

**CALIFORNIA AVOCADO COMMISSION
2020-21 BUDGET
AMENDMENT #1**

ACCT CODE	REVENUES:	2020-21 AMEND #1		2020-21 BUDGET		ORIGINAL vs AMEND #1		COMMENT
			%		%	INCREASE (DECREASE)	PERCENT CHANGE	
40001	CAC Assessment Revenue	\$6,931,641	50.5%	\$6,931,641	50.5%	\$0	0.00%	Assessment rate 1.75%, crop size 325 MM lbs, price \$1.25
40011	HAB 85% Rebate Assessment Revenue	\$6,422,813	46.8%	\$6,422,813	46.8%	\$0	0.00%	
	Subtotal Assessment Revenues	\$13,354,453	97.3%	\$13,354,453	97.3%	\$0	0.00%	
42001	Administration & Accounting Fee Revenue (AIP)	\$61,000	0.4%	\$61,000	0.4%	\$0	0.00%	
46010	Grant Funding	\$0	0.0%	\$0	0.0%	\$0	100.00%	
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	\$37,500	0.3%	\$37,500	0.3%	\$0	0.00%	
47000	California Avocado Merchandise Shop Income	\$190,358	1.4%	\$190,358	1.4%	\$0	0.00%	
	Subtotal Other Revenues	\$368,858	2.7%	\$368,858	2.7%	\$0	0.00%	
	Total Revenues	\$13,723,311	100.0%	\$13,723,311	100.0%	\$0	0.00%	
ACCT CODE	EXPENDITURES: Marketing Programs	2020-21 AMEND #1	%	2020-21 BUDGET	%	ORIGINAL vs AMEND #1 INCREASE (DECREASE)	PERCENT CHANGE	COMMENT
51000 & 55000	Consumer Marketing	\$6,713,665	38.5%	\$6,713,665	38.5%	\$0	0.00%	
54000	Consumer Public Relations	\$1,000,000	5.7%	\$1,000,000	5.7%	\$0	0.00%	
54000	Consumer/Trade Living Well	\$202,000	1.2%	\$202,000	1.2%	\$0	0.00%	
52000	Merchandising	\$2,848,488	16.3%	\$2,848,488	16.3%	\$0	0.00%	
53000	Foodservice	\$970,000	5.6%	\$970,000	5.6%	\$0	0.00%	
59000	Marketing Activities Support	\$201,375	1.2%	\$201,375	1.2%	\$0	0.00%	
57000	California Avocado Merchandise Shop	\$304,854	1.7%	\$304,854	1.7%	\$0	0.00%	
	Subtotal Marketing Programs	\$12,240,382	70.2%	\$12,240,382	70.2%	\$0	0.00%	
EXPENDITURES: Non-Marketing Programs								
64000 & 65000	Industry Affairs & Production Research	\$1,641,219	9.4%	\$1,636,219	9.4%	\$5,000	0.31%	See details below
66010	Grant Programs	\$0	0.0%	\$0	0.0%	\$0	100.00%	
70000	Administration	\$3,560,570	20.4%	\$3,560,570	20.4%	\$0	0.00%	
	Subtotal Non-Marketing Programs	\$5,201,789	29.8%	\$5,196,789	29.8%	\$5,000	0.10%	
	Total Expenditures	\$17,442,171	100.0%	\$17,437,171	100.0%	\$5,000	0.03%	
	Excess Of Revenues Over (Under) Expenditures	(\$3,718,860)	-27.1%	(\$3,713,860)	-27.1%	(\$5,000)	0.13%	
	Estimated Beginning Reserves - Nov. 1	\$14,342,442		\$13,983,788		\$358,654	2.56%	Revise beginning reserves to actual
	Estimated Ending Reserves - Oct. 31	\$10,623,582		\$10,269,928		\$353,654	3.44%	

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Department: Marketing

ACCT CODE	DEPT/ ACTIVITY	2020-21 AMEND #1		2020-21 BUDGET		ORIGINAL vs AMEND #1		COMMENT
			%		%	INCREASE (DECREASE)	PERCENT CHANGE	
	Consumer Marketing:							
51001	Media	\$4,000,000	32.7%	\$4,000,000	32.7%	\$0	0.00%	
51002	Production	\$425,000	3.5%	\$425,000	3.5%	\$0	0.00%	
55XXX	Online Marketing	\$542,200	4.4%	\$542,200	4.4%	\$0	0.00%	
51801 & 57002	Program Administration	\$1,746,465	14.3%	\$1,746,465	14.3%	\$0	0.00%	
	Consumer Marketing Subtotal	\$6,713,665	54.8%	\$6,713,665	54.8%	\$0	0.00%	
	Consumer Public Relations:							
5400X & 5420X	Brand Advocates	\$330,000	2.7%	\$330,000	2.7%	\$0	0.00%	
5400X & 541XX	Public Relations	\$545,000	4.5%	\$545,000	4.5%	\$0	0.00%	
5480X	Program Administration	\$125,000	1.0%	\$125,000	1.0%	\$0	0.00%	
	Consumer Public Relations Subtotal	\$1,000,000	8.2%	\$1,000,000	8.2%	\$0	0.00%	
	Consumer/Trade Living Well:							
54206	Living Well Brand Advocates	\$156,500	1.3%	\$156,500	1.3%	\$0	0.00%	
54201	Industry Partnerships	\$33,500	0.3%	\$33,500	0.3%	\$0	0.00%	
54802	Program Administration	\$12,000	0.1%	\$12,000	0.1%	\$0	0.00%	
	Consumer/Trade Living Well Subtotal	\$202,000	1.7%	\$202,000	1.7%	\$0	0.00%	
	Merchandising:							
520XX	Trade Relations	\$1,349,188	11.0%	\$1,349,188	11.0%	\$0	0.00%	
521XX & 523XX	Retail & Consumer Promotions	\$1,007,700	8.2%	\$1,007,700	8.2%	\$0	0.00%	
522XX	Data, Research & Analysis	\$386,600	3.2%	\$386,600	3.2%	\$0	0.00%	
524XX	Administration & Other	\$105,000	0.9%	\$105,000	0.9%	\$0	0.00%	
	Merchandising Subtotal	\$2,848,488	23.3%	\$2,848,488	23.3%	\$0	0.00%	
	Foodservice:							
53001	Media	\$110,100	0.9%	\$110,100	0.9%	\$0	0.00%	
53101	Public Relations & Collateral Materials	\$113,000	0.9%	\$113,000	0.9%	\$0	0.00%	
53103	Foodservice Events	\$355,900	2.9%	\$355,900	2.9%	\$0	0.00%	
53104	Chain Promotions	\$335,000	2.7%	\$335,000	2.7%	\$0	0.00%	
53105	Education Programs	\$2,000	0.0%	\$2,000	0.0%	\$0	0.00%	
5380X	Program Administration	\$54,000	0.4%	\$54,000	0.4%	\$0	0.00%	
	Foodservice Subtotal	\$970,000	7.9%	\$970,000	7.9%	\$0	0.00%	
	Marketing Activities Support:							
51803	Marketing Planning	\$115,875	0.9%	\$115,875	0.9%	\$0	0.00%	
51003	Buy California Marketing Agreement	\$25,000	0.2%	\$25,000	0.2%	\$0	0.00%	
51005	Center for Produce Safety	\$50,000	0.4%	\$50,000	0.4%	\$0	0.00%	
580XX	Festivals	\$10,500	0.1%	\$10,500	0.1%	\$0	0.00%	
	Marketing Activities Support Subtotal	\$201,375	1.6%	\$201,375	1.6%	\$0	0.00%	
	California Avocado Merchandise Shop:							
57XXX	Cost of Goods Sold	\$111,710	0.9%	\$111,710	0.9%	\$0	0.00%	
577XX & 57900	Expenses - Variable	\$58,064	0.5%	\$58,064	0.5%	\$0	0.00%	
5780X	Expenses - Fees	\$135,080	1.1%	\$135,080	1.1%	\$0	0.00%	
	California Avocado Merchandise Shop Subtotal	\$304,854	2.5%	\$304,854	2.5%	\$0	0.00%	
	Total Marketing	\$12,240,382	100.0%	\$12,240,382	100.0%	\$0	0.00%	

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

ACCT CODE	DEPT/ACTIVITY	2020-21 AMEND #1		2020-21 BUDGET		ORIGINAL vs AMEND #1		COMMENT
			%		%	INCREASE (DECREASE)	PERCENT CHANGE	
<u>Industry Statistics And Information:</u>								
64001	AMRIC Operation	\$147,500	11.5%	\$147,500	11.5%	\$0	0.00%	
64002	Crop Forecasting and Analysis	\$121,200	9.5%	\$121,200	9.5%	\$0	0.00%	
64003	Grower Database	\$8,000	0.6%	\$8,000	0.6%	\$0	0.00%	
64004	Grove Identification GIS Project Development	\$20,000	1.6%	\$20,000	1.6%	\$0	0.00%	
	Industry Statistics And Information Subtotal	\$296,700	23.2%	\$296,700	23.2%	\$0	0.00%	
<u>Grower Communications:</u>								
64105	Online Information	\$70,500	5.5%	\$70,500	5.5%	\$0	0.00%	
64106	Publications	\$104,000	8.1%	\$104,000	8.1%	\$0	0.00%	
64107	Annual Meeting	\$20,000	1.6%	\$20,000	1.6%	\$0	0.00%	
64108	Annual Report	\$10,000	0.8%	\$10,000	0.8%	\$0	0.00%	
	Grower Communications Subtotal	\$204,500	16.0%	\$204,500	16.0%	\$0	0.00%	
<u>Issues Management:</u>								
64201	Water Issues	\$25,000	2.0%	\$25,000	2.0%	\$0	0.00%	
64202	Field/Technical Support	\$65,000	5.1%	\$65,000	5.1%	\$0	0.00%	
64204	Research Program Coordination & Outreach	\$120,000	9.4%	\$120,000	9.4%	\$0	0.00%	
64206	Legislative & Regulatory Advocacy	\$175,000	13.7%	\$175,000	13.7%	\$0	0.00%	
64208	Product Registrations	\$4,000	0.3%	\$4,000	0.3%	\$0	0.00%	
64211	Sustainability Project	\$50,000	3.9%	\$50,000	3.9%	\$0	0.00%	
	Issues Management Subtotal	\$439,000	34.3%	\$439,000	34.3%	\$0	0.00%	
<u>Legal/Governance:</u>								
64301	Elections	\$10,000	0.8%	\$10,000	0.8%	\$0	0.00%	
64302	Legal Support	\$25,000	2.0%	\$25,000	2.0%	\$0	0.00%	
64303	Governance Support	\$45,000	3.5%	\$45,000	3.5%	\$0	0.00%	
64304	Referendum	\$15,000	1.2%	\$15,000	1.2%	\$0	0.00%	
64305	Redistricting	\$5,000	0.4%	\$5,000	0.4%	\$0	0.00%	
	Legal/Governance Subtotal	\$100,000	7.8%	\$100,000	7.8%	\$0	0.00%	
<u>Demonstration Grove:</u>								
64401	Pine Tree - Rent	\$23,600	1.8%	\$23,600	1.8%	\$0	0.00%	
64402	Pine Tree - Grove Management	\$40,000	3.1%	\$40,000	3.1%	\$0	0.00%	
64403	Pine Tree - Utilities	\$5,400	0.4%	\$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	\$15,000	1.2%	\$15,000	1.2%	\$0	0.00%	
64406 - 64409	Pine Tree - Harvesting, Hauling, CAC & HAB Assessments	\$7,400	0.6%	\$7,400	0.6%	\$0	0.00%	
	Demonstration Grove Subtotal	\$93,900	7.3%	\$93,900	7.3%	\$0	0.00%	
<u>Education & Outreach:</u>								
64501	Field Meetings, Seminars & Workshops	\$32,000	2.5%	\$32,000	2.5%	\$0	0.00%	
64502	Pine Tree Ranch Field Days	\$6,000	0.5%	\$6,000	0.5%	\$0	0.00%	
64503	Grower Outreach	\$19,200	1.5%	\$19,200	1.5%	\$0	0.00%	
	Education & Outreach Subtotal	\$57,200	4.5%	\$57,200	4.5%	\$0	0.00%	
<u>Other:</u>								
64801	Dues, Sponsorships, & Reports	\$25,000	2.0%	\$25,000	2.0%	\$0	0.00%	
64802	Grant Writing	\$2,500	0.2%	\$2,500	0.2%	\$0	0.00%	
64803	Travel	\$40,000	3.1%	\$40,000	3.1%	\$0	0.00%	
64804	Office Expense	\$16,500	1.3%	\$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	\$89,000	7.0%	\$89,000	7.0%	\$0	0.00%	
	Total Industry Affairs	\$1,280,300	100.0%	\$1,280,300	100.0%	\$0	0.00%	

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Department: Industry Affairs & Production Research

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		AMEND #1	%	BUDGET	%	INCREASE (DECREASE)	PERCENT CHANGE	
<u>Pest & Disease Projects:</u>								
65127	Phenology of Avocado Infection by Botryosphaeria Branch Canker and I	\$67,697	18.8%	\$67,697	19.0%	\$0	0.00%	
65129	Proactive Management of Avocado Seed and Stem Feeding Weevils	\$50,000	13.9%	\$50,000	14.0%	\$0	0.00%	
	Pest & Disease Project Subtotal	\$117,697	32.6%	\$117,697	33.1%	\$0	0.00%	
<u>Breeding, Varieties, Genetics Projects:</u>								
65215	Commercial-Scale Field Testing and Potential Release of Rootstocks	\$125,000	34.6%	\$125,000	35.1%	\$0	0.00%	
	Breeding, Varieties, Genetics Projects Subtotal	\$125,000	34.6%	\$125,000	35.1%	\$0	0.00%	
<u>Cultural Management Projects:</u>								
65318	Opening Roads for Micropropagation of Avocado in California	\$47,786	13.2%	\$47,786	13.4%	\$0	0.00%	
65319	Safety and Efficacy of Herbicides in Bearing Avocado Groves	\$46,836	13.0%	\$46,836	13.2%	\$0	0.00%	
65320	Gem Avocado Scarring Study	\$23,600	6.5%	\$18,600	5.2%	\$5,000	26.88%	Increase for Gem Avocado Scarring Study equipment repair
	Cultural Management Projects Subtotal	\$118,222	32.8%	\$113,222	31.8%	\$5,000	4.42%	
	Total Production Research	\$360,919	100.0%	\$355,919	100.0%	\$5,000	1.40%	

Department: Grant Programs

ACCT CODE	DEPT/ ACTIVITY	2020-21		2020-21		ORIGINAL vs AMEND #1		COMMENT
		AMEND #1	%	BUDGET	%	INCREASE (DECREASE)	PERCENT CHANGE	
66020-91	USDA Grant-FAS MAP South Korea	\$0	#DIV/0!	\$0	#DIV/0!	\$0	100.00%	
	Total Grant Programs	\$0	#DIV/0!	\$0	#DIV/0!	\$0	100.00%	

**CALIFORNIA AVOCADO COMMISSION
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Department: Administration

ACCT CODE	DEPT/ ACTIVITY	2020-21 AMEND #1		2020-21 BUDGET		ORIGINAL vs AMEND #1		COMMENT
			%		%	INCREASE (DECREASE)	PERCENT CHANGE	
Office Expense:								
71101 & 71102	Office Rent & Property Tax	\$138,701	3.9%	\$138,701	3.9%	\$0	0.00%	
71104	Offsite Storage	\$7,080	0.2%	\$7,080	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	\$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	0.4%	\$15,860	0.4%	\$0	0.00%	
71151	Equipment Maintenance & Expense	\$28,200	0.8%	\$28,200	0.8%	\$0	0.00%	
71161 - 71181	Telephone, Cell Phone, Postage & Courier Service	\$30,470	0.9%	\$30,470	0.9%	\$0	0.00%	
	Office Expense Subtotal	\$364,686	10.2%	\$364,686	10.2%	\$0	0.00%	
Professional Fees:								
71201	CPA-Financial Audits	\$30,975	0.9%	\$30,975	0.9%	\$0	0.00%	
71203	CPA-Assessment Audits	\$20,738	0.6%	\$20,738	0.6%	\$0	0.00%	
71207	CDFA Fiscal and Compliance Audit	\$16,605	0.5%	\$16,605	0.5%	\$0	0.00%	
71211	CDFA Charges	\$76,200	2.1%	\$76,200	2.1%	\$0	0.00%	
71221	USDA-AMS Charges	\$75,600	2.1%	\$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	\$49,300	1.4%	\$49,300	1.4%	\$0	0.00%	
	Professional Fees Subtotal	\$274,418	7.7%	\$274,418	7.7%	\$0	0.00%	
Personnel Expenses:								
71301	Salaries/Wages	\$1,950,000	54.8%	\$1,950,000	54.8%	\$0	0.00%	
71311 - 71331	Pension, Payroll Tax & Benefits	\$678,385	19.1%	\$678,385	19.1%	\$0	0.00%	
	Personnel Expenses Subtotal	\$2,628,385	73.8%	\$2,628,385	73.8%	\$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	\$40,000	1.1%	\$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%	
Information Technology:								
73001 & 73002	Network Maint., Hardware, Software & Licenses	\$51,366	1.4%	\$51,366	1.4%	\$0	0.00%	
73003 & 73005	IT Support, Consulting & IT Service	\$31,500	0.9%	\$31,500	0.9%	\$0	0.00%	
73004	Accounting & Assessment System	\$7,910	0.2%	\$7,910	0.2%	\$0	0.00%	
	Information Technology Subtotal	\$90,776	2.5%	\$90,776	2.5%	\$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	\$51,480	1.4%	\$51,480	1.4%	\$0	0.00%	
78401 - 78501	Dues & Reg., Education, Training, Recruitment, Other	\$18,325	0.5%	\$18,325	0.5%	\$0	0.00%	
78601	Temporary Help	\$50,000	1.4%	\$50,000	1.4%	\$0	0.00%	
	Depreciation, Interest & Other Admin Subtotal	\$128,805	3.6%	\$128,805	3.6%	\$0	0.00%	
	Total Administration	\$3,560,570	100.0%	\$3,560,570	100.0%	\$0	0.00%	