

**CALIFORNIA AVOCADO COMMISSION
2024-25 PROJECTION & BUDGET
WITH COMPARISON TO 2023-24**

ACCT CODE		2024-25		2023-24		2024-25 vs. 2023-24		COMMENT
		PROJECTION	%	AMEND #1	%	INCREASE (DECREASE)	PERCENT CHANGE	
40001	CAC Assessment Revenue	\$0	0.0%	\$5,045,625	53.1%	(\$5,045,625)	-100.00%	Crop size 400 MM lbs
40011	HAB 85% Rebate Assessment Revenue	\$7,905,000	94.4%	\$3,952,500	41.6%	\$3,952,500	100.00%	
	Subtotal Assessment Revenues	\$7,905,000	94.4%	\$8,998,125	94.7%	(\$1,093,125)	-12.15%	
42001	Administration & Accounting Fee Revenue (AIP)	\$61,000	0.7%	\$61,000	0.6%	\$0	0.00%	
46010	Grant Funding	\$200,000	2.4%	\$300,000	3.2%	(\$100,000)	-33.33%	
48001	Interest Income	\$6,000	0.1%	\$6,000	0.1%	\$0	0.00%	
48009	From the Grove Income	\$60,000	0.7%	\$60,000	0.6%	\$0	0.00%	
48003	Other Income	\$140,000	1.7%	\$75,000	0.8%	\$65,000	86.67%	
	Subtotal Other Revenues	\$467,000	5.6%	\$502,000	5.3%	(\$35,000)	-6.97%	
	Total Revenues	\$8,372,000	100.0%	\$9,500,125	100.0%	(\$1,128,125)	-11.87%	

ACCT CODE		2024-25		2023-24		2024-25 vs. 2023-24		COMMENT
		BUDGET	%	BUDGET	%	INCREASE (DECREASE)	PERCENT CHANGE	
	EXPENDITURES: Marketing Programs							
51000 & 55000	Consumer Marketing	\$4,563,100	33.1%	\$3,615,000	31.0%	\$948,100	26.23%	
54000	Consumer Public Relations	\$0	0.0%	\$192,500	1.7%	(\$192,500)	-100.00%	Included in Consumer Marketing
52000	Trade Marketing - Retail	\$2,650,400	19.2%	\$2,481,000	21.3%	\$169,400	6.83%	
53000	Trade Marketing - Foodservice	\$650,000	4.7%	\$537,500	4.6%	\$112,500	20.93%	
56000	Market Development Investment	\$1,000,000	7.3%	\$0	0.0%	\$1,000,000	100.00%	
59000	Marketing Activities Support & Personnel	\$971,500	7.1%	\$177,500	1.5%	\$794,000	447.32%	Includes 85% of Marketing Staff Personnel Expense
	Subtotal Marketing Programs	\$9,835,000	71.4%	\$7,003,500	60.1%	\$2,831,500	40.43%	
	EXPENDITURES: Non-Marketing Programs							
64000 & 65000	Industry Affairs & Production Research	\$1,625,000	11.8%	\$1,485,154	12.7%	\$139,846	9.42%	
66010	Grant Programs	\$200,000	1.5%	\$300,000	2.6%	(\$100,000)	-33.33%	
70000	Operations	\$2,115,000	15.4%	\$2,867,339	24.6%	(\$752,339)	-26.24%	85% of Marketing Staff Personnel Expense Transferred to Marketing
	Subtotal Non-Marketing Programs	\$3,940,000	28.6%	\$4,652,493	39.9%	(\$712,493)	-15.31%	
	Total Expenditures	\$13,775,000	100.0%	\$11,655,993	100.0%	\$2,119,007	18.18%	
	Excess Of Revenues Over (Under) Expenditures	(\$5,403,000)	-64.5%	(\$2,155,868)	-22.7%	(\$3,247,132)	150.62%	
	Estimated Beginning Reserves - Nov. 1	\$12,620,086		\$7,425,954		\$5,194,132	69.95%	
	<i>Estimated 2023-24 Revenue Overage based on Volume & Price/LB</i>			\$6,500,000				
	<i>Estimated 2023-24 Unspent Funds Returned to Reserves</i>			\$850,000				
	Estimated Ending Reserves - Oct. 31	\$7,217,086		\$12,620,086		(\$5,403,000)	-42.81%	