

**CALIFORNIA AVOCADO COMMISSION
2018-19 BUDGET
AMENDMENT #1**

APPROVED BY CAC BOARD 2/21/19

ACCT CODE	REVENUES:	2018-19		2018-19		ORIGINAL vs AMEND #1		COMMENT
		AMENDMENT #1	%	BUDGET	%	INCREASE (DECREASE)	PERCENT CHANGE	
40001	CAC Assessment Revenue	\$4,305,600	56.0%	\$4,305,600	56.0%	\$0	0.00%	Assessment rate 2.30%, crop size 160 MM lbs, price \$1.20
40011	HAB 85% Rebate Assessment Revenue	\$3,162,000	41.1%	\$3,162,000	41.1%	\$0	0.00%	
	Subtotal Assessment Revenues	\$7,467,600	97.1%	\$7,467,600	97.1%	\$0	0.00%	
42001	Administration & Accounting Fee Revenue (AIP)	\$61,000	0.8%	\$61,000	0.8%	\$0	0.00%	
4601X	Grant Funding	\$53,648	0.7%	\$53,648	0.7%	\$0	0.00%	
48001	Interest Income	\$15,000	0.2%	\$15,000	0.2%	\$0	0.00%	
48009	From the Grove Income	\$70,000	0.9%	\$70,000	0.9%	\$0	0.00%	
48009	Other Income	\$24,000	0.3%	\$24,000	0.3%	\$0	0.00%	
	Subtotal Other Revenues	\$223,648	2.9%	\$223,648	2.9%	\$0	0.00%	
	Total Revenues	\$7,691,248	100.0%	\$7,691,248	100.0%	\$0	0.00%	
ACCT CODE	EXPENDITURES: Marketing Programs	2018-19 AMENDMENT #1	%	2018-19 BUDGET	%	INCREASE (DECREASE)	PERCENT CHANGE	COMMENT
51000 & 55000	Consumer Marketing	\$3,631,996	31.7%	\$3,631,996	31.7%	\$0	0.00%	
54000	Consumer Public Relations	\$680,000	5.9%	\$680,000	5.9%	\$0	0.00%	
54000	Consumer Registered Dietitian Nutritionist Program	\$103,750	0.9%	\$103,750	0.9%	\$0	0.00%	
52000	Merchandising Promotions	\$1,500,845	13.1%	\$1,500,845	13.1%	\$0	0.00%	
53000	Foodservice	\$650,000	5.7%	\$650,000	5.7%	\$0	0.00%	
59000	Marketing Activities Support	\$102,345	0.9%	\$102,345	0.9%	\$0	0.00%	
	Subtotal Marketing Programs	\$6,668,936	58.3%	\$6,668,936	58.3%	\$0	0.00%	
EXPENDITURES: Non-Marketing Programs								
64000 & 65000	Industry Affairs & Production Research	\$1,224,593	10.7%	\$1,224,593	10.7%	\$0	0.00%	See details below
66010	Grant Programs	\$53,648	0.5%	\$53,648	0.5%	\$0	0.00%	
70000	Administration	\$3,494,423	30.5%	\$3,494,423	30.5%	\$0	0.00%	
	Subtotal Non-Marketing Programs	\$4,772,664	41.7%	\$4,772,664	41.7%	\$0	0.00%	
	Total Expenditures	\$11,441,600	100.0%	\$11,441,600	100.0%	\$0	0.00%	
	Excess Of Revenues Over (Under) Expenditures	(\$3,750,352)	-48.8%	(\$3,750,352)	-48.8%	\$0	0.00%	
	Beginning Reserves - Nov. 1	\$12,219,328		\$12,610,030		(\$390,702)	-3.10%	Revise beginning reserves to actual
	Estimated Ending Reserves - Oct. 31	\$8,468,976		\$8,859,678		(\$390,702)	-4.41%	

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Department: Marketing

ACCT CODE	DEPT/ ACTIVITY	2018-19		2018-19		ORIGINAL vs AMEND #1		COMMENT
		AMENDMENT #1	%	BUDGET	%	INCREASE (DECREASE)	PERCENT CHANGE	
	<u>Consumer Marketing:</u>							
51001	Media	\$1,865,000	28.0%	\$1,865,000	28.0%	\$0	0.00%	
51002	Production	\$200,000	3.0%	\$200,000	3.0%	\$0	0.00%	
55XXX	Online Marketing	\$581,850	8.7%	\$581,850	8.7%	\$0	0.00%	
51801 & 57002	Program Administration	\$985,146	14.8%	\$985,146	14.8%	\$0	0.00%	
	Consumer Marketing Subtotal	\$3,631,996	54.5%	\$3,631,996	54.5%	\$0	0.00%	
	<u>Consumer Public Relations:</u>							
5400X & 5420X	Brand Advocates	\$171,000	2.6%	\$171,000	2.6%	\$0	0.00%	
5400X & 541XX	Public Relations	\$419,000	6.3%	\$419,000	6.3%	\$0	0.00%	
5480X	Program Administration	\$90,000	1.3%	\$90,000	1.3%	\$0	0.00%	
	Consumer Public Relations Subtotal	\$680,000	10.2%	\$680,000	10.2%	\$0	0.00%	
	<u>Consumer Registered Dietitian Nutritionist Program:</u>							
54206	RDN Ambassadors	\$85,250	1.3%	\$85,250	1.3%	\$0	0.00%	
54201	Industry Partnerships	\$9,500	0.1%	\$9,500	0.1%	\$0	0.00%	
54802	Program Administration	\$9,000	0.1%	\$9,000	0.1%	\$0	0.00%	
	Consumer Registered Dietitian Nutritionist Subtotal	\$103,750	1.6%	\$103,750	1.6%	\$0	0.00%	
	<u>Merchandising:</u>							
520XX	Trade Relations	\$730,063	10.9%	\$730,063	10.9%	\$0	0.00%	
521XX & 523XX	Retail & Consumer Promotions	\$336,550	5.0%	\$336,550	5.0%	\$0	0.00%	
522XX	Data, Research & Analysis	\$324,232	4.9%	\$324,232	4.9%	\$0	0.00%	
524XX	Administration & Other	\$110,000	1.6%	\$110,000	1.6%	\$0	0.00%	
	Merchandising Subtotal	\$1,500,845	22.5%	\$1,500,845	22.5%	\$0	0.00%	
	<u>Foodservice:</u>							
53001	Media	\$82,000	1.2%	\$82,000	1.2%	\$0	0.00%	
53101	Public Relations & Collateral Materials	\$57,000	0.9%	\$57,000	0.9%	\$0	0.00%	
53103	Foodservice Events	\$221,000	3.3%	\$221,000	3.3%	\$0	0.00%	
53104	Chain Promotions	\$234,000	3.5%	\$234,000	3.5%	\$0	0.00%	
53105	Education Programs	\$2,000	0.0%	\$2,000	0.0%	\$0	0.00%	
5380X	Program Administration	\$54,000	0.8%	\$54,000	0.8%	\$0	0.00%	
	Foodservice Subtotal	\$650,000	9.7%	\$650,000	9.7%	\$0	0.00%	
	<u>Marketing Activities Support:</u>							
51803	Marketing Planning	\$87,845	1.3%	\$87,845	1.3%	\$0	0.00%	
51005	Center for Produce Safety	\$5,000	0.1%	\$5,000	0.1%	\$0	0.00%	
580XX	Festivals	\$9,500	0.1%	\$9,500	0.1%	\$0	0.00%	
	Marketing Activities Support Subtotal	\$102,345	1.5%	\$102,345	1.5%	\$0	0.00%	
	Total Marketing	\$6,668,936	100.0%	\$6,668,936	100.0%	\$0	0.00%	

**CALIFORNIA AVOCADO COMMISSION
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AMENDMENT #1**

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Department: Industry Affairs & Production Research

ACCT CODE	DEPT/ ACTIVITY	2018-19		2018-19		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	\$151,000	15.1%	\$151,000	15.1%	\$0	0.00%	
64003	Grower Database	\$15,000	1.5%	\$15,000	1.5%	\$0	0.00%	
64004	Grove Database System	\$22,000	2.2%	\$22,000	2.2%	\$0	0.00%	
	Industry Statistics And Information Subtotal	\$258,000	25.9%	\$258,000	25.9%	\$0	0.00%	
<u>Grower Communications:</u>								
64105	Online Information	\$30,000	3.0%	\$30,000	3.0%	\$0	0.00%	
64106	Publications	\$128,500	12.9%	\$128,500	12.9%	\$0	0.00%	
64107	Annual Meeting	\$21,500	2.2%	\$21,500	2.2%	\$0	0.00%	
64108	Annual Report	\$10,000	1.0%	\$10,000	1.0%	\$0	0.00%	
	Grower Communications Subtotal	\$190,000	19.1%	\$190,000	19.1%	\$0	0.00%	
<u>Issues Management:</u>								
64201	Water Issues	\$10,000	1.0%	\$10,000	1.0%	\$0	0.00%	
64202	Field/Technical Support	\$65,000	6.5%	\$65,000	6.5%	\$0	0.00%	
64206	Legislative & Regulatory Advocacy	\$60,000	6.0%	\$60,000	6.0%	\$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	19.0%	\$189,000	19.0%	\$0	0.00%	
<u>Legal/Governance:</u>								
64301	Elections	\$10,000	1.0%	\$10,000	1.0%	\$0	0.00%	
64302	Legal Support	\$20,000	2.0%	\$20,000	2.0%	\$0	0.00%	
64303	Governance Support	\$25,000	2.5%	\$25,000	2.5%	\$0	0.00%	
	Legal/Governance Subtotal	\$55,000	5.5%	\$55,000	5.5%	\$0	0.00%	
<u>Demonstration Grove:</u>								
64401	Pine Tree - Rent	\$22,105	2.2%	\$22,105	2.2%	\$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	0.3%	\$2,500	0.3%	\$0	0.00%	
64405	Pine Tree - Improvements & Misc Expenses	\$5,000	0.5%	\$5,000	0.5%	\$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	\$92,110	9.2%	\$92,110	9.2%	\$0	0.00%	
<u>Education & Outreach</u>								
64501	Field Meetings, Seminars & Workshops	\$29,000	2.9%	\$29,000	2.9%	\$0	0.00%	
64502	Pine Tree Ranch Field Days	\$6,000	0.6%	\$6,000	0.6%	\$0	0.00%	
64503	Grower Outreach	\$19,200	1.9%	\$19,200	1.9%	\$0	0.00%	
64504	Decision Support Tools	\$39,800	4.0%	\$39,800	4.0%	\$0	0.00%	
	Education & Outreach Subtotal	\$94,000	9.4%	\$94,000	9.4%	\$0	0.00%	
<u>Other:</u>								
64801	Dues, Sponsorships, Registrations & Reports	\$20,000	2.0%	\$20,000	2.0%	\$0	0.00%	
64802	Grant Writing	\$2,500	0.3%	\$2,500	0.3%	\$0	0.00%	
64803	Travel	\$75,000	7.5%	\$75,000	7.5%	\$0	0.00%	
64804	Office Expense	\$16,500	1.7%	\$16,500	1.7%	\$0	0.00%	
64805	Committee Meeting Expense	\$5,000	0.5%	\$5,000	0.5%	\$0	0.00%	
	Other Industry Affairs Subtotal	\$119,000	11.9%	\$119,000	11.9%	\$0	0.00%	
	Total Industry Affairs	\$997,110	100.0%	\$997,110	100.0%	\$0	0.00%	

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<u>Pest & Disease Projects:</u>								
65127	Phenology of Avocado Infection by Botryosphaeria Branch Canker and	\$62,000	27.3%	\$62,000	27.3%	\$0	0.00%	
65128	Avocado Lace Bug DNA Analysis - Culver City	\$1,980	0.9%	\$0	0.0%	\$1,980	100.00%	Reallocation of funds for new project
	Pest & Disease Project Subtotal	\$63,980	28.1%	\$62,000	27.3%	\$1,980	3.19%	
<u>Breeding, Varieties, Genetics Projects:</u>								
65213	Rootstock/Scion Breeding Placeholder	\$98,020	43.1%	\$100,000	44.0%	(\$1,980)	-1.98%	Reallocation of funds for new project
	Breeding, Varieties, Genetics Projects Subtotal	\$98,020	43.1%	\$100,000	44.0%	(\$1,980)	-1.98%	
<u>Cultural Management Projects:</u>								
65318	Opening Roads for Micropropagation of Avocado in California	\$65,483	28.8%	\$65,483	28.8%	\$0	0.00%	
	Cultural Management Projects Subtotal	\$65,483	28.8%	\$65,483	28.8%	\$0	0.00%	
	Total Production Research	\$227,483	100.0%	\$227,483	100.0%	\$0	0.00%	

Department: Grant Programs

ACCT CODE	DEPT/ ACTIVITY	2018-19		2018-19		ORIGINAL vs AMEND #1		COMMENT
		AMENDMENT #1	%	BUDGET	%	INCREASE (DECREASE)	PERCENT CHANGE	
66014-86	USDA Grant-TASC Program 2016-05	\$14,312	26.7%	\$14,312	26.7%	\$0	0.00%	
66016-88	USDA Grant-TASC Program 2016-09	\$24,336	45.4%	\$24,336	45.4%	\$0	0.00%	
66018-82	CDFA Grant-Web-Based Decision Support Tools	\$15,000	28.0%	\$15,000	28.0%	\$0	0.00%	
	Total Grant Programs	\$53,648	100.0%	\$53,648	100.0%	\$0	0.00%	

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Department: Administration

ACCT CODE	DEPT/ ACTIVITY	2018-19		2018-19		ORIGINAL vs AMEND #1		COMMENT
		AMENDMENT #1	%	BUDGET	%	INCREASE (DECREASE)	PERCENT CHANGE	
	Office Expense:							
71101 & 71102	Office Rent & Property Tax	\$94,937	2.7%	\$94,937	2.7%	\$0	0.00%	
71104	Offsite Storage	\$7,075	0.2%	\$7,075	0.2%	\$0	0.00%	
71111	Corporate Insurance	\$89,000	2.5%	\$89,000	2.5%	\$0	0.00%	
71121 - 71123	Office Expense, Supplies & Janitorial	\$36,335	1.0%	\$36,335	1.0%	\$0	0.00%	
71131	Utilities	\$16,790	0.5%	\$16,790	0.5%	\$0	0.00%	
71141	Bank & Payroll Fees	\$14,700	0.4%	\$14,700	0.4%	\$0	0.00%	
71151	Equipment Maintenance & Expense	\$27,715	0.8%	\$27,715	0.8%	\$0	0.00%	
71161 - 71181	Telephone, Cell Phone, Postage & Courier Service	\$35,890	1.0%	\$35,890	1.0%	\$0	0.00%	
	Office Expense Subtotal	\$322,442	9.2%	\$322,442	9.2%	\$0	0.00%	
	Professional Fees:							
71201	CPA-Financial Audits	\$28,140	0.8%	\$28,140	0.8%	\$0	0.00%	
71203	CPA-Assessment Audits	\$18,750	0.5%	\$18,750	0.5%	\$0	0.00%	
71207	CDFA Fiscal and Compliance Audit	\$7,875	0.2%	\$7,875	0.2%	\$0	0.00%	
71211	CDFA Charges	\$76,200	2.2%	\$76,200	2.2%	\$0	0.00%	
71221	USDA-AMS Charges	\$69,300	2.0%	\$69,300	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	\$37,500	1.1%	\$37,500	1.1%	\$0	0.00%	
	Professional Fees Subtotal	\$242,765	6.9%	\$242,765	6.9%	\$0	0.00%	
	Personnel Expenses:							
71301	Salaries/Wages	\$1,915,200	54.8%	\$1,915,200	54.8%	\$0	0.00%	
71311 - 71331	Pension, Payroll Tax & Benefits	\$731,485	20.9%	\$731,485	20.9%	\$0	0.00%	
	Personnel Expenses Subtotal	\$2,646,685	75.7%	\$2,646,685	75.7%	\$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	\$49,200	1.4%	\$49,200	1.4%	\$0	0.00%	
71404	Board Meeting Expenses	\$30,500	0.9%	\$30,500	0.9%	\$0	0.00%	
	Commissioner Expenses Subtotal	\$82,700	2.4%	\$82,700	2.4%	\$0	0.00%	
	Information Technology:							
73001 & 73002	Network Maint., Hardware, Software & Licenses	\$56,616	1.6%	\$56,616	1.6%	\$0	0.00%	
73003 & 73005	IT Support, Consulting & IT Service	\$41,000	1.2%	\$41,000	1.2%	\$0	0.00%	
73004	Accounting & Assessment System	\$7,650	0.2%	\$7,650	0.2%	\$0	0.00%	
	Information Technology Subtotal	\$105,266	3.0%	\$105,266	3.0%	\$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	\$42,840	1.2%	\$42,840	1.2%	\$0	0.00%	
78401 - 78501	Dues & Reg., Education, Training, Recruitment, Other	\$17,725	0.5%	\$17,725	0.5%	\$0	0.00%	
78601	Temporary Help	\$25,000	0.7%	\$25,000	0.7%	\$0	0.00%	
	Depreciation, Interest & Other Admin Subtotal	\$94,565	2.7%	\$94,565	2.7%	\$0	0.00%	
	Total Administration	\$3,494,423	100.0%	\$3,494,423	100.0%	\$0	0.00%	