

**CALIFORNIA AVOCADO COMMISSION
2021-22 PROJECTION & BUDGET
WITH COMPARISON TO 2020-21**

ACCT CODE	REVENUES:	2021-22		2020-21		2021-22 vs. 2020-21		COMMENT
		PROJECTION	%	AMENDMENT #2	%	INCREASE (DECREASE)	PERCENT CHANGE	
40001	CAC Assessment Revenue	\$6,398,438	49.2%	\$6,931,641	49.2%	(\$533,203)	-7.69%	Assessment rate 1.75%, crop size 300 MM lbs, price \$1.25
40011	HAB 85% Rebate Assessment Revenue	\$5,928,750	45.6%	\$6,422,813	45.6%	(\$494,063)	-7.69%	
	Subtotal Assessment Revenues	\$12,327,188	94.8%	\$13,354,453	94.7%	(\$1,027,266)	-7.69%	
42001	Administration & Accounting Fee Revenue (\$61,000	0.5%	\$61,000	0.4%	\$0	0.00%	
46010	Grant Funding	\$375,000	2.9%	\$375,000	2.7%	\$0	0.00%	
48001	Interest Income	\$15,000	0.1%	\$15,000	0.1%	\$0	0.00%	
48009	From the Grove Income	\$65,000	0.5%	\$65,000	0.5%	\$0	0.00%	
48003	Other Income	\$112,500	0.9%	\$37,500	0.3%	\$75,000	200.00%	
47000	California Avocado Merchandise Shop Incor	\$53,621	0.4%	\$190,358	1.4%	(\$136,737)	-71.83%	
	Subtotal Other Revenues	\$682,121	5.2%	\$743,858	5.3%	(\$61,737)	-8.30%	
	Total Revenues	\$13,009,309	100.0%	\$14,098,311	100.0%	(\$1,089,003)	-7.72%	
ACCT CODE	EXPENDITURES: Marketing Programs	2021-22		2020-21		2021-22 vs. 2020-21		COMMENT
		PROJECTION	%	AMENDMENT #2	%	INCREASE (DECREASE)	PERCENT CHANGE	
51000 & 55000	Consumer Marketing	\$5,375,000	36.3%	\$6,713,665	37.7%	(\$1,338,665)	-19.94%	
54000	Consumer Public Relations	\$785,000	5.3%	\$1,000,000	5.6%	(\$215,000)	-21.50%	
54000	Consumer/Trade Living Well	\$145,000	1.0%	\$202,000	1.1%	(\$57,000)	-28.22%	
52000	Merchandising	\$2,194,035	14.8%	\$2,848,488	16.0%	(\$654,453)	-22.98%	
53000	Foodservice	\$772,500	5.2%	\$970,000	5.4%	(\$197,500)	-20.36%	
59000	Marketing Activities Support	\$112,500	0.8%	\$201,375	1.1%	(\$88,875)	-44.13%	
57000	California Avocado Merchandise Shop	\$147,330	1.0%	\$304,854	1.7%	(\$157,524)	-51.67%	
	Subtotal Marketing Programs	\$9,531,365	64.3%	\$12,240,382	68.7%	(\$2,709,017)	-22.13%	
	EXPENDITURES: Non-Marketing Programs							
64000 & 65000	Industry Affairs & Production Research	\$1,465,412	9.9%	\$1,641,219	9.2%	(\$175,807)	-10.71%	
66010	Grant Programs	\$375,000	2.5%	\$375,000	2.1%	\$0	0.00%	
70000	Administration	\$3,452,725	23.3%	\$3,560,570	20.0%	(\$107,845)	-3.03%	
	Subtotal Non-Marketing Programs	\$5,293,137	35.7%	\$5,576,789	31.3%	(\$283,652)	-5.09%	
	Total Expenditures	\$14,824,502	100.0%	\$17,817,171	100.0%	(\$2,992,669)	-16.80%	
	Excess Of Revenues Over (Under) Expen	(\$1,815,194)	-14.0%	(\$3,718,860)	-26.4%	\$1,903,666	-51.19%	
	Estimated Beginning Reserves - Nov. 1	\$10,623,582		\$14,342,442		(\$3,718,860)	-25.93%	
	Estimated Ending Reserves - Oct. 31	\$8,808,389		\$10,623,582		(\$1,815,194)	-17.09%	

**CALIFORNIA AVOCADO COMMISSION
2021-22 PROJECTION & BUDGET
WITH COMPARISON TO 2020-21**

Department: Marketing

ACCT CODE	DEPT/ ACTIVITY	2021-22		2020-21		2021-22 vs. 2020-21		COMMENT
		PROJECTION	%	AMENDMENT #2	%	INCREASE (DECREASE)	PERCENT CHANGE	
<u>Consumer Marketing:</u>								
51001	Media	\$3,200,000	33.6%	\$4,000,000	32.7%	(\$800,000)	-20.00%	
51002	Production	\$197,305	2.1%	\$425,000	3.5%	(\$227,695)	-53.58%	
55XXX	Online Marketing	\$411,890	4.3%	\$542,200	4.4%	(\$130,310)	-24.03%	
51801 & 57002	Program Administration	\$1,565,805	16.4%	\$1,746,465	14.3%	(\$180,660)	-10.34%	
Consumer Marketing Subtotal		\$5,375,000	56.4%	\$6,713,665	54.8%	(\$1,338,665)	-19.94%	
<u>Consumer Public Relations:</u>								
5400X & 5420X	Brand Advocates	\$339,800	3.6%	\$330,000	2.7%	\$9,800	2.97%	
5400X & 541XX	Public Relations	\$321,700	3.4%	\$545,000	4.5%	(\$223,300)	-40.97%	
5480X	Program Administration	\$123,500	1.3%	\$125,000	1.0%	(\$1,500)	-1.20%	
Consumer Public Relations Subtotal		\$785,000	8.2%	\$1,000,000	8.2%	(\$215,000)	-21.50%	
<u>Consumer/Trade Living Well:</u>								
54206	Living Well Brand Advocates	\$113,700	1.2%	\$156,500	1.3%	(\$42,800)	-27.35%	
54201	Industry Partnerships	\$21,300	0.2%	\$33,500	0.3%	(\$12,200)	-36.42%	
54802	Program Administration	\$10,000	0.1%	\$12,000	0.1%	(\$2,000)	-16.67%	
Consumer/Trade Living Well Subtotal		\$145,000	1.5%	\$202,000	1.7%	(\$57,000)	-28.22%	
<u>Merchandising:</u>								
520XX	Trade Relations	\$1,001,500	10.5%	\$1,349,188	11.0%	(\$347,688)	-25.77%	
521XX & 523XX	Retail & Consumer Promotions	\$813,835	8.5%	\$1,007,700	8.2%	(\$193,865)	-19.24%	
522XX	Data, Research & Analysis	\$293,700	3.1%	\$386,600	3.2%	(\$92,900)	-24.03%	
524XX	Administration & Other	\$85,000	0.9%	\$105,000	0.9%	(\$20,000)	-19.05%	
Merchandising Subtotal		\$2,194,035	23.0%	\$2,848,488	23.3%	(\$654,453)	-22.98%	
<u>Foodservice:</u>								
53001	Media	\$79,300	0.8%	\$110,100	0.9%	(\$30,800)	-27.97%	
53101	Public Relations & Collateral Materials	\$56,800	0.6%	\$113,000	0.9%	(\$56,200)	-49.73%	
53103	Foodservice Events	\$279,700	2.9%	\$355,900	2.9%	(\$76,200)	-21.41%	
53104	Chain Promotions	\$300,700	3.2%	\$335,000	2.7%	(\$34,300)	-10.24%	
53105	Education Programs	\$2,000	0.0%	\$2,000	0.0%	\$0	0.00%	
5380X	Program Administration	\$54,000	0.6%	\$54,000	0.4%	\$0	0.00%	
Foodservice Subtotal		\$772,500	8.1%	\$970,000	7.9%	(\$197,500)	-20.36%	
<u>Marketing Activities Support:</u>								
51803	Marketing Planning	\$87,500	0.9%	\$115,875	0.9%	(\$28,375)	-24.49%	
51003	Buy California Marketing Agreement	\$25,000	0.3%	\$25,000	0.2%	\$0	0.00%	
51005	Center for Produce Safety	\$0	0.0%	\$50,000	0.4%	(\$50,000)	-100.00%	
580XX	Festivals	\$0	0.0%	\$10,500	0.1%	(\$10,500)	-100.00%	
Marketing Activities Support Subtotal		\$112,500	1.2%	\$201,375	1.6%	(\$88,875)	-44.13%	
<u>California Avocado Merchandise Shop:</u>								
57XXX	Merchandise Procurement	\$13,000	0.1%	\$111,710	0.9%	(\$98,710)	-88.36%	
577XX & 57900	Expenses - Variable	\$19,275	0.2%	\$58,064	0.5%	(\$38,789)	-66.80%	
5780X	Expenses - Fees	\$115,055	1.2%	\$135,080	1.1%	(\$20,025)	-14.82%	
California Avocado Merchandise Shop		\$147,330	1.5%	\$304,854	2.5%	(\$157,524)	-51.67%	
Total Marketing		\$9,531,365	100.0%	\$12,240,382	100.0%	(\$2,709,017)	-22.13%	

**CALIFORNIA AVOCADO COMMISSION
2021-22 PROJECTION & BUDGET
WITH COMPARISON TO 2020-21**

Department: Industry Affairs & Production Research

ACCT CODE	DEPT/ ACTIVITY	2021-22		2020-21		2021-22 vs. 2020-21		COMMENT
		PROJECTION	%	AMENDMENT #2	%	INCREASE (DECREASE)	PERCENT CHANGE	
<u>Industry Statistics And Information:</u>								
64001	AMRIC Operation	\$86,500	7.7%	\$147,500	11.5%	(\$61,000)	-41.36%	
64002	Crop Forecasting and Analysis	\$145,000	13.0%	\$121,200	9.5%	\$23,800	19.64%	
64003	Grower Database	\$5,000	0.4%	\$8,000	0.6%	(\$3,000)	-37.50%	
64004	Grove Identification GIS Project Developme	\$20,000	1.8%	\$20,000	1.6%	\$0	0.00%	
Industry Statistics And Information Subtotal		\$256,500	22.9%	\$296,700	23.2%	(\$40,200)	-13.55%	
<u>Grower Communications:</u>								
64105	Online Information	\$46,000	4.1%	\$70,500	5.5%	(\$24,500)	-34.75%	
64106	Publications	\$104,000	9.3%	\$104,000	8.1%	\$0	0.00%	
64107	Annual Meeting	\$20,000	1.8%	\$20,000	1.6%	\$0	0.00%	
64108	Annual Report	\$12,000	1.1%	\$10,000	0.8%	\$2,000	20.00%	
Grower Communications Subtotal		\$182,000	16.3%	\$204,500	16.0%	(\$22,500)	-11.00%	
<u>Issues Management:</u>								
64201	Water Issues	\$25,000	2.2%	\$25,000	2.0%	\$0	0.00%	
64202	Field/Technical Support	\$65,000	5.8%	\$65,000	5.1%	\$0	0.00%	
64204	Research Program Coordination & Outreach	\$120,000	10.7%	\$120,000	9.4%	\$0	0.00%	
64206	Legislative & Regulatory Advocacy	\$125,000	11.2%	\$175,000	13.7%	(\$50,000)	-28.57%	
64208	Product Registrations	\$4,000	0.4%	\$4,000	0.3%	\$0	0.00%	
64211	Sustainability Project	\$50,000	4.5%	\$50,000	3.9%	\$0	0.00%	
Issues Management Subtotal		\$389,000	34.8%	\$439,000	34.3%	(\$50,000)	-11.39%	
<u>Legal/Governance:</u>								
64301	Elections	\$10,000	0.9%	\$10,000	0.8%	\$0	0.00%	
64302	Legal Support	\$40,000	3.6%	\$25,000	2.0%	\$15,000	60.00%	
64303	Governance Support	\$20,000	1.8%	\$45,000	3.5%	(\$25,000)	-55.56%	
64304	Referendum	\$0	0.0%	\$15,000	1.2%	(\$15,000)	-100.00%	
64305	Redistricting	\$0	0.0%	\$5,000	0.4%	(\$5,000)	-100.00%	
Legal/Governance Subtotal		\$70,000	6.3%	\$100,000	7.8%	(\$30,000)	-30.00%	
<u>Demonstration Grove:</u>								
64401	Pine Tree - Rent	\$24,384	2.2%	\$23,600	1.8%	\$784	3.32%	
64402	Pine Tree - Grove Management	\$40,000	3.6%	\$40,000	3.1%	\$0	0.00%	
64403	Pine Tree - Utilities	\$5,400	0.5%	\$5,400	0.4%	\$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	\$5,000	0.4%	\$15,000	1.2%	(\$10,000)	-66.67%	
64406 - 64409	Pine Tree - Harvesting, Hauling, CAC & HAF	\$20,919	1.9%	\$7,400	0.6%	\$13,519	182.69%	
Demonstration Grove Subtotal		\$98,203	8.8%	\$93,900	7.3%	\$4,303	4.58%	
<u>Education & Outreach:</u>								
64501	Field Meetings, Seminars & Workshops	\$23,500	2.1%	\$32,000	2.5%	(\$8,500)	-26.56%	
64502	Pine Tree Ranch Field Days	\$2,000	0.2%	\$6,000	0.5%	(\$4,000)	-66.67%	
64503	Grower Outreach	\$13,500	1.2%	\$19,200	1.5%	(\$5,700)	-29.69%	
Education & Outreach Subtotal		\$39,000	3.5%	\$57,200	4.5%	(\$18,200)	-31.82%	
<u>Other:</u>								
64801	Dues, Sponsorships, & Reports	\$20,000	1.8%	\$25,000	2.0%	(\$5,000)	-20.00%	
64802	Grant Writing	\$2,500	0.2%	\$2,500	0.2%	\$0	0.00%	
64803	Travel	\$40,000	3.6%	\$40,000	3.1%	\$0	0.00%	
64804	Office Expense	\$16,500	1.5%	\$16,500	1.3%	\$0	0.00%	
64805	Committee Meeting Expense	\$5,000	0.4%	\$5,000	0.4%	\$0	0.00%	
Other Industry Affairs Subtotal		\$84,000	7.5%	\$89,000	7.0%	(\$5,000)	-5.62%	
Total Industry Affairs		\$1,118,703	100.0%	\$1,280,300	100.0%	(\$161,597)	-12.62%	

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Department: Industry Affairs & Production Research

ACCT CODE	DEPT/ ACTIVITY	2021-22		2020-21		2021-22 vs. 2020-21		COMMENT
		PROJECTION	%	AMENDMENT #2	%	INCREASE (DECREASE)	PERCENT CHANGE	
<u>Pest & Disease Projects:</u>								
65127	Phenology of Avocado Infection by Botryosp	\$0	0.0%	\$67,697	18.8%	(\$67,697)	-100.00%	
65129	Proactive Management of Avocado Seed ar	\$50,000	14.4%	\$50,000	13.9%	\$0	0.00%	
65131	Phenology and ecology of avocado lace bug	\$50,845	14.7%	\$0	0.0%	\$50,845	100.00%	
Pest & Disease Project Subtotal		\$100,845	29.1%	\$117,697	32.6%	(\$16,852)	-14.32%	
<u>Breeding, Varieties, Genetics Projects:</u>								
65215	Commercial-Scale Field Testing and Potenti	\$135,000	38.9%	\$125,000	34.6%	\$10,000	8.00%	
Breeding, Varieties, Genetics Projects S		\$135,000	38.9%	\$125,000	34.6%	\$10,000	8.00%	
<u>Cultural Management Projects:</u>								
65318	Opening Roads for Micropropagation of Avo	\$0	0.0%	\$47,786	13.2%	(\$47,786)	-100.00%	
65319	Safety and Efficacy of Herbicides in Bearing	\$10,864	3.1%	\$46,836	13.0%	(\$35,972)	-76.80%	
65320	Gem Avocado Scarring Study	\$0	0.0%	\$23,600	6.5%	(\$23,600)	-100.00%	
6532X	PLACEHOLDER - Chloride Mitigation Strate	\$75,000	21.6%	\$0	0.0%	\$75,000	100.00%	
6532X	PLACEHOLDER - Soil Microbial Community	\$25,000	7.2%	\$0	0.0%	\$25,000	100.00%	
Cultural Management Projects Subtotal		\$110,864	32.0%	\$118,222	32.8%	(\$7,358)	-6.22%	
Total Production Research		\$346,709	100.0%	\$360,919	100.0%	(\$14,210)	-3.94%	

Department: Grant Programs

ACCT CODE	DEPT/ ACTIVITY	2021-22		2020-21		2021-22 vs. 2020-21		COMMENT
		PROJECTION	%	AMENDMENT #2	%	INCREASE (DECREASE)	PERCENT CHANGE	
66020-91	USDA Grant-FAS MAP South Korea	\$200,000	53.3%	\$200,000	53.3%	\$0	0.00%	
66021-92	USDA Grant-FAS MAP China	\$175,000	46.7%	\$175,000	46.7%	\$0	0.00%	
Total Grant Programs		\$375,000	100.0%	\$375,000	100.0%	\$0	0.00%	

**CALIFORNIA AVOCADO COMMISSION
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Department: Administration

ACCT CODE	DEPT/ ACTIVITY	2021-22		2020-21		2021-22 vs. 2020-21		COMMENT
		PROJECTION	%	AMENDMENT #2	%	INCREASE (DECREASE)	PERCENT CHANGE	
<u>Office Expense:</u>								
71101 & 71102	Office Rent & Property Tax	\$142,790	4.1%	\$138,701	3.9%	\$4,089	2.95%	
71104	Offsite Storage	\$7,137	0.2%	\$7,080	0.2%	\$57	0.81%	
71111	Corporate Insurance	\$98,050	2.8%	\$89,000	2.5%	\$9,050	10.17%	
71121 - 71123	Office Expense, Supplies & Janitorial	\$38,835	1.1%	\$38,835	1.1%	\$0	0.00%	
71131	Utilities	\$16,540	0.5%	\$16,540	0.5%	\$0	0.00%	
71141	Bank & Payroll Fees	\$15,860	0.5%	\$15,860	0.4%	\$0	0.00%	
71151	Equipment Maintenance & Expense	\$27,600	0.8%	\$28,200	0.8%	(\$600)	-2.13%	
71161 - 71181	Telephone, Cell Phone, Postage & Courier S	\$30,410	0.9%	\$30,470	0.9%	(\$60)	-0.20%	
	Office Expense Subtotal	\$377,222	10.9%	\$364,686	10.2%	\$12,536	3.44%	
<u>Professional Fees:</u>								
71201	CPA-Financial Audits	\$31,500	0.9%	\$30,975	0.9%	\$525	1.69%	
71203	CPA-Assessment Audits	\$20,738	0.6%	\$20,738	0.6%	\$0	0.00%	
71207	CDFA Fiscal and Compliance Audit	\$8,715	0.3%	\$16,605	0.5%	(\$7,890)	-47.52%	
71211	CDFA Charges	\$76,200	2.2%	\$76,200	2.1%	\$0	0.00%	
71221	USDA-AMS Charges	\$75,600	2.2%	\$75,600	2.1%	\$0	0.00%	
71231 - 71235	Legal & Other Professional	\$5,000	0.1%	\$5,000	0.1%	\$0	0.00%	
78301	Pension Admin & Legal	\$52,300	1.5%	\$49,300	1.4%	\$3,000	6.09%	
	Professional Fees Subtotal	\$270,053	7.8%	\$274,418	7.7%	(\$4,365)	-1.59%	
<u>Personnel Expenses:</u>								
71301	Salaries/Wages	\$1,875,000	54.3%	\$1,950,000	54.8%	(\$75,000)	-3.85%	
71311 - 71331	Pension, Payroll Tax & Benefits	\$646,392	18.7%	\$678,385	19.1%	(\$31,993)	-4.72%	
	Personnel Expenses Subtotal	\$2,521,392	73.0%	\$2,628,385	73.8%	(\$106,993)	-4.07%	
<u>Commissioner Expenses:</u>								
71401	District Meetings & Expenses	\$3,000	0.1%	\$3,000	0.1%	\$0	0.00%	
71402 & 71403	Travel, Lodging, Mileage, Meals & Entertain	\$40,000	1.2%	\$40,000	1.1%	\$0	0.00%	
71404	Board Meeting Expenses	\$30,500	0.9%	\$30,500	0.9%	\$0	0.00%	
	Commissioner Expenses Subtotal	\$73,500	2.1%	\$73,500	2.1%	\$0	0.00%	
<u>Information Technology:</u>								
73001 & 73002	Network Maint., Hardware, Software & Licen	\$48,610	1.4%	\$51,366	1.4%	(\$2,756)	-5.37%	
73003 & 73005	IT Support, Consulting & IT Service	\$55,000	1.6%	\$31,500	0.9%	\$23,500	74.60%	
73004	Accounting & Assessment System	\$7,910	0.2%	\$7,910	0.2%	\$0	0.00%	
	Information Technology Subtotal	\$111,520	3.2%	\$90,776	2.5%	\$20,744	22.85%	
<u>Depreciation, Interest & Other Admin:</u>								
78101	Admin Staff Travel	\$9,000	0.3%	\$9,000	0.3%	\$0	0.00%	
78201	Depreciation Expense	\$46,463	1.3%	\$51,480	1.4%	(\$5,017)	-9.75%	
78401 & 78501	Dues & Reg., Education, Training, Recruitm	\$18,575	0.5%	\$18,325	0.5%	\$250	1.36%	
78601	Temporary Help	\$25,000	0.7%	\$50,000	1.4%	(\$25,000)	-50.00%	
	Depreciation, Interest & Other Admin Su	\$99,038	2.9%	\$128,805	3.6%	(\$29,767)	-23.11%	
	Total Administration	\$3,452,725	100.0%	\$3,560,570	100.0%	(\$107,845)	-3.03%	