

**CALIFORNIA AVOCADO COMMISSION  
2018-19 PROJECTION & BUDGET  
WITH COMPARISON TO 2017-18**

APPROVED BY CAC BOARD 10/11/18

ACCT CODE	REVENUES:	2018-19		2017-18		2018-19 vs. 2017-18		COMMENT
		PROJECTION	%	AMENDMENT #1	%	INCREASE (DECREASE)	PERCENT CHANGE	
40001	CAC Assessment Revenue	\$4,305,600	56.0%	\$9,250,313	53.8%	(\$4,944,713)	-53.45%	Assessment rate 2.30%, crop size 160 MM lbs, price \$1.20
40011	HAB 85% Rebate Assessment Revenue	\$3,162,000	41.1%	\$7,410,938	43.1%	(\$4,248,938)	-57.33%	
	<b>Subtotal Assessment Revenues</b>	<b>\$7,467,600</b>	<b>97.1%</b>	<b>\$16,661,250</b>	<b>96.9%</b>	<b>(\$9,193,650)</b>	<b>-55.18%</b>	
42001	Administration & Accounting Fee Revenue (AIP)	\$61,000	0.8%	\$61,000	0.4%	\$0	0.00%	
46010	Grant Funding	\$53,648	0.7%	\$363,983	2.1%	(\$310,335)	-85.26%	
48001	Interest Income	\$15,000	0.2%	\$15,000	0.1%	\$0	0.00%	
48009	From the Grove Income	\$70,000	0.9%	\$75,000	0.4%	(\$5,000)	-6.67%	
48009	Other Income	\$24,000	0.3%	\$22,000	0.1%	\$2,000	9.09%	
	<b>Subtotal Other Revenues</b>	<b>\$223,648</b>	<b>2.9%</b>	<b>\$536,983</b>	<b>3.1%</b>	<b>(\$313,335)</b>	<b>-58.35%</b>	
	<b>Total Revenues</b>	<b>\$7,691,248</b>	<b>100.0%</b>	<b>\$17,198,233</b>	<b>100.0%</b>	<b>(\$9,506,985)</b>	<b>-55.28%</b>	
ACCT CODE	EXPENDITURES: Marketing Programs	2018-19 PROJECTION	%	2017-18 AMENDMENT #1	%	2018-19 vs. 2017-18 INCREASE (DECREASE)	PERCENT CHANGE	COMMENT
51000 & 55000	Consumer Marketing	\$3,631,996	31.7%	\$6,045,098	38.5%	(\$2,413,102)	-39.92%	
54000	Consumer Public Relations	\$680,000	5.9%	\$1,150,000	7.3%	(\$470,000)	-40.87%	
54000	Consumer Registered Dietitian Nutritionist Program	\$103,750	0.9%	\$122,000	0.8%	(\$18,250)	-14.96%	
52000	Merchandising	\$1,500,845	13.1%	\$2,152,277	13.7%	(\$651,432)	-30.27%	
53000	Foodservice	\$650,000	5.7%	\$934,000	5.9%	(\$284,000)	-30.41%	
59000	Marketing Activities Support	\$102,345	0.9%	\$96,625	0.6%	\$5,720	5.92%	
	<b>Subtotal Marketing Programs</b>	<b>\$6,668,936</b>	<b>58.3%</b>	<b>\$10,500,000</b>	<b>66.9%</b>	<b>(\$3,831,064)</b>	<b>-36.49%</b>	
EXPENDITURES: Non-Marketing Programs								
64000 & 65000	Industry Affairs & Production Research	\$1,224,593	10.7%	\$1,473,340	9.4%	(\$248,747)	-16.88%	
66010	Grant Programs	\$53,648	0.5%	\$363,983	2.3%	(\$310,335)	-85.26%	
70000	Administration	\$3,494,423	30.5%	\$3,367,654	21.4%	\$126,769	3.76%	
	<b>Subtotal Non-Marketing Programs</b>	<b>\$4,772,664</b>	<b>41.7%</b>	<b>\$5,204,977</b>	<b>33.1%</b>	<b>(\$432,313)</b>	<b>-8.31%</b>	
	<b>Total Expenditures</b>	<b>\$11,441,600</b>	<b>100.0%</b>	<b>\$15,704,977</b>	<b>100.0%</b>	<b>(\$4,263,377)</b>	<b>-27.15%</b>	
	<b>Excess Of Revenues Over (Under) Expenditures</b>	<b>(\$3,750,352)</b>	<b>-48.8%</b>	<b>\$1,493,256</b>	<b>8.7%</b>	<b>(\$5,243,608)</b>	<b>-351.15%</b>	
	<b>Beginning Reserves - Nov. 1</b>	<b>\$12,610,030</b>		<b>\$11,116,774</b>		<b>\$1,493,256</b>	<b>13.43%</b>	
	<b>Estimated Ending Reserves - Oct. 31</b>	<b>\$8,859,678</b>		<b>\$12,610,030</b>		<b>(\$3,750,352)</b>	<b>-29.74%</b>	

**CALIFORNIA AVOCADO COMMISSION  
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Department: Marketing

ACCT CODE	DEPT/ACTIVITY	2018-19		2017-18		2018-19 vs. 2017-18		COMMENT
		PROJECTION	%	AMENDMENT #1	%	INCREASE (DECREASE)	PERCENT CHANGE	
<b><u>Consumer Marketing:</u></b>								
51001	Media	\$1,865,000	28.0%	\$3,200,000	30.5%	(\$1,335,000)	-41.72%	
51002	Production	\$200,000	3.0%	\$456,500	4.3%	(\$256,500)	-56.19%	
55XXX	Online Marketing	\$581,850	8.7%	\$729,000	6.9%	(\$147,150)	-20.19%	
51801 & 57002	Program Administration	\$985,146	14.8%	\$1,659,598	15.8%	(\$674,452)	-40.64%	
<b>Consumer Marketing Subtotal</b>		<b>\$3,631,996</b>	<b>54.5%</b>	<b>\$6,045,098</b>	<b>57.6%</b>	<b>(\$2,413,102)</b>	<b>-39.92%</b>	
<b><u>Consumer Public Relations:</u></b>								
5400X & 5420X	Brand Advocates	\$171,000	2.6%	\$230,000	2.2%	(\$59,000)	-25.65%	
5400X & 541XX	Public Relations	\$419,000	6.3%	\$832,000	7.9%	(\$413,000)	-49.64%	
5480X	Program Administration	\$90,000	1.3%	\$88,000	0.8%	\$2,000	2.27%	
<b>Consumer Public Relations Subtotal</b>		<b>\$680,000</b>	<b>10.2%</b>	<b>\$1,150,000</b>	<b>11.0%</b>	<b>(\$470,000)</b>	<b>-40.87%</b>	
<b><u>Consumer Registered Dietitian Nutritionist Program:</u></b>								
54206	RDN Ambassadors	\$85,250	1.3%	\$96,250	0.9%	(\$11,000)	-11.43%	
54201	Industry Partnerships	\$9,500	0.1%	\$14,750	0.1%	(\$5,250)	-35.59%	
54802	Program Administration	\$9,000	0.1%	\$11,000	0.1%	(\$2,000)	-18.18%	
<b>Consumer Registered Dietitian Nutritionist Subtotal</b>		<b>\$103,750</b>	<b>1.6%</b>	<b>\$122,000</b>	<b>1.2%</b>	<b>(\$18,250)</b>	<b>-14.96%</b>	
<b><u>Merchandising:</u></b>								
520XX	Trade Relations	\$730,063	10.9%	\$1,049,071	10.0%	(\$319,008)	-30.41%	
521XX & 523XX	Retail & Consumer Promotions	\$336,550	5.0%	\$576,000	5.5%	(\$239,450)	-41.57%	
522XX	Data, Research & Analysis	\$324,232	4.9%	\$402,206	3.8%	(\$77,974)	-19.39%	
524XX	Administration & Other	\$110,000	1.6%	\$125,000	1.2%	(\$15,000)	-12.00%	
<b>Merchandising Subtotal</b>		<b>\$1,500,845</b>	<b>22.5%</b>	<b>\$2,152,277</b>	<b>20.5%</b>	<b>(\$651,432)</b>	<b>-30.27%</b>	
<b><u>Foodservice:</u></b>								
53001	Media	\$82,000	1.2%	\$128,000	1.2%	(\$46,000)	-35.94%	
53101	Public Relations & Collateral Materials	\$57,000	0.9%	\$70,000	0.7%	(\$13,000)	-18.57%	
53103	Foodservice Events	\$221,000	3.3%	\$330,000	3.1%	(\$109,000)	-33.03%	
53104	Chain Promotions	\$234,000	3.5%	\$350,000	3.3%	(\$116,000)	-33.14%	
53105	Education Programs	\$2,000	0.0%	\$2,000	0.0%	\$0	0.00%	
5380X	Program Administration	\$54,000	0.8%	\$54,000	0.5%	\$0	0.00%	
<b>Foodservice Subtotal</b>		<b>\$650,000</b>	<b>9.7%</b>	<b>\$934,000</b>	<b>8.9%</b>	<b>(\$284,000)</b>	<b>-30.41%</b>	
<b><u>Marketing Activities Support:</u></b>								
51803	Marketing Planning	\$87,845	1.3%	\$57,625	0.5%	\$30,220	52.44%	
51005	Center for Produce Safety	\$5,000	0.1%	\$25,000	0.2%	(\$20,000)	-80.00%	
580XX	Festivals	\$9,500	0.1%	\$14,000	0.1%	(\$4,500)	-32.14%	
<b>Marketing Activities Support Subtotal</b>		<b>\$102,345</b>	<b>1.5%</b>	<b>\$96,625</b>	<b>0.9%</b>	<b>\$5,720</b>	<b>5.92%</b>	
<b>Total Marketing</b>		<b>\$6,668,936</b>	<b>100.0%</b>	<b>\$10,500,000</b>	<b>100.0%</b>	<b>(\$3,831,064)</b>	<b>-36.49%</b>	

**CALIFORNIA AVOCADO COMMISSION  
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Department: Industry Affairs & Production Research

ACCT CODE	DEPT/ ACTIVITY	2018-19		2017-18		2018-19 vs. 2017-18		COMMENT
		PROJECTION	%	AMENDMENT #1	%	INCREASE (DECREASE)	PERCENT CHANGE	
<b><u>Industry Statistics And Information:</u></b>								
64001	AMRIC Operation	\$70,000	7.0%	\$70,000	7.0%	\$0	0.00%	
64002	Crop Forecasting and Analysis	\$151,000	15.1%	\$100,000	10.0%	\$51,000	51.00%	
64003	Grower Database	\$15,000	1.5%	\$12,000	1.2%	\$3,000	25.00%	
64004	Grove Identification GIS Project Development	\$22,000	2.2%	\$53,000	5.3%	(\$31,000)	-58.49%	
	<b>Industry Statistics And Information Subtotal</b>	<b>\$258,000</b>	<b>25.9%</b>	<b>\$235,000</b>	<b>23.4%</b>	<b>\$23,000</b>	<b>9.79%</b>	
<b><u>Grower Communications:</u></b>								
64105	Online Information	\$30,000	3.0%	\$30,000	3.0%	\$0	0.00%	
64106	Publications	\$128,500	12.9%	\$125,000	12.5%	\$3,500	2.80%	
64107	Annual Meeting	\$21,500	2.2%	\$21,000	2.1%	\$500	2.38%	
64108	Annual Report	\$10,000	1.0%	\$24,000	2.4%	(\$14,000)	-58.33%	
	<b>Grower Communications Subtotal</b>	<b>\$190,000</b>	<b>19.1%</b>	<b>\$200,000</b>	<b>19.9%</b>	<b>(\$10,000)</b>	<b>-5.00%</b>	
<b><u>Issues Management:</u></b>								
64201	Water Issues	\$10,000	1.0%	\$20,000	2.0%	(\$10,000)	-50.00%	
64202	Field/Technical Support	\$65,000	6.5%	\$65,000	6.5%	\$0	0.00%	
64206	Legislative & Regulatory Advocacy	\$60,000	6.0%	\$50,000	5.0%	\$10,000	20.00%	
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%	
	<b>Issues Management Subtotal</b>	<b>\$189,000</b>	<b>19.0%</b>	<b>\$189,000</b>	<b>18.8%</b>	<b>\$0</b>	<b>0.00%</b>	
<b><u>Legal/Governance:</u></b>								
64301	Elections	\$10,000	1.0%	\$10,000	1.0%	\$0	0.00%	
64302	Legal Support	\$20,000	2.0%	\$30,000	3.0%	(\$10,000)	-33.33%	
64303	Governance Support	\$25,000	2.5%	\$25,000	2.5%	\$0	0.00%	
	<b>Legal/Governance Subtotal</b>	<b>\$55,000</b>	<b>5.5%</b>	<b>\$65,000</b>	<b>6.5%</b>	<b>(\$10,000)</b>	<b>-15.38%</b>	
<b><u>Demonstration Grove:</u></b>								
64401	Pine Tree - Rent	\$22,105	2.2%	\$21,400	2.1%	\$705	3.29%	
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	0.2%	\$0	0.00%	
64405	Pine Tree - Improvements & Misc Expenses	\$5,000	0.5%	\$15,000	1.5%	(\$10,000)	-66.67%	
64406 - 64409	Pine Tree - Harvesting, Hauling, CAC & HAB Assessments	\$5,105	0.5%	\$5,105	0.5%	\$0	0.00%	
	<b>Demonstration Grove Subtotal</b>	<b>\$92,110</b>	<b>9.2%</b>	<b>\$101,405</b>	<b>10.1%</b>	<b>(\$9,295)</b>	<b>-9.17%</b>	
<b><u>Education &amp; Outreach</u></b>								
64501	Field Meetings, Seminars & Workshops	\$29,000	2.9%	\$27,000	2.7%	\$2,000	7.41%	
64502	Pine Tree Ranch Field Days	\$6,000	0.6%	\$6,000	0.6%	\$0	0.00%	
64503	Grower Outreach	\$19,200	1.9%	\$8,000	0.8%	\$11,200	140.00%	
64504	Decision Support Tools	\$39,800	4.0%	\$0	0.0%	\$39,800	100.00%	
	<b>Education &amp; Outreach Subtotal</b>	<b>\$94,000</b>	<b>9.4%</b>	<b>\$41,000</b>	<b>4.1%</b>	<b>\$53,000</b>	<b>129.27%</b>	
<b><u>Other:</u></b>								
64801	Dues, Sponsorships, & Reports	\$20,000	2.0%	\$44,000	4.4%	(\$24,000)	-54.55%	
64802	Grant Writing	\$2,500	0.3%	\$2,500	0.2%	\$0	0.00%	
64803	Travel	\$75,000	7.5%	\$90,000	9.0%	(\$15,000)	-16.67%	
64804	Office Expense	\$16,500	1.7%	\$31,000	3.1%	(\$14,500)	-46.77%	
64805	Committee Meeting Expense	\$5,000	0.5%	\$5,000	0.5%	\$0	0.00%	
	<b>Other Industry Affairs Subtotal</b>	<b>\$119,000</b>	<b>11.9%</b>	<b>\$172,500</b>	<b>17.2%</b>	<b>(\$53,500)</b>	<b>-31.01%</b>	
	<b>Total Industry Affairs</b>	<b>\$997,110</b>	<b>100.0%</b>	<b>\$1,003,905</b>	<b>100.0%</b>	<b>(\$6,795)</b>	<b>-0.68%</b>	

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**Department: Industry Affairs & Production Research**

ACCT CODE	DEPT/ACTIVITY	2018-19		2017-18		2018-19 vs. 2017-18		COMMENT
		PROJECTION	%	AMENDMENT #1	%	INCREASE (DECREASE)	PERCENT CHANGE	
<b><u>Pest &amp; Disease Projects:</u></b>								
65126	Branch Canker Situation Assessment	\$0	0.0%	\$10,000	2.1%	(\$10,000)	-100.00%	
65127	Phenology of Avocado Infection by Botryosphaeria Branch Canker and	\$62,000	27.3%	\$0	0.0%	\$62,000	100.00%	
	<b>Pest &amp; Disease Project Subtotal</b>	<b>\$62,000</b>	<b>27.3%</b>	<b>\$10,000</b>	<b>2.1%</b>	<b>\$52,000</b>	<b>520.00%</b>	
<b><u>Breeding, Varieties, Genetics Projects:</u></b>								
65211	Development of New Rootstock Varieties Resistant to P. Cinnamomi &	\$0	0.0%	\$400,576	85.3%	(\$400,576)	-100.00%	
65212	Maintaining Germplasm Collections – Persea Species & Advanced Sc	\$0	0.0%	\$58,859	12.5%	(\$58,859)	-100.00%	
65213	Rootstock/Scion Breeding Placeholder	\$100,000	44.0%	\$0	0.0%	\$100,000	100.00%	
	<b>Breeding, Varieties, Genetics Projects Subtotal</b>	<b>\$100,000</b>	<b>44.0%</b>	<b>\$459,435</b>	<b>97.9%</b>	<b>(\$359,435)</b>	<b>-78.23%</b>	
<b><u>Cultural Management Projects:</u></b>								
65318	Opening Roads for Micropropagation of Avocado in California	\$65,483	28.8%	\$0	0.0%	\$65,483	100.00%	
	<b>Cultural Management Projects Subtotal</b>	<b>\$65,483</b>	<b>28.8%</b>	<b>\$0</b>	<b>0.0%</b>	<b>\$65,483</b>	<b>100.00%</b>	
	<b>Total Production Research</b>	<b>\$227,483</b>	<b>100.0%</b>	<b>\$469,435</b>	<b>100.0%</b>	<b>(\$241,952)</b>	<b>-51.54%</b>	

**Department: Grant Programs**

ACCT CODE	DEPT/ACTIVITY	2018-19		2017-18		2018-19 vs. 2017-18		COMMENT
		PROJECTION	%	AMENDMENT #1	%	INCREASE (DECREASE)	PERCENT CHANGE	
66011-81	CDFA Grant-Pine Tree Ranch	\$0	0.0%	\$22,500	6.2%	(\$22,500)	-100.00%	
66013-85	USDA Grant-PSHB Monitoring & Outreach	\$0	0.0%	\$114,835	31.5%	(\$114,835)	-100.00%	
66014-86	USDA Grant-TASC Program 2016-05	\$14,312	26.7%	\$14,312	3.9%	\$0	0.00%	
66016-88	USDA Grant-TASC Program 2016-09	\$24,336	45.4%	\$24,336	6.7%	\$0	0.00%	
66018-82	CDFA Grant-Web-Based Decision Support Tools	\$15,000	28.0%	\$65,000	17.9%	(\$50,000)	-76.92%	
66019-90	USDA Grant-FAS MAP	\$0	0.0%	\$123,000	33.8%	(\$123,000)	-100.00%	
	<b>Total Grant Programs</b>	<b>\$53,648</b>	<b>100.0%</b>	<b>\$363,983</b>	<b>100.0%</b>	<b>(\$310,335)</b>	<b>-85.26%</b>	

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Department: Administration

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		PROJECTION	%	AMENDMENT #1	%	INCREASE (DECREASE)	PERCENT CHANGE	
<b>Office Expense:</b>								
71101 & 71102	Office Rent & Property Tax	\$94,937	2.7%	\$92,836	2.8%	\$2,101	2.26%	
71104	Offsite Storage	\$7,075	0.2%	\$6,693	0.2%	\$382	5.71%	
71111	Corporate Insurance	\$89,000	2.5%	\$86,300	2.6%	\$2,700	3.13%	
71121 - 71123	Office Expense, Supplies & Janitorial	\$36,335	1.0%	\$33,004	1.0%	\$3,331	10.09%	
71131	Utilities	\$16,790	0.5%	\$16,390	0.5%	\$400	2.44%	
71141	Bank & Payroll Fees	\$14,700	0.4%	\$14,010	0.4%	\$690	4.93%	
71151	Equipment Maintenance & Expense	\$27,715	0.8%	\$27,615	0.8%	\$100	0.36%	
71161 - 71181	Telephone, Cell Phone, Postage & Courier Service	\$35,890	1.0%	\$34,690	1.0%	\$1,200	3.46%	
	<b>Office Expense Subtotal</b>	<b>\$322,442</b>	<b>9.2%</b>	<b>\$311,538</b>	<b>9.3%</b>	<b>\$10,904</b>	<b>3.50%</b>	
<b>Professional Fees:</b>								
71201	CPA-Financial Audits	\$28,140	0.8%	\$26,800	0.8%	\$1,340	5.00%	
71203	CPA-Assessment Audits	\$18,750	0.5%	\$17,850	0.5%	\$900	5.04%	
71207	CDFA Fiscal and Compliance Audit	\$7,875	0.2%	\$7,500	0.2%	\$375	5.00%	
71211	CDFA Charges	\$76,200	2.2%	\$72,600	2.2%	\$3,600	4.96%	
71221	USDA-AMS Charges	\$69,300	2.0%	\$66,000	2.0%	\$3,300	5.00%	
71231 - 71235	Legal & Other Professional	\$5,000	0.1%	\$5,000	0.1%	\$0	0.00%	
78301	Pension Admin & Legal	\$37,500	1.1%	\$35,100	1.0%	\$2,400	6.84%	
	<b>Professional Fees Subtotal</b>	<b>\$242,765</b>	<b>6.9%</b>	<b>\$230,850</b>	<b>6.9%</b>	<b>\$11,915</b>	<b>5.16%</b>	
<b>Personnel Expenses:</b>								
71301	Salaries/Wages	\$1,915,200	54.8%	\$1,847,790	54.9%	\$67,410	3.65%	
71311 - 71331	Pension, Payroll Tax & Benefits	\$731,485	20.9%	\$710,331	21.1%	\$21,154	2.98%	
	<b>Personnel Expenses Subtotal</b>	<b>\$2,646,685</b>	<b>75.7%</b>	<b>\$2,558,121</b>	<b>76.0%</b>	<b>\$88,564</b>	<b>3.46%</b>	
<b>Commissioner Expenses:</b>								
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%	\$40,000	1.2%	\$9,200	23.00%	
71404	Board Meeting Expenses	\$30,500	0.9%	\$27,250	0.8%	\$3,250	11.93%	
	<b>Commissioner Expenses Subtotal</b>	<b>\$82,700</b>	<b>2.4%</b>	<b>\$70,250</b>	<b>2.1%</b>	<b>\$12,450</b>	<b>17.72%</b>	
<b>Information Technology:</b>								
73001 & 73002	Network Maint., Hardware, Software & Licenses	\$56,616	1.6%	\$67,045	2.0%	(\$10,429)	-15.56%	
73003 & 73005	IT Support, Consulting & IT Service	\$41,000	1.2%	\$43,350	1.3%	(\$2,350)	-5.42%	
73004	Accounting & Assessment System	\$7,650	0.2%	\$19,750	0.6%	(\$12,100)	-61.27%	
	<b>Information Technology Subtotal</b>	<b>\$105,266</b>	<b>3.0%</b>	<b>\$130,145</b>	<b>3.9%</b>	<b>(\$24,879)</b>	<b>-19.12%</b>	
<b>Depreciation, Interest &amp; Other Admin:</b>								
78101	Admin Staff Travel	\$9,000	0.3%	\$9,000	0.3%	\$0	0.00%	
78201	Depreciation Expense	\$42,840	1.2%	\$14,400	0.4%	\$28,440	197.50%	
78401 - 78501	Dues & Reg., Education, Training, Recruitment, Other	\$17,725	0.5%	\$18,350	0.5%	(\$625)	-3.41%	
78601	Temporary Help	\$25,000	0.7%	\$25,000	0.7%	\$0	0.00%	
	<b>Depreciation, Interest &amp; Other Admin Subtotal</b>	<b>\$94,565</b>	<b>2.7%</b>	<b>\$66,750</b>	<b>2.0%</b>	<b>\$27,815</b>	<b>41.67%</b>	
	<b>Total Administration</b>	<b>\$3,494,423</b>	<b>100.0%</b>	<b>\$3,367,654</b>	<b>100.0%</b>	<b>\$126,769</b>	<b>3.76%</b>	