# CALIFORNIA AVOCADO COMMISSION 2017-18 PROJECTION & BUDGET WITH COMPARISON TO 2016-17

						2017-18 vs.	2016-17	
ACCT		2017-18	٥,	2016-17	٠,	INCREASE	PERCENT	2211717
CODE	REVENUES:	PROJECTION	%	AMENDMENT #1	%	(DECREASE)	CHANGE	COMMENT
40001	CAC Assessment Revenue	\$9,250,313	54.2%	\$5,060,000	53.0%	\$4,190,313	82.81%	Assessment rate 2.30%, crop size 375 MM lbs, price \$1.10
40011	HAB 85% Rebate Assessment Revenue	\$7,410,938	43.4%	\$3,952,500	41.4%	\$3,458,438	87.50%	
	Subtotal Assessment Revenues	\$16,661,250	97.6%	\$9,012,500	94.4%	\$7,648,750	84.87%	
42001	Administration & Accounting Fee Revenue (AIP)	\$61,000	0.4%	\$61,000	0.6%	\$0	0.00%	
46010	Grant Funding	\$240,983	1.4%	\$396,016	4.1%	(\$155,033)	-39.15%	
48001	Interest Income	\$15,000	0.1%	\$14,400	0.2%	\$600	4.17%	
48009	Other Income	\$97,000	0.6%	\$65,000	0.7%	\$32,000	49.23%	
	Subtotal Other Revenues	\$413,983	2.4%	\$536,416	5.6%	(\$122,433)	-22.82%	
	Total Revenues	\$17,075,233	100.0%	\$9,548,916	100.0%	\$7,526,317	78.82%	
						2017-18 vs.	2016-17	
ACCT		2017-18		2016-17		INCREASE	PERCENT	
CODE	EXPENDITURES: Marketing Programs	PROJECTION	%	AMENDMENT #1	%	(DECREASE)	CHANGE	COMMENT
51000 & 55000	Consumer Marketing	\$6,045,098	38.8%	\$4,636,980	36.0%	\$1,408,118	30.37%	
54000	Consumer Public Relations	\$1,150,000	7.4%	\$524,500	4.1%	\$625,500	119.26%	
54000	Consumer Registered Dietitian Nutritionist Program	\$122,000	0.8%	\$88,750	0.7%	\$33,250	37.46%	
52000	Merchandising Promotions	\$2,152,277	13.8%	\$1,516,270	11.8%	\$636,007	41.95%	
53000	Foodservice	\$934,000	6.0%	\$684,000	5.3%	\$250,000	36.55%	
59000	Marketing Activities Support	\$96,625	0.6%	\$259,500	2.0%	(\$162,875)	-62.76%	
	Subtotal Marketing Programs	\$10,500,000	67.4%	\$7,710,000	59.8%	\$2,790,000	36.19%	
	EXPENDITURES: Non-Marketing Programs							
65000	Industry Affairs & Production Research	\$1,473,340	9.5%	\$1,407,514	10.9%	\$65,826	4.68%	
66010	Grant Programs	\$240,983	1.5%	\$396,016	3.1%	(\$155,033)	-39.15%	
70000	Administration	\$3,367,654	21.6%	\$3,374,151	26.2%	(\$6,497)	-0.19%	
	Subtotal Non-Marketing Programs	\$5,081,977	32.6%	\$5,177,681	40.2%	(\$95,704)	-1.85%	
	Total Expenditures	\$15,581,977	100.0%	\$12,887,681	100.0%	\$2,694,296	20.91%	
	Excess Of Revenues Over (Under) Expenditures	\$1,493,256	8.7%	(\$3,338,765)	-35.0%	\$4,832,021	-144.72%	
	Beginning Reserves - Nov. 1	\$7,295,567		\$10,634,332		(\$3,338,765)	-31.40%	
	Estimated Ending Reserves - Oct. 31	\$8,788,823	!	\$7,295,567		\$1,493,256	20.47%	

# CALIFORNIA AVOCADO COMMISSION 2017-18 PROJECTION & BUDGET WITH COMPARISON TO 2016-17

Department: Marketing

Department:	warketing					0047.40	0040.47	
ACCT	DEDT/	2047.40		2046 47		2017-18 vs.		<i>:</i>
ACCT CODE	DEPT/ ACTIVITY	2017-18 PROJECTION	%	2016-17 AMENDMENT #1	0/		PERCENT	
	Consumer Marketing:	PROJECTION	70	AMENDMENT #1	%	(DECREASE)	CHANGE	
F1001		<b>#2.000.000</b>	20.50/	<b>#0.005.055</b>	0.4.00/	<b>PEC4 44E</b>	04 400/	
51001	Media	\$3,200,000	30.5%	\$2,635,855	34.2%	\$564,145	21.40%	
51002	Production	\$456,500	4.3%	\$308,000	4.0%	\$148,500	48.21%	
55XXX	Online Marketing	\$729,000	6.9%	\$723,125	9.4%	\$5,875	0.81%	
51801 & 57002	Program Administration	\$1,659,598	15.8%	\$970,000	12.6%	\$689,598	71.09%	_
	Consumer Marketing Subtotal	\$6,045,098	57.6%	\$4,636,980	60.1%	\$1,408,118	30.37%	
	Consumer Public Relations:							
	Brand Advocates	\$230,000	2.2%	\$126,500	1.6%	\$103,500	81.82%	
5400X & 5410X	Public Relations	\$832,000	7.9%	\$318,000	4.1%	\$514,000	161.64%	
5480X	Program Administration	\$88,000	0.8%	\$80,000	1.0%	\$8,000	10.00%	
	Consumer Public Relations Subtotal	\$1,150,000	11.0%	\$524,500	6.8%	\$625,500	119.26%	•
	Consumer Registered Dietitian Nutritionist Program:							
54206	RDN Ambassadors	\$96,250	0.9%	\$65,000	0.8%	\$31,250	48.08%	
54201	Industry Partnerships	\$14,750	0.1%	\$14,750	0.2%	\$0	0.00%	
54802	Program Administration	\$11,000	0.1%	\$9,000	0.1%	\$2,000	22.22%	
0.002	Consumer Registered Dietitian Nutritionist Subtotal	\$122,000	1.2%	\$88,750	1.2%	\$33,250	37.46%	-
								•
	Merchandising:							
520XX	Trade Relations	\$1,049,071	10.0%	\$669,265	8.7%	\$379,806	56.75%	
	Retail & Consumer Promotions	\$576,000	5.5%	\$421,475	5.5%	\$154,525	36.66%	
522XX	Data, Research & Analysis	\$402,206	3.8%	\$300,530	3.9%	\$101,676	33.83%	
524XX	Administration & Other	\$125,000	1.2%	\$125,000	1.6%	\$0	0.00%	-
	Merchandising Subtotal	\$2,152,277	20.5%	\$1,516,270	19.7%	\$636,007	41.95%	-
	Foodservice:							
53001	Media	\$128,000	1.2%	\$19,000	0.2%	\$109,000	573.68%	
53101	Public Relations & Collateral Materials	\$70,000	0.7%	\$54,000	0.7%	\$16,000	29.63%	
53103	Foodservice Events	\$330,000	3.1%	\$245,000	3.2%	\$85,000	34.69%	
53104	Chain Promotions	\$350,000	3.3%	\$310,000	4.0%	\$40,000	12.90%	
53105	Education Programs	\$2,000	0.0%	\$2,000	0.0%	\$0	0.00%	
5380X	Program Administration	\$54,000	0.5%	\$54,000	0.7%	\$0	0.00%	
	Foodservice Subtotal	\$934,000	8.9%	\$684,000	8.9%	\$250,000	36.55%	-
	Marketing Activities Support:							
51803	Marketing Planning	\$57,625	0.5%	\$222,000	2.9%	(\$164,375)	-74.04%	
51005	Center for Produce Safety	\$25,000	0.2%	\$25,000	0.3%	\$0 \$1.500	0.00%	
580XX	Festivals	\$14,000	0.1%	\$12,500	0.2%	\$1,500	12.00%	-
	Marketing Activities Support Subtotal	\$96,625	0.9%	\$259,500	3.4%	(\$162,875)	-62.76%	
Ì	Total Marketing	\$10,500,000	100.0%	\$7,710,000	100.0%	\$2,790,000	36.19%	_
								•

2017-18 vs. 2016-17

INCREASE PERCENT

# CALIFORNIA AVOCADO COMMISSION 2017-18 PROJECTION & BUDGET

2017-18

WITH COMPARISON TO 2016-17

2016-17

Department: Industry Affairs & Production Research

DEPT/

ACCT

CODE	ACTIVITY	PROJECTION	%	AMENDMENT #1	%	(DECREASE)	CHANGE	COMMENT
	Industry Statistics And Information:							
64001	AMRIC Operation	\$70,000	7.0%	\$68,200	9.0%	\$1,800	2.64%	
64002	Crop Forecasting and Analysis	\$100,000	10.0%	\$53,600	7.0%	\$46,400	86.57%	
64003	Grower Database	\$12,000	1.2%	\$11,800	1.6%	\$200	1.69%	
64004	Grove Database System	\$53,000	5.3%	\$25,300	3.3%	\$27,700	109.49%	
	Industry Statistics And Information Subtotal	\$235,000	23.4%	\$158,900	20.9%	\$76,100	47.89%	
	Grower Communications:							
64101	Field Meetings, Seminars & Workshops	\$0	0.0%	\$7,500	1.0%	(\$7,500)	-100.00%	
64104	Educational Outreach	\$0	0.0%	\$7,500	1.0%	(\$7,500)	-100.00%	
64105	Online Information	\$30,000	3.0%	\$28,000	3.7%	\$2,000	7.14%	
64106	Publications	\$125,000	12.5%	\$109,000	14.3%	\$16,000	14.68%	
64107	Annual Meeting	\$21,000	2.1%	\$20,000	2.6%	\$1,000	5.00%	
64108	Annual Report	\$24,000	2.4%	\$22,500	3.0%	\$1,500	6.67%	
	Grower Communications Subtotal	\$200,000	19.9%	\$194,500	25.6%	\$5,500	2.83%	
	Issues Management:		<u></u>					
64201	Water Issues	\$20,000	2.0%	\$20,000	2.6%	\$0	0.00%	
64202	Field/Technical Support	\$65,000	6.5%	\$65,000	8.5%	\$0 \$0	0.00%	
64206	Legislative & Regulatory Advocacy	\$50,000	5.0%	\$50,000	6.6%	\$0 \$0	0.00%	
64208	Product Registrations	\$4,000	0.4%	\$0	0.0%	\$4,000	100.00%	
64211	Sustainability Project	\$50,000	5.0%	\$0	0.0%	\$50,000	100.00%	
0.211	Issues Management Subtotal	\$189,000	18.8%	\$135,000	17.7%	\$54,000	40.00%	
	Laval/Causamanaa							
04004	Legal/Governance:	<b>#</b> 40,000	4.00/	<b>#40.000</b>	4.00/	¢0	0.000/	
64301	Elections	\$10,000	1.0%	\$10,000	1.3%	\$0 \$0	0.00%	
64302	Legal Support	\$30,000	3.0%	\$30,000	3.9%	\$0	0.00%	
64303	Governance Support	\$25,000	2.5%	\$20,000	2.6%	\$5,000	25.00%	
	Legal/Governance Subtotal	\$65,000	6.5%	\$60,000	7.9%	\$5,000	8.33%	
	Demonstration Grove:							
64401	Pine Tree - Rent	\$21,400	2.1%	\$20,720	2.7%	\$680	3.28%	
64402	Pine Tree - Grove Management	\$52,000	5.2%	\$52,000	6.8%	\$0	0.00%	
64403	Pine Tree - Utilities	\$5,400	0.5%	\$5,280	0.7%	\$120	2.27%	
64404	Pine Tree - Property Tax & Insurance	\$2,500	0.2%	\$2,520	0.3%	(\$20)	-0.79%	
64405	Pine Tree - Improvements & Misc Expenses	\$15,000	1.5%	\$24,480	3.2%	(\$9,480)	-38.73%	
64406 - 64409	Pine Tree - Harvesting, Hauling, CAC & HAB Assessments	\$5,105	0.5%	\$0	0.0%	\$5,105	100.00%	
	Demonstration Grove Subtotal	\$101,405	10.1%	\$105,000	13.8%	(\$3,595)	-3.42%	
	Education & Outreach							
64501	Field Meetings, Seminars & Workshops	\$27,000	2.7%	\$0	0.0%	\$27,000	100.00%	
64502	Pine Tree Ranch Field Days	\$6,000	0.6%	\$0	0.0%	\$6,000	100.00%	
64503	Grower Outreach	\$8,000	0.8%	\$0	0.0%	\$8,000	100.00%	
	Education & Outreach Subtotal	\$41,000	4.1%	\$0	0.0%	\$41,000	100.00%	
	Other:							
64801	Dues, Sponsorships, Registrations & Reports	\$44,000	4.4%	\$13,250	1.7%	\$30,750	232.08%	
64802	Grant Writing	\$2,500	0.2%	\$2,500	0.3%	\$0	0.00%	
64803	Travel	\$90,000	9.0%	\$60,000	7.9%	\$30,000	50.00%	
64804	Office Expense	\$31,000	3.1%	\$26,500	3.5%	\$4,500	16.98%	
64805	Committee Meeting Expense	\$5,000	0.5%	\$5,000	0.7%	\$0	0.00%	
	Other Industry Affairs Subtotal	\$172,500	17.2%	\$107,250	14.1%	\$65,250	60.84%	
	Total Industry Affairs	\$1,003,905	100 0%	\$760,650	100 0%	\$243,255	31.98%	
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2017-18 vs. 2016-17

### CALIFORNIA AVOCADO COMMISSION 2017-18 PROJECTION & BUDGET WITH COMPARISON TO 2016-17

Department: Industry Affairs & Production Research

ACCT	DEPT/	2017-18		2016-17		INCREASE	PERCENT	
CODE	ACTIVITY	PROJECTION	%	AMENDMENT #1	%	(DECREASE)	CHANGE	COMMENT
	Pest & Disease Projects:							
65124	PSHB Biocontrol Agents from SE Asia - Stouthamer	\$0	0.0%	\$70,000	10.8%	(\$70,000)	-100.00%	
65125	Risk Assessment & Epidemiology of PSHB in Commercial Groves	\$0	0.0%	\$34,945	5.4%	(\$34,945)	-100.00%	
65126	Branch Canker Situation Assessment	\$10,000	2.1%	\$0	0.0%	\$10,000	100.00%	
	Pest & Disease Project Subtotal	\$10,000	2.1%	\$104,945	16.2%	(\$94,945)	-90.47%	
	Breeding, Varieties, Genetics Projects:							
65211	Development of New Rootstock Varieties Resistant to P. Cinnamomi & Salinity	\$400,576	85.3%	\$407,289	63.0%	(\$6,713)	-1.65%	
65212	Maintaining Germplasm Collections - Persea Species & Advanced Scion Lines	\$58,859	12.5%	\$55,630	8.6%	\$3,229	5.80%	
	Breeding, Varieties, Genetics Projects Subtotal	\$459,435	97.9%	\$462,919	71.6%	(\$3,484)	-0.75%	
	Cultural Management Projects:							
65308	Decision Support for Avocado Production & Fruit Quality - Crowley	\$0	0.0%	\$74,000	11.4%	(\$74,000)	-100.00%	
65310	Improvement of Yield with New Grower Education - Bender	\$0	0.0%	\$5,000	0.8%	(\$5,000)	-100.00%	
	Cultural Management Projects Subtotal	\$0	0.0%	\$79,000	12.2%	(\$79,000)	-100.00%	
	Total Production Research	\$469,435	100.0%	\$646,864	100.0%	(\$177,429)	-27.43%	

**Department: Grant Programs** 

			2017-18 vs. 2016-17					
ACCT	DEPT/	2017-18		2016-17		INCREASE	PERCENT	
CODE	ACTIVITY	PROJECTION	%	AMENDMENT #1	%	(DECREASE)	CHANGE	COMMENT
66011-81	CDFA Grant-Pine Tree Ranch	\$22,500	9.3%	\$59,578	15.0%	(\$37,078)	-62.23%	
66013-85	USDA Grant-PSHB Monitoring & Outreach	\$114,835	47.7%	\$112,890	28.5%	\$1,945	1.72%	
66014-86	USDA Grant-TASC Program 2016-05	\$14,312	5.9%	\$14,312	3.6%	\$0	0.00%	
66016-88	USDA Grant-TASC Program 2016-09	\$24,336	10.1%	\$24,336	6.1%	\$0	0.00%	
66017-89	USDA Grant-EMP	\$0	0.0%	\$84,900	21.4%	(\$84,900)	-100.00%	
66018-82	CDFA Grant-Web-Based Decision Support Tools	\$65,000	27.0%	\$100,000	25.3%	(\$35,000)	-35.00%	
	Total Grant Programs	\$240,983	100.0%	\$396,016	100.0%	(\$155,033)	-39.15%	

# CALIFORNIA AVOCADO COMMISSION 2017-18 PROJECTION & BUDGET WITH COMPARISON TO 2016-17

Department: Administration

Department. F	Administration					2017-18 vs.	2016-17	
ACCT	DEPT/	2017-18		2016-17		INCREASE	PERCENT	
CODE	ACTIVITY	PROJECTION	%	AMENDMENT #1	%	(DECREASE)		COMMENT
	Office Expense:			7		(220112/102)		
71101 & 71102	Office Rent & Property Tax	\$92,836	2.8%	\$96,790	2.9%	(\$3,954)	-4.09%	
71104	Offsite Storage	\$6,693	0.2%	\$6,693	0.2%	\$0	0.00%	
71111	Corporate Insurance	\$86,300	2.6%	\$84,100	2.5%	\$2,200	2.62%	
	·	\$33,004	1.0%	\$63,400	1.9%	(\$30,396)	-47.94%	
71131	Utilities	\$16,390	0.5%	\$17,140	0.5%	(\$750)	-4.38%	
71141	Bank & Payroll Fees	\$14,010	0.4%	\$12,210	0.4%	\$1,800	14.74%	
71151	Equipment Maintenance & Expense	\$27,615	0.4%	\$27,274	0.4%	\$341	1.25%	
		\$34,690	1.0%	\$33,690	1.0%	\$1,000	2.97%	
71101 - 71101	Office Expense Subtotal	\$311,538	9.3%	\$341,297	10.1%	(\$29,759)	-8.72%	
	Office Expense Subtotal	<del></del>	9.5 /6	φ341,2 <i>31</i>	10.176	(φ29,739)	-0.72/0	
	Professional Fees:							
71201	CPA-Financial Audits	\$26,800	0.8%	\$26,250	0.8%	\$550	2.10%	
71201	CPA-Assessment Audits	\$17,850	0.5%	\$17,850	0.5%	\$0	0.00%	
71203	CDFA Fiscal and Compliance Audit	\$7,500 \$7,500	0.3%	\$7,350 \$7,350	0.3%	\$150	2.04%	
71211	CDFA Charges	\$72,600	2.2%	\$7,550 \$72,600	2.2%	\$130	0.00%	
71211	USDA-AMS Charges	\$66,000	2.2%	\$66,000	2.2%	\$0 \$0	0.00%	
	•	\$5,000	0.1%	\$5,000	0.1%	\$0 \$0	0.00%	
78301	Pension Admin & Legal		1.0%		1.4%		-23.94%	
78301	•	\$35,100		\$46,150		(\$11,050)		
	Professional Fees Subtotal	\$230,850	6.9%	\$241,200	7.1%	(\$10,350)	-4.29%	
	Personnel Expenses:							
71301	Salaries/Wages	\$1,847,790	54.9%	\$1,842,930	54.6%	\$4,860	0.26%	
	· ·	\$710,331	21.1%	\$692,844	20.5%	\$17,487	2.52%	
71011 71001	Personnel Expenses Subtotal	\$2,558,121	76.0%	\$2,535,774	75.2%	\$22,347	0.88%	
	r drootmor Exponess subtotal	42,000,121	10.070	<b>\$2,000,114</b>	10.270	Ψ22,041	0.0070	
	Commissioner Expenses:							
71401	District Meetings & Expenses	\$3,000	0.1%	\$3,000	0.1%	\$0	0.00%	
71402 & 71403	Travel, Lodging, Mileage, Meals & Entertainment	\$40,000	1.2%	\$46,000	1.4%	(\$6,000)	-13.04%	
71404	Board Meeting Expenses	\$27,250	0.8%	\$27,250	0.8%	\$0	0.00%	
	Commissioner Expenses Subtotal	\$70,250	2.1%	\$76,250	2.3%	(\$6,000)	-7.87%	
70004 7005	Information Technology:		_			_		
73001 & 73002	Network Maint., Hardware, Software & Licenses	\$67,045	2.0%	\$48,130	1.4%	\$18,915	39.30%	
	IT Support, Consulting & IT Service	\$43,350	1.3%	\$43,450	1.3%	(\$100)	-0.23%	
73004	Accounting & Assessment System	\$19,750	0.6%	\$27,350	0.8%	(\$7,600)	-27.79%	
	Information Technology Subtotal	\$130,145	3.9%	\$118,930	3.5%	\$11,215	9.43%	
	Denveriation Interest 9 Other Admin							
78101	<u>Depreciation, Interest &amp; Other Admin:</u> Admin Staff Travel	\$9,000	0.3%	\$9,000	0.3%	\$0	0.00%	
78101 78201	Depreciation Expense		0.3%		0.3%		71.43%	
	•	\$14,400 \$18,350		\$8,400		\$6,000		
	Dues & Reg., Education, Training, Recruitment, Other	\$18,350 \$35,000	0.5%	\$18,300	0.5%	\$50	0.27%	
78601	Temporary Help	\$25,000	0.7%	\$25,000	0.7%	\$0 \$c.050	0.00%	
	Depreciation, Interest & Other Admin Subtotal	\$66,750	2.0%	\$60,700	1.8%	\$6,050	9.97%	
	Total Administration	\$3,367,654	100 0%	\$3,374,151	100 0%	(\$6,497)	-0.19%	