

**CALIFORNIA AVOCADO COMMISSION  
2021-22 BUDGET  
AMENDMENT #1**

ACCT CODE	REVENUES:	2021-22		2021-22		ORIGINAL vs AMEND #1		COMMENT
		AMEND #1	%	BUDGET	%	INCREASE (DECREASE)	PERCENT CHANGE	
40001	CAC Assessment Revenue	\$6,398,438	48.8%	\$6,398,438	49.2%	\$0	0.00%	Assessment rate 1.75%, crop size 300 MM lbs, price \$1.25
40011	HAB 85% Rebate Assessment Revenue	\$5,928,750	45.2%	\$5,928,750	45.6%	\$0	0.00%	
	<b>Subtotal Assessment Revenues</b>	<b>\$12,327,188</b>	<b>94.0%</b>	<b>\$12,327,188</b>	<b>94.8%</b>	<b>\$0</b>	<b>0.00%</b>	
42001	Administration & Accounting Fee Revenue (AIP)	\$61,000	0.5%	\$61,000	0.5%	\$0	0.00%	
4601X	Grant Funding	\$475,000	3.6%	\$375,000	2.9%	\$100,000	26.67%	Increase for Grant funding
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%	\$112,500	0.9%	\$0	0.00%	
47000	California Avocado Merchandise Shop Income	\$53,621	0.4%	\$53,621	0.4%	\$0	0.00%	
	<b>Subtotal Other Revenues</b>	<b>\$782,121</b>	<b>6.0%</b>	<b>\$682,121</b>	<b>5.2%</b>	<b>\$100,000</b>	<b>14.66%</b>	
	<b>Total Revenues</b>	<b>\$13,109,309</b>	<b>100.0%</b>	<b>\$13,009,309</b>	<b>100.0%</b>	<b>\$100,000</b>	<b>0.77%</b>	
ACCT CODE	EXPENDITURES: Marketing Programs	2021-22 AMEND #1	%	2021-22 BUDGET	%	INCREASE (DECREASE)	PERCENT CHANGE	COMMENT
51000 & 55000	Consumer Marketing	\$5,375,000	35.7%	\$5,375,000	36.3%	\$0	0.00%	
54000	Consumer Public Relations	\$785,000	5.2%	\$785,000	5.3%	\$0	0.00%	
54000	Consumer/Trade Living Well	\$145,000	1.0%	\$145,000	1.0%	\$0	0.00%	
52000	Merchandising	\$2,194,035	14.6%	\$2,194,035	14.8%	\$0	0.00%	
53000	Foodservice	\$772,500	5.1%	\$772,500	5.2%	\$0	0.00%	
59000	Marketing Activities Support	\$112,500	0.7%	\$112,500	0.8%	\$0	0.00%	
57000	California Avocado Merchandise Shop	\$147,330	1.0%	\$147,330	1.0%	\$0	0.00%	
	<b>Subtotal Marketing Programs</b>	<b>\$9,531,365</b>	<b>63.3%</b>	<b>\$9,531,365</b>	<b>64.3%</b>	<b>\$0</b>	<b>0.00%</b>	
EXPENDITURES: Non-Marketing Programs								
64000 & 65000	Industry Affairs & Production Research	\$1,465,412	9.7%	\$1,465,412	9.9%	\$0	0.00%	
66010	Grant Programs	\$475,000	3.2%	\$375,000	2.5%	\$100,000	26.67%	Increase for Grant funding
70000	Administration	\$3,577,725	23.8%	\$3,452,725	23.3%	\$125,000	3.62%	See details below
	<b>Subtotal Non-Marketing Programs</b>	<b>\$5,518,137</b>	<b>36.7%</b>	<b>\$5,293,137</b>	<b>35.7%</b>	<b>\$225,000</b>	<b>4.25%</b>	
	<b>Total Expenditures</b>	<b>\$15,049,502</b>	<b>100.0%</b>	<b>\$14,824,502</b>	<b>100.0%</b>	<b>\$225,000</b>	<b>1.52%</b>	
	<b>Excess Of Revenues Over (Under) Expenditures</b>	<b>(\$1,940,194)</b>	<b>-14.8%</b>	<b>(\$1,815,194)</b>	<b>-14.0%</b>	<b>(\$125,000)</b>	<b>6.89%</b>	
	<b>Estimated Beginning Reserves - Nov. 1</b>	\$10,623,582		\$10,623,582		\$0	0.00%	
	<b>Estimated Ending Reserves - Oct. 31</b>	<b>\$8,683,389</b>		<b>\$8,808,389</b>		<b>(\$125,000)</b>	<b>-1.42%</b>	

**CALIFORNIA AVOCADO COMMISSION  
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Department: Marketing

ACCT CODE	DEPT/ ACTIVITY	2021-22 AMEND #1		2021-22 BUDGET		ORIGINAL vs AMEND #1		COMMENT
			%		%	INCREASE (DECREASE)	PERCENT CHANGE	
	<b>Consumer Marketing:</b>							
51001	Media	\$3,200,000	33.6%	\$3,200,000	33.6%	\$0	0.00%	
51002	Production	\$197,305	2.1%	\$197,305	2.1%	\$0	0.00%	
55XXX	Online Marketing	\$411,890	4.3%	\$411,890	4.3%	\$0	0.00%	
51801 & 57002	Program Administration	\$1,565,805	16.4%	\$1,565,805	16.4%	\$0	0.00%	
	<b>Consumer Marketing Subtotal</b>	<b>\$5,375,000</b>	<b>56.4%</b>	<b>\$5,375,000</b>	<b>56.4%</b>	<b>\$0</b>	<b>0.00%</b>	
	<b>Consumer Public Relations:</b>							
5400X & 5420X	Brand Advocates	\$339,800	3.6%	\$339,800	3.6%	\$0	0.00%	
5400X & 541XX	Public Relations	\$321,700	3.4%	\$321,700	3.4%	\$0	0.00%	
5480X	Program Administration	\$123,500	1.3%	\$123,500	1.3%	\$0	0.00%	
	<b>Consumer Public Relations Subtotal</b>	<b>\$785,000</b>	<b>8.2%</b>	<b>\$785,000</b>	<b>8.2%</b>	<b>\$0</b>	<b>0.00%</b>	
	<b>Consumer/Trade Living Well:</b>							
54206	Living Well Brand Advocates	\$113,700	1.2%	\$113,700	1.2%	\$0	0.00%	
54201	Industry Partnerships	\$21,300	0.2%	\$21,300	0.2%	\$0	0.00%	
54802	Program Administration	\$10,000	0.1%	\$10,000	0.1%	\$0	0.00%	
	<b>Consumer/Trade Living Well Subtotal</b>	<b>\$145,000</b>	<b>1.5%</b>	<b>\$145,000</b>	<b>1.5%</b>	<b>\$0</b>	<b>0.00%</b>	
	<b>Merchandising:</b>							
520XX	Trade Relations	\$1,001,500	10.5%	\$1,001,500	10.5%	\$0	0.00%	
521XX & 523XX	Retail & Consumer Promotions	\$813,835	8.5%	\$813,835	8.5%	\$0	0.00%	
522XX	Data, Research & Analysis	\$293,700	3.1%	\$293,700	3.1%	\$0	0.00%	
524XX	Administration & Other	\$85,000	0.9%	\$85,000	0.9%	\$0	0.00%	
	<b>Merchandising Subtotal</b>	<b>\$2,194,035</b>	<b>23.0%</b>	<b>\$2,194,035</b>	<b>23.0%</b>	<b>\$0</b>	<b>0.00%</b>	
	<b>Foodservice:</b>							
53001	Media	\$79,300	0.8%	\$79,300	0.8%	\$0	0.00%	
53101	Public Relations & Collateral Materials	\$56,800	0.6%	\$56,800	0.6%	\$0	0.00%	
53103	Foodservice Events	\$279,700	2.9%	\$279,700	2.9%	\$0	0.00%	
53104	Chain Promotions	\$300,700	3.2%	\$300,700	3.2%	\$0	0.00%	
53105	Education Programs	\$2,000	0.0%	\$2,000	0.0%	\$0	0.00%	
5380X	Program Administration	\$54,000	0.6%	\$54,000	0.6%	\$0	0.00%	
	<b>Foodservice Subtotal</b>	<b>\$772,500</b>	<b>8.1%</b>	<b>\$772,500</b>	<b>8.1%</b>	<b>\$0</b>	<b>0.00%</b>	
	<b>Marketing Activities Support:</b>							
51803	Marketing Planning	\$87,500	0.9%	\$87,500	0.9%	\$0	0.00%	
51003	Buy California Marketing Agreement	\$25,000	0.3%	\$25,000	0.3%	\$0	0.00%	
	<b>Marketing Activities Support Subtotal</b>	<b>\$112,500</b>	<b>1.2%</b>	<b>\$112,500</b>	<b>1.2%</b>	<b>\$0</b>	<b>0.00%</b>	
	<b>California Avocado Merchandise Shop:</b>							
57XXX	Cost of Goods Sold	\$13,000	0.1%	\$13,000	0.1%	\$0	0.00%	
577XX & 57900	Expenses - Variable	\$19,275	0.2%	\$19,275	0.2%	\$0	0.00%	
5780X	Expenses - Fees	\$115,055	1.2%	\$115,055	1.2%	\$0	0.00%	
	<b>California Avocado Merchandise Shop Subtotal</b>	<b>\$147,330</b>	<b>1.5%</b>	<b>\$147,330</b>	<b>1.5%</b>	<b>\$0</b>	<b>0.00%</b>	
	<b>Total Marketing</b>	<b>\$9,531,365</b>	<b>100.0%</b>	<b>\$9,531,365</b>	<b>100.0%</b>	<b>\$0</b>	<b>0.00%</b>	

**CALIFORNIA AVOCADO COMMISSION  
2021-22 BUDGET  
AMENDMENT #1**

Department: Industry Affairs & Production Research

ACCT CODE	DEPT/ ACTIVITY	2021-22 AMEND #1		2021-22 BUDGET		ORIGINAL vs AMEND #1		COMMENT
			%		%	INCREASE (DECREASE)	PERCENT CHANGE	
	<b><u>Industry Statistics And Information:</u></b>							
64001	AMRIC Operation	\$86,500	7.7%	\$86,500	7.7%	\$0	0.00%	
64002	Crop Forecasting and Analysis	\$145,000	13.0%	\$145,000	13.0%	\$0	0.00%	
64003	Grower Database	\$5,000	0.4%	\$5,000	0.4%	\$0	0.00%	
64004	Grove Identification GIS Project Development	\$20,000	1.8%	\$20,000	1.8%	\$0	0.00%	
	<b>Industry Statistics And Information Subtotal</b>	<b>\$256,500</b>	<b>22.9%</b>	<b>\$256,500</b>	<b>22.9%</b>	<b>\$0</b>	<b>0.00%</b>	
	<b><u>Grower Communications:</u></b>							
64105	Online Information	\$46,000	4.1%	\$46,000	4.1%	\$0	0.00%	
64106	Publications	\$104,000	9.3%	\$104,000	9.3%	\$0	0.00%	
64107	Annual Meeting	\$20,000	1.8%	\$20,000	1.8%	\$0	0.00%	
64108	Annual Report	\$12,000	1.1%	\$12,000	1.1%	\$0	0.00%	
	<b>Grower Communications Subtotal</b>	<b>\$182,000</b>	<b>16.3%</b>	<b>\$182,000</b>	<b>16.3%</b>	<b>\$0</b>	<b>0.00%</b>	
	<b><u>Issues Management:</u></b>							
64201	Water Issues	\$25,000	2.2%	\$25,000	2.2%	\$0	0.00%	
64202	Field/Technical Support	\$65,000	5.8%	\$65,000	5.8%	\$0	0.00%	
64204	Research Program Coordination & Outreach	\$120,000	10.7%	\$120,000	10.7%	\$0	0.00%	
64206	Legislative & Regulatory Advocacy	\$125,000	11.2%	\$125,000	11.2%	\$0	0.00%	
64208	Product Registrations	\$4,000	0.4%	\$4,000	0.4%	\$0	0.00%	
64211	Sustainability Project	\$50,000	4.5%	\$50,000	4.5%	\$0	0.00%	
	<b>Issues Management Subtotal</b>	<b>\$389,000</b>	<b>34.8%</b>	<b>\$389,000</b>	<b>34.8%</b>	<b>\$0</b>	<b>0.00%</b>	
	<b><u>Legal/Governance:</u></b>							
64301	Elections	\$10,000	0.9%	\$10,000	0.9%	\$0	0.00%	
64302	Legal Support	\$40,000	3.6%	\$40,000	3.6%	\$0	0.00%	
64303	Governance Support	\$20,000	1.8%	\$20,000	1.8%	\$0	0.00%	
	<b>Legal/Governance Subtotal</b>	<b>\$70,000</b>	<b>6.3%</b>	<b>\$70,000</b>	<b>6.3%</b>	<b>\$0</b>	<b>0.00%</b>	
	<b><u>Demonstration Grove:</u></b>							
64401	Pine Tree - Rent	\$24,384	2.2%	\$24,384	2.2%	\$0	0.00%	
64402	Pine Tree - Grove Management	\$40,000	3.6%	\$40,000	3.6%	\$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	0.2%	\$2,500	0.2%	\$0	0.00%	
64405	Pine Tree - Improvements & Misc Expenses	\$5,000	0.4%	\$5,000	0.4%	\$0	0.00%	
64406 - 64409	Pine Tree - Harvesting, Hauling, CAC & HAB Assessments	\$20,919	1.9%	\$20,919	1.9%	\$0	0.00%	
	<b>Demonstration Grove Subtotal</b>	<b>\$98,203</b>	<b>8.8%</b>	<b>\$98,203</b>	<b>8.8%</b>	<b>\$0</b>	<b>0.00%</b>	
	<b><u>Education &amp; Outreach:</u></b>							
64501	Field Meetings, Seminars & Workshops	\$23,500	2.1%	\$23,500	2.1%	\$0	0.00%	
64502	Pine Tree Ranch Field Days	\$2,000	0.2%	\$2,000	0.2%	\$0	0.00%	
64503	Grower Outreach	\$13,500	1.2%	\$13,500	1.2%	\$0	0.00%	
	<b>Education &amp; Outreach Subtotal</b>	<b>\$39,000</b>	<b>3.5%</b>	<b>\$39,000</b>	<b>3.5%</b>	<b>\$0</b>	<b>0.00%</b>	
	<b><u>Other:</u></b>							
64801	Dues, Sponsorships, & Reports	\$20,000	1.8%	\$20,000	1.8%	\$0	0.00%	
64802	Grant Writing	\$2,500	0.2%	\$2,500	0.2%	\$0	0.00%	
64803	Travel	\$40,000	3.6%	\$40,000	3.6%	\$0	0.00%	
64804	Office Expense	\$16,500	1.5%	\$16,500	1.5%	\$0	0.00%	
64805	Committee Meeting Expense	\$5,000	0.4%	\$5,000	0.4%	\$0	0.00%	
	<b>Other Industry Affairs Subtotal</b>	<b>\$84,000</b>	<b>7.5%</b>	<b>\$84,000</b>	<b>7.5%</b>	<b>\$0</b>	<b>0.00%</b>	
	<b>Total Industry Affairs</b>	<b>\$1,118,703</b>	<b>100.0%</b>	<b>\$1,118,703</b>	<b>100.0%</b>	<b>\$0</b>	<b>0.00%</b>	

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AMENDMENT #1**

**Department: Industry Affairs & Production Research**

ACCT CODE	DEPT/ ACTIVITY	2021-22		2021-22		ORIGINAL vs AMEND #1		COMMENT
		AMEND #1	%	BUDGET	%	INCREASE (DECREASE)	PERCENT CHANGE	
<b><u>Pest &amp; Disease Projects:</u></b>								
65129	Proactive Management of Avocado Seed and Stem Feeding Weevils	\$50,000	14.4%	\$50,000	14.4%	\$0	0.00%	
65131	Phenology and ecology of avocado lace bug in Southern California	\$50,845	14.7%	\$50,845	14.7%	\$0	0.00%	
<b>Pest &amp; Disease Project Subtotal</b>		<b>\$100,845</b>	<b>29.1%</b>	<b>\$100,845</b>	<b>29.1%</b>	<b>\$0</b>	<b>0.00%</b>	
<b><u>Breeding, Varieties, Genetics Projects:</u></b>								
65215	Commercial-Scale Field Testing and Potential Release of Rootstocks	\$135,000	38.9%	\$135,000	38.9%	\$0	0.00%	
<b>Breeding, Varieties, Genetics Projects Subtotal</b>		<b>\$135,000</b>	<b>38.9%</b>	<b>\$135,000</b>	<b>38.9%</b>	<b>\$0</b>	<b>0.00%</b>	
<b><u>Cultural Management Projects:</u></b>								
65319	Safety and Efficacy of Herbicides in Bearing Avocado Groves	\$10,864	3.1%	\$10,864	3.1%	\$0	0.00%	
6532X	PLACEHOLDER - Chloride Mitigation Strategies	\$75,000	21.6%	\$75,000	21.6%	\$0	0.00%	
6532X	PLACEHOLDER - Soil Microbial Community Enhancement	\$25,000	7.2%	\$25,000	7.2%	\$0	0.00%	
<b>Cultural Management Projects Subtotal</b>		<b>\$110,864</b>	<b>32.0%</b>	<b>\$110,864</b>	<b>32.0%</b>	<b>\$0</b>	<b>0.00%</b>	
<b>Total Production Research</b>		<b>\$346,709</b>	<b>100.0%</b>	<b>\$346,709</b>	<b>100.0%</b>	<b>\$0</b>	<b>0.00%</b>	

**Department: Grant Programs**

ACCT CODE	DEPT/ ACTIVITY	2021-22		2021-22		ORIGINAL vs AMEND #1		COMMENT
		AMEND #1	%	BUDGET	%	INCREASE (DECREASE)	PERCENT CHANGE	
66020-91	USDA Grant-FAS MAP South Korea	\$200,000	42.1%	\$200,000	53.3%	\$0	0.00%	
66021-92	USDA Grant-FAS MAP China	\$275,000	57.9%	\$175,000	46.7%	\$100,000	57.14%	Increase for Grant funding
<b>Total Grant Programs</b>		<b>\$475,000</b>	<b>100.0%</b>	<b>\$375,000</b>	<b>100.0%</b>	<b>\$100,000</b>	<b>26.67%</b>	

**CALIFORNIA AVOCADO COMMISSION  
2021-22 BUDGET  
AMENDMENT #1**

Department: Administration

ACCT CODE	DEPT/ACTIVITY	2021-22 AMEND #1		2021-22 BUDGET		ORIGINAL vs AMEND #1		COMMENT
			%		%	INCREASE (DECREASE)	PERCENT CHANGE	
<b>Office Expense:</b>								
71101 & 71102	Office Rent & Property Tax	\$142,790	4.0%	\$142,790	4.1%	\$0	0.00%	
71104	Offsite Storage	\$7,137	0.2%	\$7,137	0.2%	\$0	0.00%	
71111	Corporate Insurance	\$98,050	2.7%	\$98,050	2.8%	\$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	0.5%	\$0	0.00%	
71151	Equipment Maintenance & Expense	\$27,600	0.8%	\$27,600	0.8%	\$0	0.00%	
71161 - 71181	Telephone, Cell Phone, Postage & Courier Service	\$30,410	0.8%	\$30,410	0.9%	\$0	0.00%	
	<b>Office Expense Subtotal</b>	<b>\$377,222</b>	<b>10.5%</b>	<b>\$377,222</b>	<b>10.9%</b>	<b>\$0</b>	<b>0.00%</b>	
<b>Professional Fees:</b>								
71201	CPA-Financial Audits	\$31,500	0.9%	\$31,500	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	\$8,715	0.2%	\$8,715	0.3%	\$0	0.00%	
71211	CDFA Charges	\$76,200	2.1%	\$76,200	2.2%	\$0	0.00%	
71221	USDA-AMS Charges	\$75,600	2.1%	\$75,600	2.2%	\$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%	\$52,300	1.5%	\$0	0.00%	
	<b>Professional Fees Subtotal</b>	<b>\$270,053</b>	<b>7.5%</b>	<b>\$270,053</b>	<b>7.8%</b>	<b>\$0</b>	<b>0.00%</b>	
<b>Personnel Expenses:</b>								
71301	Salaries/Wages	\$1,875,000	52.4%	\$1,875,000	54.3%	\$0	0.00%	
71311 - 71331	Pension, Payroll Tax & Benefits	\$646,392	18.1%	\$646,392	18.7%	\$0	0.00%	
	<b>Personnel Expenses Subtotal</b>	<b>\$2,521,392</b>	<b>70.5%</b>	<b>\$2,521,392</b>	<b>73.0%</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	\$40,000	1.1%	\$40,000	1.2%	\$0	0.00%	
71404	Board Meeting Expenses	\$30,500	0.9%	\$30,500	0.9%	\$0	0.00%	
	<b>Commissioner Expenses Subtotal</b>	<b>\$73,500</b>	<b>2.1%</b>	<b>\$73,500</b>	<b>2.1%</b>	<b>\$0</b>	<b>0.00%</b>	
<b>Information Technology:</b>								
73001 & 73002	Network Maint., Hardware, Software & Licenses	\$48,610	1.4%	\$48,610	1.4%	\$0	0.00%	
73003 & 73005	IT Support, Consulting & IT Service	\$55,000	1.5%	\$55,000	1.6%	\$0	0.00%	
73004	Accounting & Assessment System	\$7,910	0.2%	\$7,910	0.2%	\$0	0.00%	
	<b>Information Technology Subtotal</b>	<b>\$111,520</b>	<b>3.1%</b>	<b>\$111,520</b>	<b>3.2%</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	\$46,463	1.3%	\$46,463	1.3%	\$0	0.00%	
78401 - 78501	Dues & Reg., Education, Training, Recruitment, Other	\$143,575	4.0%	\$18,575	0.5%	\$125,000	672.95%	Increase for executive search firm fees
78601	Temporary Help	\$25,000	0.7%	\$25,000	0.7%	\$0	0.00%	
	<b>Depreciation, Interest &amp; Other Admin Subtotal</b>	<b>\$224,038</b>	<b>6.3%</b>	<b>\$99,038</b>	<b>2.9%</b>	<b>\$125,000</b>	<b>126.21%</b>	
	<b>Total Administration</b>	<b>\$3,577,725</b>	<b>100.0%</b>	<b>\$3,452,725</b>	<b>100.0%</b>	<b>\$125,000</b>	<b>3.62%</b>	