

Proposed Operating Budget

Presented to the Florida Citrus Commission
May 20, 2009



Revenue Boxes

(000's)

	6/30/08 Actual Boxes	2008-09		Revenue Box Adj	2009-2010		%
		3/31/09 Estimated Boxes	Revenue Boxes		Estimated Boxes	Revenue Boxes	
DOMESTIC							
ORANGE:	164,626	158,000			155,417		
Non-Revenue	<u>(1,500)</u>	<u>(1,500)</u>			<u>(1,500)</u>		
Fresh	4,749		4,900	0	4,900	0.0	
Processed	158,377		151,600	(2,583)	149,017	(1.7)	
GRAPEFRUIT:	26,763	23,000			22,246		
Non-Revenue	<u>(700)</u>	<u>(700)</u>			<u>(700)</u>		
Fresh	10,084		9,000	(300)	8,700	(3.3)	
Processed	15,979		13,300	(454)	12,846	(3.4)	
SPECIALTY:	7,735	5,200			5,475		
Non-Revenue	<u>(400)</u>	<u>(400)</u>			<u>(400)</u>		
Fresh	3,694		2,915	146	3,061	5.0	
Processed	<u>3,641</u>		<u>1,885</u>	<u>129</u>	<u>2,014</u>	<u>6.8</u>	
TOTAL DOMESTIC	199,124	186,200			183,138		
Non-Revenue	<u>(2,600)</u>	<u>(2,600)</u>			<u>(2,600)</u>		
Fresh	18,527		16,815	(154)	16,661	(0.9)	
Processed	<u>177,997</u>		<u>166,785</u>	<u>(2,908)</u>	<u>163,877</u>	<u>(1.7)</u>	
	<u>196,524</u>		<u>183,600</u>	<u>(3,062)</u>	<u>180,538</u>	<u>(1.7)</u>	
IMPORTS							
Orange	46,522		26,000	1,600	27,600	6.2	
Grapefruit	<u>329</u>		<u>300</u>	<u>(250)</u>	<u>50</u>	<u>(83.3)</u>	
TOTAL IMPORTS	<u>46,851</u>		<u>26,300</u>	<u>1,350</u>	<u>27,650</u>	<u>5.1</u>	
TOTAL	<u>243,375</u>		<u>209,900</u>	<u>(1,712)</u>	<u>208,188</u>	<u>(0.8)</u>	

Proposed Expenditures

(\$000's)

	2008-09		Change	2009-10	
Marketing Expenditures					
General Operations	1,026	1.7%	(1)	1,025	1.6%
Processed Orange	21,550	34.7%	3,270	24,820	39.8%
Grapefruit/Juice	3,764	6.1%	(789)	2,975	4.8%
Fresh Orange/Specialty	313	0.5%	578	891	1.4%
International - DOC	3,328	5.4%	3	3,331	5.3%
International - FAS	5,989	9.6%	(517)	5,472	8.8%
Research					
Disease	10,000	16.1%	-	10,000	16.0%
Product & Abscission	5,845	9.4%	(500)	5,345	8.6%
Economic & Market	1,944	3.1%	39	1,983	3.2%
Admin & Gen Rev SC	4,551	7.3%	337	4,888	7.8%
Reserves	<u>3,758</u>	6.1%	(2,118)	<u>1,640</u>	2.6%
Total	<u>62,068</u>	100.0%	<u>302</u>	<u>62,370</u>	100.0%

Proposed Revenue

(\$000's)

	2008-09			2009-10		
Tax Assessments			Change			Cost/box
Processed Orange	36,836	59.3%	(589)	36,247	58.1%	0.24
Grapefruit/Juice	7,805	12.6%	(264)	7,541	12.1%	0.35
Fresh Orange/Specialty	831	1.3%	345	1,176	1.9%	.14/.16
Imports (Opt Out)	2,115	3.4%	99	2,214	3.5%	0.08
Imports (Additional)	-	0.0%	925	925	1.5%	0.05
USDA - FAS	5,989	9.6%	(517)	5,472	8.8%	
Federal Grant/SBA	152	0.2%	148	300	0.5%	
Interest/Other/ SMTF	530	0.9%	(76)	454	0.7%	
Carryover	<u>7,810</u>	<u>12.6%</u>	231	<u>8,041</u>	<u>12.9%</u>	
Total	<u><u>62,068</u></u>	<u>100.0%</u>	<u><u>302</u></u>	<u><u>62,370</u></u>	<u>100.0%</u>	

QUESTIONS??

Proposed Orange Juice Budget

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Orange Juice Expenditures (\$000's)

	2008-09		2009-10		
	Approved Budget	% of Total	Proposed Budget	% of Total	Cost per Box
<u>Expenditures</u>					
Disease Research	\$ 8,675	19.3	\$ 8,600	18.5	0.048
Marketing - Domestic	22,393	49.8	25,662	55.3	0.170
Marketing - Int'l	1,372	3.0	1,577	3.4	0.011
Product & Abscission Res	4,610	10.2	3,957	8.5	0.022
Economic Research	1,395	3.1	1,447	3.1	0.008
Admin & Gen Rev Svc Chg	3,728	8.3	4,000	8.6	0.022
Reserves	2,857	6.3	1,154	2.5	0.006
<u>Total Budget</u>	\$ 45,030	100.0	\$ 46,397	100.0	

Orange Juice Revenue

(\$000's)

	2008-09		2009-10		
	Approved Budget	% of Total	Proposed Budget	% of Total	Cost per Box
<u>Revenue</u>					
Tax Assessments	\$ 38,916	86.4	\$ 39,380	84.9	0.240
Carryover	4,716	10.5	5,540	11.9	0.037
Interest/Other	409	0.9	339	0.7	0.002
Federal Appropriations	989	2.2	1,138	2.5	0.007
<u>Total Revenue</u>	<u>\$ 45,030</u>	<u>100.0</u>	<u>\$ 46,397</u>	<u>100.0</u>	

Proposed Grapefruit Budget

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Grapefruit Expenditures

(\$000's)

	<u>2008-09</u>		<u>2009-10</u>			
	<u>Approved</u>	<u>% of</u>	<u>Proposed</u>	<u>% of</u>	<u>Cost Per Box</u>	
	<u>Budget</u>	<u>Total</u>	<u>Budget</u>	<u>Total</u>	<u>PG</u>	<u>FG</u>
<u>Expenditures</u>						
Disease Research	\$ 1,000	6.7	\$ 1,025	7.5	0.047	0.048
Marketing - Domestic	3,875	25.8	3,086	22.6	0.158	0.123
Marketing - Int'l	7,945	52.8	7,227	52.8	0.150	0.608
Product Research	746	5.0	852	6.2	0.052	0.021
Economic Research	336	2.2	312	2.3	0.012	0.018
Admin & GR Svc Chg	705	4.7	755	5.5	0.036	0.033
Reserves	431	2.9	417	3.1	0.017	0.023
<u>Total Budget</u>	<u>\$ 15,038</u>	<u>100.0</u>	<u>\$ 13,674</u>	<u>100.0</u>	<u>\$ 0.472</u>	<u>0.874</u>

Grapefruit Revenue

(\$000's)

	<u>2008-09</u>		<u>2009-10</u>			
	Approved	% of	Proposed	% of	Cost Per Box	
	<u>Budget</u>	<u>Total</u>	<u>Budget</u>	<u>Total</u>	<u>PG</u>	<u>FG</u>
<u>Revenue</u>						
Tax Assessments	\$ 7,840	52.1	\$ 7,547	55.2	0.350	0.350
Carryover	1,991	13.2	1,449	10.6	0.064	0.072
Interest/Other	54	0.4	44	0.3	0.002	0.002
Federal Appropriations	<u>5,153</u>	<u>34.3</u>	<u>4,634</u>	<u>33.9</u>	<u>0.056</u>	<u>0.450</u>
<u>Total Revenue</u>	<u>\$ 15,038</u>	<u>100.0</u>	<u>\$ 13,674</u>	<u>100.0</u>	<u>0.472</u>	<u>0.874</u>

Proposed Fresh Orange & Fresh Specialty Budget

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Fresh Orange & Specialty

(\$000's)

	<u>2008-09</u>		<u>2009-10</u>			
	<u>Approved</u>	<u>% of</u>	<u>Proposed</u>	<u>% of</u>	<u>Cost Per Box</u>	
	<u>Budget</u>	<u>Total</u>	<u>Budget</u>	<u>Total</u>	<u>FO</u>	<u>FS</u>
<u>Expenditures</u>						
Disease Research	\$ 325	16.6	\$ 375	16.6	0.048	0.047
Marketing - Domestic	343	17.5	922	40.8	0.117	0.112
Product Research	490	25.0	536	23.7	0.048	0.098
Economic Research	214	10.9	223	9.9	0.028	0.027
Admin & GR Svc Chg	117	6.0	133	5.9	0.018	0.016
Reserves	470	24.0	68	3.0	0.007	0.011
<u>Total Budget</u>	<u>\$ 1,959</u>	<u>100.0</u>	<u>\$ 2,257</u>	<u>100.0</u>	<u>0.266</u>	<u>0.311</u>
<u>Revenue</u>						
Tax Assessments	\$ 831	42.4	\$ 1,176	52.1	0.140	0.160
Carryover	1,103	56.3	1,052	46.6	0.122	0.147
Interest/Other	25	1.3	29	1.3	0.004	0.004
<u>Total Revenue</u>	<u>\$ 1,959</u>	<u>100.0</u>	<u>\$ 2,257</u>	<u>100.0</u>	<u>0.266</u>	<u>0.311</u>

2009-10 Proposed Budget (\$'000's)

	Approved		Adj	Proposed		% of
	7/1/08	Budget		Budget	% Chg	Budget
Admin/SSvc	\$ 2,963	\$ 2,965	(17)	\$ 2,948	-0.6%	4.7%
Gen Rev Svc Chg	1,644	1,586	354	1,940	22.3%	3.1%
Research	26,679	17,790	(463)	17,327	-2.6%	27.8%
Marketing	27,473	35,969	2,546	38,515	7.1%	61.8%
Reserves	<u>1,672</u>	<u>3,758</u>	<u>(2,118)</u>	<u>1,640</u>	-56.4%	<u>2.6%</u>
<u>Total Expenditures</u>	<u>\$ 60,431</u>	<u>\$ 62,068</u>	<u>302</u>	<u>\$ 62,370</u>	0.5%	100.0%