REVENUES: CAC Assessment Revenue HAB 85% Rebate Assessment Revenue Subtotal Assessment Revenues	2024-25 AMEND #2 \$1,950,000 \$7,905,000 \$9,855,000	% 18.8% 76.2% 95.0%	2024-25 AMEND #1 \$1,950,000 \$7,905,000	% 18.9% 76.6%	INCREASE (DECREASE) \$0 \$0	0.00%	COMMENT Crop size 400 MM lbs @ \$0.005/lb assessment
CAC Assessment Revenue IAB 85% Rebate Assessment Revenue	\$1,950,000 \$7,905,000	18.8% 76.2%	\$1,950,000	18.9%	\$0	0.00%	
IAB 85% Rebate Assessment Revenue	\$7,905,000	76.2%					Crop size 400 MM lbs @ \$0.005/lb assessment
			\$7,905,000	76.6%	¢0		
Subtotal Assessment Revenues	\$9,855,000	05.0%			Ф О	0.00%	
		95.0%	\$9,855,000	95.5%	\$0	0.00%	
Administration & Accounting Fee Revenue (AIP)	\$61,000	0.6%	\$61,000	0.6%	\$0	0.00%	
Grant Funding	\$250,000	2.4%	\$200,000	1.9%	\$50,000	25.00%	Updated to match amount of grant award
nterest Income	\$6,000	0.1%	\$6,000	0.1%	\$0	0.00%	
rom the Grove Income	\$60,000	0.6%	\$60,000	0.6%	\$0	0.00%	
Other Income	\$140,000	1.3%	\$140,000	1.4%	\$0	0.00%	
Subtotal Other Revenues	\$517,000	5.0%	\$467,000	4.5%	\$50,000	10.71%	
otal Revenues	\$10,372,000	100.0%	\$10,322,000	100.0%	\$50,000	0.48%	
	arant Funding Interest Income rom the Grove Income Ither Income Intotal Other Revenues	irrant Funding \$250,000 itterest Income \$6,000 rom the Grove Income \$60,000 itther Income \$140,000 ubtotal Other Revenues \$517,000	irrant Funding \$250,000 2.4% itterest Income \$6,000 0.1% rom the Grove Income \$60,000 0.6% itter Income \$140,000 1.3% ubtotal Other Revenues \$517,000 5.0%	irrant Funding \$250,000 2.4% \$200,000 itterest Income \$6,000 0.1% \$6,000 rom the Grove Income \$60,000 0.6% \$60,000 itter Income \$140,000 1.3% \$140,000 ubtotal Other Revenues \$517,000 5.0% \$467,000	irrant Funding \$250,000 2.4% \$200,000 1.9% itterest Income \$6,000 0.1% \$6,000 0.1% rom the Grove Income \$60,000 0.6% \$60,000 0.6% itter Income \$140,000 1.3% \$140,000 1.4% ubtotal Other Revenues \$517,000 5.0% \$467,000 4.5%	irrant Funding \$250,000 2.4% \$200,000 1.9% \$50,000 itterest Income \$6,000 0.1% \$6,000 0.1% \$0 rom the Grove Income \$60,000 0.6% \$60,000 0.6% \$0 ther Income \$140,000 1.3% \$140,000 1.4% \$0 ubtotal Other Revenues \$517,000 5.0% \$467,000 4.5% \$50,000	itrant Funding \$250,000 2.4% \$200,000 1.9% \$50,000 25.0% itterest Income \$6,000 0.1% \$6,000 0.1% \$0 0.00% rom the Grove Income \$60,000 0.6% \$60,000 0.6% \$0 0.00% ther Income \$140,000 1.3% \$140,000 1.4% \$0 0.00% ubtotal Other Revenues \$517,000 5.0% \$467,000 4.5% \$50,000 10.71%

						ORIGINAL vs.	AMEND #1	
ACCT CODE	EXPENDITURES: Marketing Programs	2024-25 AMEND #2	%	2024-25 AMEND #1	%	INCREASE (DECREASE)	PERCENT CHANGE	COMMENT
51000 & 55000	Consumer Marketing	\$5,772,600	37.3%	\$5,772,600	38.0%	\$0	0.00%	
52000	Trade Marketing - Retail	\$3,615,900	23.4%	\$3,615,900	23.8%	\$0	0.00%	
53000	Trade Marketing - Foodservice	\$725,000	4.7%	\$725,000	4.8%	\$0	0.00%	
59000	Marketing Activities Support & Personnel	\$971,500	6.3%	\$971,500	6.4%	\$0	0.00%	
	Subtotal Marketing Programs	\$11,085,000	71.7%	\$11,085,000	73.0%	\$0	0.00%	
	EXPENDITURES: Non-Marketing Programs							
64000 & 65000	Industry Affairs & Production Research	\$1,972,217	12.8%	\$1,758,123	11.6%	\$214,094	12.18%	Four new research projects approved by the Board
66010	Grant Programs	\$250,000	1.6%	\$200,000	1.3%	\$50,000	25.00%	Updated to match amount of grant award
70000	Operations	\$2,150,328	13.9%	\$2,150,328	14.2%	\$0	0.00%	
	Subtotal Non-Marketing Programs	\$4,372,545	28.3%	\$4,108,451	27.0%	\$264,094	6.43%	
	Total Expenditures	\$15,457,545	100.0%	\$15,193,451	100.0%	\$264,094	1.74%	
	Excess Of Revenues Over (Under) Expenditures	(\$5,085,545)	-49.0%	(\$4,871,451)	-47.2%	(\$214,094)	4.39%	
	Beginning Reserves - Nov. 1	\$16,089,300		\$14,329,503		\$1,759,797	12.28%	Updated to match audited financial statements as of 10/31/24
	Estimated Ending Reserves - Oct. 31	\$11,003,755		\$9,458,052		\$1,545,703	16.34%	

Department: Marketing

	•					ORIGINAL vs.	AMEND #1	
ACCT	DEPT/	2024-25		2024-25		INCREASE	PERCENT	
CODE	ACTIVITY	AMEND #2	%	AMEND #1	%	(DECREASE)	CHANGE	
	Consumer Marketing:							
51001	Media Planning & Buying	\$2,175,000	19.6%	\$2,175,000	19.6%	\$0	0.00%	
51002	Creative Strategy, Content & Production	\$741,600	6.7%	\$741,600	6.7%	\$0	0.00%	
51004 & 52113	Consumer Marketing - Retail	\$1,235,900	11.1%	\$1,235,900	11.1%	\$0	0.00%	
54001	Consumer Public Relations	\$458,000	4.1%	\$458,000	4.1%	\$0	0.00%	
55101 & 55103	Online Marketing	\$786,600	7.1%	\$786,600	7.1%	\$0	0.00%	
51801 & 57002	Program Administration & Marketing Research	\$375,500	3.4%	\$375,500	3.4%	\$0	0.00%	
	Consumer Marketing Subtotal	\$5,772,600	52.1%	\$5,772,600	52.1%	\$0	0.00%	
	Trade - Retail:							
520XX	Trade Relations	\$915,250	8.3%	\$915,250	8.3%	\$0	0.00%	
52016, 521XX & 523XX	Retail Promotions	\$2,362,450	21.3%	\$2,362,450	21.3%	\$0	0.00%	
522XX	Data, Research & Analysis	\$272,200	2.5%	\$272,200	2.5%	\$0	0.00%	
52140 & 524XX	Administration & Other	\$66,000	0.6%	\$66,000	0.6%	\$0	0.00%	
	Trade - Retail Subtotal	\$3,615,900	32.6%	\$3,615,900	32.6%	\$0	0.00%	
	Trade - Foodservice:							
53001 & 53002	Media & Production	\$87,400	0.8%	\$87,400	0.8%	\$0	0.00%	
53101	Public Relations	\$102,300	0.9%	\$102,300	0.9%	\$0 \$0	0.00%	
53103	Foodservice Events	\$213,800	1.9%	\$213,800	1.9%	\$0	0.00%	
53104	Chain Promotions	\$275,000	2.5%	\$275,000	2.5%	\$0	0.00%	
53105	Culinary Education	\$2,000	0.0%	\$2,000	0.0%	\$0	0.00%	
53801 & 53802	Program Administration	\$44,500	0.4%	\$44,500	0.4%	\$0	0.00%	
	Trade - Foodservice Subtotal	\$725,000	6.5%	\$725,000	6.5%	\$0	0.00%	
	Marketing Activities Support:							
51803 & 52134	Marketing Planning & Export Program	\$111,500	1.0%	\$111,500	1.0%	¢O	0.00%	
51803 & 52134 51003	Buy California Marketing Agreement	\$11,500 \$25,000	0.2%	\$111,500 \$25,000	0.2%	\$0 \$0	0.00%	
518XX				\$25,000 \$835,000			0.00%	
7YQI C	Marketing Personnel Expense	\$835,000	7.5%	· _ /	7.5% 8.8%	\$0 \$0		
	Marketing Activities Support Subtotal	\$971,500	8.8%	\$971,500	8.8%	<u> </u>	0.00%	
	Total Marketing	\$11,085,000	100.0%	\$11,085,000	100.0%	\$0	0.00%	

Department: Industry Affairs & Production Research

						ORIGINAL vs.		
ACCT	DEPT/	2024-25		2024-25		INCREASE	PERCENT	
CODE	ACTIVITY	AMEND #2	%	AMEND #1	%	(DECREASE)	CHANGE	(
	Industry Statistics And Information:							
64001	AMRIC Operation	\$19,300	1.3%	\$19,300	1.3%	\$0	0.00%	
64002	Crop Forecasting and Analysis	\$83,750	5.6%	\$83,750	5.6%	\$0	0.00%	
64003	Grower Database	\$1,500	0.1%	\$1,500	0.1%	\$0	0.00%	
64004	Grove Identification GIS Project Development	\$11,500	0.8%	\$11,500	0.8%	\$0	0.00%	
	Industry Statistics And Information Subtotal	\$116,050	7.7%	\$116,050	7.7%	\$0	0.00%	
	Grower Communications:							
64105	Online Information	\$31,000	2.1%	\$31,000	2.1%	\$0	0.00%	
64106	Publications	\$108,500	7.2%	\$108,500	7.2%	\$0	0.00%	
64107	Annual Meeting	\$15,000	1.0%	\$15,000	1.0%	\$0	0.00%	
64108	Annual Report	\$17,000	1.1%	\$17,000	1.1%	\$0	0.00%	
	Grower Communications Subtotal	\$171,500	11.4%	\$171,500	11.4%	\$0	0.00%	
	Issues Management:							
64201	Water Issues	\$100,000	6.7%	\$100,000	6.7%	\$0	0.00%	
64202	Field/Technical Support	\$100,000	6.7%	\$100,000	6.7%	\$0	0.00%	
64204	Research Program Coordination & Outreach	\$120,000	8.0%	\$120,000	8.0%	\$0	0.00%	
64206	Legislative & Regulatory Advocacy	\$400,000	26.7%	\$400,000	26.7%	\$0	0.00%	
64208	Product Registrations	\$5,000	0.3%	\$5,000	0.3%	\$0	0.00%	
64211	Sustainability Project	\$50,000	3.3%	\$50,000	3.3%	\$0	0.00%	
	Issues Management Subtotal	\$775,000	51.6%	\$775,000	51.6%	\$0	0.00%	
	Legal/Governance:							
64301	Elections	\$10,000	0.7%	\$10,000	0.7%	\$0	0.00%	
64302	Legal Support	\$150,000	10.0%	\$150,000	10.0%	\$0	0.00%	
64303	Governance Support	\$10,000	0.7%	\$10,000	0.7%	\$0	0.00%	
01000	Legal/Governance Subtotal	\$170,000	11.3%	\$170,000	11.3%	\$0	0.00%	
	Demonstration Grove:							
64401	Pine Tree - Rent	\$24,900	1.7%	\$24,900	1.7%	\$0	0.00%	
64402	Pine Tree - Grove Management	\$24,900	3.5%	\$52,000	3.5%	\$0 \$0	0.00%	
64402	Pine Tree - Utilities	\$5,400	0.4%	\$5,400 \$5,400	0.4%	\$0 \$0	0.00%	
64403			0.4%		0.4%	\$0 \$0	0.00%	
	Pine Tree - Property Tax & Insurance	\$2,550 \$5,000		\$2,550				
64405	Pine Tree - Improvements & Misc Expenses	\$5,000	0.3%	\$5,000	0.3%	\$0 \$0	0.00%	
64406 - 64409	Pine Tree - Harvesting, Hauling, CAC & HAB Assessments	\$28,500	1.9%	\$28,500	1.9%	\$0	0.00%	
	Demonstration Grove Subtotal	\$118,350	7.9%	\$118,350	7.9%	\$0	0.00%	
	Education & Outreach:							
64501	Field Meetings, Seminars & Workshops	\$15,000	1.0%	\$15,000	1.0%	\$0	0.00%	
64502	Pine Tree Ranch Field Days	\$2,000	0.1%	\$2,000	0.1%	\$0	0.00%	
64503	Grower Outreach	\$3,000	0.2%	\$3,000	0.2%	\$0	0.00%	
	Education & Outreach Subtotal	\$20,000	1.3%	\$20,000	1.3%	\$0	0.00%	
	Other:							
64801	Dues, Sponsorships, & Reports	\$40,000	2.7%	\$40,000	2.7%	\$0	0.00%	
64802	Grant Writing	\$2,500	0.2%	\$2,500	0.2%	\$0	0.00%	
64803	Travel	\$60,000	4.0%	\$60,000	4.0%	\$0	0.00%	
64804	Office Expense	\$7,500	0.5%	\$7,500	0.5%	\$0	0.00%	
64805	Committee Meeting Expense	\$5,000	0.3%	\$5,000	0.3%	\$0	0.00%	
64901	Anti-Theft Reward Program	\$15,000	1.0%	\$15,000	1.0%	\$0	0.00%	
	Other Industry Affairs Subtotal	\$130,000	8.7%	\$130,000	8.7%	\$0	0.00%	
	Total Industry Affairs	\$1,500,900	100.0%	\$1,500,900	100.0%	\$0	0.00%	
		÷1,000,000	100.070	÷1,000,000	100.070	<u></u>	0.0078	

Department: Industry Affairs & Production Research

	-					ORIGINAL vs.	AMEND #1	
ACCT	DEPT/	2024-25		2024-25		INCREASE	PERCENT	
CODE	ACTIVITY	AMEND #2	%	AMEND #1	%	(DECREASE)	CHANGE	COMMENT
	Pest & Disease Projects:							
65131	Phenology and ecology of avocado lace bug in Southern California	\$0	0.0%	\$0	0.0%	\$0	0.00%	
6513X	PLACEHOLDER: Avocado Branch Canker	\$0	0.0%	\$0	0.0%	\$0	0.00%	
65132	Surveys for avocado fruit feeding insect pests in Guatemala	\$94,093	20.0%	\$0	0.0%	\$94,093	100.00%	Approved by the Board 2/20/25
	Chemical Synthesis and Field Evaluation of an Enantiopure (+)-							
65133	Grandisol, the Putative Avocado Seed Weevil (Heilipus lauri) Aggregation Pheromone	\$63,000	13.4%	\$0	0.0%	\$63,000	100.00%	Approved by the Board 2/20/25
65134	A pesticide resistance monitoring program for avocado thrips	\$9,411	2.0%	\$0	0.0%	\$9,411	100.00%	Approved by the Board 5/22/25
	Pest & Disease Project Subtotal	\$166,504	35.3%	\$0	0.0%	\$166,504	100.00%	
05040	Breeding, Varieties, Genetics Projects:	* ***	10.00/	* ***	o 4 oo4	* •	0.000/	
65216	Commercial-Scale Field Testing and Potential Release of Rootstocks	\$89,628	19.0%	\$89,628	34.8%	\$0	0.00%	
65217	CAL POLY Commercial scale field testing and potential release of five elite advanced rootstocks	\$16,773	3.6%	\$16,773	6.5%	\$0	0.00%	
	Breeding, Varieties, Genetics Projects Subtotal	\$106,401	22.6%	\$106,401	41.4%	\$0	0.00%	
	Cultural Management Projects:							
65323	Develop tools and info on crop water use	\$55,603	11.8%	\$55,603	21.6%	\$0	0.00%	
65324	Adapting a User-friendly Online Irrigation Calculator for Avocados	\$0	0.0%	\$0	0.0%	\$0	100.00%	
65325	Artificial Polination Research	\$62,719	13.3%	\$62,719	24.4%	\$0	0.00%	
65326	Addressing the relationship between soil characteristics and soil salinity in California avocado orchards	\$47,590	10.1%	\$0	0.0%	\$47,590	100.00%	Approved by the Board 5/22/25
	Cultural Management Projects Subtotal	\$165,912	35.2%	\$118,322	46.0%	\$47,590	40.22%	
	Industry Research Support:							
65403	Foundation for Food and Agriculture Research (FFAR) Fellow	\$32,500	6.9%	\$32,500	12.6%	\$0	0.00%	
	Sponsor - Jesse Landesman	\$32,500	6.9%	\$32,500	12.6%	\$0	0.00%	
				\$32,500	126%		0.00%	
	Industry Research Subtotal	\$32,500	0.376		12.070		0.0070	

Department: Grant Programs

						ORIGINAL vs.	AMEND #1	
ACCT	DEPT/	2024-25		2024-25		INCREASE	PERCENT	
CODE	ACTIVITY	AMEND #2	%	AMEND #1	%	(DECREASE)	CHANGE	COMMENT
66020	USDA Grant-FAS MAP South Korea	\$0	0.0%	\$100,000	50.0%	(\$100,000)	-100.00%	
66021	USDA Grant-FAS MAP China	\$0	0.0%	\$100,000	50.0%	(\$100,000)	-100.00%	
66022	USDA Grant-FAS MAP China/North Asia	\$250,000	100.0%	\$0	0.0%	\$250,000	100.00%	Updated to match amount of grant award
	Total Grant Programs	\$250,000	100.0%	\$200,000	100.0%	\$50,000	25.00%	

Department: Operation						ORIGINAL vs.	. AMEND #1	
ACCT	DEPT/	2024-25		2024-25		INCREASE	PERCENT	
CODE	ACTIVITY	AMEND #2	%	AMEND #1	%	(DECREASE)	CHANGE	1
	Office Expense:							
71101 & 71102	Office Rent & Property Tax	\$35,132	1.6%	\$35,132	1.6%	\$0	0.00%	
71104	Offsite Storage	\$10,240	0.5%	\$10,240	0.5%	\$0	0.00%	
71111	Corporate Insurance	\$101,960	4.7%	\$101,960	4.7%	\$0	0.00%	
71121 - 71123	Office Expense, Supplies & Janitorial	\$31,350	1.5%	\$31,350	1.5%	\$0	0.00%	
71131	Utilities	\$14,700	0.7%	\$14,700	0.7%	\$0	0.00%	
71141	Bank & Payroll Fees	\$8,500	0.4%	\$8,500	0.4%	\$0	0.00%	
71151	Equipment Maintenance & Expense	\$7,760	0.4%	\$7,760	0.4%	\$0	0.00%	
71161 - 71181	Telephone, Cell Phone, Postage & Courier Service	\$24,800	1.2%	\$24,800	1.2%	\$0	0.00%	
	Office Expense Subtotal	\$234,442	10.9%	\$234,442	10.9%	\$0	0.00%	
	Professional Fees:							
71201	CPA-Financial Audits	\$40,000	1.9%	\$40,000	1.9%	\$0	0.00%	
71203	CPA-Assessment Audits	\$56,375	2.6%	\$56,375	2.6%	\$0	0.00%	
71207	CDFA Fiscal and Compliance Audit	\$9,925	0.5%	\$9,925	0.5%	\$0	0.00%	
71211	CDFA Charges	\$90,000	4.2%	\$90,000	4.2%	\$0	0.00%	
71221	USDA-AMS Charges	\$63,000	2.9%	\$63,000	2.9%	\$0	0.00%	
71231 - 71235	Legal & Other Professional	\$10,000	0.5%	\$10,000	0.5%	\$0	0.00%	
71236	Outsourced Accounting	\$107,500	5.0%	\$107,500	5.0%	\$0	0.00%	
78301	Pension Admin & Legal	\$38,620	1.8%	\$38,620	1.8%	\$0	0.00%	
	Professional Fees Subtotal	\$415,420	19.3%	\$415,420	19.3%	\$0	0.00%	
	Personnel Expenses:							
	Payroll Expense (Wages, Tax & Wrkrs Comp) - Ops & IA	\$670,840	31.2%	\$670,840	31.2%	\$0	0.00%	
71301 & 71321	Payroll Expense (Wages, Tax & Writis Comp) - Ops & A Payroll Expense (Wages, Tax & Wrkrs Comp) - Marketing	\$118,071	5.5%	\$118,071	5.5%	\$0 \$0	0.00%	
71311	Pension Expense	\$73,445	3.4%	\$73,445	3.4%	\$0 \$0	0.00%	
71331	Benefits Expense	\$73,443 \$146,557	5.4 % 6.8%	\$146,557	5.4 % 6.8%	\$0 \$0	0.00%	
71331	Personnel Expenses Subtotal	\$1,008,914	46.9%	\$1,008,914	46.9%	\$0 \$0	0.00%	
		\$1,000,014	40.070	\$1,000,014	40.070		0.0070	
	Commissioner Expenses:							
71401	District Meetings & Expenses	\$5,000	0.2%	\$5,000	0.2%	\$0	0.00%	
71402 & 71403	Travel, Lodging, Mileage, Meals & Entertainment	\$58,000	2.7%	\$58,000	2.7%	\$0	0.00%	
71404	Board Meeting Expenses	\$22,250	1.0%	\$22,250	1.0%	\$0	0.00%	
71405	HAB BOLD Participation	\$10,000	0.5%	\$10,000	0.5%	\$0	0.00%	
71406	District Designated Funds	\$100,000	4.7%	\$100,000	4.7%	\$0	0.00%	
	Commissioner Expenses Subtotal	\$195,250	9.1%	\$195,250	9.1%	\$0	0.00%	
70004 - 70000	Information Technology:	¢25.000	4 70/	¢25 000	4 70/	¢0	0.000/	
73001 & 73002	Network Maint., Hardware, Software & Licenses	\$35,806	1.7%	\$35,806	1.7%	\$0 \$0	0.00%	
73003 & 73005	IT Support, Consulting & IT Service	\$68,194	3.2%	\$68,194	3.2%	\$0	0.00%	
73004	Accounting & Assessment System	\$6,000	0.3%	\$6,000	0.3%	\$0	0.00%	
	Information Technology Subtotal	\$110,000	5.1%	\$110,000	5.1%	\$0	0.00%	
	Depreciation, Interest & Other Operations:							
78101	Operations Staff Travel	\$5,000	0.2%	\$5,000	0.2%	\$0	0.00%	
78201	Depreciation Expense	\$0,000 \$0	0.0%	\$0	0.0%	\$0	0.00%	
78401 & 78501	Dues & Reg., Education, Training, Recruitment, Other	\$11,175	0.5%	\$11,175	0.5%	\$0 \$0	0.00%	
78601	Temporary Help	\$5,000	0.2%	\$5,000	0.2%	\$0	0.00%	
79001	Amortization Expense	\$159,351	7.4%	\$159,351	7.4%	\$0	0.00%	
79100	Interest Expense	\$5,776	0.3%	\$5,776	0.3%	\$0	0.00%	
	Depreciation, Interest & Other Admin Subtotal	\$186,302	8.7%	\$186,302	8.7%	\$0	0.00%	
	Total Operations	\$2,150,328	100.0%	\$2,150,328	100.0%	\$0	0.00%	
	.c.a. operatione	<i>42,100,020</i>	100.070	<i>_</i> ,100,020			0.0076	