

**CALIFORNIA AVOCADO COMMISSION
2017-18 BUDGET
AMENDMENT #1**

APPROVED BY CAC BOARD 5/17/18

ACCT CODE	REVENUES:	2017-18		2017-18		ORIGINAL vs AMEND #1		COMMENT
		AMENDMENT #1	%	BUDGET	%	INCREASE (DECREASE)	PERCENT CHANGE	
40001	CAC Assessment Revenue	\$9,250,313	53.8%	\$9,250,313	54.2%	\$0	0.00%	Assessment rate 2.30%, crop size 375 MM lbs, price \$1.10
40011	HAB 85% Rebate Assessment Revenue	\$7,410,938	43.1%	\$7,410,938	43.4%	\$0	0.00%	
	Subtotal Assessment Revenues	\$16,661,250	96.9%	\$16,661,250	97.6%	\$0	0.00%	
42001	Administration & Accounting Fee Revenue (AIP)	\$61,000	0.4%	\$61,000	0.4%	\$0	0.00%	
4601X	Grant Funding	\$363,983	2.1%	\$240,983	1.4%	\$123,000	51.04%	Increase for Grant funding
48001	Interest Income	\$15,000	0.1%	\$15,000	0.1%	\$0	0.00%	
48009	Other Income	\$97,000	0.6%	\$97,000	0.6%	\$0	0.00%	
	Subtotal Other Revenues	\$536,983	3.1%	\$413,983	2.4%	\$123,000	29.71%	
	Total Revenues	\$17,198,233	100.0%	\$17,075,233	100.0%	\$123,000	0.72%	
ACCT CODE	EXPENDITURES: Marketing Programs	2017-18 AMENDMENT #1	%	2017-18 BUDGET	%	INCREASE (DECREASE)	PERCENT CHANGE	COMMENT
51000 & 55000	Consumer Marketing	\$6,045,098	38.5%	\$6,045,098	38.8%	\$0	0.00%	
54000	Consumer Public Relations	\$1,150,000	7.3%	\$1,150,000	7.4%	\$0	0.00%	
54000	Consumer Registered Dietitian Nutritionist Program	\$122,000	0.8%	\$122,000	0.8%	\$0	0.00%	
52000	Merchandising Promotions	\$2,152,277	13.7%	\$2,152,277	13.8%	\$0	0.00%	
53000	Foodservice	\$934,000	5.9%	\$934,000	6.0%	\$0	0.00%	
59000	Marketing Activities Support	\$96,625	0.6%	\$96,625	0.6%	\$0	0.00%	
	Subtotal Marketing Programs	\$10,500,000	66.9%	\$10,500,000	67.4%	\$0	0.00%	
EXPENDITURES: Non-Marketing Programs								
64000 & 65000	Industry Affairs & Production Research	\$1,473,340	9.4%	\$1,473,340	9.5%	\$0	0.00%	
66010	Grant Programs	\$363,983	2.3%	\$240,983	1.5%	\$123,000	51.04%	
70000	Administration	\$3,367,654	21.4%	\$3,367,654	21.6%	\$0	0.00%	
	Subtotal Non-Marketing Programs	\$5,204,977	33.1%	\$5,081,977	32.6%	\$123,000	2.42%	
	Total Expenditures	\$15,704,977	100.0%	\$15,581,977	100.0%	\$123,000	0.79%	
	Excess Of Revenues Over (Under) Expenditures	\$1,493,256	8.7%	\$1,493,256	8.7%	\$0	0.00%	
	Beginning Reserves - Nov. 1	\$11,116,774		\$7,295,567		\$3,821,207	52.38%	Revise beginning reserves to actual
	Estimated Ending Reserves - Oct. 31	\$12,610,030		\$8,788,823		\$3,821,207	43.48%	

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Department: Marketing

ACCT CODE	DEPT/ ACTIVITY	2017-18		2017-18		ORIGINAL vs AMEND #1		COMMENT
		AMENDMENT #1	%	BUDGET	%	INCREASE (DECREASE)	PERCENT CHANGE	
	<u>Consumer Marketing:</u>							
51001	Media	\$3,200,000	30.5%	\$3,200,000	30.5%	\$0	0.00%	
51002	Production	\$456,500	4.3%	\$456,500	4.3%	\$0	0.00%	
55XXX	Online Marketing	\$729,000	6.9%	\$729,000	6.9%	\$0	0.00%	
51801 & 57002	Program Administration	\$1,659,598	15.8%	\$1,659,598	15.8%	\$0	0.00%	
	Consumer Marketing Subtotal	\$6,045,098	57.6%	\$6,045,098	57.6%	\$0	0.00%	
	<u>Consumer Public Relations:</u>							
5400X & 5420X	Brand Advocates	\$230,000	2.2%	\$230,000	2.2%	\$0	0.00%	
5400X & 541XX	Public Relations	\$832,000	7.9%	\$832,000	7.9%	\$0	0.00%	
5480X	Program Administration	\$88,000	0.8%	\$88,000	0.8%	\$0	0.00%	
	Consumer Public Relations Subtotal	\$1,150,000	11.0%	\$1,150,000	11.0%	\$0	0.00%	
	<u>Consumer Registered Dietitian Nutritionist Program:</u>							
54206	RDN Ambassadors	\$96,250	0.9%	\$96,250	0.9%	\$0	0.00%	
54201	Industry Partnerships	\$14,750	0.1%	\$14,750	0.1%	\$0	0.00%	
54802	Program Administration	\$11,000	0.1%	\$11,000	0.1%	\$0	0.00%	
	Consumer Registered Dietitian Nutritionist Subtotal	\$122,000	1.2%	\$122,000	1.2%	\$0	0.00%	
	<u>Merchandising:</u>							
520XX	Trade Relations	\$1,049,071	10.0%	\$1,049,071	10.0%	\$0	0.00%	
521XX & 523XX	Retail & Consumer Promotions	\$576,000	5.5%	\$576,000	5.5%	\$0	0.00%	
522XX	Data, Research & Analysis	\$402,206	3.8%	\$402,206	3.8%	\$0	0.00%	
524XX	Administration & Other	\$125,000	1.2%	\$125,000	1.2%	\$0	0.00%	
	Merchandising Subtotal	\$2,152,277	20.5%	\$2,152,277	20.5%	\$0	0.00%	
	<u>Foodservice:</u>							
53001	Media	\$128,000	1.2%	\$128,000	1.2%	\$0	0.00%	
53101	Public Relations & Collateral Materials	\$70,000	0.7%	\$70,000	0.7%	\$0	0.00%	
53103	Foodservice Events	\$330,000	3.1%	\$330,000	3.1%	\$0	0.00%	
53104	Chain Promotions	\$350,000	3.3%	\$350,000	3.3%	\$0	0.00%	
53105	Education Programs	\$2,000	0.0%	\$2,000	0.0%	\$0	0.00%	
5380X	Program Administration	\$54,000	0.5%	\$54,000	0.5%	\$0	0.00%	
	Foodservice Subtotal	\$934,000	8.9%	\$934,000	8.9%	\$0	0.00%	
	<u>Marketing Activities Support:</u>							
51803	Marketing Planning	\$57,625	0.5%	\$57,625	0.5%	\$0	0.00%	
51005	Center for Produce Safety	\$25,000	0.2%	\$25,000	0.2%	\$0	0.00%	
580XX	Festivals	\$14,000	0.1%	\$14,000	0.1%	\$0	0.00%	
	Marketing Activities Support Subtotal	\$96,625	0.9%	\$96,625	0.9%	\$0	0.00%	
	Total Marketing	\$10,500,000	100.0%	\$10,500,000	100.0%	\$0	0.00%	

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APPROVED BY CAC BOARD 5/17/18

Department: Industry Affairs & Production Research

ACCT CODE	DEPT/ ACTIVITY	2017-18		2017-18		ORIGINAL vs AMEND #1		COMMENT
		AMENDMENT #1	%	BUDGET	%	INCREASE (DECREASE)	PERCENT CHANGE	
<u>Industry Statistics And Information:</u>								
64001	AMRIC Operation	\$70,000	7.0%	\$70,000	7.0%	\$0	0.00%	
64002	Crop Forecasting and Analysis	\$100,000	10.0%	\$100,000	10.0%	\$0	0.00%	
64003	Grower Database	\$12,000	1.2%	\$12,000	1.2%	\$0	0.00%	
64004	Grove Database System	\$53,000	5.3%	\$53,000	5.3%	\$0	0.00%	
	Industry Statistics And Information Subtotal	\$235,000	23.4%	\$235,000	23.4%	\$0	0.00%	
<u>Grower Communications:</u>								
64101	Field Meetings, Seminars & Workshops	\$0	0.0%	\$0	0.0%	\$0	100.00%	
64104	Educational Outreach	\$0	0.0%	\$0	0.0%	\$0	100.00%	
64105	Online Information	\$30,000	3.0%	\$30,000	3.0%	\$0	0.00%	
64106	Publications	\$125,000	12.5%	\$125,000	12.5%	\$0	0.00%	
64107	Annual Meeting	\$21,000	2.1%	\$21,000	2.1%	\$0	0.00%	
64108	Annual Report	\$24,000	2.4%	\$24,000	2.4%	\$0	0.00%	
	Grower Communications Subtotal	\$200,000	19.9%	\$200,000	19.9%	\$0	0.00%	
<u>Issues Management:</u>								
64201	Water Issues	\$20,000	2.0%	\$20,000	2.0%	\$0	0.00%	
64202	Field/Technical Support	\$65,000	6.5%	\$65,000	6.5%	\$0	0.00%	
64206	Legislative & Regulatory Advocacy	\$50,000	5.0%	\$50,000	5.0%	\$0	0.00%	
64208	Product Registrations	\$4,000	0.4%	\$4,000	0.4%	\$0	0.00%	
64211	Sustainability Project	\$50,000	5.0%	\$50,000	5.0%	\$0	0.00%	
	Issues Management Subtotal	\$189,000	18.8%	\$189,000	18.8%	\$0	0.00%	
<u>Legal/Governance:</u>								
64301	Elections	\$10,000	1.0%	\$10,000	1.0%	\$0	0.00%	
64302	Legal Support	\$30,000	3.0%	\$30,000	3.0%	\$0	0.00%	
64303	Governance Support	\$25,000	2.5%	\$25,000	2.5%	\$0	0.00%	
	Legal/Governance Subtotal	\$65,000	6.5%	\$65,000	6.5%	\$0	0.00%	
<u>Demonstration Grove:</u>								
64401	Pine Tree - Rent	\$21,400	2.1%	\$21,400	2.1%	\$0	0.00%	
64402	Pine Tree - Grove Management	\$52,000	5.2%	\$52,000	5.2%	\$0	0.00%	
64403	Pine Tree - Utilities	\$5,400	0.5%	\$5,400	0.5%	\$0	0.00%	
64404	Pine Tree - Property Tax & Insurance	\$2,500	0.2%	\$2,500	0.2%	\$0	0.00%	
64405	Pine Tree - Improvements & Misc Expenses	\$15,000	1.5%	\$15,000	1.5%	\$0	0.00%	
64406 - 64409	Pine Tree - Harvesting, Hauling, CAC & HAB Assessments	\$5,105	0.5%	\$5,105	0.5%	\$0	0.00%	
	Demonstration Grove Subtotal	\$101,405	10.1%	\$101,405	10.1%	\$0	0.00%	
<u>Education & Outreach</u>								
64501	Field Meetings, Seminars & Workshops	\$27,000	2.7%	\$27,000	2.7%	\$0	0.00%	
64502	Pine Tree Ranch Field Days	\$6,000	0.6%	\$6,000	0.6%	\$0	0.00%	
64503	Grower Outreach	\$8,000	0.8%	\$8,000	0.8%	\$0	0.00%	
	Education & Outreach Subtotal	\$41,000	4.1%	\$41,000	4.1%	\$0	0.00%	
<u>Other:</u>								
64801	Dues, Sponsorships, Registrations & Reports	\$44,000	4.4%	\$44,000	4.4%	\$0	0.00%	
64802	Grant Writing	\$2,500	0.2%	\$2,500	0.2%	\$0	0.00%	
64803	Travel	\$90,000	9.0%	\$90,000	9.0%	\$0	0.00%	
64804	Office Expense	\$31,000	3.1%	\$31,000	3.1%	\$0	0.00%	
64805	Committee Meeting Expense	\$5,000	0.5%	\$5,000	0.5%	\$0	0.00%	
	Other Industry Affairs Subtotal	\$172,500	17.2%	\$172,500	17.2%	\$0	0.00%	
	Total Industry Affairs	\$1,003,905	100.0%	\$1,003,905	100.0%	\$0	0.00%	

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Department: Industry Affairs & Production Research

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		AMENDMENT #1	%	BUDGET	%	INCREASE (DECREASE)	PERCENT CHANGE	
<u>Pest & Disease Projects:</u>								
65124	PSHB Biocontrol Agents from SE Asia - Stouthamer	\$0	0.0%	\$0	0.0%	\$0	100.00%	
65125	Risk Assessment & Epidemiology of PSHB in Commercial Groves	\$0	0.0%	\$0	0.0%	\$0	100.00%	
65126	Branch Canker Situation Assessment	\$10,000	2.1%	\$10,000	2.1%	\$0	0.00%	
	Pest & Disease Project Subtotal	\$10,000	2.1%	\$10,000	2.1%	\$0	0.00%	
<u>Breeding, Varieties, Genetics Projects:</u>								
65211	Development of New Rootstock Varieties Resistant to P. Cinnamomi &	\$400,576	85.3%	\$400,576	85.3%	\$0	0.00%	
65212	Maintaining Germplasm Collections – Persea Species & Advanced Sc	\$58,859	12.5%	\$58,859	12.5%	\$0	0.00%	
	Breeding, Varieties, Genetics Projects Subtotal	\$459,435	97.9%	\$459,435	97.9%	\$0	0.00%	
<u>Cultural Management Projects:</u>								
65308	Decision Support for Avocado Production & Fruit Quality - Crowley	\$0	0.0%	\$0	0.0%	\$0	100.00%	
65310	Improvement of Yield with New Grower Education - Bender	\$0	0.0%	\$0	0.0%	\$0	100.00%	
	Cultural Management Projects Subtotal	\$0	0.0%	\$0	0.0%	\$0	100.00%	
	Total Production Research	\$469,435	100.0%	\$469,435	100.0%	\$0	0.00%	

Department: Grant Programs

ACCT CODE	DEPT/ACTIVITY	2017-18		2017-18		ORIGINAL vs AMEND #1		COMMENT
		AMENDMENT #1	%	BUDGET	%	INCREASE (DECREASE)	PERCENT CHANGE	
66011-81	CDFA Grant-Pine Tree Ranch	\$22,500	6.2%	\$22,500	9.3%	\$0	0.00%	
66013-85	USDA Grant-PSHB Monitoring & Outreach	\$114,835	31.5%	\$114,835	47.7%	\$0	0.00%	
66014-86	USDA Grant-TASC Program 2016-05	\$14,312	3.9%	\$14,312	5.9%	\$0	0.00%	
66016-88	USDA Grant-TASC Program 2016-09	\$24,336	6.7%	\$24,336	10.1%	\$0	0.00%	
66017-89	USDA Grant-EMP	\$0	0.0%	\$0	0.0%	\$0	100.00%	
66018-82	CDFA Grant-Web-Based Decision Support Tools	\$65,000	17.9%	\$65,000	27.0%	\$0	0.00%	
66019-90	USDA Grant-FAS MAP	\$123,000	33.8%	\$0	0.0%	\$123,000	100.00%	Increase for Grant funding
	Total Grant Programs	\$363,983	100.0%	\$240,983	100.0%	\$123,000	51.04%	

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Department: Administration

ACCT CODE	DEPT/ ACTIVITY	2017-18		2017-18		ORIGINAL vs AMEND #1		COMMENT
		AMENDMENT #1	%	BUDGET	%	INCREASE (DECREASE)	PERCENT CHANGE	
Office Expense:								
71101 & 71102	Office Rent & Property Tax	\$92,836	2.8%	\$92,836	2.8%	\$0	0.00%	
71104	Offsite Storage	\$6,693	0.2%	\$6,693	0.2%	\$0	0.00%	
71111	Corporate Insurance	\$86,300	2.6%	\$86,300	2.6%	\$0	0.00%	
71121 - 71123	Office Expense, Supplies & Janitorial	\$33,004	1.0%	\$33,004	1.0%	\$0	0.00%	
71131	Utilities	\$16,390	0.5%	\$16,390	0.5%	\$0	0.00%	
71141	Bank & Payroll Fees	\$14,010	0.4%	\$14,010	0.4%	\$0	0.00%	
71151	Equipment Maintenance & Expense	\$27,615	0.8%	\$27,615	0.8%	\$0	0.00%	
71161 - 71181	Telephone, Cell Phone, Postage & Courier Service	\$34,690	1.0%	\$34,690	1.0%	\$0	0.00%	
	Office Expense Subtotal	\$311,538	9.3%	\$311,538	9.3%	\$0	0.00%	
Professional Fees:								
71201	CPA-Financial Audits	\$26,800	0.8%	\$26,800	0.8%	\$0	0.00%	
71203	CPA-Assessment Audits	\$17,850	0.5%	\$17,850	0.5%	\$0	0.00%	
71207	CDFA Fiscal and Compliance Audit	\$7,500	0.2%	\$7,500	0.2%	\$0	0.00%	
71211	CDFA Charges	\$72,600	2.2%	\$72,600	2.2%	\$0	0.00%	
71221	USDA-AMS Charges	\$66,000	2.0%	\$66,000	2.0%	\$0	0.00%	
71231 - 71235	Legal & Other Professional	\$5,000	0.1%	\$5,000	0.1%	\$0	0.00%	
78301	Pension Admin & Legal	\$35,100	1.0%	\$35,100	1.0%	\$0	0.00%	
	Professional Fees Subtotal	\$230,850	6.9%	\$230,850	6.9%	\$0	0.00%	
Personnel Expenses:								
71301	Salaries/Wages	\$1,847,790	54.9%	\$1,847,790	54.9%	\$0	0.00%	
71311 - 71331	Pension, Payroll Tax & Benefits	\$710,331	21.1%	\$710,331	21.1%	\$0	0.00%	
	Personnel Expenses Subtotal	\$2,558,121	76.0%	\$2,558,121	76.0%	\$0	0.00%	
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%	\$40,000	1.2%	\$0	0.00%	
71404	Board Meeting Expenses	\$27,250	0.8%	\$27,250	0.8%	\$0	0.00%	
	Commissioner Expenses Subtotal	\$70,250	2.1%	\$70,250	2.1%	\$0	0.00%	
Information Technology:								
73001 & 73002	Network Maint., Hardware, Software & Licenses	\$67,045	2.0%	\$67,045	2.0%	\$0	0.00%	
73003 & 73005	IT Support, Consulting & IT Service	\$43,350	1.3%	\$43,350	1.3%	\$0	0.00%	
73004	Accounting & Assessment System	\$19,750	0.6%	\$19,750	0.6%	\$0	0.00%	
	Information Technology Subtotal	\$130,145	3.9%	\$130,145	3.9%	\$0	0.00%	
Depreciation, Interest & Other Admin:								
78101	Admin Staff Travel	\$9,000	0.3%	\$9,000	0.3%	\$0	0.00%	
78201	Depreciation Expense	\$14,400	0.4%	\$14,400	0.4%	\$0	0.00%	
78401 - 78501	Dues & Reg., Education, Training, Recruitment, Other	\$18,350	0.5%	\$18,350	0.5%	\$0	0.00%	
78601	Temporary Help	\$25,000	0.7%	\$25,000	0.7%	\$0	0.00%	
	Depreciation, Interest & Other Admin Subtotal	\$66,750	2.0%	\$66,750	2.0%	\$0	0.00%	
	Total Administration	\$3,367,654	100.0%	\$3,367,654	100.0%	\$0	0.00%	