

**STATE OF FLORIDA
DEPARTMENT OF CITRUS**

**ANNUAL
FINANCIAL
REPORT**

**Fiscal Year Ended
June 30, 2010**





STATE OF FLORIDA
DEPARTMENT OF CITRUS

605 E MAIN STREET / BOX 9010 / BARTOW, FLORIDA 33830

fdcgrower.com • floridajuice.com



®

KENNETH O. KECK
EXECUTIVE DIRECTOR
Phone: 863-537-3999
Fax: 877-FLA-CITRUS

GEORGE H. STREETMAN
CHAIRMAN
FLORIDA CITRUS COMMISSION

August 25, 2010

Florida Citrus Commission
Lakeland, Florida

Submitted herewith is the Annual Financial Report of the Florida Department of Citrus for the year ending June 30, 2010. This report has been prepared in conformance with generally accepted accounting principles as prescribed in pronouncements of the Governmental Accounting Standards Board. Every effort has been made to ensure that all financial transactions were conducted and records maintained in a complete and accurate manner.

Assessments were lower than last year because of reduced citrus production, the basis of our collections. Expenditures were maintained at 2008-09 levels because disease research and domestic marketing programs were planned for the first quarter with funds from 2008-09. Disease research activities were fully funded by reducing domestic marketing activities again this year. Marketing and research expenditures accounted for 90.6% of total expenditures. Details of all departmental expenditures are included in this financial report.

		<u>2008-09</u>	<u>2009-10</u>
Revenue	-Assessments	\$49,048,226	\$41,424,488
	-FAS Program	5,814,581	5,399,943
	-Interest & Other	816,958	893,742
		<u>55,679,765</u>	<u>47,718,173</u>
Expenditures	-Marketing	\$ 34,624,179	\$ 32,566,231
	-Research	6,707,229	6,100,960
	-Disease Research	7,243,279	9,117,025
	-Other	4,495,484	4,974,111
		<u>\$ 53,070,171</u>	<u>\$ 52,758,327</u>

The direction given by the Florida Citrus Commission and the cooperation of the Florida citrus industry to implement current marketing and research programs is sincerely appreciated.

Debra J. Funkhouser
Comptroller

FLORIDA DEPARTMENT OF CITRUS

TABLE OF CONTENTS

Combined Balance Sheet	1
Statement of Changes in Fund Balances	2
Comparative Statement of Revenue and Expenditures	3
Cash Flow Statement	4
Source and Use of Funds	5
Statement of Revenue, Expenditures and Fund Balances by Fruit Variety	6
Notes to Financial Statements	7
Comparative Expenditures-General Operations	13
Comparative Schedule of Budgets	14
Ten-Year History of Operations	15
Citrus Advertising Tax Rates	16
Comparative Schedule of Revenue Boxes	17
Budgeted Revenue	18
Budgeted Expenditures by Category	19
Budgeted Expenditures by Department	20
Departmental Expenditures	
State General Revenue Charge	21
Relocation Expenses	21
Administrative and Support Services	21
Research and Development	
General Operations	24
Scientific Product Research	25
Scientific Research-Disease	25
Scientific Research-Harvesting	26
Economic and Market Research	27
Marketing and Public Relations	28
Domestic Advertising	30
Consumer/Trade/Industry Communications	31
International Marketing	32

FLORIDA DEPARTMENT OF CITRUS

COMBINED BALANCE SHEET

JUNE 30, 2010

	SPECIAL REVENUE FUNDS	COMBINED GENERAL ACCOUNT GROUPS	TOTAL (MEMORANDUM ONLY)
ASSETS			
Cash and Cash Equivalents	\$1,604,962		\$1,604,962
Pooled Investments with State Treasury	25,744,969		25,744,969
Grants Receivable	2,070,310		2,070,310
Development Loans Receivable	375,769		375,769
Accounts Receivable	86,221		86,221
Interest Receivable	63,612		63,612
Prepaid Assets	8,384		8,384
Inventories	376,047		376,047
Fixed Assets at Cost			
Land		246,125	246,125
Buildings		4,278,690	4,278,690
Equipment and Autos		2,532,844	2,532,844
Other Fixed Assets		2,990	2,990
Less: Accumulated Depreciation		(2,666,246)	(2,666,246)
Total Assets	\$30,330,274	\$4,394,402	\$34,724,676
LIABILITIES			
Accounts Payable	\$7,397,003		\$7,397,003
Due to Other State Agencies	669,415		669,415
Compensated Absences - Non-Current		760,548	760,548
Other Liabilities	29,700		29,700
Total Liabilities	8,096,118	760,548	8,856,666
FUND EQUITY			
Invested in General Account Groups		3,633,854	3,633,854
Committed Fund Balance			
Designated	16,055,156		16,055,156
Undesignated	6,179,000		6,179,000
Total Fund Equity	22,234,156	3,633,854	25,868,010
Total Liabilities & Fund Equity	\$30,330,274	\$4,394,402	\$34,724,676

The accompanying notes to financial statements are an integral part of this statement.

FLORIDA DEPARTMENT OF CITRUS
STATEMENT OF CHANGES IN FUND BALANCE
FISCAL YEAR ENDED JUNE 30, 2010

DESCRIPTION	FLORIDA CITRUS ADVERTISING TRUST FUND
Fund Balance, July 1	\$26,774,307
Adjustments to Fund Balance	<u>500,003</u>
Fund Balance, July 1, as restated	27,274,310
Revenue	47,718,173
Expenditures	<u>52,758,327</u>
Fund Balance, June 30	
Designated	16,055,156
Undesignated	<u>6,179,000</u>
TOTAL	<u><u>\$22,234,156</u></u>

FLORIDA DEPARTMENT OF CITRUS
COMPARATIVE STATEMENT OF REVENUE AND EXPENDITURES
FISCAL YEARS ENDING JUNE 30, 2009 AND 2010

DESCRIPTION	JUNE 30, 2009	INCREASE/ (DECREASE)	JUNE 30, 2010
REVENUE			
Assessment on Domestic Fruit			
Orange	\$38,779,283	(\$7,441,371)	\$31,337,912
Grapefruit	7,455,149	(570,313)	6,884,836
Specialty	872,595	(54,238)	818,357
	<u>47,107,027</u>	<u>(8,065,921)</u>	<u>39,041,106</u>
Assessment on Imported Product			
Orange	1,939,450	431,782	2,371,232
Grapefruit	1,748	10,402	12,150
	<u>1,941,199</u>	<u>442,183</u>	<u>2,383,382</u>
Total Assessment	49,048,226	(7,623,737)	41,424,488
Investment Earnings	625,368	(109,280)	516,088
Other Income	26,597	52,799	79,396
Federal Appropriation - Research	164,993	133,264	298,257
Foreign Agricultural Service (FAS) Program	5,814,581	(414,638)	5,399,943
	<u>5,814,581</u>	<u>(414,638)</u>	<u>5,399,943</u>
TOTAL REVENUE	<u>\$55,679,765</u>	<u>(\$7,961,592)</u>	<u>\$47,718,173</u>
EXPENDITURES			
Administrative and Support Services	\$2,628,787	(\$73,546)	\$2,555,241
State General Revenue Charge	1,771,697	(101,282)	1,670,415
Research & Development - General Operations	1,351,585	219,266	1,570,851
Scientific Product Research	1,001,975	361,059	1,363,034
Disease Research	7,243,279	1,873,746	9,117,025
Scientific Research-Harvesting	2,574,469	(1,092,603)	1,481,866
Economic and Market Research	1,779,199	(93,990)	1,685,209
Subtotal Non-Marketing	<u>18,350,992</u>	<u>1,092,650</u>	<u>19,443,641</u>
Marketing			
Marketing/Public Relations - General Operations	971,145	(14,365)	956,780
Public Relations Programs	2,963,764	201,639	3,165,403
Processed Orange Advertising	16,817,159	(1,907,923)	14,909,236
Fresh Fruit/Gft Juice Advertising	2,233,645	(1,250,115)	983,530
Consumer/Trade/Industry Comm	2,726,170	1,829,359	4,555,529
International Marketing	8,912,295	(916,542)	7,995,753
Subtotal Marketing	<u>34,624,179</u>	<u>(2,057,947)</u>	<u>32,566,231</u>
Extraordinary Expenditures	95,000	653,455	748,455
TOTAL EXPENDITURES	<u>\$53,070,171</u>	<u>(\$311,842)</u>	<u>\$52,758,327</u>
EXCESS (DEFICIT) OF REVENUE OVER EXPENDITURES	<u>\$2,609,594</u>	<u>(\$7,649,748)</u>	<u>(\$5,040,154)</u>

FLORIDA DEPARTMENT OF CITRUS

CASH FLOW STATEMENT

FISCAL YEAR ENDED JUNE 30, 2010

Operating Income (Loss) \$ (11,146,250)

Adjustments to reconcile operating income
to net cash provided by operating activities:

Net Loss on disposal of assets 30,520

Depreciation expense 150,947

CASH FLOWS FROM OPERATING ACTIVITIES

Change in assets and liabilities:

(Increase) decrease in receivables (143,508)

(Increase) decrease in prepaid assets (7,270)

(Increase) decrease in inventories 153,769

Increase (decrease) in accounts payable (668,815)

Increase (decrease) in due to other state agencies (2,107,084)

Increase (decrease) in other liabilities 11,200

Net cash provided (used) by operating activities (13,726,491)

CASH FLOWS FROM NONCAPITAL FINANCING ACTIVITIES

Cash received from grants 5,698,200

Net cash provided (used) by noncapital financing activities 5,698,200

CASH FLOWS FROM CAPITAL AND RELATED FINANCING ACTIVITIES

Purchase of capital assets (289,661)

Net cash (used) by capital and related financing activities (289,661)

CASH FLOWS FROM INVESTING ACTIVITIES

Investment earnings 516,088

Net cash provided (used) by investing activities 516,088

Net increase (decrease) in cash and cash equivalents (7,801,864)

Cash and cash equivalents - beginning of period 35,151,795

Cash and cash equivalents - end of period \$ 27,349,931

FLORIDA DEPARTMENT OF CITRUS

SOURCE AND USE OF FUNDS

FISCAL YEAR ENDED JUNE 30, 2010

<u>DESCRIPTION</u>	<u>DOM. ASSESMTS & OTHER REV</u>	<u>IMPORTS</u>	<u>CONTRIBUTIONS</u>	<u>GRANTS</u>	<u>TOTAL</u>
SOURCES					
Assessments	\$39,041,106	\$2,023,069			\$41,064,175
Opt Out Contributions			360,313		360,313
Other	595,484				595,484
Research Grants				298,257	298,257
Marketing Grants				5,399,943	5,399,943
TOTAL SOURCES	\$39,636,590	\$2,023,069	\$360,313	\$5,698,200	\$47,718,173
USES					
Relocation Expenses	\$669,140	79,315			\$748,455
Admin & Support Svcs	2,284,460	270,781			2,555,241
State Gen Rev Charge	1,575,079	80,923	14,413		1,670,415
Research	5,156,177	646,526		298,257	6,100,960
Disease Research	7,976,932	945,524	194,569		9,117,025
Marketing	27,166,288			5,399,943	32,566,231
TOTAL USES	\$44,828,076	2,023,069	\$208,982	\$5,698,200	\$52,758,327
EXCESS/(DEFICIT)	(\$5,191,486)	\$0	\$151,332	\$0	(\$5,040,154)

Pursuant to Chapter 601.155(10) F.S. excise taxes collected on imported product (1/3 of applicable rates) were expended only for Research, Administrative and Regulatory activities. Import taxes paid for 10% of the Department's Research, Administrative and Regulatory activities.

Opt out contributions were paid by processors to be applied to disease research funding at the same box rate that Florida growers pay. The rate per box that growers and importers paid for all processed orange administrative, regulatory and research programs in 2009-10 is 10.7 cents. The minimum statutory rate paid on imported product is 8 cents per equivalent box, therefore the contributions will be applied at a rate of 2.7 cents per designated box to fund disease research expenditures. Balances from last year and this year will be refunded.

FLORIDA DEPARTMENT OF CITRUS

STATEMENT OF REVENUE, EXPENDITURES AND FUND BALANCE BY FRUIT VARIETY FISCAL YEAR ENDED JUNE 30, 2010

	<u>TOTAL</u>	<u>PROCESSED ORANGE</u>	<u>PROCESSED GRAPEFRUIT</u>	<u>FRESH ORANGE</u>	<u>FRESH GRAPEFRUIT</u>	<u>FRESH SPECIALTY</u>
Fund Balance, July 1	\$26,774,307	\$19,071,753	\$3,203,894	\$2,118,554	\$1,670,786	\$709,320
Adjustments to Fund Balance	500,003	319,669	92,651	18,078	44,381	25,224
Revenue	47,718,173	35,508,364	4,622,913	355,082	6,963,247	268,567
Total Available	<u>\$74,992,483</u>	<u>\$54,899,785</u>	<u>\$7,919,459</u>	<u>\$2,491,714</u>	<u>\$8,678,414</u>	<u>\$1,003,111</u>
EXPENDITURES						
Relocation Expenses	\$748,455	\$613,733	\$67,361	\$7,485	\$52,392	\$7,485
Administration						
Admin & Supp Srvc	2,555,241	2,095,297	229,972	25,552	178,867	25,552
State Gen Rev Charge	1,670,415	1,365,637	154,775	14,191	125,081	10,731
Scientific Research & Development						
General Operations	1,570,851	1,288,098	141,377	15,709	109,960	15,709
Scientific Product Research	1,363,034	821,851	79,837	79,868	75,649	305,828
Disease Research	9,117,025	7,743,090	542,463	234,308	434,882	162,283
Scientific Research-Harvesting	1,481,866	1,481,866	0	0	0	0
Economic & Market Research	1,685,209	1,288,230	137,173	64,112	145,657	50,037
Subtotal Non-Marketing	<u>20,192,096</u>	<u>16,697,802</u>	<u>1,352,958</u>	<u>441,225</u>	<u>1,122,487</u>	<u>577,624</u>
Marketing & Public Relations						
General Operations	956,780	819,179	86,267	9,416	32,502	9,416
Public Relations Programs	3,165,403	1,633,150	915,503	72,195	498,018	46,536
Processed Orange Advertising	14,909,236	14,909,236	0	0	0	0
Fresh Fruit/Grft Juice Advertising	983,530	0	698,792	3,376	279,284	2,078
Consumer/Trade/Industry Comm	4,555,529	3,996,682	122,635	259,891	93,425	82,895
International Promotions-DOC	2,595,810	530,541	885,530	0	1,179,739	0
International Promotions-FAS	5,399,943	815,139	751,000	0	3,833,804	0
Subtotal Marketing	<u>32,566,231</u>	<u>22,703,928</u>	<u>3,459,728</u>	<u>344,878</u>	<u>5,916,773</u>	<u>140,924</u>
Total Expenditures	<u>\$52,758,327</u>	<u>\$39,401,730</u>	<u>\$4,812,686</u>	<u>\$786,103</u>	<u>\$7,039,260</u>	<u>\$718,548</u>
Fund Balance, June 30						
Designated	16,055,156	11,298,056	2,056,772	1,405,611	1,039,154	255,563
Undesignated	6,179,000	4,200,000	1,050,000	300,000	600,000	29,000
	<u>\$22,234,156</u>	<u>\$15,498,056</u>	<u>\$3,106,772</u>	<u>\$1,705,611</u>	<u>\$1,639,154</u>	<u>\$284,563</u>

DEPARTMENT OF CITRUS

NOTES TO FINANCIAL STATEMENTS

JUNE 30, 2010

A. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES

The following summary of significant accounting policies of the Department of Citrus is presented to assist the reader in interpreting the financial statements. These policies should be viewed as an integral part of the accompanying financial statements.

1. Reporting Entity

The Department of Citrus is an agency of the State of Florida.

The powers and duties of the Department of Citrus are defined in Chapter 601, Florida Statutes (the Florida Citrus Code of 1949). The Department of Citrus is a corporate body with power to contract, and be contracted with, in order to carry out the provisions and requirements of this Chapter. The official headquarters was changed from Lakeland to Bartow, Florida, by legislative action in the 2010 Legislative session.

The Florida Citrus Commission is designated as the head of the Department and is composed of twelve practical citrus persons appointed by the Governor, subject to confirmation by the Senate, for a three-year term. Seven members shall be designated as grower members and five shall be designated as grower-handler members. The Commission administers the various laws which provide broad regulatory powers with respect to packing, processing, labeling, and handling of citrus fruits and products.

2. Fund Accounting

The accounts of the Department of Citrus are organized on the basis of funds and account groups, each of which is considered a separate accounting entity. The operations of each fund are accounted for with a separate set of self-balancing accounts that comprise its assets, liabilities, fund equity, revenues, and expenditures or expenses, as appropriate. Government resources are allocated to and accounted for in individual funds based upon the purposes for which they are to be spent and the means by which spending activities are controlled.

Special revenue funds (a governmental fund type) are used to account for revenues which are legally restricted to expenditures for specific purposes. The Department currently has one special revenue fund, the Florida Citrus Advertising Trust Fund. The trust fund was created by Section 601.15(7), Florida Statutes, for the payment of expenditures for general overhead, administration, research and development, advertising, merchandising, public relations, and other associated activities. An excise tax per standard (1-3/5 bu.) box on grapefruit, oranges, and on other citrus varieties is levied by the Florida Citrus Commission in accordance with a sliding tax table. The excise tax is effective August 1 for the ensuing year.

The general fixed assets account group is used to establish accounting control for general fixed assets.

The general long-term debt account group is used to establish accounting control for long-term obligations.

3. Basis of Accounting

Basis of accounting refers to when revenues, expenditures, transfers and the related assets and liabilities are recognized in the accounts and reported in the financial statements. Basis of accounting relates to the timing of the measurements made, regardless of the nature of the measurement.

The governmental funds are accounted for using the modified accrual basis of accounting. Revenue is recognized when it becomes measurable and available to finance expenditures of the current period. Under the modified accrual basis of accounting, expenditures are recognized when the related fund liability is incurred.

4. Basis of Presentation

The financial statements of the Department of Citrus have been prepared in accordance with generally accepted accounting principles as prescribed by the Governmental Accounting Standards Board (GASB). Although GASB #34 "Basic Financial Statements and Management Discussion and Analysis for State and Local Governments," eliminated the requirement to present account groups, the Department has elected to combine and present the fixed asset and long-term debt account groups.

The total column on the accompanying combined financial statement is captioned "memorandum only" to indicate that it is presented only to facilitate financial analysis. Inasmuch as the total column includes fund types and account groups that use different bases of accounting, data in this column does not present financial position in conformity with generally accepted accounting principles. Such data is not comparable to a consolidation.

5. Deposits and Investments

Cash deposits include demand deposit accounts and time deposit accounts. In addition, investments in the State Board of Administration investment pool are considered to be a cash equivalent. Cash equivalents are defined as short-term, highly liquid investments.

Unless specifically exempted by statute, all cash of the state must be deposited in the State Treasury. The State Treasury, in turn, keeps the funds fully invested to maximize interest earnings. Authorized investments include certificates of deposit in Florida banks and savings and loan associations, direct obligations of the United States Treasury, obligations of federal agencies, asset-backed or mortgage-backed securities, commercial paper, bankers' acceptances, medium term corporate obligations, repurchase agreements and commingled and mutual funds.

6. Inventories

Inventories of \$376,047 are expensed using the consumption method and are valued at cost determined on a first-in, first-out basis. Inventories consist mainly of display material and reproduction and other expendable supplies held for consumption.

7. Fixed Assets

Buildings, furniture and equipment are recorded at historical cost. Land, which was donated, is recorded at the appraised value at the time it was donated. GASB #34 requires that the State have a policy on capitalization, depreciation, and useful lives of fixed assets. Fixed assets are recorded at cost and depreciated over the following useful lives:

Buildings	30 years
Equipment	3-5 years
Automobiles	5 years

8. Compensated Absences

Employees earn the right to be compensated during absences for vacation and illness. Within the limits established by law or rule, the value of unused leave benefits will be paid to employees upon separation from state service. The cost of leave benefits is normally recognized when payments are made to employees; however, a non-current liability of \$760,548 for unused vacation and vested sick leave benefits has been recorded in the general long-term debt account group.

The compensated absences amounts are based on June 30, 2010, salary rates and include employer social security and pension contributions at current rates.

B. CASH AND CASH EQUIVALENTS

Cash and cash equivalents totaling \$1,604,962 consist of cash held in the State Treasury, \$231,422; foreign currency time deposits, \$1,362,290; and local demand deposits, \$11,250.

Foreign currency time deposits consist of foreign currency held for subsequent payment of contracts with foreign entities. These funds are held in a bank which has been approved by the State of Florida, Chief Financial Office.

C. POOLED INVESTMENTS WITH STATE TREASURY

Available monies are invested through the State Board of Administration pursuant to Section 215.44, Florida Statutes. Investments totaled \$25,744,969 and are stated at cost plus interest earned and reinvested. Interest earned on these investments during the fiscal year ended June 30, 2010, totaled \$515,015, an average rate of 2.5%. Total investment earnings for the year of \$516,088 included interest earned on foreign currency time deposits and on local demand deposits.

D. DUE FROM FEDERAL GOVERNMENT

At June 30, 2010, \$2,038,750 is due from the United States Department of Agriculture/Foreign Agricultural Service. This balance represents marketing expenditures incurred by the Department of Citrus as of June 30, 2010, not yet reimbursed by the Foreign Agricultural Service program.

An additional \$31,560 is due from the United States Small Business Administration to support a grant received for research activities. A total of \$2,070,310 is due from federal appropriations.

E. CHANGES IN GENERAL FIXED ASSETS

Changes during the year in general fixed assets are summarized below:

	<u>Balances</u> <u>7/1/09</u>	<u>Additions</u>	<u>Deletions</u>	<u>Balances</u> <u>6/30/10</u>
Fixed Assets at Cost				
Land	\$ 246,125	\$ 0	\$ 0	\$ 246,125
Buildings	763,452	3,515,237	0	4,278,690
Equipment & Autos	2,656,231	493,617	(617,004)	2,532,844
Other	2,990	0	0	2,990
Less: Accumulated Depreciation				
Buildings	(706,915)	(29,007)	0	(735,922)
Equipment & Autos	(2,187,139)	(121,940)	381,744	(1,927,334)
Other	<u>(2,990)</u>	<u>0</u>	<u>0</u>	<u>(2,990)</u>
	<u>\$ 771,754</u>	<u>\$ 3,857,908</u>	<u>\$ (235,260)</u>	<u>\$ 4,394,402</u>

The headquarters of the Department of Citrus was changed to the Bob Crawford Agricultural Center in Bartow, Florida, in 2010. While the land is leased from the Board of Trustees of the Internal Improvement Trust Fund of the State of Florida, three buildings on the property were transferred to the Department per State of Florida, Chief Financial Officer policy and procedure.

F. ACCOUNTS PAYABLE

Accounts payable of \$7,397,003 consist primarily of advertising and merchandising expenditures incurred in the normal course of operation of the Department and includes \$2,911,423 of disease research expenditures.

G. DUE TO OTHER STATE AGENCIES

Amounts payable to other state agencies, totaling \$669,415, consist of general revenue service charges due to the State of Florida, Chief Financial Office, and amounts due to other State agencies for services provided.

H. CHANGES IN GENERAL LONG-TERM DEBT

Changes during the year in general long-term debt are summarized below:

	<u>Balance</u> <u>7/1/09</u>	<u>Additions</u>	<u>Deletions</u>	<u>Balance</u> <u>6/30/10</u>
Compensated absences	\$814,512	\$345,475	(\$399,439)	\$760,548

The liability for compensated absences at June 30, 2010, was determined in accordance with the provisions of the Governmental Accounting Standards Board *Codification*, Section C60.

I. COMMITTED FUND BALANCE

For fiscal years beginning after June 15, 2010, GASB Statement 54 requires government entities to present fund balance based primarily on the extent to which a government is bound to observe constraints imposed upon the use of the resources reported in governmental funds. The Department's fund balance of \$22,234,156 is classified as Committed because all funds in the Florida Citrus Advertising Trust Fund are constrained by Section 601.15(7), Florida Statutes (see Note A. 2.). The Department chooses to designate a portion of the committed fund balance, currently \$16,000,000, to provide adequate funds to continue normal operations during periods of minimal tax collections. The remainder of the committed fund balance is available in the subsequent year to fund program activities.

J. PRIOR PERIOD ADJUSTMENT

Adjustments were made to fund balance at July 1, 2009, totaling \$500,003. Accounts payable at June 30, 2009, were overstated by approximately \$731,220 due to recorded payables which did not materialize.

Revenue at June 30, 2009 was overstated by \$231,217 due to Disease Research funds collected from processors but not utilized in 2008-09. These funds were returned at processors request during year-ending June 30, 2010.

K. RETIREMENT PLANS

The Department does not administer a separate retirement plan for its employees. However, pursuant to Florida Statutes, all officers and salaried employees are, with minor exceptions, members of defined retirement plans administered by the Florida Department of Management Services, Division of Retirement. The retirement plans of the State of Florida consist of contributory and noncontributory benefit plans. The plans provide for retirement, death, and disability benefits and require contributions by employees and/or participating agencies at stated percentages of compensation set by law as determined from time to time by the State Legislature. The Department's contributions to the plans for the fiscal year ended June 30, 2010, totaled \$355,212. The plans' accounting and funding policies, actuarial present value of accumulated plan benefits, net assets available for benefits, and other plan-related matters are the responsibility of the Florida Department of Management Services, Division of Retirement, and are not computed on an individual agency basis.

L. EXTRAORDINARY EXPENDITURES

The 2009 Appropriations Bill required the Department to relocate headquarters from Lakeland to the Bob Crawford Agricultural Center in Bartow, Florida. Renovations were made to the Center to increase the usable office space, create two conference rooms, and upgrade the auditorium for use as commission chambers. The contractual payment of \$748,455 to provide these improvements is expensed as an Extraordinary Expenditure.

M. SUPPLEMENTAL SCHEDULES

To assist the reader in analysis of these statements, the following supplemental schedules are included:

	<u>Pages</u>
Cash Flow Statement	4
Source and Use of Funds	5
Comparative Expenditures - General Operations	13
Comparison of Periodic Budgets	14
Ten-Year History of Operations	15

FLORIDA DEPARTMENT OF CITRUS
COMPARATIVE EXPENDITURES - GENERAL OPERATIONS
FISCAL YEARS ENDING JUNE 30, 2009 AND 2010

	<u>Year to Date</u> <u>6/30/2009</u>	<u>Year to Date</u> <u>6/30/2010</u>	<u>Variance</u>	<u>Percent</u>
Salaries and Benefits	\$4,569,383	\$4,569,823	\$440	0.0
Other Personal Services	86,323	116,016	29,693	34.4
Travel	157,977	168,618	10,641	6.7
People First Initiative	31,788	28,407	(3,381)	(10.6)
Telephone	50,332	54,062	3,730	7.4
Postage/Freight	94,817	64,073	(30,744)	(32.4)
Data Processing	115,387	110,376	(5,011)	(4.3)
Supplies	20,629	15,349	(5,280)	(25.6)
Insurance and Bond Premiums	34,753	30,700	(4,053)	(11.7)
Reproduction	20,592	18,466	(2,126)	(10.3)
Subscriptions and Memberships	21,946	20,369	(1,577)	(7.2)
Trade Meals/Meetings	2,575	3,494	919	35.7
Training	7,155	1,907	(5,248)	(73.3)
Repairs and Maintenance	149,898	120,195	(29,703)	(19.8)
Utilities	43,199	43,961	762	1.8
Leases/Rent Expense	20,236	19,570	(666)	(3.3)
Promotional Items	2,765	0	(2,765)	(100.0)
Capital Equipment (OCO)	101,632	242,728	141,096	100.+
Office/Research Equipment	3,674	1,344	(2,330)	(63.4)
Bartow Office Renovations	0	748,455	748,455	100.+
Miscellaneous	11,698	32,661	20,963	100.+
CREC Expenses	136,097	139,869	3,772	2.8
Research Materials	40,632	31,050	(9,582)	(23.6)
Conventions	400	400	0	0.0
Fruit Inspection Data	14,925	14,925	1	0.0
Legislative Programs	47,966	24,372	(23,594)	(49.2)
Consultants/Grad Assistantship	343,596	321,966	(21,630)	(6.3)
Total	<u>\$6,130,374</u>	<u>\$6,943,157</u>	<u>\$812,783</u>	13.3

FLORIDA DEPARTMENT OF CITRUS

COMPARISON OF PRELIMINARY, OCTOBER BUDGET REVISION AND CURRENT BUDGETS FISCAL YEAR ENDED JUNE 30, 2010

	July 1, 2009 Operating Budget	Adjustment	October 31, 2009 Budget Revision	June 30, 2010 Budget	Variance	Percent
REVENUE						
Carryover	\$8,041,000	\$1,583,000	\$9,624,000	\$9,624,000	\$0	0.0
08-09 Unspent Certified	0	730,800	730,800	730,800	0	0.0
Tax Assessments-Domestic	44,376,420	(5,241,340)	39,135,080	39,119,780	(15,300)	(0.0)
Tax Asmts-Import (Opt Out)	2,213,833	(80,500)	2,133,333	1,931,667	(201,666)	0.0
Tax Asmts-Import (Add'l Opt Out)	924,600	(412,050)	512,550	512,550	0	0.0
Interest/Other	411,800	80,600	492,400	492,400	0	0.0
Federal Approp-Research	300,000	0	300,000	300,000	0	0.0
FAS Program	5,472,337	0	5,472,337	5,472,337	0	0.0
Util Schl Mktg Principal	42,045	0	42,045	42,045	0	0.0
TOTAL REVENUE	\$61,782,035	(\$3,339,490)	\$58,442,545	\$58,225,579	(\$216,966)	(0.4)
EXPENDITURES						
Relocation Expense	\$0	\$810,000	\$810,000	\$810,200	\$200	0.0
Administration						
Admin and Support Services	2,947,500	(187,200)	2,760,300	2,676,100	(84,200)	(3.1)
State General Revenue Charge	1,916,800	(246,300)	1,670,500	1,670,500	0	0.0
Scientific Research & Development						
General Operations	1,725,000	(55,100)	1,669,900	1,650,900	(19,000)	(1.1)
Scientific Product Research	1,789,450	(162,100)	1,627,350	1,532,350	(95,000)	(5.8)
Disease Research	10,000,000	(800,000)	9,200,000	9,200,000	0	0.0
Scientific Research-Harvesting	1,830,000	(300,000)	1,530,000	1,530,000	0	0.0
Economic and Market Research	1,982,600	14,000	1,996,600	1,916,600	(80,000)	(4.0)
Marketing & Public Relations						
General Operations	1,025,300	(57,300)	968,000	978,000	10,000	1.0
Public Relations Programs	3,409,000	(300,000)	3,109,000	3,221,000	112,000	3.6
Processed Orange Advertising	18,937,997	(1,800,000)	17,137,997	15,448,247	(1,689,750)	(9.9)
Fresh Fruit/Grft Juice Advertising	1,255,300	(99,000)	1,156,300	1,156,300	0	0.0
Consumer/Trade/Industry Comm	4,528,460	45,300	4,573,760	4,670,700	96,940	2.1
International Promotions-DOC	3,331,400	(270,100)	3,061,300	2,665,300	(396,000)	(12.9)
International Promotions-FAS	5,472,337	0	5,472,337	5,472,337	0	0.0
Subtotal	60,151,144	(3,407,800)	56,743,344	54,598,534	(2,144,810)	(3.8)
Reserves	1,630,891	68,310	1,699,201	3,627,045	1,927,844	100.+
TOTAL BUDGET	\$61,782,035	(\$3,339,490)	\$58,442,545	\$58,225,579	(\$216,966)	(0.4)

FLORIDA DEPARTMENT OF CITRUS
TEN-YEAR HISTORY OF OPERATIONS (000's)
FISCAL YEARS AS INDICATED

	2000-01		2001-02		2002-03		2003-04		2004-05		2005-06		2006-07		2007-08		2008-09		2009-10	
		%		%		%		%		%		%		%		%		%		%
Revenue Boxes																				
Domestic	275,758		287,085		249,799		283,503		168,053		167,204		168,405		196,524		191,389		159,121	
Imports	19,830		14,831		24,412		19,587		22,869		20,009		29,305		46,851		19,618		25,245	
Begin Fund Balance	\$21,742		\$18,296		\$23,534		\$20,335		\$14,312		\$13,521		\$10,777		\$14,471		\$23,155		\$26,775	
Adjustment	730		1,982		2,048		1,141		874		878		433		920		1,010		499	
Revenue																				
Assessments	59,667	91	54,137	90	47,914	88	48,460	89	30,394	60	33,285	80	41,764	85	53,158	89	49,048	88	41,425	87
Other	5,760	9	6,040	10	6,447	12	6,072	11	19,865	40	8,967	20	7,412	15	6,891	11	6,632	12	6,293	13
Total Revenue	<u>65,427</u>	100	<u>60,177</u>	100	<u>54,361</u>	100	<u>54,532</u>	100	<u>50,259</u>	100	<u>42,252</u>	100	<u>49,176</u>	100	<u>60,049</u>	100	<u>55,680</u>	100	<u>47,718</u>	100
Expenditures																				
Marketing																				
Domestic-PO*	34,049	49	30,164	53	31,918	54	33,537	54	32,972	64	25,896	57	21,502	47	22,224	43	21,804	41	21,358	41
Domestic-PG	9,175	13	3,408	6	3,506	6	4,121	7	501	1	636	1	3,122	7	3,067	6	2,495	5	1,823	3
Domestic-Fresh	4,389	6	2,948	5	3,446	6	2,911	5	2,246	4	2,131	5	1,207	3	1,552	3	1,413	3	1,389	3
International	9,949	14	8,590	15	8,463	14	9,708	16	6,520	13	8,101	18	8,777	19	9,408	18	8,912	17	7,996	15
Research																				
Econ & Mkt Res	1,380	2	1,317	3	1,223	2	1,374	2	1,164	2	1,323	3	1,510	3	1,659	3	1,779	3	1,685	3
Scientific Res	3,174	5	3,447	6	3,151	5	3,588	6	2,722	5	2,170	5	2,812	6	2,790	5	2,354	4	2,934	6
Disease Res	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1,985	4	7,243	14	9,117	17
Harvesting	1,665	2	1,750	3	1,111	2	1,266	2	794	2	961	2	2,363	5	3,537	7	2,574	5	1,482	3
Administrative	3,805	6	3,479	6	5,159 **	8	3,576	6	3,988	7	3,544	7	3,230	7	4,290 **	8	2,724 **	5	3,304 **	6
Gen Rev Srvc Chrg	<u>2,017</u>	3	<u>1,818</u>	3	<u>1,631</u>	3	<u>1,615</u>	2	<u>1,017</u>	2	<u>1,112</u>	2	<u>1,392</u>	3	<u>1,773</u>	3	<u>1,772</u>	3	<u>1,670</u>	3
Total Expenditures	<u>69,603</u>	100	<u>56,921</u>	100	<u>59,608</u>	100	<u>61,696</u>	100	<u>51,924</u>	100	<u>45,874</u>	100	<u>45,915</u>	100	<u>52,285</u>	100	<u>53,070</u>	100	<u>52,758</u>	100
Surplus/(Deficit)	<u>(4,176)</u>		<u>3,256</u>		<u>(5,247)</u>		<u>(7,164)</u>		<u>(1,665)</u>		<u>(3,622)</u>		<u>3,261</u>		<u>7,764</u>		<u>2,610</u>		<u>(5,040)</u>	
End Fund Balance	<u>\$18,296</u>		<u>\$23,534</u>		<u>\$20,335</u>		<u>\$14,312</u>		<u>\$13,521</u>		<u>\$10,777</u>		<u>\$14,471</u>		<u>\$23,155</u>		<u>\$26,775</u>		<u>\$22,234</u>	
Cash on Hand	\$23,222		\$27,720		\$23,629		\$17,817		\$16,137		\$10,316		\$16,836		\$27,508		\$35,152		\$27,350	
Salaries & Benefits	\$8,581		\$6,366		\$6,325		\$6,646		\$5,565		\$4,769		\$4,550		\$4,400		\$4,569		\$4,570	
# Employees	110		94		92		93		64		62		55		57		59		56	

* Includes School Marketing Expenditures

** Includes extraordinary items of \$1,500,000 (2002-03), \$956,600 (2007-08) and \$95,000. (2008-09), \$750,000 (2009-10)

FLORIDA DEPARTMENT OF CITRUS

SCHEDULE OF TAX RATES*

FISCAL YEARS ENDING JUNE 30, 2009 AND 2010

	2008-2009		2009-2010		STATUTE
	FRESH	PROCESSED	FRESH	PROCESSED	
DOMESTIC					
Orange	\$ 0.110	\$ 0.240	\$ 0.070	\$ 0.240	601.15(3a)
Grapefruit	\$ 0.350	\$ 0.350	\$ 0.350	\$ 0.350	601.15(3a)
All Other Varieties	\$ 0.100	\$ 0.240	\$ 0.080	\$ 0.240	601.15(3a)
IMPORTS					
Orange		\$ 0.240		\$ 0.240	601.155(2)
Grapefruit		\$ 0.350		\$ 0.350	601.155(2)

*Rates are per 1-3/5 bushel equivalent, and are effective August 1 each fiscal year.

FLORIDA DEPARTMENT OF CITRUS

COMPARATIVE SCHEDULE OF REVENUE BOXES

FISCAL YEARS ENDING JUNE 30, 2009 AND 2010

	ACTUAL REVENUE BOXES 2008-2009	ESTIMATED REVENUE BOXES 2009-2010	ACTUAL REVENUE BOXES 2009-2010		
			2008-2009	2009-2010	TOTAL
			PAID IN 2009-2010	PAID IN 2009-2010	
DOMESTIC					
ORANGE:					
Fresh	5,709,667	4,250,000	428,199	4,303,843	4,732,042
Processed	158,867,132	130,350,000	2,071,163	127,051,107	129,122,270
GRAPEFRUIT:					
Fresh	8,920,435	8,697,000	20,658	8,772,803	8,793,461
Processed	12,379,988	10,803,000	29,756	10,847,742	10,877,498
SPECIALTY:					
Fresh	3,237,499	3,042,000	14,209	3,266,361	3,280,570
Processed	2,274,584	1,958,000	21,802	2,293,316	2,315,118
TOTAL DOMESTIC					
Fresh	17,867,601	15,989,000	463,066	16,343,007	16,806,073
Processed	173,521,704	143,111,000	2,122,721	140,192,165	142,314,886
	191,389,305	159,100,000	2,585,787	156,535,172	159,120,959
IMPORTS					
Orange	19,604,083	24,000,000	5,726,476	19,424,366	25,150,842
Grapefruit	13,693	100,000	73,226	21,075	94,301
TOTAL IMPORTS	19,617,776	24,100,000	5,799,702	19,445,441	25,245,143
TOTAL	211,007,081	183,200,000	8,385,489	175,980,613	184,366,102

FLORIDA DEPARTMENT OF CITRUS

BUDGETED REVENUE

FISCAL YEAR ENDED JUNE 30, 2010

DESCRIPTION	BUDGETED 2009-2010	REVENUE TO DATE	% TO BUDGETED
Assessment on Domestic Fruit			
Orange			
Fresh	\$297,500	\$348,567	100.+
Processed	31,284,000	30,989,345	99.1
	<u>31,581,500</u>	<u>31,337,912</u>	99.2
Grapefruit			
Fresh	3,043,950	3,077,712	100.+
Processed	3,781,050	3,807,124	100.+
	<u>6,825,000</u>	<u>6,884,836</u>	100.+
Specialty			
Fresh	243,360	262,729	100.+
Processed	469,920	555,628	100.+
	<u>713,280</u>	<u>818,357</u>	100.+
Assessment on Import Fruit			
Orange (Opt Out)	1,920,000	2,012,067	100.+
Orange (Additional Opt Out)	512,550	359,165	
Grapefruit (Opt Out)	11,667	11,002	94.3
Grapefruit (Additional Opt Out)	0	1,148	
	<u>2,444,217</u>	<u>2,383,382</u>	97.5
Total Assessments	41,563,997	41,424,488	99.7
Investment Earnings	424,400	516,088	100.+
Other Income	68,000	79,396	100.+
Federal Appropriation - Research	300,000	298,257	99.4
Foreign Agricultural Svc Funds	<u>5,472,337</u>	<u>5,399,943</u>	98.7
TOTAL	<u><u>\$47,828,734</u></u>	<u><u>\$47,718,173</u></u>	99.8

FLORIDA DEPARTMENT OF CITRUS

BUDGETED EXPENDITURES BY CATEGORY

FISCAL YEAR ENDED JUNE 30, 2010

DESCRIPTION	APPROVED BUDGET	YEAR TO DATE	% TO DATE	UNEXPENDED BALANCE
GENERAL OPERATIONS				
Salaries and Benefits	\$4,644,400	\$4,569,823	98.4	\$74,577
Other Personal Services	121,300	116,016	95.6	5,284
Travel	188,600	168,618	89.4	19,982
People First Initiative	35,100	28,407	80.9	6,693
Telephone	56,300	54,062	96.0	2,238
Postage/Freight	80,900	64,073	79.2	16,827
Data Processing	122,700	110,376	90.0	12,324
Supplies	24,100	15,349	63.7	8,751
Insurance and Bond Premiums	31,100	30,700	98.7	400
Reproduction	20,100	18,466	91.9	1,634
Subscriptions and Memberships	27,400	20,369	74.3	7,031
Trade Meals/Meetings	5,600	3,494	62.4	2,106
Training	2,100	1,907	90.8	193
Repairs and Maintenance	131,400	120,195	91.5	11,205
Utilities	44,600	43,961	98.6	639
Leases/Rent Expense	21,575	19,570	90.7	2,005
Capital Equipment (OCO)	259,800	242,728	93.4	17,072
Office/Research Equipment	17,000	1,344	7.9	15,656
Bartow Office Renovations	810,200	748,455	92.4	61,745
Miscellaneous	43,300	32,661	75.4	10,639
CREC Expenses	140,000	139,869	99.9	131
Research Materials	46,325	31,050	67.0	15,275
Conventions	500	400	80.0	100
Fruit Inspection Data	15,000	14,925	99.5	75
Legislative Programs	65,000	24,372	37.5	40,628
Consultants/Grad Assistantship	343,100	321,966	93.8	21,134
Subtotal General Operations	<u>7,297,500</u>	<u>6,943,157</u>	95.1	<u>354,343</u>
PROGRAMS*				
Legal Services	132,500	109,857	82.9	22,643
State General Revenue Charge	1,670,500	1,670,415	100.0	85
Scientific Research	12,149,850	11,854,558	97.6	295,292
Economic & Market Research	1,157,200	1,008,608	87.2	148,592
Public Relations Programs	3,226,000	3,168,403	98.2	57,597
Processed Orange Advertising	15,448,247	14,909,236	96.5	539,011
Fresh Fruit/Grft Juice Advertising	1,156,300	983,530	85.1	172,770
Consumer/Trade/Industry Comm	4,670,700	4,555,529	97.5	115,171
International Marketing	7,689,737	7,555,033	98.2	134,704
Reserves	3,627,045	0	0.0	3,627,045
Subtotal Programs	<u>50,928,079</u>	<u>45,815,170</u>	90.0	<u>5,112,909</u>
TOTAL GENERAL OPERATIONS	<u>\$58,225,579</u>	<u>\$52,758,327</u>	90.6	<u>\$5,467,252</u>

*Program costs exclude general operating expenses

FLORIDA DEPARTMENT OF CITRUS
BUDGETED EXPENDITURES BY DEPARTMENT
FISCAL YEAR ENDED JUNE 30, 2010

DESCRIPTION	APPROVED BUDGET	YEAR TO DATE	% TO DATE	UNEXPENDED BALANCE
Relocation Exp-Extraordinary Item	\$810,200	\$748,455	92.4	\$61,745
Administration				
Admin and Support Services	2,676,100	2,555,241	95.5	120,859
State General Revenue Charge	1,670,500	1,670,415	100.0	85
Scientific Research & Development				
General Operations	1,650,900	1,570,851	95.2	80,049
Scientific Product Research	1,532,350	1,363,034	89.0	169,316
Disease Research	9,200,000	9,117,025	99.1	82,975
Scientific Research-Harvesting	1,530,000	1,481,866	96.9	48,134
Economic and Market Research	1,916,600	1,685,209	87.9	231,391
Marketing & Public Relations				
General Operations	978,000	956,780	97.8	21,220
Public Relations Programs	3,221,000	3,165,403	98.3	55,597
Processed Orange Advertising	15,448,247	14,909,236	96.5	539,011
Fresh Fruit/Grft Juice Advertising	1,156,300	983,530	85.1	172,770
Consumer/Trade/Industry Comm	4,670,700	4,555,529	97.5	115,171
International Marketing				
International Promotions-DOC	2,665,300	2,595,810	97.4	69,490
International Promotions-FAS	5,472,337	5,399,943	98.7	72,394
Total Expenditures	54,598,534	52,758,327	96.6	1,840,207
Reserves	3,627,045	0	0.0	3,627,045
TOTAL	\$58,225,579	\$52,758,327	90.6	\$5,467,252

FLORIDA DEPARTMENT OF CITRUS

DEPARTMENTAL EXPENDITURES

FISCAL YEAR ENDED JUNE 30, 2010

DESCRIPTION	OBJECT CODE	APPROVED BUDGET	YEAR TO DATE EXPENDITURES	% TO DATE	UNEXPENDED BALANCE
STATE GENERAL REVENUE CHARGE					
57 10 00 00 000					
Florida Citrus Advertising Trust Fund	880400	<u>\$1,670,500</u>	<u>\$1,670,415</u>	100.0	<u>\$85</u>
RELOCATION EXPENSE - EXTRAORDINARY ITEM					
57 10 10 07 002					
Bartow Office Renovations	134010	\$770,000	\$710,199	92.2	\$59,801
Moving Expenses	134011	8,300	7,782	93.8	518
Pre-Move Building Maintenance	134012	27,500	27,458	99.8	42
Supplies	381000	4,400	3,016	68.5	1,384
Subtotal General Operations		<u>\$810,200</u>	<u>\$748,455</u>	92.4	<u>\$61,745</u>
ADMINISTRATIVE AND SUPPORT SERVICES					
GENERAL OPERATIONS					
57 10 10 08 001					
Commissioners Comp (OPS)	123001	\$5,000	\$3,714	74.3	\$1,286
Commissioners Travel	261071	24,000	23,030	96.0	970
57 10 10 09 001					
Salaries and Benefits	110000	1,250,500	1,241,622	99.3	8,878
Temporary Employee Services	132200	17,700	17,612	99.5	88
Employee Travel	261010	25,000	22,734	90.9	2,266
57 10 10 09 002					
Fruit Inspection Data	132601	15,000	14,925	99.5	75
Training	132800	2,100	1,907	90.8	193
Consultant Fee	139900	60,000	60,000	100.0	0
People First	131910	12,700	12,682	99.9	18
Unemployment Compensation	165010	4,700	4,601	97.9	99
Telephone	221000	30,200	30,188	100.0	12
Office Supplies	380011	3,000	2,102	70.1	898
Office Equipment	381000	2,000	969	48.4	1,031
Property Insurance	411041	2,000	1,747	87.3	253
Casualty Insurance	415001	24,400	24,352	99.8	48
Subscriptions	492000	6,000	4,946	82.4	1,054
Memberships	493000	1,300	524	40.3	776
Miscellaneous	499000	10,000	8,709	87.1	1,291
Trade Meals	499001	2,200	2,131	96.9	69
Building & Equipment (OCO)	516000	5,000	0	0.0	5,000
Subtotal General Operations		<u>\$1,502,800</u>	<u>\$1,478,495</u>	98.4	<u>\$24,305</u>

FLORIDA DEPARTMENT OF CITRUS

DEPARTMENTAL EXPENDITURES FISCAL YEAR ENDED JUNE 30, 2010

DESCRIPTION	OBJECT CODE	APPROVED BUDGET	YEAR TO DATE EXPENDITURES	% TO DATE	UNEXPENDED BALANCE
LEGAL AND REGULATORY					
GENERAL OPERATIONS					
57 10 10 10 001					
Salaries and Benefits	110000	\$176,900	\$176,157	99.6	\$743
Employee Travel	261010	1,000	0	0.0	1,000
Subtotal General Operations		177,900	176,157	99.0	1,743
LEGAL SERVICES					
57 10 10 10 002					
Legal Srv-G Counsel	131602	60,000	60,000	100.0	0
Legal Srv-Gen Counsel Spcl	131603	10,000	0	0.0	10,000
Legal Srv-Adv Claims	131610	35,000	35,000	100.0	0
Legal Srv-Other	131611	7,500	0	0.0	7,500
Legal Srv-Employment	131612	2,000	0	0.0	2,000
Legal Srv-Trademark	131699	15,000	13,918	92.8	1,082
Legal Advertising	133100	3,000	939	31.3	2,061
Miscellaneous	499000	6,000	5,112	85.2	888
Subtotal Legal Services		138,500	114,969	83.0	23,531
GOVERNMENT & REGULATORY					
57 10 10 10 003					
Legislative Consultant	131313	35,000	5,000	14.3	30,000
Legislative Programs	133416	30,000	19,372	64.6	10,628
Subtotal Government & Regulatory		65,000	24,372	37.5	40,627.75
Total Legal and Regulatory		\$381,400	\$315,498	82.7	\$65,902

FLORIDA DEPARTMENT OF CITRUS

DEPARTMENTAL EXPENDITURES FISCAL YEAR ENDED JUNE 30, 2010

DESCRIPTION	OBJECT CODE	APPROVED BUDGET	YEAR TO DATE EXPENDITURES	% TO DATE	UNEXPENDED BALANCE
SUPPORT SERVICES					
GENERAL OPERATIONS					
57 10 10 12 001					
Salaries and Benefits	110000	\$464,000	\$463,935	100.0	\$65
Temporary Employees (OPS)	121000	6,700	6,697	100.0	3
Employee Travel	261010	2,000	1,464	73.2	536
57 10 10 12 002					
Grounds Maintenance	132900	11,200	11,106	99.2	94
Expenses for Sale of Lakeland Bldg.	131310	2,500	2,279	91.2	221
Shredding Service	139902	12,600	11,459	90.9	1,141
Postage	225000	10,000	7,795	77.9	2,205
Freight	227000	5,000	3,196	63.9	1,804
Maintenance - Equipment	241020	300	245	81.6	55
- Building	241022	7,400	7,339	99.2	61
- Auto	241023	1,500	177	11.8	1,323
Maintenance - Building - Bartow	241025	18,000	17,862	99.2	138
Lakeland Bldg Utilities	271001	37,600	37,580	99.9	20
Bartow Bldg Utilities	271002	7,000	6,381	91.2	619
Fuel	371000	3,000	1,234	41.1	1,766
Office Supplies	380011	2,000	890	44.5	1,110
Reproduction	399002	18,000	17,228	95.7	772
Distribution Supplies	399005	3,300	1,409	42.7	1,891
Building Supplies	399007	7,000	5,292	75.6	1,708
AV Supplies	399018	1,000	771	77.1	229
Copy Equipment Rental	442000	13,300	13,227	99.5	73
Rental-Office Equipment	444000	6,000	4,104	68.4	1,896
57 10 10 12 003					
DP Services - NSRC	132708	12,600	12,537	99.5	63
DP Services - Gainesville	132709	1,000	385	38.5	615
DP Services - Other	132710	26,600	26,514	99.7	86
Data Processing Maint	241024	5,100	5,067	99.4	33
DP Equipment	381000	37,300	25,851	69.3	11,449
Data Processing Supplies	391000	40,100	40,022	99.8	78
DP Equipment (OCO)	516000	29,800	29,200	98.0	600
Subtotal Support Services		791,900	761,248	96.1	30,652
TOTAL ADMIN & SUPPORT SERVICES		\$2,676,100	\$2,555,241	95.5	\$120,859

FLORIDA DEPARTMENT OF CITRUS

DEPARTMENTAL EXPENDITURES

FISCAL YEAR ENDED JUNE 30, 2010

DESCRIPTION	OBJECT CODE	APPROVED BUDGET	YEAR TO DATE EXPENDITURES	% TO DATE	UNEXPENDED BALANCE
SCIENTIFIC RESEARCH AND DEVELOPMENT					
GENERAL OPERATIONS					
57 10 12 10 001					
Salaries and Benefits	110000	\$986,000	\$985,969	100.0	\$31
Temporary Employees (OPS)	121000	61,500	61,291	99.7	209
Employee Travel	261010	25,000	15,072	60.3	9,928
57 10 12 10 002					
People First	131910	12,000	8,299	69.2	3,701
Product Monitoring, Comm	132640	7,900	2,261	28.6	5,639
Product Monitoring, Disease	132641	3,600	1,806	50.2	1,794
Telephone	221000	15,100	15,039	99.6	61
Postage	225000	300	11	3.8	289
Freight	227000	12,000	9,540	79.5	2,460
Repairs & Maintenance	241011	90,000	82,232	91.4	7,768
Office Supplies	380011	4,000	2,004	50.1	1,996
Equipment	381000	15,000	375	2.5	14,625
Research Materials	399010	45,000	29,725	66.1	15,275
CREC Operations	433000	140,000	139,869	99.9	131
Subscriptions	492000	1,000	305	30.5	695
Memberships	493000	5,000	3,285	65.7	1,715
Miscellaneous	499000	2,000	240	12.0	1,760
Trade Meals	499001	500	0	0.0	500
Equipment (OCO)	519001	225,000	213,528	94.9	11,472
TOTAL GENERAL OPERATIONS		\$1,650,900	\$1,570,851	95.2	\$80,049

FLORIDA DEPARTMENT OF CITRUS

DEPARTMENTAL EXPENDITURES FISCAL YEAR ENDED JUNE 30, 2010

DESCRIPTION	OBJECT CODE	APPROVED BUDGET	YEAR TO DATE EXPENDITURES	% TO DATE	UNEXPENDED BALANCE
SCIENTIFIC PRODUCT RESEARCH					
SCIENTIFIC SPONSORED RESEARCH					
57 10 12 11 003					
Citrus Research Coordinator Council	132602	\$101,000	\$101,000	100.0	\$0
New Variety Development-All Variety	132692	443,100	443,059	100.0	41
New Variety Dev-All Variety PY	132696	50,500	26,414	52.3	24,086
New Variety Development Fee	132697	95,000	95,000	100.0	0
Subtotal Scientific Sponsored Research		689,600	665,473	96.5	24,127
MEDICAL RESEARCH					
57 10 12 11 005					
UF - Rampersaud	132603	108,500	108,434	99.9	66
Cholesterol-OJ/GJ	132618	25,000	21,392	85.6	3,608
Fresh OJ - Health Benefits	132620	43,950	41,001	93.3	2,949
Consultant Fee	132621	7,500	0	0.0	7,500
Drug Interaction	132623	8,000	0	0.0	8,000
Diabetes-OJ	132624	200,000	100,000	50.0	100,000
Cardiovascular & Bone Study-INRA (GJ)	132633	344,300	344,234	100.0	66
Brain & Cognition - OJ	132657	82,500	82,500	100.0	0
Epidemiological (NHANES, etc.)	132658	20,000	0	0.0	20,000
Consultant Travel	261041	3,000	0	0.0	3,000
Subtotal Medical Research		842,750	697,561	82.8	145,189
TOTAL SCIENTIFIC PRODUCT RESEARCH		1,532,350	1,363,034	89.0	169,316
DISEASE RESEARCH					
57 10 12 11 006					
Strategic Research Plan	132604	300,000	288,208	96.1	11,792
UF Disease Research	132605	4,006,000	4,005,484	100.0	516
USDA Disease Research	132608	1,223,000	1,153,806	94.3	69,194
Other Domestic Research	132626	866,000	865,226	99.9	774
Intn'l Disease Research	132627	333,000	332,680	99.9	320
CRDF R & D Program Costs	132638	2,232,000	2,231,621	100.0	379
CRDF Management Fee	132639	240,000	240,000	100.0	0
TOTAL DISEASE RESEARCH		\$9,200,000	\$9,117,025	99.1	\$82,975

FLORIDA DEPARTMENT OF CITRUS

DEPARTMENTAL EXPENDITURES

FISCAL YEAR ENDED JUNE 30, 2010

<u>DESCRIPTION</u>	<u>OBJECT CODE</u>	<u>APPROVED BUDGET</u>	<u>YEAR TO DATE EXPENDITURES</u>	<u>% TO DATE</u>	<u>UNEXPENDED BALANCE</u>
HARVESTING PROGRAM					
HARVESTING RESEARCH					
57 10 12 15 003					
Abscission Registration	132634	\$175,000	\$150,000	85.7	\$25,000
Abscission Registration-DOC	132635	1,001,700	994,217	99.3	7,483
QAPP - ASI - 2	132636	50,000	36,392	72.8	13,608
Small Business Grant	132637	298,300	298,257	100.0	43
Public Relations	133404	5,000	3,000	60.0	2,000
TOTAL HARVESTING PROGRAM		1,530,000	1,481,866	96.9	48,134
TOTAL SCIENTIFIC RESEARCH		\$13,913,250	\$13,532,776	97.3	\$380,474

FLORIDA DEPARTMENT OF CITRUS

DEPARTMENTAL EXPENDITURES

FISCAL YEAR ENDED JUNE 30, 2010

DESCRIPTION	OBJECT CODE	APPROVED BUDGET	YEAR TO DATE EXPENDITURES	% TO DATE	UNEXPENDED BALANCE
ECONOMIC AND MARKET RESEARCH					
GENERAL OPERATIONS					
57 10 13 10 001					
Salaries and Benefits	110000	\$656,400	\$591,617	90.1	\$64,783
Temporary Employees (OPS)	121000	30,000	26,341	87.8	3,659
Employee Travel	261010	12,000	9,101	75.8	2,899
57 10 13 10 002					
Website	132711	10,000	342	3.4	9,658
Telephone	221000	2,000	1,001	50.1	999
Postage	225000	1,000	227	22.7	773
Office Supplies	380011	2,600	2,253	86.7	347
Reproduction	399002	2,100	1,238	59.0	862
Copy Equipment Rental	442000	2,275	2,238	98.4	37
Subscriptions	492000	2,800	2,799	100.0	1
Memberships	493000	300	295	98.3	5
Miscellaneous	499000	100	36	36.3	64
Trade Meals	499001	1,400	1,148	82.0	252
Research Publications	499005	1,325	1,325	100.0	0
Subtotal General Operations		724,300	639,961	88.4	84,339
RESEARCH DATA & STUDIES					
57 10 13 12 003					
Consultant Fee	131314	38,100	33,005	86.6	5,095
Retail Sales-A.C.Nielsen	132611	376,500	376,395	100.0	105
Consumer Tracking Study-MB	132612	132,000	123,800	93.8	8,200
Processed Consumer Research	132614	25,000	20,070	80.3	4,930
Fresh Fruit Data	132616	40,000	14,925	37.3	25,075
Copy Testing	132628	30,000	30,000	100.0	0
Economic Viability Study	132632	90,000	25,922	28.8	64,078
On-line Tracking	132675	43,200	43,164	99.9	36
Fresh Fruit Sales Data	132677	95,500	95,452	99.9	48
Fresh Consumer Survey - FO/FS	132678	20,000	6,883	34.4	13,117
Fresh Fruit Taste Test - FO/FS	132679	30,000	22,256	74.2	7,744
Return on Investment - PO	132680	140,000	139,800	99.9	200
Return on Investment - GF/GJ	132683	110,000	109,600	99.6	400
Consultant Travel	261041	7,000	3,977	56.8	3,023
Uncommitted - FO/FS	899025	15,000	0	0.0	15,000
Subtotal Research Data & Studies		1,192,300	1,045,248	87.7	147,052
TOTAL ECON & MKT RESEARCH		\$1,916,600	\$1,685,209	87.9	\$231,391

FLORIDA DEPARTMENT OF CITRUS

DEPARTMENTAL EXPENDITURES FISCAL YEAR ENDED JUNE 30, 2010

DESCRIPTION	OBJECT CODE	APPROVED BUDGET	YEAR TO DATE EXPENDITURES	% TO DATE	UNEXPENDED BALANCE
MARKETING AND PUBLIC RELATIONS					
GENERAL OPERATIONS					
57 10 15 10 001					
Salaries and Benefits	110000	\$830,600	\$830,589	100.0	\$11
Temporary Employees (OPS)	121000	400	361	90.2	39
Employee Travel	261010	74,000	71,708	96.9	2,292
57 10 15 10 002					
Coupon Redemption	133407	1,000	0	0.0	1,000
People First	131910	10,400	7,426	71.4	2,974
Audio-Visual Services	139915	2,600	2,537	97.6	63
Telephone	221000	6,000	5,160	86.0	840
Postage	225000	2,000	1,728	86.4	272
Postage - GF Spoons	225010	20,000	15,195	76.0	4,805
Freight	227000	20,000	16,509	82.5	3,491
Office Supplies	380011	700	342	48.9	358
Subscriptions	492000	1,300	1,175	90.4	125
Memberships	493000	2,500	1,724	69.0	776
Miscellaneous	499000	500	55	11.0	445
Trade Meals	499001	1,000	215	21.5	785
Agency Orientation	499006	5,000	2,057	41.1	2,943
TOTAL GENERAL OPERATIONS		\$978,000	\$956,780	97.8	\$21,220

FLORIDA DEPARTMENT OF CITRUS

DEPARTMENTAL EXPENDITURES FISCAL YEAR ENDED JUNE 30, 2010

DESCRIPTION	OBJECT CODE	APPROVED BUDGET	YEAR TO DATE EXPENDITURES	% TO DATE	UNEXPENDED BALANCE
PUBLIC RELATIONS					
CORPORATE - ALL VARIETIES					
57 10 15 12 003					
Collaboration w/Partners	133482	\$58,000	\$58,000	100.0	\$0
Website	133486	59,000	46,204	78.3	12,796
Corp & Public Affairs	133487	110,000	110,000	100.0	0
Monitoring Report	133489	125,000	125,000	100.0	0
Subtotal Corporate - All Varieties		<u>352,000</u>	<u>339,204</u>	96.4	<u>12,796</u>
PROCESSED ORANGE					
57 10 15 12 004					
Planning & Development	133411	104,000	104,000	100.0	0
Health Initiative	133417	883,000	868,185	98.3	14,815
Subtotal Processed Orange		<u>987,000</u>	<u>972,185</u>	98.5	<u>14,815</u>
GRAPEFRUIT					
57 10 15 12 005					
Planning & Development	133411	46,100	46,100	100.0	0
Health Initiatives - GJ /FG	133432	624,900	623,295	99.7	1,605
Website - GJ/FG	133440	79,000	79,000	100.0	0
Drug Interaction	133442	440,000	440,000	100.0	0
Subtotal Grapefruit		<u>1,190,000</u>	<u>1,188,395</u>	99.9	<u>1,605</u>
FRESH FRUIT					
57 10 15 12 006					
Planning & Development	133411	35,000	35,000	100.0	0
Gift Fruit	133426	100,000	100,000	100.0	0
Inventory Adjustment	133426	122,000	121,587	99.7	413
Subtotal Fresh Fruit		<u>257,000</u>	<u>256,587</u>	99.8	<u>413</u>
IN-STATE PROGRAMS					
57 10 15 12 008					
FL Welcome Stations-Juice	133434	200,000	199,996	100.0	4
Industry Grower Relations - AV	133454	235,000	209,036	89.0	25,964
Subtotal In-State Programs		<u>435,000</u>	<u>409,032</u>	94.0	<u>25,968</u>
TOTAL PUBLIC RELATIONS PROGRAMS		<u>\$3,221,000</u>	<u>\$3,165,403</u>	98.3	<u>\$55,597</u>

FLORIDA DEPARTMENT OF CITRUS

DEPARTMENTAL EXPENDITURES

FISCAL YEAR ENDED JUNE 30, 2010

<u>DESCRIPTION</u>	<u>OBJECT CODE</u>	<u>APPROVED BUDGET</u>	<u>YEAR TO DATE EXPENDITURES</u>	<u>% TO DATE</u>	<u>UNEXPENDED BALANCE</u>
DOMESTIC ADVERTISING					
PROCESSED ORANGE ADVERTISING					
57 10 16 11 004					
Research	133420	\$153,500	\$152,074	99.1	\$1,426
Online Media	133441	1,730,760	1,478,809	85.4	251,951
TV 1st Quarter - Summer	133443	3,762,455	3,762,376	100.0	79
TV 2nd Quarter - Fall	133444	3,606,506	3,606,463	100.0	43
TV 3rd Quarter - Winter	133445	3,075,447	3,075,414	100.0	33
TV 4th Quarter - Spring	133447	1,470,379	1,470,296	100.0	83
Production & Hard Costs	133457	533,050	380,228	71.3	152,822
New Agency Fee	133490	388,650	388,620	100.0	30
Agency Fee	133499	670,000	568,935	84.9	101,065
Agency Travel	261088	57,500	26,020	45.3	31,480
TOTAL PROCESSED ORANGE ADVERTISING		<u>15,448,247</u>	<u>14,909,236</u>	96.5	<u>539,011</u>
FRESH GRAPEFRUIT/GRAPEFRUIT JUICE ADVERTISING					
57 10 16 11 006					
Grapefruit/GJ Advertising	133475	<u>1,142,900</u>	<u>970,544</u>	84.9	<u>172,356</u>
FRESH FRUIT ADVERTISING					
57 10 16 11 007					
Gift Fruit Printing	230005	<u>13,400</u>	<u>12,986</u>	96.9	<u>414</u>
TOTAL FRESH FRUIT/GRFT JUICE ADV		<u>\$1,156,300</u>	<u>\$983,530</u>	85.1	<u>\$172,770</u>

FLORIDA DEPARTMENT OF CITRUS

DEPARTMENTAL EXPENDITURES FISCAL YEAR ENDED JUNE 30, 2010

DESCRIPTION	OBJECT CODE	APPROVED BUDGET	YEAR TO DATE EXPENDITURES	% TO DATE	UNEXPENDED BALANCE
CONSUMER/TRADE/INDUSTRY COMMUNICATIONS					
PROCESSED COMMUNICATIONS					
57 10 17 11 003					
Retail Orange Juice	133476	<u>\$3,393,775</u>	<u>\$3,393,756</u>	100.0	<u>\$19</u>
FRESH ALL VARIETY					
57 10 17 11 005					
Consumer Promotions - PG/FG	133405	180,000	156,438	86.9	23,562
In-store Promotions - FG	133410	90,000	49,623	55.1	40,377
In-store Promotions - FO	133433	89,800	49,786	55.4	40,014
In-store Promotions - FO/FS	133438	<u>215,500</u>	<u>212,550</u>	98.6	<u>2,950</u>
Subtotal Fresh All Variety		<u>575,300</u>	<u>468,397</u>	81.4	<u>106,904</u>
FOODSERVICE COMMUNICATIONS					
57 10 17 11 009					
Planning & Development	133411	72,400	72,360	99.9	40
Foodservice Juice - Fresh Squeezed	133414	88,600	80,450	90.8	8,150
Foodservice Juice - OJ	133424	448,100	448,055	100.0	45
Foodservice Juice - GJ	133431	10,000	10,000	100.0	0
School-All Florida (SMFT)	133480	<u>82,525</u>	<u>82,511</u>	100.0	<u>14</u>
Subtotal Foodservice Communications		<u>701,625</u>	<u>693,377</u>	98.8	<u>8,248</u>
TOTAL CONSUMER/TRADE/INDUSTRY COMM		<u>4,670,700</u>	<u>4,555,529</u>	97.5	<u>115,171</u>
TOTAL PR & DOMESTIC MARKETING		<u>\$25,474,247</u>	<u>\$24,570,478</u>	96.5	<u>\$903,769</u>

FLORIDA DEPARTMENT OF CITRUS

DEPARTMENTAL EXPENDITURES

FISCAL YEAR ENDED JUNE 30, 2010

<u>DESCRIPTION</u>	<u>OBJECT CODE</u>	<u>APPROVED BUDGET</u>	<u>YEAR TO DATE EXPENDITURES</u>	<u>% TO DATE</u>	<u>UNEXPENDED BALANCE</u>
INTERNATIONAL MARKETING					
GENERAL OPERATIONS					
57 10 18 10 001					
Salaries and Benefits	110000	\$280,000	\$279,935	100.0	\$65
Employee Travel	261020	25,600	25,511	99.7	89
57 10 18 10 002					
Telephone	221000	3,000	2,674	89.1	326
Postage	225000	600	37	6.1	563
Freight	227000	10,000	9,836	98.4	164
Promotional Materials Printing	230001	20,400	20,322	99.6	78
Office Supplies	380011	500	285	57.0	215
Conventions	449002	500	400	80.0	100
Subscriptions	492000	3,000	1,566	52.2	1,434
Memberships	493000	4,200	3,750	89.3	450
Miscellaneous	499000	1,000	177	17.7	823
Trade Meals	499001	500	0	0.0	500
Subtotal General Operations		<u>349,300</u>	<u>344,492</u>	98.6	<u>4,808</u>
FAS ADMINISTRATION					
57 10 18 10 003					
Consultant Fee-DOC	131300	109,000	107,525	98.6	1,475
Evaluations-FAS	133469	107,000	79,475	74.3	27,525
FAS Annual Workshop-DOC	262810	2,000	600	30.0	1,400
Subtotal FAS Administration		<u>\$218,000</u>	<u>\$187,600</u>	86.1	<u>\$30,400</u>

FLORIDA DEPARTMENT OF CITRUS

DEPARTMENTAL EXPENDITURES

FISCAL YEAR ENDED JUNE 30, 2010

<u>DESCRIPTION</u>	<u>OBJECT CODE</u>	<u>APPROVED BUDGET</u>	<u>YEAR TO DATE EXPENDITURES</u>	<u>% TO DATE</u>	<u>UNEXPENDED BALANCE</u>
CANADIAN PROMOTIONS					
General Operations					
57 10 18 10 100					
Consultant Travel-DOC	263088	<u>\$10,000</u>	<u>\$9,025</u>	90.3	<u>\$975</u>
Fresh & Processed Grapefruit					
57 10 18 10 103					
Promotions-DOC	133446	163,000	163,000	100.0	0
Promotions-FAS	133463	<u>257,000</u>	<u>256,061</u>	99.6	<u>939</u>
Subtotal Canada-Fresh & Proc. Gft.		<u>420,000</u>	<u>419,061</u>	99.8	<u>939</u>
Processed Orange					
57 10 18 10 104					
Promotions-DOC	133446	462,700	434,602	93.9	28,098
Promotions-FAS	133463	817,000	799,244	97.8	17,756
Consultant Travel-DOC	263088	<u>5,300</u>	<u>0</u>	0.0	<u>5,300</u>
Subtotal Canada-Proc Orange		<u>1,285,000</u>	<u>1,233,847</u>	96.0	<u>51,153</u>
TOTAL CANADIAN PROMOTIONS		<u>\$1,715,000</u>	<u>\$1,661,933</u>	96.9	<u>\$53,067</u>

FLORIDA DEPARTMENT OF CITRUS

DEPARTMENTAL EXPENDITURES FISCAL YEAR ENDED JUNE 30, 2010

<u>DESCRIPTION</u>	<u>OBJECT CODE</u>	<u>APPROVED BUDGET</u>	<u>YEAR TO DATE EXPENDITURES</u>	<u>% TO DATE</u>	<u>UNEXPENDED BALANCE</u>
EUROPEAN PROMOTIONS					
GENERAL OPERATIONS					
57 10 18 11 003					
Consultant Travel-DOC	263088	<u>\$10,000</u>	<u>\$9,963</u>	99.6	<u>\$37</u>
BENELUX					
Fresh & Processed Grapefruit					
57 10 18 11 103					
Promotions-DOC	133446	30,000	30,000	100.0	0
Promotions-FAS	133463	<u>270,000</u>	<u>260,969</u>	96.7	<u>9,031</u>
Total Benelux-Fresh & Proc. Gft.		<u>300,000</u>	<u>290,969</u>	97.0	<u>9,031</u>
FRANCE					
Fresh & Processed Grapefruit					
57 10 18 11 203					
Promotions-DOC	133446	289,000	286,696	99.2	2,304
Promotions-FAS	133463	<u>543,000</u>	<u>543,000</u>	100.0	<u>0</u>
Total France-Fresh & Proc. Gft.		<u>832,000</u>	<u>829,696</u>	99.7	<u>2,304</u>
SWEDEN					
Fresh & Processed Grapefruit					
57 10 18 11 403					
Promotions-DOC	133446	23,000	23,000	100.0	0
Promotions-FAS	133463	<u>127,000</u>	<u>120,380</u>	94.8	<u>6,620</u>
Total Sweden-Fresh & Proc. Gft.		<u>150,000</u>	<u>143,380</u>	95.6	<u>6,620</u>
UNITED KINGDOM					
Fresh Grapefruit					
57 10 18 11 503					
Promotions-DOC	133446	225,000	204,513	90.9	20,487
Promotions-FAS	133463	<u>371,000</u>	<u>371,000</u>	100.0	<u>0</u>
Total United Kingdom-Fresh & Proc. Gft.		<u>596,000</u>	<u>575,513</u>	96.6	<u>20,487</u>
TOTAL EUROPEAN PROMOTIONS		<u>\$1,888,000</u>	<u>\$1,849,522</u>	98.0	<u>\$38,478</u>

FLORIDA DEPARTMENT OF CITRUS

DEPARTMENTAL EXPENDITURES FISCAL YEAR ENDED JUNE 30, 2010

DESCRIPTION	OBJECT CODE	APPROVED BUDGET	YEAR TO DATE EXPENDITURES	% TO DATE	UNEXPENDED BALANCE
ASIAN PROMOTIONS					
General Expenses-Japan					
57 10 18 12 003					
Agency Fee-DOC	131303	\$300,000	\$300,000	100.0	\$0
Agency Fee-FAS	131363	300,000	300,000	100.0	0
Consultant Travel	263088	5,000	4,528	90.6	472
Total Expenses-Japan		605,000	604,528	99.9	472
JAPAN					
Fresh Grapefruit					
57 10 18 12 101					
Promotions-FG-DOC	133446	100,000	100,000	100.0	0
Fresh & Processed Grapefruit					
57 10 18 12 103					
Promotions-DOC	133446	582,000	577,865	99.3	4,135
Promotions-FAS	133463	2,680,337	2,669,814	99.6	10,523
Subtotal Japan-Proc Grapefruit		3,262,337	3,247,679	99.6	14,658
TOTAL ASIAN PROMOTIONS		3,967,337	3,952,207	99.6	15,130
TOTAL INTERNATIONAL MARKETING		\$8,137,637	\$7,995,753	98.3	\$141,884
* SUBTOTALS BY FUNDING SOURCE					
Int'l Mktg-DOC		\$2,665,300	\$2,595,810	97.4	\$69,490
Int'l Mktg-FAS		5,472,337	5,399,943	98.7	72,394
		\$8,137,637	\$7,995,753	98.3	\$141,884

FLORIDA DEPARTMENT OF CITRUS

INTERNATIONAL MARKETING

2009-2010 BUDGET BY VARIETY/FUNDING SOURCE

	<u>TOTAL</u>	<u>PROCESSED ORANGE</u>	<u>PROCESSED GRAPEFRUIT</u>	<u>FRESH GRAPEFRUIT</u>
DEPARTMENT OF CITRUS				
General Operations	\$344,492	\$68,898	\$121,848	\$153,746
FAS Administration	108,125	21,625	37,844	48,656
Canadian Marketing	606,628	440,017	81,675	84,935
European Promotions	554,173	0	269,652	284,521
Asian Promotions	<u>982,393</u>	<u>0</u>	<u>374,512</u>	<u>607,881</u>
Subtotal DOC	<u>2,595,810</u>	<u>530,541</u>	<u>885,530</u>	<u>1,179,739</u>
FOREIGN AGRICULTURAL SERVICE PROGRAM				
FAS Administration	79,475	15,895	27,816	35,764
Canadian Marketing	1,055,305	799,244	38,409	217,652
European Promotions	1,295,349	0	194,302	1,101,047
Asian Promotions	<u>2,969,814</u>	<u>0</u>	<u>490,472</u>	<u>2,479,342</u>
Subtotal FAS	<u>5,399,943</u>	<u>815,139</u>	<u>751,000</u>	<u>3,833,804</u>
TOTAL INTERNATIONAL MARKETING	<u>\$7,995,753</u>	<u>\$1,345,680</u>	<u>\$1,636,530</u>	<u>\$5,013,543</u>
Percent DOC Contribution	<u>48%</u>	<u>65%</u>	<u>118%</u>	<u>31%</u>