	\$0.006	\$0.000
Tax Assessments - Domestic	0.120	0.070	0.050	0.070
Tax Assessments - Imports	0.040	0.023	0.000	0.000
Interest/Other	0.003	0.004	0.003	0.003
Gen Rev - Citrus Research	0.004	0.074	0.040	0.194
Accelerated Tree Growth Prgm-Gen Rev	0.023	0.000	0.000	0.000
Gen Rev - PR & Marketing	0.530	0.214	0.020	0.019
FAS Program	0.067	1.365	0.067	0.000
BUDGETED REVENUE			0.186	0.286
EXPENDITURES				
Administration	*			
Admin & Supp Srvc	0.025	0.027	0.026	0.028
State Gen Rev Charge	0.002	0.002	0.002	0.003
Scientific Research				
General Operations	0.006	0.007	0.005	0.007
Scientific Prod Res	0.003	0.002	0.002	0.002
Gen Rev - Citrus Research	0.004	0.055	0.040	0.194
Accelerated Tree Growth Prgm-Gen Rev	0.023	0.000	0.000	0.000
Economic & Market Research				
General Operations	0.005	0.005	0.005	0.004
Research & Data Studies	0.007	0.006	0.003	0.003
Marketing & Public Relations	*			
General Operations	0.026	0.005	0.005	0.005
Public Relations Programs	0.005	0.001	0.001	0.001
Marketing & PR - Gen Rev	0.530	0.156	0.020	0.019
Int'l Promotions - DOC	0.008	0.117	0.006	0.000
Int'l Promotions-GR-CRP	0.000	0.059	0.000	0.000
Int'l Promotions - FAS	0.067	1.365	0.067	0.000
Budgeted Expenditures			0.182	0.266
Reserves	0.002	0.003	0.003	0.019
TOTAL BUDGET	\$0.713	\$1.809	\$0.185	\$0.285

* 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

2024-25 PROPOSED OPERATING BUDGET

July 1, 2024

DESCRIPTION	OCA CODE	BUDGET 2023-24	YEAR TO DATE EXPENDITURES 3/31/2024	ADJUSTMENT	PROPOSED BUDGET 2024-25	% INCREASE/ DECREASE
STATE GENERAL REVENUE CHARGE						
57 10 00 00 000						
Florida Citrus Advertising	88040	<u>\$219,100</u>	<u>\$58,618</u>	<u>(\$7,100)</u>	<u>\$212,000</u>	(3.2)
ADMINISTRATIVE AND SUPPORT SERVICES						
GENERAL OPERATIONS						
57 10 10 08 001						
Commissioners Comp (OPS)	12101	6,000	152	0	6,000	0.0
Commissioners Travel - All Variety	26001	3,000	487	0	3,000	0.0
57 10 10 09 001						
Salaries and Benefits	11000	1,552,700	1,262,859	217,300	1,770,000	14.0
Temporary Employee (OPS)	12100	12,000	10,358	0	12,000	0.0
Employee Travel - All Variety	26000	<u>16,000</u>	<u>9,839</u>	<u>0</u>	<u>16,000</u>	0.0
Subtotal		<u>1,589,700</u>	<u>1,283,695</u>	<u>217,300</u>	<u>1,807,000</u>	13.7
57 10 10 09 002						
Palm Project Support	12200	0	0	0	0	100.+
Fruit Inspection Data	13260	100	0	0	100	0.0
Training	13280	2,500	0	0	2,500	0.0
People First	15800	4,900	3,630	0	4,900	0.0
Unemployment Compensation	16500	3,600	0	0	3,600	0.0
Telephone	22100	38,000	29,585	0	38,000	0.0
Office Supplies	34101	1,000	488	0	1,000	0.0
Office Equipment	34102	1,000	0	0	1,000	0.0
Casualty Insurance	4100C	15,500	15,395	0	15,500	0.0
Property Insurance	4100P	3,400	2,898	0	3,400	0.0
Subscriptions	49200	8,500	5,625	0	8,500	0.0
Memberships	49300	800	550	0	800	0.0
Miscellaneous	49900	<u>2,300</u>	<u>460</u>	<u>(300)</u>	<u>2,000</u>	(13.0)
Subtotal General Operations		<u>1,671,300</u>	<u>1,342,326</u>	<u>217,000</u>	<u>1,888,300</u>	13.0
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	32,000	26,470	(17,000)	15,000	(53.1)
Legal Srv-General Counsel	1316G	30,000	1,775	(15,000)	15,000	(50.0)
Legal Srv-Trademark	1316T	10,000	150	0	10,000	0.0
Legal Advertising	13310	2,000	269	0	2,000	0.0
Miscellaneous	29000	2,000	276	0	2,000	0.0
Subscriptions	49200	<u>3,000</u>	<u>1,582</u>	<u>0</u>	<u>3,000</u>	0.0
Subtotal Legal Services		<u>\$80,000</u>	<u>\$30,522</u>	<u>(\$32,000)</u>	<u>\$48,000</u>	(40.0)

FLORIDA DEPARTMENT OF CITRUS

2024-25 PROPOSED OPERATING BUDGET

July 1, 2024

DESCRIPTION	OCA CODE	BUDGET 2023-24	YEAR TO DATE EXPENDITURES 3/31/2024	ADJUSTMENT	PROPOSED BUDGET 2024-25	% INCREASE/ DECREASE
SUPPORT SERVICES						
57 10 10 12 002						
Grounds Maintenance	13290	\$8,000	\$5,343	\$2,500	\$10,500	31.3
Mailing & Delivery Services	13420	800	88	0	800	0.0
Shredding Service	13421	500	0	0	500	0.0
Warehouse Services	13991	8,000	1,726	0	8,000	0.0
Postage	21000	2,500	2,068	500	3,000	20.0
Reproduction	23000	5,000	2,809	0	5,000	0.0
Maintenance - Auto	2410A	1,500	1,321	0	1,500	0.0
Maintenance - Building	2410B	80,050	53,888	(10,050)	70,000	(12.6)
Maintenance - Equipment	2410E	650	625	350	1,000	53.8
Building Utilities	27100	82,000	33,353	(4,000)	78,000	(4.9)
Building Supplies	3410B	4,000	3,191	1,000	5,000	25.0
Fuel	36410	1,500	637	0	1,500	0.0
Copy Equipment Rental	44200	7,200	4,147	0	7,200	0.0
Rental-Office Equipment	44400	1,000	734	0	1,000	0.0
Equipment - (OCO)	51200	16,700	16,665	(16,700)	0	(100.0)
Subtotal Support Services		219,400	126,595	(26,400)	193,000	(12.0)
IT SERVICES						
57 10 10 14 002						
Cloud Computing Migration	1327C	92,600	69,390	0	92,600	0.0
Training	13280	1,800	0	0	1,800	0.0
DP Services - Other	22300	68,000	48,841	0	68,000	0.0
DP Equipment	3410E	7,000	4,554	0	7,000	0.0
Data Processing Supplies	3410S	1,000	342	0	1,000	0.0
Data Processing Software	53100	40,000	33,870	0	40,000	0.0
Subtotal IT Services		210,400	156,997	0	210,400	0.0

FLORIDA DEPARTMENT OF CITRUS

2024-25 PROPOSED OPERATING BUDGET

July 1, 2024

DESCRIPTION	OCA CODE	BUDGET 2023-24	YEAR TO DATE EXPENDITURES 3/31/2024	ADJUSTMENT	PROPOSED BUDGET 2024-25	% INCREASE/ DECREASE
GENERAL REVENUE PROGRAM						
57 10 10 15 002						
PALM - FLAIR Replacement	GR001	0	0	525,000	525,000	100.+
Total General Revenue Program		0	0	525,000	525,000	
TOTAL ADMIN, SUPPORT & IT SERVICES		\$2,181,100	\$1,656,440	\$683,600	\$2,864,700	31.3
*SUBTOTALS BY FUNDING SOURCE						
Admin & Support Svcs - CATF		\$2,400,200	\$1,715,058	\$151,500	\$2,551,700	
Admin & Support Svcs - GR		0	0	525,000	525,000	
Total		\$2,400,200	\$1,715,058	\$676,500	\$3,076,700	

FLORIDA DEPARTMENT OF CITRUS

2024-25 PROPOSED OPERATING BUDGET

July 1, 2024

DESCRIPTION	OCA CODE	BUDGET 2023-24	YEAR TO DATE EXPENDITURES 3/31/2024	ADJUSTMENT	PROPOSED BUDGET 2024-25	% INCREASE/ DECREASE
SCIENTIFIC RESEARCH						
GENERAL OPERATIONS						
57 10 12 10 001						
Salaries and Benefits	11000	\$418,000	\$242,459	(\$58,000)	\$360,000	(13.9)
Temporary Employees (OPS)	12100	5,000	0	(2,000)	3,000	(40.0)
Employee Travel - AV	26000	12,000	4,615	0	12,000	0.0
57 10 12 10 002						
Mailing & Delivery Services	13420	100	0	0	100	0.0
People First	15800	2,950	2,198	0	2,950	0.0
Postage	21000	400	10	0	400	0.0
Telephone	22100	800	311	0	800	0.0
Reproduction	23000	100	17	0	100	0.0
Repairs & Maintenance	24101	40,000	0	(10,000)	30,000	(25.0)
Office Supplies	34101	500	0	0	500	0.0
Research Material - Internal	34103	20,000	3,083	(5,000)	15,000	(25.0)
Research Material - External	34104	10,000	0	(5,000)	5,000	(50.0)
CREC Operations	43300	101,000	75,307	0	101,000	0.0
Copy Equipment Rental	44200	1,000	446	0	1,000	0.0
Subscriptions	49200	200		0	200	0.0
Memberships	49300	34,000	34,000	2,000	36,000	5.9
Miscellaneous	49900	0	0	1,000	1,000	100.0
TOTAL GENERAL OPERATIONS		646,050	362,446	(77,000)	569,050	(11.9)
MEDICAL RESEARCH						
57 10 12 11 005						
Skin Health - OJ	SR094	67,000	44,444	(67,000)	0	(100.0)
Clinical/Analytical Study - OJ	SR098	100,000	0	30,000	130,000	30.0
USF-Registered Dietitian	SR150	154,000	39,578	4,000	158,000	2.6
Subtotal Medical Research		321,000	84,022	(33,000)	288,000	(10.3)
TOTAL SCIENTIFIC RESEARCH		\$967,050	\$446,468	(\$110,000)	\$857,050	(11.4)

FLORIDA DEPARTMENT OF CITRUS

2024-25 PROPOSED OPERATING BUDGET

July 1, 2024

DESCRIPTION	OCA CODE	BUDGET 2023-24	YEAR TO DATE EXPENDITURES 3/31/2024	ADJUSTMENT	PROPOSED BUDGET 2024-25	% INCREASE/ DECREASE
SCIENTIFIC SPONSORED RESEARCH						
GENERAL REVENUE PROGRAMS						
57 10 12 11 003						
New Varieties Development-AV	GR090	\$1,650,000	\$633,879	(\$1,000,000)	\$650,000	(60.6)
TOTAL NVDC - GENERAL REVENUE		<u>1,650,000</u>	<u>633,879</u>	<u>(1,000,000)</u>	<u>650,000</u>	<u>(60.6)</u>
57 10 15 11 003						
Expedited Propagation & Tech Program	GR110	2,000,000	482,868	0	2,000,000	0.0
TOTAL PROPAGATION AND TECH		<u>2,000,000</u>	<u>482,868</u>	<u>0</u>	<u>2,000,000</u>	
TOTAL GENERAL REVENUE		3,650,000	1,116,747	(1,000,000)	2,650,000	(27.4)
TOTAL SCIENTIFIC & SPONSORED RESEARCH		<u>\$4,617,050</u>	<u>\$1,563,215</u>	<u>(\$1,110,000)</u>	<u>\$3,507,050</u>	<u>(24.0)</u>
* SUBTOTALS BY FUNDING SOURCE						
Scientific Research - CATF		\$ 967,050	\$ 446,468	\$ (110,000)	\$ 857,050	
Scientific Research - GR		<u>3,650,000</u>	<u>1,116,747</u>	<u>(1,000,000)</u>	<u>2,650,000</u>	
Total		<u>\$4,617,050</u>	<u>\$ 1,563,215</u>	<u>(\$1,110,000)</u>	<u>\$3,507,050</u>	<u>(24.0)</u>

FLORIDA DEPARTMENT OF CITRUS

2024-25 PROPOSED OPERATING BUDGET

July 1, 2024

DESCRIPTION	OCA CODE	BUDGET 2023-24	YEAR TO DATE EXPENDITURES 3/31/2024	ADJUSTMENT	PROPOSED BUDGET 2024-25	% INCREASE/ DECREASE
ECONOMIC AND MARKET RESEARCH						
GENERAL OPERATIONS						
57 10 13 10 001						
Salaries and Benefits	11000	\$365,000	\$260,230	\$13,000	\$378,000	3.6
Temporary Employees (OPS)	12100	20,000	2,758	(5,000)	15,000	(25.0)
Employee Travel - AV	26000	15,500	3,730	0	15,500	0.0
57 10 13 10 002						
Research Publications	13263	3,400	3,429	600	4,000	17.6
Website	13270	4,800	1,316	0	4,800	0.0
Postage	21000	250	14	0	250	0.0
Telephone	22100	2,400	932	0	2,400	0.0
Reproduction	23000	500	88	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	781	0	1,800	0.0
Data Analytics Software	53102	1,600	1,585	(1,600)	0	(100.0)
Subtotal General Operations		418,100	275,309	7,000	425,100	1.7
RESEARCH DATA & STUDIES						
57 10 13 12 003						
Processed Retail Sales-A.C. Nielsen	ER010	322,355	241,766	9,671	332,026	3.0
FL Agri Market Research Center - AV	ER020	223,000	108,583	1,000	224,000	0.4
Economic Impact Analysis - AV	ER025	32,000	0	(12,000)	20,000	(37.5)
Other Data Purchases - AV	ER035	5,800	2,200	(800)	5,000	(13.8)
Survey's - Toluna - AV	ER060	25,000	16,512	0	25,000	0.0
Subtotal Research Data & Studies		608,155	369,061	(2,129)	606,026	(0.4)
TOTAL ECON & MKT RESEARCH		\$1,026,255	\$644,370	\$4,871	\$1,031,126	0.5

FLORIDA DEPARTMENT OF CITRUS

2024-25 PROPOSED OPERATING BUDGET

July 1, 2024

DESCRIPTION	OCA CODE	BUDGET 2023-24	YEAR TO DATE EXPENDITURES 3/31/2024	ADJUSTMENT	PROPOSED BUDGET 2024-25	% INCREASE/ DECREASE
MARKETING AND PUBLIC RELATIONS						
GENERAL OPERATIONS						
57 10 15 10 001						
Salaries and Benefits	11000	\$370,200	\$278,998	\$24,800	\$395,000	6.7
Employee Travel - All Variety	26000	2,500	0	(500)	2,000	(20.0)
Employee Travel - Orange Juice	26002	10,000	4,271	(1,200)	8,800	(12.0)
57 10 15 10 002						
Promotional Materials	13350	3,000	1,744	0	3,000	0.0
Mailing & Delivery Services	13420	3,000	1,417	0	3,000	0.0
People First	15800	2,650	1,967	0	2,650	0.0
Postage	21000	100	50	0	100	0.0
Telephone	22100	2,420	793	(20)	2,400	(0.8)
Office Supplies	34101	700	0	0	700	0.0
Subscriptions	49200	1,080	829	320	1,400	29.6
Memberships	49300	16,000	2,673	0	16,000	0.0
Digital Asset Management	53101	6,700	6,645	1,300	8,000	19.4
TOTAL GENERAL OPERATIONS		\$418,350	\$299,387	\$23,400	\$443,050	5.6
GENERAL REVENUE PROGRAMS						
57 10 15 11 003						
Consumer Awareness - PR	GR010	9,338,500	4,290,503	(924,100)	8,414,400	(9.9)
Grapefruit Promotions-Domestic	GR230	237,350	71,299	(37,350)	200,000	(15.7)
Gift Fruit Programs	GR270	61,500	18,435	(3,900)	57,600	(6.3)
FL Welcome Stations-Juice	GR080	250,000	85,103	(25,000)	225,000	(10.0)
TOTAL GENERAL REVENUE PROGRAMS		\$9,887,350	\$4,465,340	(\$990,350)	\$8,897,000	(10.0)

FLORIDA DEPARTMENT OF CITRUS

2024-25 PROPOSED OPERATING BUDGET

July 1, 2024

DESCRIPTION	OCA CODE	BUDGET 2023-24	YEAR TO DATE EXPENDITURES 3/31/2024	ADJUSTMENT	PROPOSED BUDGET 2024-25	% INCREASE/ DECREASE
PUBLIC RELATIONS						
CORPORATE - ALL VARIETIES						
57 10 15 12 003						
Policy Issues	PR017	\$34,500	\$20,125	\$0	\$34,500	0.0
Subtotal Corporate - All Varieties		34,500	20,125	0	34,500	
IN-STATE PROGRAMS						
57 10 15 12 008						
Industry Grower Relations - AV	PR081	75,000	45,000	(25,000)	50,000	(33.3)
Subtotal In-State Programs		75,000	45,000	(25,000)	50,000	
TOTAL PR PROGRAMS - CATF		\$109,500	\$65,125	(\$25,000)	\$84,500	(22.8)
* SUBTOTALS BY FUNDING SOURCE						
PR & Domestic Marketing - CATF		\$ 527,850	\$ 364,512	\$ (1,600)	\$ 527,550	
PR & Domestic Marketing - GR		9,887,350	4,465,340	(990,350)	8,897,000	
Total		\$10,415,200	\$4,829,852	(\$991,950)	\$9,424,550	

FLORIDA DEPARTMENT OF CITRUS

2024-25 PROPOSED OPERATING BUDGET

July 1, 2024

DESCRIPTION	OCA CODE	BUDGET 2023-24	YEAR TO DATE EXPENDITURES 3/31/2024	ADJUSTMENT	PROPOSED BUDGET 2024-25	% INCREASE/ DECREASE
INTERNATIONAL MARKETING						
GENERAL OPERATIONS						
57 10 18 10 001						
Salaries and Benefits	11000	\$170,000	\$127,503	\$5,000	\$175,000	2.9
Employee Travel - Orange Juice	26002	3,500	1,441	(1,000)	2,500	(28.6)
Employee Travel - Grapefruit	26003	16,100	2,414	(1,100)	15,000	(6.8)
57 10 18 10 002						
Mailing & Delivery Services	13420	4,000	1,489	0	4,000	0.0
Postage	21000	100	10	0	100	0.0
Telephone	22100	1,000	299	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	73	0	500	0.0
Subtotal General Operations		199,350	136,979	2,900	202,250	1.5
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	80,000	42,015	0	80,000	0.0
FAS Annual Workshop-DOC	26005	3,000	2,350	0	3,000	0.0
Subtotal FAS Administration		\$133,000	\$44,365	\$0	\$133,000	0.0

FLORIDA DEPARTMENT OF CITRUS

2024-25 PROPOSED OPERATING BUDGET

July 1, 2024

DESCRIPTION	OCA CODE	BUDGET 2023-24	YEAR TO DATE EXPENDITURES 3/31/2024	ADJUSTMENT	PROPOSED BUDGET 2024-25	% INCREASE/ DECREASE
CANADIAN PROMOTIONS						
Fresh & Processed Grapefruit						
57 10 18 10 103						
Promotions-DOC	GR200	\$15,000	\$0	\$0	\$15,000	0.0
Promotions-FAS	1335F	281,225	159,051	0	281,225	0.0
Subtotal Canada-Fresh & Proc. Gft.		296,225	159,051	0	296,225	0.0
Processed Orange						
57 10 18 10 104						
Promotions-DOC	1335D	22,800	2,280	0	22,800	0.0
Promotions-FAS	1335F	581,310	270,611	(27,075)	554,235	(4.7)
Subtotal Canada-Proc Orange		604,110	272,891	(27,075)	577,035	(4.5)
Fresh Orange						
57 10 18 10 105						
Promotions-DOC	1335D	10,000	0	0	10,000	0.0
Promotions-FAS	1335F	110,000	65,102	0	110,000	0.0
Subtotal Canada-Fresh Orange		120,000	65,102	0	120,000	0.0
TOTAL CANADIAN MARKETING		1,020,335	497,044	(27,075)	993,260	(2.7)
EUROPEAN PROMOTIONS						
France - Promotions - Grapefruit						
Fresh & Processed Grapefruit						
57 10 18 11 203						
Promotions-DOC	GR200	19,650	8,210	(650)	19,000	(3.3)
Promotions-FAS	1335F	560,490	330,414	(15,000)	545,490	(2.7)
Total France Retail - Fresh & Proc. Gft.		580,140	338,624	(15,650)	564,490	(2.7)
Europe - Retail - Grapefruit						
Fresh & Processed Grapefruit						
57 10 18 11 300						
Promotions-DOC	GR200	24,000	11,459	0	24,000	0.0
Promotions-FAS	1335F	420,887	159,987	(5,000)	415,887	(1.2)
Total Europe Retail- Fresh & Proc. Gft.		444,887	171,446	(5,000)	439,887	(1.1)
TOTAL EUROPEAN PROMOTIONS		\$1,025,027	\$510,070	(\$20,650)	\$1,004,377	(2.0)

FLORIDA DEPARTMENT OF CITRUS

2024-25 PROPOSED OPERATING BUDGET

July 1, 2024

DESCRIPTION	OCA CODE	BUDGET 2023-24	YEAR TO DATE EXPENDITURES 3/31/2024	ADJUSTMENT	PROPOSED BUDGET 2024-25	% INCREASE/ DECREASE
ASIAN PROMOTIONS						
JAPAN						
Fresh & Processed Grapefruit						
57 10 18 12 103						
Promotions-DOC	GR200	\$34,000	\$12,213	(\$9,000)	\$25,000	(26.5)
Promotions-FAS	1335F	821,506	238,232	(110,000)	711,506	(13.4)
Total Expenses-Japan-Fresh & Proc, Gft		855,506	250,445	(119,000)	736,506	(13.9)
KOREA						
Fresh & Processed Grapefruit						
57 10 18 13 103						
Promotions-DOC	GR200	20,000	5,800	0	20,000	0.0
Promotions-FAS	1335F	430,134	156,440	(12,984)	417,150	(3.0)
Total Korea-Fresh & Proc. Gft		450,134	162,240	(12,984)	437,150	(2.9)
Processed Orange						
57 10 18 13 104						
Promotions-DOC	1335D	30,300	15,800	(3,000)	27,300	(9.9)
Promotions-FAS	1335F	548,362	301,276	(34,203)	514,159	(6.2)
Total Korea-Fresh & Proc. OJ		578,662	317,076	(37,203)	541,459	(6.4)
TOTAL ASIAN PROMOTIONS		1,884,302	729,761	(169,187)	1,715,115	(9.0)
TOTAL INTERNATIONAL MARKETING		\$4,262,014	\$1,918,219	(\$214,012)	\$4,048,002	(5.0)
* SUBTOTALS BY FUNDING SOURCE						
Int'l Mktg-DOC		\$350,450	\$199,424	(\$100)	350,350	(0.0)
Int'l Mktg-CRP		\$112,650	\$37,682	(\$9,650)	103,000	(8.6)
Int'l Mktg-FAS		3,798,914	1,681,113	(204,262)	3,594,652	(5.4)
Int'l Mktg-ATP		0	0	0	0	100.+
		\$4,262,014	\$1,918,219	(\$214,012)	\$4,048,002	(5.0)

FLORIDA DEPARTMENT OF CITRUS

SUMMARY STATEMENT OF RESERVES - ALL FUNDS

2024-25

DESCRIPTION	OBJECT CODE	FCC REQUIRED	% OF REVENUE	EQUIVALENT BOXES
57 10 00 10 005				
Processed Orange	830PO	\$165,291	3.5%	1,377,426
Fresh Orange	830FO	4,158	5.6%	83,169
Combined Grapefruit	830CG	6,863	10.2%	98,040
Fresh Specialty	830FS	6,312	25.6%	90,166
		\$182,624		\$1,648,801