

**CALIFORNIA AVOCADO COMMISSION  
2016-17 BUDGET  
AMENDMENT NO. 1**

APPROVED BY CAC BOARD 2/16/17

ACCT CODE	REVENUES:	2016-17		2016-17		ORIGINAL vs AMEND #1		COMMENT
		AMENDMENT #1	%	BUDGET	%	INCREASE (DECREASE)	PERCENT CHANGE	
40001	CAC Assessment Revenue	\$5,060,000	53.0%	\$5,060,000	53.9%	\$0	0.00%	Assessment rate 2.30%, crop size 200 MM lbs, price \$1.10
40011	HAB 85% Rebate Assessment Revenue	\$3,952,500	41.4%	\$3,952,500	42.1%	\$0	0.00%	
	<b>Sub-Total Assessment Revenues</b>	<b>\$9,012,500</b>	<b>94.4%</b>	<b>\$9,012,500</b>	<b>96.0%</b>	<b>\$0</b>	<b>0.00%</b>	
42001	Administration & Accounting Fee Revenue (AIP)	\$61,000	0.6%	\$61,000	0.6%	\$0	0.00%	
46010	Grant Funding	\$396,016	4.1%	\$236,438	2.5%	\$159,578	67.49%	Increase for CDFA Grant funding
48001	Interest Income	\$14,400	0.2%	\$14,400	0.2%	\$0	0.00%	
48009	Other Income	\$65,000	0.7%	\$65,000	0.7%	\$0	0.00%	
	<b>Sub-Total Other Revenues</b>	<b>\$536,416</b>	<b>5.6%</b>	<b>\$376,838</b>	<b>4.0%</b>	<b>\$159,578</b>	<b>42.35%</b>	
	<b>Total Revenues</b>	<b>\$9,548,916</b>	<b>100.0%</b>	<b>\$9,389,338</b>	<b>100.0%</b>	<b>\$159,578</b>	<b>1.70%</b>	
ACCT CODE	EXPENDITURES: Marketing Programs	2016-17 AMENDMENT #1	%	2016-17 BUDGET	%	INCREASE (DECREASE)	PERCENT CHANGE	COMMENT
51000 & 55000	Consumer Marketing	\$4,636,980	36.0%	\$4,636,980	36.4%	\$0	0.00%	
54000	Consumer Public Relations	\$524,500	4.1%	\$524,500	4.1%	\$0	0.00%	
54000	Consumer Registered Dietitian Nutritionist Program	\$88,750	0.7%	\$88,750	0.7%	\$0	0.00%	
52000	Merchandising Promotions	\$1,516,270	11.8%	\$1,516,270	11.9%	\$0	0.00%	
53000	Foodservice	\$684,000	5.3%	\$684,000	5.4%	\$0	0.00%	
59000	Marketing Activities Support	\$259,500	2.0%	\$259,500	2.0%	\$0	0.00%	
	<b>Sub-Total Marketing Programs</b>	<b>\$7,710,000</b>	<b>59.8%</b>	<b>\$7,710,000</b>	<b>60.6%</b>	<b>\$0</b>	<b>0.00%</b>	
EXPENDITURES: Non-Marketing Programs								
64000	Industry Affairs	\$760,650	5.9%	\$760,650	6.0%	\$0	0.00%	
65000	Production Research	\$646,864	5.0%	\$646,864	5.1%	\$0	0.00%	
66010	Grant Programs	\$396,016	3.1%	\$236,438	1.9%	\$159,578	67.49%	See details below
70000	Administration	\$3,374,151	26.2%	\$3,374,151	26.5%	\$0	0.00%	
	<b>Sub-Total Non-Marketing Programs</b>	<b>\$5,177,681</b>	<b>40.2%</b>	<b>\$5,018,103</b>	<b>39.4%</b>	<b>\$159,578</b>	<b>3.18%</b>	
	<b>Total Expenditures</b>	<b>\$12,887,681</b>	<b>100.0%</b>	<b>\$12,728,103</b>	<b>100.0%</b>	<b>\$159,578</b>	<b>1.25%</b>	
	<b>Excess Of Revenues Over (Under) Expenditures</b>	<b>(\$3,338,765)</b>	<b>-35.0%</b>	<b>(\$3,338,765)</b>	<b>-35.6%</b>	<b>\$0</b>	<b>0.00%</b>	
	<b>Beginning Reserves - Nov. 1</b>	\$10,634,332		\$7,706,240		\$2,928,092	38.00%	Revise beginning reserves to actual
	<b>Estimated Ending Reserves - Oct. 31</b>	<b>\$7,295,567</b>		<b>\$4,367,475</b>		<b>\$2,928,092</b>	<b>67.04%</b>	

**CALIFORNIA AVOCADO COMMISSION  
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Department: Marketing

ACCT CODE	DEPT/ ACTIVITY	2016-17		2016-17		ORIGINAL vs AMEND #1		COMMENT
		AMENDMENT #1	%	BUDGET	%	INCREASE (DECREASE)	PERCENT CHANGE	
	<b><u>Consumer Marketing:</u></b>							
51001	Media	\$2,635,855	34.2%	\$2,635,855	34.2%	\$0	0.00%	
51002	Production	\$308,000	4.0%	\$308,000	4.0%	\$0	0.00%	
55XXX	Online Marketing	\$723,125	9.4%	\$723,125	9.4%	\$0	0.00%	
51801 & 57002	Program Administration	\$970,000	12.6%	\$970,000	12.6%	\$0	0.00%	
	<b>Consumer Marketing Sub-Total</b>	<b>\$4,636,980</b>	<b>60.1%</b>	<b>\$4,636,980</b>	<b>60.1%</b>	<b>\$0</b>	<b>0.00%</b>	
	<b><u>Consumer Public Relations:</u></b>							
5400X & 5420X	Brand Advocates	\$126,500	1.6%	\$126,500	1.6%	\$0	0.00%	
5400X & 5410X	Public Relations	\$318,000	4.1%	\$318,000	4.1%	\$0	0.00%	
5480X	Program Administration	\$80,000	1.0%	\$80,000	1.0%	\$0	0.00%	
	<b>Consumer Public Relations Sub-Total</b>	<b>\$524,500</b>	<b>6.8%</b>	<b>\$524,500</b>	<b>6.8%</b>	<b>\$0</b>	<b>0.00%</b>	
	<b><u>Consumer Registered Dietitian Nutritionist Program:</u></b>							
54206	RDN Ambassadors	\$65,000	0.8%	\$65,000	0.8%	\$0	0.00%	
54201	Industry Partnerships	\$14,750	0.2%	\$14,750	0.2%	\$0	0.00%	
54802	Program Administration	\$9,000	0.1%	\$9,000	0.1%	\$0	0.00%	
	<b>Consumer Registered Dietitian Nutritionist Sub-Total</b>	<b>\$88,750</b>	<b>1.2%</b>	<b>\$88,750</b>	<b>1.2%</b>	<b>\$0</b>	<b>0.00%</b>	
	<b><u>Merchandising Promotions:</u></b>							
520XX	Trade Relations	\$669,265	8.7%	\$669,265	8.7%	\$0	0.00%	
521XX & 523XX	Retail/Consumer Promotions	\$421,475	5.5%	\$421,475	5.5%	\$0	0.00%	
522XX	Data, Research & Analysis	\$300,530	3.9%	\$300,530	3.9%	\$0	0.00%	
524XX	Administration & Other	\$125,000	1.6%	\$125,000	1.6%	\$0	0.00%	
	<b>Merchandising Promotions Sub-Total</b>	<b>\$1,516,270</b>	<b>19.7%</b>	<b>\$1,516,270</b>	<b>19.7%</b>	<b>\$0</b>	<b>0.00%</b>	
	<b><u>Foodservice:</u></b>							
53001	Media	\$19,000	0.2%	\$19,000	0.2%	\$0	0.00%	
53101	Public Relations & Collateral Materials	\$54,000	0.7%	\$54,000	0.7%	\$0	0.00%	
53103	Foodservice Events	\$245,000	3.2%	\$245,000	3.2%	\$0	0.00%	
53104	Chain Promotions	\$310,000	4.0%	\$310,000	4.0%	\$0	0.00%	
53105	Education Programs	\$2,000	0.0%	\$2,000	0.0%	\$0	0.00%	
5380X	Program Administration	\$54,000	0.7%	\$54,000	0.7%	\$0	0.00%	
	<b>Foodservice Sub-Total</b>	<b>\$684,000</b>	<b>8.9%</b>	<b>\$684,000</b>	<b>8.9%</b>	<b>\$0</b>	<b>0.00%</b>	
	<b><u>Marketing Activities Support</u></b>							
51803	Marketing Planning	\$222,000	2.9%	\$222,000	2.9%	\$0	0.00%	
51003	Buy California Marketing Agreement	\$25,000	0.3%	\$25,000	0.3%	\$0	0.00%	
580XX	Festivals	\$12,500	0.2%	\$12,500	0.2%	\$0	0.00%	
	<b>Marketing Activities Support Sub-Total</b>	<b>\$259,500</b>	<b>3.4%</b>	<b>\$259,500</b>	<b>3.4%</b>	<b>\$0</b>	<b>0.00%</b>	
	<b>Total Marketing</b>	<b>\$7,710,000</b>	<b>100.0%</b>	<b>\$7,710,000</b>	<b>100.0%</b>	<b>\$0</b>	<b>0.00%</b>	

**CALIFORNIA AVOCADO COMMISSION  
2016-17 BUDGET  
AMENDMENT NO. 1**

APPROVED BY CAC BOARD 2/16/17

Department: Industry Affairs

ACCT CODE	DEPT/ ACTIVITY	2016-17		2016-17		ORIGINAL vs AMEND #1		COMMENT
		AMENDMENT #1	%	BUDGET	%	INCREASE (DECREASE)	PERCENT CHANGE	
<b><u>Industry Statistics And Information:</u></b>								
64001	AMRIC Operation	\$68,200	9.0%	\$68,200	9.0%	\$0	0.00%	
64002	Crop Forecasting and Analysis	\$53,600	7.0%	\$53,600	7.0%	\$0	0.00%	
64003	Grower Database	\$11,800	1.6%	\$11,800	1.6%	\$0	0.00%	
64004	Grove Database System	\$25,300	3.3%	\$25,300	3.3%	\$0	0.00%	
	<b>Industry Statistics And Information Sub-Total</b>	<b>\$158,900</b>	<b>20.9%</b>	<b>\$158,900</b>	<b>20.9%</b>	<b>\$0</b>	<b>0.00%</b>	
<b><u>Grower Communications:</u></b>								
64101	Field Meetings, Seminars & Workshops	\$7,500	1.0%	\$7,500	1.0%	\$0	0.00%	
64104	Educational Outreach	\$7,500	1.0%	\$7,500	1.0%	\$0	0.00%	
64105	Online Information	\$28,000	3.7%	\$28,000	3.7%	\$0	0.00%	
64106	Publications	\$109,000	14.3%	\$109,000	14.3%	\$0	0.00%	
64107	Annual Meeting	\$20,000	2.6%	\$20,000	2.6%	\$0	0.00%	
64108	Annual Report	\$22,500	3.0%	\$22,500	3.0%	\$0	0.00%	
	<b>Grower Communications Sub-Total</b>	<b>\$194,500</b>	<b>25.6%</b>	<b>\$194,500</b>	<b>25.6%</b>	<b>\$0</b>	<b>0.00%</b>	
<b><u>Issues Management:</u></b>								
64201	Water Issues	\$20,000	2.6%	\$20,000	2.6%	\$0	0.00%	
64202	Field/Technical Support	\$65,000	8.5%	\$65,000	8.5%	\$0	0.00%	
64206	Legislative & Regulatory Advocacy	\$50,000	6.6%	\$50,000	6.6%	\$0	0.00%	
	<b>Issues Management Sub-Total</b>	<b>\$135,000</b>	<b>17.7%</b>	<b>\$135,000</b>	<b>17.7%</b>	<b>\$0</b>	<b>0.00%</b>	
<b><u>Legal/Governance:</u></b>								
64301	Elections	\$10,000	1.3%	\$10,000	1.3%	\$0	0.00%	
64302	Legal Support	\$30,000	3.9%	\$30,000	3.9%	\$0	0.00%	
64303	Governance Support	\$20,000	2.6%	\$20,000	2.6%	\$0	0.00%	
	<b>Legal/Governance Sub-Total</b>	<b>\$60,000</b>	<b>7.9%</b>	<b>\$60,000</b>	<b>7.9%</b>	<b>\$0</b>	<b>0.00%</b>	
<b><u>Demonstration Grove:</u></b>								
64401	Pine Tree - Rent	\$20,720	2.7%	\$20,720	2.7%	\$0	0.00%	
64402	Pine Tree - Grove Management	\$52,000	6.8%	\$52,000	6.8%	\$0	0.00%	
64403	Pine Tree - Utilities	\$5,280	0.7%	\$5,280	0.7%	\$0	0.00%	
64404	Pine Tree - Property Tax & Insurance	\$2,520	0.3%	\$2,520	0.3%	\$0	0.00%	
64405	Pine Tree - Improvements & Misc Expenses	\$24,480	3.2%	\$24,480	3.2%	\$0	0.00%	
	<b>Demonstration Grove Sub-Total</b>	<b>\$105,000</b>	<b>13.8%</b>	<b>\$105,000</b>	<b>13.8%</b>	<b>\$0</b>	<b>0.00%</b>	
<b><u>Other:</u></b>								
64801	Dues, Sponsorships, Registrations & Reports	\$13,250	1.7%	\$13,250	1.7%	\$0	0.00%	
64802	Grant Writing	\$2,500	0.3%	\$2,500	0.3%	\$0	0.00%	
64803	Travel	\$60,000	7.9%	\$60,000	7.9%	\$0	0.00%	
64804	Office Expense	\$26,500	3.5%	\$26,500	3.5%	\$0	0.00%	
64805	Committee Meeting Expense	\$5,000	0.7%	\$5,000	0.7%	\$0	0.00%	
	<b>Other Industry Affairs Sub-Total</b>	<b>\$107,250</b>	<b>14.1%</b>	<b>\$107,250</b>	<b>14.1%</b>	<b>\$0</b>	<b>0.00%</b>	
	<b>Total Industry Affairs</b>	<b>\$760,650</b>	<b>100.0%</b>	<b>\$760,650</b>	<b>100.0%</b>	<b>\$0</b>	<b>0.00%</b>	

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**Department: Production Research**

ACCT CODE	DEPT/ACTIVITY	2016-17 AMENDMENT #1		2016-17 BUDGET		ORIGINAL vs AMEND #1		COMMENT
			%		%	INCREASE (DECREASE)	PERCENT CHANGE	
<b><u>Pest &amp; Disease Projects:</u></b>								
65124	PSHB Biocontrol Agents from SE Asia - Stouthamer	\$70,000	10.8%	\$70,000	10.8%	\$0	0.00%	
65125	Risk Assessment & Epidemiology of PSHB in Commercial Groves	\$34,945	5.4%	\$34,945	5.4%	\$0	0.00%	
	<b>Pest &amp; Disease Project Sub-Total</b>	<b>\$104,945</b>	<b>16.2%</b>	<b>\$104,945</b>	<b>16.2%</b>	<b>\$0</b>	<b>0.00%</b>	
<b><u>Breeding, Varieties, Genetics Projects:</u></b>								
65211	Development of New Rootstock Varieties Resistant to P. Cinnamomi &	\$407,289	63.0%	\$407,289	63.0%	\$0	0.00%	
65212	Maintaining Germplasm Collections – Persea Species & Advanced Sc	\$55,630	8.6%	\$55,630	8.6%	\$0	0.00%	
	<b>Breeding, Varieties, Genetics Projects Sub-Total</b>	<b>\$462,919</b>	<b>71.6%</b>	<b>\$462,919</b>	<b>71.6%</b>	<b>\$0</b>	<b>0.00%</b>	
<b><u>Cultural Management Projects:</u></b>								
65308	Decision Support for Avocado Production & Fruit Quality - Crowley	\$74,000	11.4%	\$74,000	11.4%	\$0	0.00%	
65310	Improvement of Yield with New Grower Education - Bender	\$5,000	0.8%	\$5,000	0.8%	\$0	0.00%	
	<b>Cultural Management Projects Sub-Total</b>	<b>\$79,000</b>	<b>12.2%</b>	<b>\$79,000</b>	<b>12.2%</b>	<b>\$0</b>	<b>0.00%</b>	
	<b>Total Production Research</b>	<b>\$646,864</b>	<b>100.0%</b>	<b>\$646,864</b>	<b>100.0%</b>	<b>\$0</b>	<b>0.00%</b>	

**Department: Grant Programs**

ACCT CODE	DEPT/ACTIVITY	2016-17 AMENDMENT #1		2016-17 BUDGET		ORIGINAL vs AMEND #1		COMMENT
			%		%	INCREASE (DECREASE)	PERCENT CHANGE	
66011-81	CDFA Grant-Pine Tree Ranch	\$59,578	15.0%	\$0	0.0%	\$59,578	100.00%	Increase for CDFA Grant funding
66013-85	USDA Grant-PSHB Monitoring & Outreach	\$112,890	28.5%	\$112,890	47.7%	\$0	0.00%	
66014-86	USDA Grant-TASC Program 2016-05	\$14,312	3.6%	\$14,312	6.1%	\$0	0.00%	
66016-88	USDA Grant-TASC Program 2016-09	\$24,336	6.1%	\$24,336	10.3%	\$0	0.00%	
66017-89	USDA Grant-EMP	\$84,900	21.4%	\$84,900	35.9%	\$0	0.00%	
66018-82	CDFA Grant-Web-Based Decision Support Tools	\$100,000	25.3%	\$0	0.0%	\$100,000	100.00%	Increase for CDFA Grant funding
	<b>Total Grant Programs</b>	<b>\$396,016</b>	<b>100.0%</b>	<b>\$236,438</b>	<b>100.0%</b>	<b>\$159,578</b>	<b>67.49%</b>	

**CALIFORNIA AVOCADO COMMISSION  
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Department: Administration

ACCT CODE	DEPT/ ACTIVITY	2016-17		2016-17		ORIGINAL vs AMEND #1		COMMENT
		AMENDMENT #1	%	BUDGET	%	INCREASE (DECREASE)	PERCENT CHANGE	
<b>Office Expense:</b>								
71101 & 71102	Office Rent & Property Tax	\$96,790	2.9%	\$96,790	2.9%	\$0	0.00%	
71104	Offsite Storage	\$6,693	0.2%	\$6,693	0.2%	\$0	0.00%	
71111	Corporate Insurance	\$84,100	2.5%	\$84,100	2.5%	\$0	0.00%	
71121 - 71123	Office Expense, Supplies & Janitorial	\$63,400	1.9%	\$63,400	1.9%	\$0	0.00%	
71131	Utilities	\$17,140	0.5%	\$17,140	0.5%	\$0	0.00%	
71141	Bank & Payroll Fees	\$12,210	0.4%	\$12,210	0.4%	\$0	0.00%	
71151	Equipment Maintenance & Expense	\$27,274	0.8%	\$27,274	0.8%	\$0	0.00%	
71161 - 71181	Telephone, Cell Phone, Postage & Courier Service	\$33,690	1.0%	\$33,690	1.0%	\$0	0.00%	
	<b>Office Expense Sub-Total</b>	<b>\$341,297</b>	<b>10.1%</b>	<b>\$341,297</b>	<b>10.1%</b>	<b>\$0</b>	<b>0.00%</b>	
<b>Professional Fees:</b>								
71201	CPA-Financial Audits	\$26,250	0.8%	\$26,250	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	\$7,350	0.2%	\$7,350	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	\$46,150	1.4%	\$46,150	1.4%	\$0	0.00%	
	<b>Professional Fees Sub-Total</b>	<b>\$241,200</b>	<b>7.1%</b>	<b>\$241,200</b>	<b>7.1%</b>	<b>\$0</b>	<b>0.00%</b>	
<b>Personnel Expenses:</b>								
71301	Salaries/Wages	\$1,842,930	54.6%	\$1,842,930	54.6%	\$0	0.00%	
71311 - 71331	Pension, Payroll Tax & Benefits	\$692,844	20.5%	\$692,844	20.5%	\$0	0.00%	
	<b>Personnel Expenses Sub-Total</b>	<b>\$2,535,774</b>	<b>75.2%</b>	<b>\$2,535,774</b>	<b>75.2%</b>	<b>\$0</b>	<b>0.00%</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	\$46,000	1.4%	\$46,000	1.4%	\$0	0.00%	
71404	Board Meeting Expenses	\$27,250	0.8%	\$27,250	0.8%	\$0	0.00%	
	<b>Commissioner Expenses Sub-Total</b>	<b>\$76,250</b>	<b>2.3%</b>	<b>\$76,250</b>	<b>2.3%</b>	<b>\$0</b>	<b>0.00%</b>	
<b>Information Technology:</b>								
73001 & 73002	Network Maint., Hardware, Software & Licenses	\$48,130	1.4%	\$48,130	1.4%	\$0	0.00%	
73003 & 73005	IT Support & Consulting & IT Service	\$43,450	1.3%	\$43,450	1.3%	\$0	0.00%	
73004	Accounting & Assessment System	\$27,350	0.8%	\$27,350	0.8%	\$0	0.00%	
	<b>Information Technology Sub-Total</b>	<b>\$118,930</b>	<b>3.5%</b>	<b>\$118,930</b>	<b>3.5%</b>	<b>\$0</b>	<b>0.00%</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	\$8,400	0.2%	\$8,400	0.2%	\$0	0.00%	
78401 - 78501	Dues & Reg., Education, Training, Recruitment, Other	\$18,300	0.5%	\$18,300	0.5%	\$0	0.00%	
78601	Temporary Help	\$25,000	0.7%	\$25,000	0.7%	\$0	0.00%	
	<b>Depreciation, Interest &amp; Other Admin Sub-Total</b>	<b>\$60,700</b>	<b>1.8%</b>	<b>\$60,700</b>	<b>1.8%</b>	<b>\$0</b>	<b>0.00%</b>	
	<b>Total Administration</b>	<b>\$3,374,151</b>	<b>100.0%</b>	<b>\$3,374,151</b>	<b>100.0%</b>	<b>\$0</b>	<b>0.00%</b>	