



## Florida Department of Citrus

**Annual Report  
2016-2017**



# FLORIDA DEPARTMENT OF CITRUS

## Annual Report

### 2016-2017

#### TABLE OF CONTENTS

---

Executive Summary	1
Marketing	5
Economic and Market Research	6
Scientific Research	7
Research Insights	5
Efforts and Impact	6
Media Landscape	11
Using the Insights	19
Economic Contribution of Florida Citrus	21
Financial report	23



# **FLORIDA DEPARTMENT OF CITRUS**

## **ANNUAL REPORT**

### **JUNE 30, 2017**

#### **EXECUTIVE SUMMARY**

The mission of the Florida Department of Citrus (FDOC) is to maximize consumer demand for Florida Citrus products to ensure the sustainability and the economic well-being of the Florida Citrus grower, the citrus industry, and the state of Florida. The department conducts marketing and promotional campaigns for Florida Citrus products; establishes minimum maturity and quality standards for citrus fruits; regulates the practices used in harvesting, grading, packing, and processing citrus fruits; conducts scientific research supporting citrus products; and conducts economic and marketing research.

The Florida Citrus Commission (FCC) sets the annual assessment on each box of citrus going into the channels of trade. Historically, citrus advertising assessments have fully funded operations. However, the orange crop for Fiscal Year 2014-15 dropped below 100 million boxes for the first time in 49 years due to the continued challenge of citrus greening, or HLB. Additionally, growers are faced with increasing production costs in order to sustain their groves in the battle against citrus greening. The FCC and FDOC have provided some relief to growers in the form of assessment rate reductions in the last four years. The downward trend in crop projections continued in 2016-17 with the season ending at 68.7 million boxes of oranges and 7.8 million boxes of grapefruit.

#### **MARKETING**

The main activity of the FDOC continues to be marketing and promotion of Florida Citrus products, executing marketing initiatives in the United States, Canada, Europe, and Asia. The majority of domestic marketing programs focus on Florida Orange Juice with some programs aimed at fresh Florida Citrus. International programs focus primarily on fresh Florida Grapefruit with some programming focused on Florida Orange Juice in certain markets.

In 2016-17, the global marketing programs achieved great success. A video showcasing highlights of program activity for the 2016-17 season may be viewed at the following link: <https://floridacitrus.thirdlight.com/pf.tlx/C6yCDCPhg06>

FDOC's domestic marketing programs focused on protecting and defending the Florida Citrus industry through a variety of strategic reactive and proactive programs. As the sugar content of 100% orange juice continues to be a hot topic among the media and consumers, the FDOC ramped up existing issues management programs and created new activities aimed at talking to influencers, such as registered dietitians and credentialed experts, one-on-one and in food/agriculture spaces. In light of the continued challenge of citrus greening, programs were also put in place to educate media and influencers on the disease as well as combat issues related to its possible solutions.

Proactive programs focused on engaging and educating consumers, specifically millennial moms, on the nutritional benefits of Florida Orange Juice through a variety of digital channels. Engaging video content featuring recipes and tips to make moms' lives easier were created and used to engage with the audience and deliver the nutrition message. A new series of grower anthem videos and grower profiles were created and launched to connect millennial moms to the product in a deeper and more meaningful way. Activating that messaging during key moments in time like holiday and cold and flu seasons proved to be successful. Program activities also included partnering with bloggers and nutrition influencers as a third-party, trusted voice to assist in communicating the overall benefits of Florida Orange Juice.

At the international level, the FDOC conducted retail and public relations activities, in association with agency partners, in Japan, South Korea, Canada and Europe. While the majority of these activities concentrated on fresh grapefruit, the FDOC promoted 100% orange juice in Canada and South Korea, as well.

The FDOC marketing strategy in Japan for 2016-17 focused on highlighting the health benefits, great taste and premium quality of Florida Grapefruit. The FDOC also focused on educating consumers of the seasonality of Florida Grapefruit, with January through spring serving as "peak season" when the fruit tastes and looks its best. This strategy included a variety of tactics, including public relations and retail marketing. The FDOC continued its partnership with actress Saki Aibu as a spokesperson for Florida Grapefruit. A media event was held in a popular restaurant, the Aloha Table, to celebrate Florida Grapefruit Day in Japan. Twenty-three media outlets including five national television stations attended the event garnering coverage that totaled over \$1 million in media ad value.

In Europe, retail marketing and public relations programs focused on fresh Florida Grapefruit as a culinary ingredient and its premium quality. Program efforts were reorganized this season with one agency partner focused on retail and PR programs in France while another agency partner focused solely on retail programs in Pan-Europe. In France, FDOC conducted classic and VIP sampling events in top retailers and in the wholesale market. Public relations efforts featured a media event, the Amazing Florida Brunch, hosted at a trendy new restaurant in Paris that focused on fighting the winter blues with Florida Grapefruit. Twenty-three members of the media attended the event resulting in social media and news coverage that garnered 2 million impressions. Pan-Europe programs focused on sampling and digital retail activations at top retailers in Belgium, Sweden and the United Kingdom.

In Canada, activations included both fresh Florida Grapefruit and Florida Orange Juice. FDOC's Canadian agency partner developed multiple Florida Grapefruit assets for use in social media and point of sale for all international markets. These assets focused on using Florida Grapefruit as a culinary ingredient. A new retail agency partner joined the team in Canada bringing a wealth of information and contacts which allowed him to activate successful retail events in Longo's and Metro grocers with samplings and point of sale materials featuring our key messages. For Florida Orange Juice in Canada, programs focused on similar messages and targets as the U.S. audience and included matte releases, media outreach and blogger activations. With Canada policymakers in the process of updating their dietary guidelines and potentially eliminating fruit

juice from its recommendations, a heightened issues management program was activated to educate policymakers on the nutritional benefits of 100% orange juice.

In South Korea, Florida Grapefruit activities focused on public relations and retail marketing of the Florida origin, premium quality and nutritional/beauty benefits. Activations included retail promotions, food service, social media, media outreach, and more. Given the success of the previous season, Florida Grapefruit was invited to participate in a segment on one of the home shopping networks at no cost in order to feature the Florida origin and premium quality and taste of Florida Grapefruit. This resulted in sales of \$243,504 in just 50 minutes with a sales value per minute of \$4,875, which is higher than the sales value typically garnered by food products in TV home shopping. For Florida Orange Juice, activations included print, outdoor, elevator screen digital ads and more highlighting the Florida origin.

## **ECONOMIC AND MARKET RESEARCH**

Economic and market research is conducted to provide industry stakeholders with crucial information used to support and evaluate short- and long-term trends. The economic and market research department collects, analyzes and reports market research and production data, and provides periodic reports to citrus industry organizations and stakeholders, including information on processor and fresh fruit activities, the Florida Citrus outlook, future production trends, and ongoing tracking and evaluating of consumer awareness of Florida Citrus. During the 2016-17 fiscal year, the department enhanced and streamlined several periodic publications to increase the content of the data reported to industry stakeholders. The department created a fresh fruit database using data from Florida Department of Agriculture and Consumer Services (FDACS) for use in responding to ad hoc industry fresh fruit data requests in a timely manner. The department expanded the evaluation of retail sales trends by incorporating measures of distribution. The department also performed activities related to the requirements set forth in F.A.C. Rule Chapter 20-3, "Citrus Fruits Dealers," including the publication of a weekly processors statistics report and the post estimate fruit price reports.

In addition to periodic publications, the department also performed an economic analysis of incentives to plant citrus trees in Florida. Two journal articles evaluating the economic impacts of various incentives to encourage growers to replant citrus trees were published in peer-reviewed journals. The department continued efforts to quantitatively assess world orange juice availability by reestablishing connections with citrus economists in Brazil and Mexico. The department also provided industry with a benefit-cost analysis of investing in new varieties. The department worked closely with the UF/IFAS Economic Impact Analysis Program on research, headed by Drs. Christa Court and Alan Hodges, to provide key information for the update to the Economic Contributions study.

During the 2016-17 fiscal year, the department launched and reported on the first 12-months of the monthly orange juice consumer tracker database with the primary purpose of monitoring consumer awareness and perception of the nutritional benefits of orange juice.

## **SCIENTIFIC RESEARCH**

FDOC's scientific research programs focused on the health benefits and quality of Florida Citrus, with an emphasis on Florida Orange Juice. In 2016-17, the department funded clinical research on the effects of the hesperidin in orange juice on cardiovascular health in adults at risk for cardiovascular disease, the effects of orange juice on cognition in children, and the effects of orange juice on rehydration and recovery. The FDOC also collaborated with outside entities, including the Citrus Research and Development Foundation and faculty at UF/IFAS Citrus Research and Education Center, on citrus greening disease-based projects. Staff also assisted the global marketing department with nutrition-focused messaging and supported public relations programs.







FDOC PROGRAM MEASUREMENT REPORT | July 2016 - June 2017


## RESEARCH INSIGHTS<sup>1,2</sup>


The Florida Department of Citrus utilized a variety of qualitative and quantitative research in order to test messages, assess attitudes toward key issues, and track awareness of outreach efforts relating to Florida Orange Juice and Florida Grapefruit key audiences, including general consumers and millennial moms (moms 35 and younger). In late 2016, many benchmarks were set allowing for comparison and tracking over time.


### Consumers still feel good about OJ in general


1  **85%** of consumers said they feel good serving 100% orange juice to their family.

2  **62%** associate 100% orange juice with a great source of vitamins and nutrients.



3  **59%** associate the juice with "made with only one ingredient: oranges."



4  **48%** of U.S. adults report that nutrient content (e.g., potassium, vitamin C, folate) in 100% orange juice overrides concerns about sugar.

5  **42%** of U.S. adults like the taste of 100% orange juice "a great deal."


6  **5%** of U.S. adults report awareness of citrus greening.


### Millennial women

7   **1/4** of young millennials make 100% orange juice part of their weekly routine, and an additional **11%** report their household consumes it daily.

8   **54%** of moms, however, would walk away from 100% orange juice due to pesticides and GMO fruit.

### Younger millennial moms

9  Younger millennial moms and younger audiences in general, are a particular challenge, as they report worse perception of orange juice than their older counterparts. The portion of respondents associating orange juice with "made with only one ingredient: oranges," is less strong with younger generations.

10  Of the 24% of millennial moms who reported having heard, seen or read anything about Florida Orange Juice in the last month, 60% recalled their observation as positive. This represents a slight gap in positive perception when compared with the overall population; 72% of the surveyed general population who reported having heard, seen or read anything about Florida Orange Juice in the last month recalled their observation as positive.

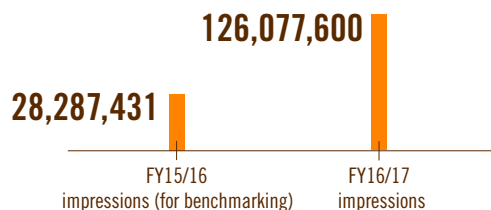
1. Spring 2017 Porter Novelli ConsumerStyles survey of 6,622 adults nationwide  
2. Online survey of 1,000 millennial moms (aged 18-35)

# EFFORTS AND IMPACT

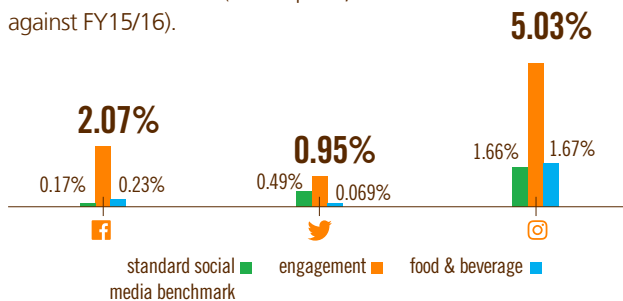
Recipes and fun, citrus-centric content continued to be leveraged on social and digital channels to grab the attention of millennial mom consumers where they are already consuming content to both engage them and draw them to FDOC's website and the wealth of resources that it hosts, educating them on the nutritional benefits of 100% orange juice.

## SOCIAL

- ▶ Recipes, Tips and "How To" content related to timely moments performed very well across all channels because of its relevance to FDOC's audience.
- ▶ Reducing the number of social posts proved beneficial this fiscal year. Additionally, sharing new and original content kept social pages fresh and exciting for fans.
- ▶ The Florida Citrus social community is a vocal group that self-polices our social channels creating a two way dialogue and a positive online community experience. Our fans have become FLOJ ambassadors quickly responding to negative comments correcting inaccurate/misinformation especially regarding the nutritional benefits of 100% OJ.
- ▶ Impressions were dramatically higher than FY15/16:



- ▶ Standard social media benchmarks for engagement were exceeded in general, and in the food and beverage category, across social channels (new reports; not able to benchmark against FY15/16).



- ▶ Overall traffic & click throughs from social to website showed more than **40%** growth

FY15/16 clicks **7,917** FY16/17 clicks **13,117**

## PAID MEDIA

- ▶ Content performing well on social also performed well on paid media.
- ▶ A variety of asset formats (display, social, video, native, etc.) were leveraged to increase engagement and impressions.

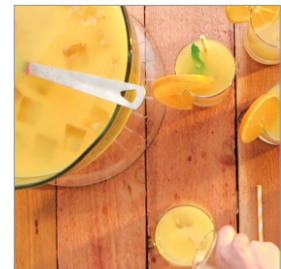
- ▶ Key results:

**605M** impressions    **4.5M** clicks    **\$0.41** Cost Per Click (CPC)

- ▶ Original best performing content:

15 Minute Nachos

Whisky Sour Punch



- ▶ Seasonal best performing content:

OJ Green Beans

Advent Calendar





# EFFORTS AND IMPACT

## SEARCH ENGINE OPTIMIZATION SEARCH – OPTIMIZATION & PERFORMANCE

- ▶ Increased millennial mom traffic to the FloridaJuice.com website by leveraging key search engines (Google, Bing, etc.).
- ▶ Website traffic continued to increase month over month due to continuously refreshing content and optimizing across all channels.
- ▶ Increases in search engine traffic occurred around key holiday and seasonal campaigns, including Cold & Flu Season.
- ▶ Spikes in web activity occurred during seasonal campaigns, including the Cold & Flu campaign.
- ▶ By connecting our content through search codes and tags, we are able enhance our search and connect our custom content (i.e. recipes and grower videos) to what consumers are searching. For instance, during Thanksgiving, our content on FloridaJuice.com was viewed 200% more than previous years due to updated search terms that allow our content to rise to the top of the search results on platforms like Google and Bing.
- ▶ Continuous keyword mapping has resulted in increased organic traffic and stronger engagement through search.

## CAMPAIGN ENGAGEMENT

- ▶ National OJ Day and Cold & Flu campaigns drove consistent messaging across multiple platforms.
- ▶ National OJ Day:
  - FDOC Celebrated National OJ Day by developing custom content connected with a consumer sweepstakes to generate awareness and engagement.
  - Results included:

<b>9.5M</b> impressions	<b>3.8M</b> video impressions from Grower content
<b>34%</b> engagement rate on Facebook	<b>14.7K</b> online engagements (Facebook and Instagram)

[Campaign Engagement, continued]

- ▶ Cold & Flu
  - With Cold & Flu being one of the top search topics for millennial moms, FDOC created an integrated campaign focusing on caregiving, prevention and managing Cold & Flu.
  - Key results included:

<b>20%</b> of visitors returning to the site after their first session	<b>58,643</b> pageviews to Cold & Flu landing pages
<b>16M</b> impressions with 72,000 clicks, yielding a Click Through Rate (CTR) of 0.46% and a Cost Per Click (CPC) of \$0.71	<b>22%</b> of visitors watched a video during their session

## BLOGGER AND INFLUENCER

- ▶ Blogger and influencer engagement is a very effective tool to reach and engage the brand's key audience of Millennial Moms because bloggers and influencers are perceived as a trusted resource for information and ideas by this group. For this reason, bloggers / influencers are a great way to share the brand's content through a voice our audience trusts.
- ▶ Strong blogger partnerships were formed throughout FY16/17. Blog partners included:



- ▶ These partnerships have generated unique and usable content ideal for our target audiences, and generated more than 907,000 potential impressions in FY16/17.



FDOC PROGRAM MEASUREMENT REPORT | July 2016 - June 2017

# EFFORTS AND IMPACT

## MEDIA ACTIVITIES

- ▶ Paid integrations with local broadcast stations proved to be an effective and cost efficient way to spread awareness of Florida Orange Juice while also controlling the message. The team leveraged local broadcast segments during Cold & Flu, National OJ Day and Gift Fruit seasons. In total, these programs generated nearly **35 million** impressions.
- ▶ Alissa Rumsey, RD spokesperson, was an extremely beneficial influencer that helped connect FDOC's messaging with media. She participated in a satellite media tour that reached more than **32 million** consumers through **23** interviews.



- ▶ Co-hosting an event with Refinery 29, Time media, and Hearst, FDOC provided more than **500** samples of Florida OJ and Florida OJ inspired snacks from a Florida OJ Cart. The new virtual reality program was showcased and shared with **25** different members of the media. Alissa Rumsey was on site to share FDOC messaging with key media partners. The event generated **4** articles and **4.5 million** impressions.
- ▶ FDOC conducted a briefing with Jenna Helwig, Food Editor at **Parents Magazine** and frequent TODAY Show guest, discussing the nutrition and health benefits of 100% orange juice.



[Media activities, continued]

- ▶ FDOC kept an ongoing dialogue with **Toby Amidor, MS, RD, CDN**, a contributor to several consumer media publications. In an [article](#) in U.S. News & World Report, "The Best and Worst Juices for your Health," she highlighted the many nutrients found in 100% orange juice.

### The Best and Worst Juices for Your Health

From carton to homemade to cold-pressed, here's how to choose your juice wisely.

By Toby Amidor, Contributor | June 3, 2015, at 10:19 a.m.



Labels made by better juicers can help consumers choose their nutritional benefits. (Shutterstock.com)



When I was a girl, there was always a glass of orange juice on the breakfast table. Fast-forward 30 years and, for many people, that same glass is not only absent, but shunned. This gang from one extreme to the other has much to do with the "S" word — sugar.

Yes, juice contains sugar, but you can enjoy it as a healthy and guiltless part of your diet — if you know how to separate the good choices from the not-so-good. After all, 100-percent fruit juice can count toward your daily recommended amount of fruit, according to the 2015 Dietary Guidelines for Americans. Men and women ages 19 to 30 should consume 2 cups of fruit per day, while women 31 and older should eat 1 1/2 cups of fruit per day. If you drink a cup of 100-percent fruit juice, then, it counts as one cup of fruit for the day.

## AMPLIFYING ORGANIC COVERAGE

- ▶ FDOC also promoted the neutral and positive messages that appeared about orange juice in traditional media by boosting their reach through Outbrain circulation, which suggests the article for reading in users' browsers. Four articles were promoted for a total of **8,762,674** impressions, including:

- The Ledger: The Health Benefits of Florida Orange Juice
- Self.com: 100% Fruit Juice Does Not Contribute to Weight Gain in Children
- The New York Times: Study Finds 100% Fruit Juice OK For Children
- Health.com: 100% Florida OJ Makes List of Best Juices for Health

	Study Finds 100% Fruit Juice OK For Children The New York Times
	Study Sheds Light on 100% Fruit Juice and Childhood Weight Gain The New York Times
	Study Finds 100% Fruit Juice Does Not Linked to Childhood Weight Gain The New York Times

	How to Choose Your Juice Wisely U.S. News
	100% Florida OJ Makes List of Best Juices for Health U.S. News
	4 Popular Varieties of Juice & Their Health Benefits U.S. News
	A Review of Four Popular Juice Varieties U.S. News
	Florida OJ Still a Popular Juices Variety U.S. News

# EFFORTS AND IMPACT

## REACTIVE RESPONSE

- ▶ FDOC responded to more than **20** high reaching or influential media outlets that misrepresented 100% orange juice with compelling and accurate nutritional facts for future consideration.

## NUTRITION INFLUENCER ENGAGEMENT

- ▶ FDOC activated at key food and nutrition conferences to reach a wide range of nutrition professionals with the health benefits and facts about the benefits of 100% orange juice. This included more than **15** influencer briefings, booth activations and educational symposia. Conferences included FL FANS (Florida Academy of Nutrition and Dietetics), FNCE (Food & Nutrition Conference & Expo), Today's Dietitian Spring Symposia, and Progressive Grocer's Retail Dietitian Symposium. Total attendees at conferences with an FDOC presence was greater than **11,000**.
- ▶ Food / Nutrition influencers continue to be a driving force in sharing our message with opinion leaders and Millennial Moms. Our audiences want to hear from their peers or third party experts and value / trust these experts POVs. Building relationships with these specialists are important to having others help advocate on our behalf. We've hosted a number of individual briefings where we connect with influencers and discuss how we can work together to educate audiences. And many high profile individuals are coming to our defense.
- ▶ Clemens' and Krieger's stories are two examples of how nutrition experts are serving as passionate ambassadors for Florida Orange Juice and providing deeper credibility to the nutritional benefits.

- ▶ As a result of a briefing with Dr. Roger Clemens, Adjunct Professor and Associate Director of University of Southern California School of Pharmacy, Clemens authored a 1,500 word article to educate on the benefits of Florida Orange Juice in his monthly column in the Institute of Food Technologists (IFT) magazine.



- ▶ Florida Academy of Nutrition and Dietetics (FAND) Past President Sara Krieger, MPH, RDN, came to the defense of the Florida Citrus Industry with an OpEd in The Ledger to help educate consumers and their misconceptions about the impacts of the sugar in 100% Orange Juice.



- ▶ 100% orange juice nutrition messaging also reached influencers through ads in trade publications both online and through well-circulated print editions. Circulation of these placements totaled nearly **110,000**.

## RETAIL ACTIVATIONS

### INSTACART – E-COMMERCE PARTNERSHIP

Through a partnership with Instacart, a rapidly expanding grocery e-commerce platform, 500,000 FLOJ co-branded grocery totes were delivered by Instacart in five key markets. Additionally, a national digital campaign on Instacart.com included value-added social media posts and media event features including coverage on the Today Show where the tote and OJ logo were prominently featured.

Sales Lift Overall	Sales Lift/Totes	New OJ Shoppers
<b>46.5%</b>	<b>27%</b>	<b>48%</b>



Co-branded Grocery Tote

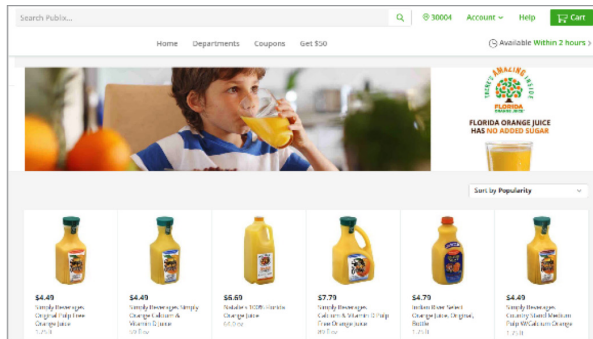


FDOC PROGRAM MEASUREMENT REPORT | July 2016 - June 2017

# EFFORTS AND IMPACT

[Retail activations, continued]

## RETAIL ACTIVATIONS

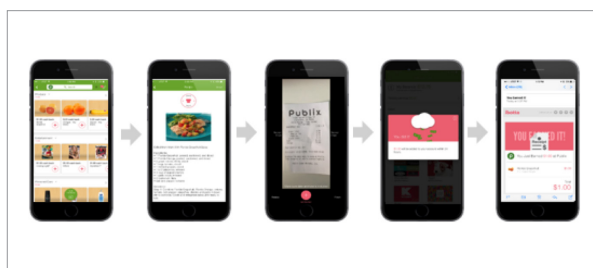


National Digital Campaign

### IBOTTA - GRAPEFRUIT REBATE

FDOC offered a rebate through the popular shopping app, Ibotta. Shoppers were required to engage with the brand to receive a recipe and verify a purchase to receive \$1 rebate on a 4lb. bag of Florida Grapefruit.

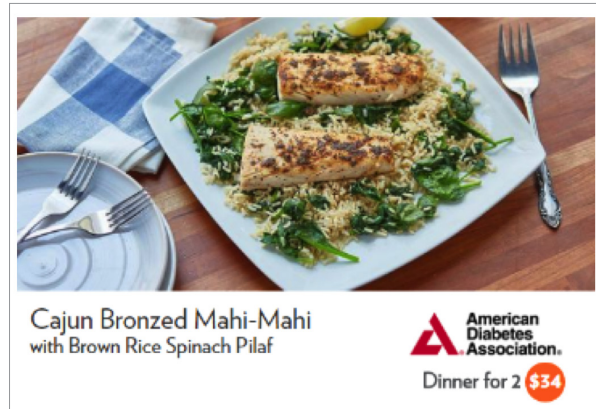
Impressions	Engagements	Redemption Rate
<b>4.5M</b>	<b>64K+</b>	<b>22.6%</b>



### CHEF'D - MEAL-KIT DELIVERY SAMPLING

During "Florida Grapefruit" month, FDOC partnered with Chef'd, a popular meal delivery service, to create meal kits that included a Florida Grapefruit plus an insert featuring two recipes and key messaging. Florida Grapefruit was also featured on Chef'd.com and through social channels.

Impressions	Samples Delivered	Email Open Rate
<b>50K+</b>	<b>10K</b>	<b>20.8%</b>



Meal Kit Example



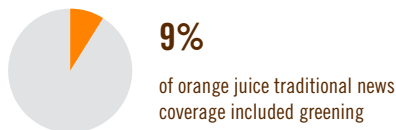
Recipe Insert with Sample

# OVERVIEW OF THE MEDIA LANDSCAPE

The media landscape section below reviews sampled\* consumer national and local media articles as well as Twitter conversation around orange juice and grapefruit from July 1, 2016 - May 15, 2017. Media coverage on the issues facing the Florida Citrus industry has increased in recent years as we see more news regarding sugar, greening and production. We examined coverage and conversation around greening, sugar, and grapefruit drug interactions (GFDI) in depth as part of the larger orange juice and grapefruit conversation nationwide.

## GREENING

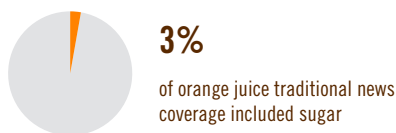
- ▶ With limited exception, citrus greening was consistently mentioned in approximately 9% of consumer media throughout the year.



- ▶ In FY16/17, 3,507 articles in U.S. consumer outlets covered greening in the context of oranges or orange juice.
- ▶ Though coverage was over 40% negative overall, press releases from interested parties (such as the USDA and Monsanto) drove neutral and positive coverage as well.
- ▶ Greening coverage peaked in Q1, due to press releases, the beginning of the season, the political climate, and a flurry of trend articles about the orange juice industry overall.

## SUGAR

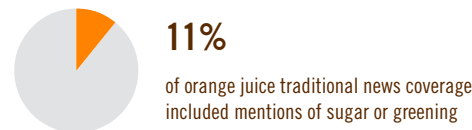
- ▶ For FY16/17, approximately **3%** of consumer media coverage mentioning orange juice highlighted its sugar content.



- ▶ Sugar coverage is typically mentioned in two ways:
  - It's consistently included in "evergreen" articles in lifestyle publications about health, fitness and weight loss.
  - Additionally, it's mentioned in coverage around "newsworthy" items, like updates to sugar tax proposals and "added sugar" labeling debates.
- ▶ Approximately 45% of sugar coverage was negative.

## ORANGE JUICE

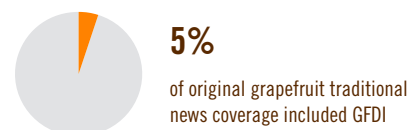
- ▶ Issues (sugar and greening) were collectively mentioned in about 11% of overall orange juice media coverage over FY16/17.



- ▶ Most volume for orange juice coverage is driven by recipes, a theme that was consistent throughout FY16/17.
- ▶ Orange juice coverage is overwhelmingly neutral, at 87% neutral sentiment, 6% positive, and 7% negative.

## GRAPEFRUIT

- ▶ There was limited original (non-syndicated) coverage of Grapefruit Drug Interactions (GFDI), and we have seen this remain consistent over the course of FY16/17.



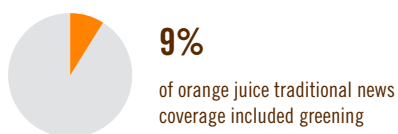
- ▶ There is a small but consistent inclusion of GFDI in lifestyle outlets cautioning consumers to watch out for the interaction.
- ▶ Due to the nature of GFDI, virtually all coverage is negative.

\*A random sample of 185 posts per platform was collected and analyzed for each fruit item, during Q1, Q2, Q3, and half of Q4 of FY16/17.

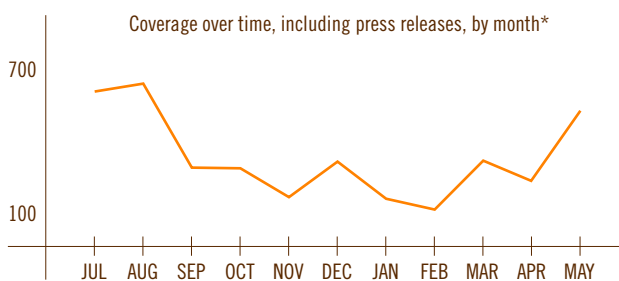
# MEDIA LANDSCAPE

## GREENING

- ▶ Greening made up about 9% of orange juice traditional media conversation, and this issue stayed fairly consistent throughout FY16/17 with an exception of a spike in Q1.



- Press releases, syndicated articles (including a neutral release from the U.S. Department of Agriculture) the political climate, and a series of citrus industry trend articles drove greening coverage in Q1, but remained consistent from Q2 to Q4.
- In Q3, original coverage increased, driven by updates to the crop forecast and announcements of new research grants.
- ▶ Though media coverage has remained fairly consistent, consumer awareness of greening increased over FY16/17.
  - 5% of U.S. adults reported awareness of citrus greening in spring 2017, a slight increase from fall 2016.
  - Continued tracking will help determine whether this is a seasonal observation or an ongoing trend.
- ▶ Sentiment around greening varied from quarter to quarter dependent on syndicated volume of articles and press releases (which were often neutral), however, more than 40% of traditional media coverage mentioning greening was negative in FY16/17.



\*May coverage was estimated based on data collected through May 15, 2017.

[Greening, continued]

### Negative coverage was found in the context of:

- Feature stories on the state of citrus greening or sales of orange juice;
- Detection of greening in new areas of the country or nearby in Mexico;
- Political updates, such as Adam Putnam running for Florida governor;
- Stories about national and local economies (e.g. looking for crop alternatives in Florida);
- National food and agriculture related stories of public interest— such as Trump’s decision relating to the import of Argentinian lemons, coverage around genetically modified organisms, and federal budgets and grants.

### Limited positive coverage was found in:

- Feature stories about citrus greening which took an optimistic view of the ability of the industry to solve the problem;
- Syndicated press releases from those with special interests (e.g. Monsanto).

### Neutral coverage was often found in:

- Feature stories about citrus greening research that balanced pessimism and optimism in the ability of the industry to solve the problem;
- Articles that announced upcoming educational events and meetings, including events which featured citrus greening as a topic.

### Original media coverage mentioning genetic modification/editing remains at about 15-30 articles, about 3%, per quarter throughout FY16/17.

- In addition to being driven by updates in research progress for citrus greening specifically, genetic modification and editing in general is a story of national interest;
- Citrus greening is mentioned in consumer-facing feature stories about genetic modification and editing, such as Forbes and multiple articles on Medium.com.
- Greening coverage in major consumer publications like CBS often described the state of the orange juice industry overall, citing other issues such as sugar, demand, and pricing, bringing in greening as additional context.





# MEDIA LANDSCAPE

[Greening, continued]

## GREENING

- ▶ National and local political news impacts the volume of greening mentions in consumer and business publications.
  - The number of unique consumer stories about greening spiked in Q1 due in part to more media attention related to former presidential candidate Marco Rubio.
  - Federal funding and budget conversations related to greening drove greening mentions nationally.
  - Initiatives from both Barack Obama and Hilary Clinton drove coverage that included mentions of citrus greening on Politico.com.
  - When Adam Putnam, agriculture commissioner, entered the race for Florida governor, U.S. News & World Report picked up on the story and mentioned citrus greening among his priorities.
- ▶ Social consumer conversation around citrus greening remained low throughout FY16/17.
  - There were no more than 300 tweets about greening identified per quarter, less than a percent of total social conversation.
  - Tweets about greening largely followed traditional news headlines about new research, grants, detections, and forecast updates.
  - Coverage around new detections often referenced the negative impact greening has had on Florida's production as a cautionary tale.

## SUGAR

- ▶ Sugar made up about 3% of orange juice traditional media conversation, and remained fairly consistent throughout FY16/17.



3%

of orange juice traditional news coverage included sugar

- Sugar volume increased in Q3 due to a syndicated market report. Without this piece, total FY16/17 sugar mentions would have made up about **2%** of orange juice coverage.
- Though just a small percent of orange juice coverage mentions sugar, research demonstrated we still have a narrative about orange juice and sugar to tell, particularly to younger audiences and younger moms. While 49% of millennials believe the nutrient content overrides concerns about sugar, approximately 1/3 weren't sure. This indicates they need positive messages in order to be convinced.
- ▶ Volume of sugar conversation fluctuated with press release syndication, but original coverage remained consistent, at approximately 70 unique articles per quarter.
- ▶ Like greening, though sentiment fluctuated significantly depending on syndicated articles like press releases, sugar coverage overall was negative, at about 45%.
  - For FY16/17, more than 40% of traditional coverage was negative. Negative coverage was driven by:
    - Comparisons to other unhealthy foods like soda and junk food.
    - Listing the negative impacts of consuming too much sugar on the body (e.g. diabetes, heart disease, blood sugar spikes, infertility).
    - Generally making note that orange juice contains "a lot" of sugar.



# MEDIA LANDSCAPE

[Sugar, continued]

## SUGAR

- Neutral coverage concerning orange juice and sugar made up approximately **20%** of coverage throughout the year, including:
  - Explanations about moderation and serving size;
  - Balanced discussion of weighing the health benefits with the sugar content;
  - Caveating that while orange juice may contain a lot of sugar, the fact that it is natural makes it acceptable;
  - References that 100% orange juice will not be included in the sugar tax.
- Limited positive coverage called out the benefits of orange juice (such as vitamins), underscored that natural sugar was better than added sugar, or suggested orange juice as an alternative sweetener in a recipe.
- ▶ Sugar coverage is driven by “evergreen” articles in lifestyle publications.
  - Given that sugar is a “hot topic” for lifestyle publications in general, mentions of the sugar content in orange juice can often be found in popular “listicles”, such as “10 Sweet Drinks You Didn’t Know Have Way Too Much Sugar.”
  - Notably, some coverage questions whether the health benefits of orange juice are worth the extra sugar, for example, MSN.com published an article titled, “How Drinking Orange Juice Can Make Your Flu Symptoms Worse.”
  - Limited traditional articles also questioned the benefit of “naturally-occurring” sugar over added sugar. For example, an article in Spoon University and Delish.com noted, “Even if the sugar in fruit is fructose, which is naturally occurring, it’s still harmful to your body when in juice form.”
- ▶ To a lesser extent in terms of the number of original stories, sugar conversation is also driven by “news.” News context that drives sugar conversation includes:

[Sugar, continued]

- New studies about the effect of sugar, fruit or juice on the body or certain populations (such as children).
- Updates to “sugar tax” proposals.
- Industry announcements (such as initiatives announced by the soft drink industry).
- ▶ Orange juice is prominently featured in coverage around sugar content.
  - Orange juice or fruit juice were in the headline of more than a third of coverage mentioning the sugar content in orange juice.
  - Notably, much of this coverage was from a syndicated article about a study showing moderate fruit juice consumption was not harmful for children. This neutral, balanced coverage of orange juice was then promoted by FDOC via Outbrain.
- ▶ Social consumer conversation around sugar remained low throughout FY16/17, but was largely negative:
  - There were no more than 600 tweets about sugar identified per quarter.
  - Negative Twitter conversation focused on comparisons to soda and junk food.
  - Descriptions of diabetics or those with low blood sugar using orange juice to raise their blood sugar drove neutral conversation.

# MEDIA LANDSCAPE

## ORANGE JUICE

- ▶ Orange juice coverage is overwhelmingly neutral, at 87% neutral sentiment, 6% positive, and 7% negative.
- ▶ The majority of neutral coverage stemming from the use of orange juice as an ingredient in food, drink and cocktail recipes.
- ▶ Sugar and greening made up 11% of coverage overall orange juice coverage in FY16/17.



**11%**

of orange juice traditional news coverage included mentions of sugar or greening

- ▶ Outside of coverage around sugar and greening, fluctuations in negative and positive sentiment were mostly in response to current events only peripherally related to orange juice, or syndication of a few stories or reports.
  - An increase in positive coverage in consumer outlets in Q2 stemmed from local news outlets like The Island Packet, The Hour and KRGV publishing syndicated articles about the health benefits of orange juice.
  - Positive coverage increased in Q3, primarily due to proactive communications from FDOC, such as the fruit stand press release.
  - In Q4, nearly 95% of the coverage was neutral. Neutral coverage in Q4 was driven by:
    - Orange juice as a recipe ingredient or menu item;
    - Jimmy Kimmel’s mention of the juice during a monologue about the Affordable Care Act on “Jimmy Kimmel Live!”;
    - Related to the 25th anniversary of the 1992 L.A. riot, the murder of Latasha Harlins over a bottle of orange juice was mentioned in articles discussing the event.

[Orange juice, continued]

- Consistently throughout the year, orange juice’s vitamins (naturally and through fortifying) contributed to positive coverage.
- Positive coverage in Q2 was driven by a syndicated press release from March of Dimes. The article mentioned orange juice as a good source of folate, the natural form of folic acid, and suggested women consume the B vitamin to prevent birth defects in their unborn children.
- In Q3, syndications of the FDOC gift fruit press release and an International Market Analysis Research and Consult (IMARC) report, which noted orange juice as a popular fruit juice, contributed to positive coverage.
- Negative traditional coverage remained consistent from Q1 through Q3, accounting for around **7%** of coverage each quarter. Smaller drivers of negative coverage outside of greening and sugar included reporting on the decline of orange juice sales, the effect of orange juice acidity on teeth, and the dilution of orange juice with “fillers.”
- Lifestyle outlets like Self Magazine, Elite Daily and BuzzFeed consistently mentioned orange juice in recipes and health/fitness related articles. These outlets also reported on negative narratives around orange juice, such as the decline in sales or sugar content.

# MEDIA LANDSCAPE

As an accessible platform for capturing public consumer insights, Twitter was examined in the media landscape analysis.

## ORANGE JUICE • TWITTER

► Twitter conversation around orange juice was mostly neutral.

- Neutral mentions of orange juice stemmed from either general mentions of the fruit juice (i.e.: "I'm drinking orange juice and watching TV") or use of the ingredient in food, drink and cocktail recipes.

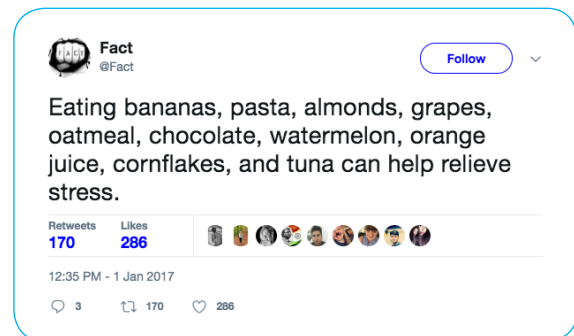
- Mimosas and screwdrivers were the most mentioned orange juice cocktails on Twitter.
- Other neutral coverage related to consumer pulp preference, brand preference or shares of headlines mentioning orange juice, although only peripherally related to orange juice (such as the L.A. riots).



► Twitter conversation about orange juice also fluctuated in volume and sentiment when users flocked to participate in seemingly trivial conversation trends involving orange juice.

### [Orange juice • Twitter, continued]

- Consumer discussion over preference between orange juice and apple juice increased dramatically in Q3 and carried into Q4. This will be monitored to determine if it is seasonal or a trend.
- Sporadically throughout FY16/17, Twitter users often discussed or retweeted content regarding the unpleasant taste of drinking orange juice after brushing their teeth.
- Favorable social conversation throughout the year consistently stemmed from Twitter users expressing their general like or desire for orange juice, or mentioning the health benefits the juice can provide (e.g. – vitamins C and D, remedy for the cold, stress relief, etc.).



► Negative mentions of orange juice peaked in Q1 (7% of social conversation), but remained around 2% for the remainder of the year. The sharing of articles discussing a decrease in orange juice demand and surges in orange juice pricing due to inclement weather drove negative social conversation in Q1.

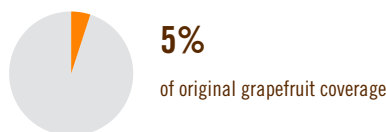


# MEDIA LANDSCAPE

## GRAPEFRUIT

### ▶ GFDI

- Original coverage of GFDI remained consistent, at less than 5% of original grapefruit coverage in each quarter of FY16/17.



- While most stories were found in small or local publications, GFDI conversation was also present in major national consumer publications like MSN.com and STAT.
  - However, since there is less “new news” about GFDI, coverage remains in occasional evergreen content rather than being driven by new findings.
  - Outlets like Harvard Health Publications, Everyday Health, Business Insider and MentalFloss.com published content explaining what happens when grapefruit interacts with specific drugs. These articles outlined and simplified the science for readers.
- GFDI generally accounted for very little grapefruit social media volume.
    - In Q1-Q3, GFDI conversation made up less than 4% of grapefruit related Tweets.
    - However, in Q4, a tweet about interactions was retweeted many times. Coming from an account called “WhattTheFFacts,” engagement with the content was likely driven by the obscurity of the fact rather than actual health concerns. GFDI conversation made up just under 9% of grapefruit tweets in Q4.

[Grapefruit, continued]

### ▶ GRAPEFRUIT

- Food and beverage recipes consistently remained the top driver of grapefruit mentions – and neutral sentiment – in traditional media this year.
  - Recipes appeared primarily in local syndicated outlets but also surfaced in specialized consumer publications like Food & Wine Magazine.
  - Although the presence of food and beverage recipes remained a staple in traditional media, the types of recipes were often dependent on seasonal changes. Summer cocktails were more prominent, with grapefruit often paired with tequila, vodka and gin.
  - Events and holidays also inspired cocktail recipes, with grapefruit appearing in recipes for Valentine’s Day, the Oscars and more.
- Traditional grapefruit mentions also reflected the health benefits, which contributed to favorable coverage throughout the year.
  - Fitness and health outlets like Shape Magazine focused on some of the benefits of grapefruit consumption, noting that it helps with weight loss or digestion, keeps some of the wrinkles away and acts as a good source of vitamin C. This type of content circulated across media throughout all four quarters.
- Citrus forecasts drove a limited but new source of negative coverage for grapefruit in the second half of the fiscal year.
  - Outlets reported that grapefruit production was lower compared to last year.

# MEDIA LANDSCAPE

[Grapefruit, continued]

## GRAPEFRUIT

### ▶ GRAPEFRUIT

- While grapefruit coverage in traditional media comprised mostly of recipes, social media conversation consisted mostly of social media users sharing photos or links to Instagram posts of their meals or snacks incorporating grapefruit.
  - Most often, grapefruit was only a one piece of a larger meal (usually breakfast) and there was a focus on how healthy the meal was, as shown by commonly paired foods (egg whites, spinach, turkey bacon, etc.).
- Users on Twitter expressed strong opinions about whether or not they liked grapefruit.
  - The majority of negative coverage throughout the year was driven by users tweeting unfavorably about grapefruit. Some reasons included: a bitter or sour taste, a perception that it's difficult and messy to eat and interacts poorly with some medications.
  - Although social media users consistently shared their dislike of grapefruit throughout the year, negative sentiment spiked in Q3 when a Twitter user tweeted a thread of foods he hated – number 13 was grapefruit. This was retweeted over 1,000 times.



# HOW FDOC IS USING THESE INSIGHTS

1

## WHAT WE'RE DOING:

Educating industry and consumer audiences on the nutritional benefits of Florida Orange Juice to highlight the Amazing benefits as well as offset any incorrect information.

## WHY WE'RE DOING IT:

Millennial Moms prioritize nutritional value — followed by taste and familiar ingredients at a low price — in the foods they buy for their children.

## HOW WE'RE GETTING THERE:

- Meeting with key influencers and highlighting the nutritional benefits of FLOJ
- Leveraging industry experts to educate audiences and correct any inaccurate information
- Creating nutritional specific content targeted at Millennial Moms
- Promoting custom content and educating consumers through social and digital displays on the nutritional benefits of FLOJ
- Developing new web assets showcasing FLOJ nutritional benefits
- Leveraging bloggers to share FLOJ nutritional messages to their core audiences

2

## WHAT WE'RE DOING:

Creating a greater connection to the citrus groves and the growers – where Florida Citrus comes from and what makes it special.

## WHY WE'RE DOING IT:

70% of shoppers say they like to know where their food and drink comes from. In addition, millennial moms are skeptical of “Big Ag” and more than half (54%) admit they would walk away from 100% orange juice due to pesticides and GMO-fruit.

## HOW WE'RE GETTING THERE:

- Creating a virtual reality experience of the citrus groves.
- Capturing authentic stock imagery of the groves.
- Developing of the grower videos and content.
- Promoting content through social and paid channels focusing on the Growers and origin messaging
- Positioning Growers for broadcast media opportunities to promote the Citrus Industry

3

## WHAT WE'RE DOING:

Providing more education to the media and those who work with them about sugar in 100% orange juice.

## WHY WE'RE DOING IT:

Media are not consistent in how they talk about sugar in 100% orange juice and the overall nutrition profile.

## HOW WE'RE GETTING THERE:

- Expanding briefings to reach and engage influencers in the health and nutrition arena who are on the fence about 100% orange juice.
- Building upon FDOC's presence at key nutrition conferences and within trade publications reaching influencers.
- More regularly engaging influencers to build meaningful relationships, including media RDs which are often tapped by consumer media.
- Developing nutrition and health-focused blogger partnerships to fuel advocacy for Florida Orange Juice.
- Grabbing media's attention in unexpected ways to keep Florida Orange Juice top of mind.
- Creating content that focuses on the nutritional benefits of FLOJ (videos, infographics, web properties, etc).

4

## WHAT WE'RE DOING:

Leveraging millennial mom bloggers and influencers to share Florida Orange Juice messaging to millennial moms in an authentic way.

## WHY WE'RE DOING IT:

Millennial moms are looking for information from resources they trust, or someone like them. Research indicates that influencers / bloggers are a trusted source as well as individuals that showcase transparency and authenticity (Growers).

## HOW WE'RE GETTING THERE:

- Partnering with bloggers to share our key nutrition messaging.
- Developing Grower content that addresses issues in a format that the audience will trust.



FDOC PROGRAM MEASUREMENT REPORT | July 2016 - June 2017

## HOW WE'RE USING THESE INSIGHTS

5

### WHAT WE'RE DOING:

Making credible resources about citrus greening available to media and influencers already interested/covering the topic.

### WHY WE'RE DOING IT:

Media and influencers discuss citrus greening more positively when they understand the facts and potential solutions.

### HOW WE'RE GETTING THERE:

- In response to media inquiries, connecting reporters with experts to shed more light on citrus greening and optimism for the industry.
- Enhancing information and assets as part of the Citrus 411 section on [floridacitrus.org](http://floridacitrus.org).

6

### WHAT WE'RE DOING:

Creating and promoting content based on topics millennial mom is actively interested in.

### WHY WE'RE DOING IT:

Millennial moms are inundated with messages, so tapping into what she's already searching for increases Florida Orange Juice visibility and relevance to her life.

### HOW WE'RE GETTING THERE:

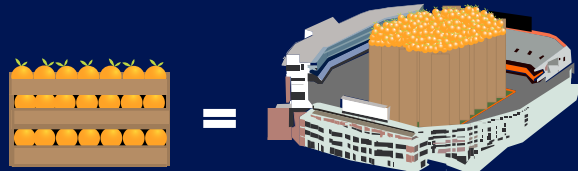
- Mapping the key words millennial moms are searching online throughout the year and developing useful content from Florida Orange Juice.
- Tapping into seasonal and pop-culture trends to share campaigns that resonate with our audience.
- Targeting and re-targeting consumers with paid media to connect with millennial mom interests.
- Creating custom content informing audience on the benefits of Florida Orange Juice connected to timely events (i.e. Cold and Flu; Holiday; National OJ Day).
- Positioning activations around retail to engage with our audience while they are shopping or preparing (planning) to shop for Florida Orange Juice or other related beverages.



# FLORIDA CITRUS

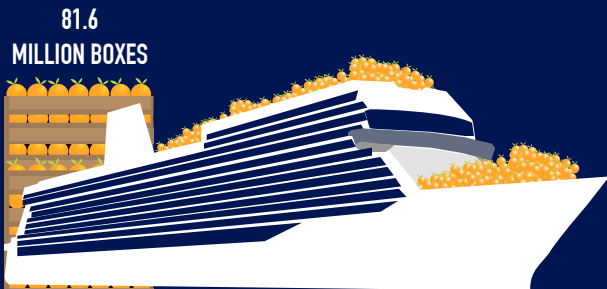
Contributing to Florida's economy since 1893

Contributing  
**\$8.6 billion**  
in industry output  
to Florida's economy



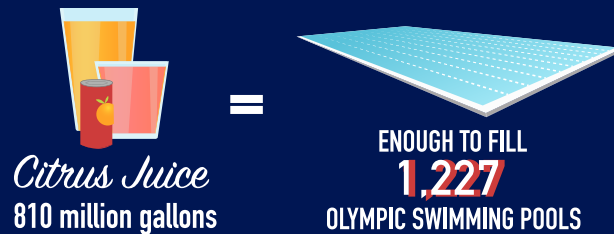
*Packed Citrus*  
17,457,675 cartons

ENOUGH TO COVER "THE SWAMP"  
**300** TIMES  
That's as tall as Ben Hill Griffin Stadium!



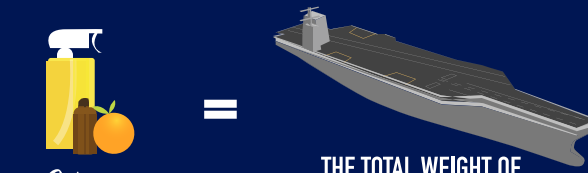
81.6  
MILLION BOXES

FLORIDA CITRUS PRODUCTION  
EQUALS THE TOTAL WEIGHT OF  
**26** OF THE WORLD'S LARGEST  
CRUISE SHIPS



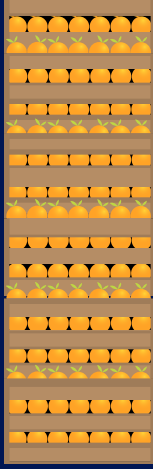
*Citrus Juice*  
810 million gallons

ENOUGH TO FILL  
**1,227**  
OLYMPIC SWIMMING POOLS



*Citrus byproducts*  
443,388 tons

THE TOTAL WEIGHT OF  
**6**  
AIRCRAFT CARRIERS



ORANGES



10.8  
MILLION BOXES  
GRAPEFRUIT



1.8  
MILLION BOXES  
SPECIALTY FRUIT

### DID YOU KNOW?

**89%** of Florida citrus is processed into juice and other byproducts, such as oils, fragrances, natural flavorings, and animal feed.

## Citrus Industry Direct Contributions



TOTAL INDUSTRY OUTPUT  
\$3.821 billion dollars  
citrus growers, processors, and packinghouses

EMPLOYMENT  
10,460 jobs

LABOR INCOME  
\$751 million dollars  
in income for Florida families

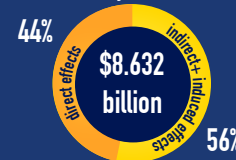
But it doesn't stop there.

Citrus activities also generate additional economic activity throughout Florida's economy, namely indirect and induced effects.



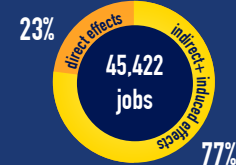
## Citrus Industry Total Contributions Includes Direct, Indirect, and Induced Effects

### Industry Output



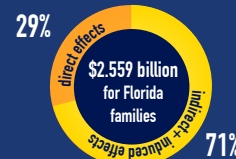
For every **\$1** of direct output from the citrus industry, a total of **\$2.23** of output is contributed to Florida's economy.

### Employment

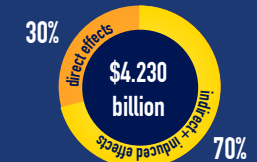


For every **1** job (direct) in the citrus industry, a total of **4** jobs are contributed to Florida's economy.

### Labor Income



### Gross State Product



## Florida State & Local Tax Contributions



**\$271 million dollars**  
in state and local taxes that fund public services

THIS PAGE INTENTIONALLY LEFT BLANK

# DEPARTMENT OF CITRUS

## ANNUAL FINANCIAL REPORT

Fiscal Year Ended  
June 30, 2017



THIS PAGE INTENTIONALLY LEFT BLANK



STATE OF FLORIDA  
 DEPARTMENT OF CITRUS  
 605 EAST MAIN STREET / P O BOX 9010 / BARTOW, FLORIDA 33831



SHANNON R. SHEPP  
 EXECUTIVE DIRECTOR  
 PHONE: 863-537-3999  
 FAX: 877-352-2487

G. ELLIS HUNT, JR.  
 CHAIRMAN  
 FLORIDA CITRUS COMMISSION

[www.FloridaCitrus.org](http://www.FloridaCitrus.org)

**September 25, 2017**

Florida Citrus Commission  
 Bartow, Florida

Submitted herewith is the Annual Financial Report of the Florida Department of Citrus for the year ending June 30, 2017. This report has been prepared in conformance with generally accepted accounting principles as prescribed in pronouncements of the Governmental Accounting Standards Board except as outlined in Note A.4. Every effort has been made to ensure that all financial transactions were conducted and records maintained in a complete and accurate manner.

Revenue and expenditures for the current fiscal year as compared to last fiscal year are presented below. Details of these figures can be found in the attached financial report and accompanying statements.

		2015-16	2016-17
Revenue	-Assessments	\$ 23,234,371	\$ 6,794,499
	-FAS Program	4,383,830	4,029,170
	-General Revenue	-	7,298,258
	-Interest & Other	334,723	341,774
		<u>\$ 27,952,924</u>	<u>\$ 18,463,701</u>
Expenditures	-Marketing	\$ 19,331,440	\$ 15,921,528
	-Research	3,282,313	2,719,427
	-Disease Research	-	-
	-Other	3,148,611	2,115,952
		<u>\$ 25,762,364</u>	<u>\$ 20,756,907</u>

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

*Christine C Marion*

Christine C. Marion, CMA, PMP  
 Deputy Executive Director of Administration and Finance

THIS PAGE INTENTIONALLY LEFT BLANK

# FLORIDA DEPARTMENT OF CITRUS

## TABLE OF CONTENTS

---

Combined Balance Sheet	29
Statement of Changes in Fund Balances	30
Comparative Statement of Revenue and Expenditures	31
Cash Flow Statement	32
Source and Use of Funds	33
Statement of Revenue, Expenditures and Fund Balances by Fruit Variety	34
Notes to Financial Statements	35
Comparative Expenditures-General Operations	41
Comparative Schedule of Budgets	42
Ten-Year History of Operations	43
Citrus Advertising Tax Rates	44
Comparative Schedule of Revenue Boxes	45
Budgeted Revenue	46
Budgeted Expenditures by Category	47
Budgeted Expenditures by Department	48
<b>Departmental Expenditures</b>	
<b>Administrative and Support Services</b>	
State General Revenue Charge	49
Administrative and Support Services	49
<b>Research and Development</b>	
General Operations	51
Medical Research	51
Scientific Research-NVDC	52
Economic and Market Research	53
<b>Marketing and Public Relations</b>	
General Operations	54
Public Relations	55
International Marketing	56

THIS PAGE INTENTIONALLY LEFT BLANK



# FLORIDA DEPARTMENT OF CITRUS

## COMBINED BALANCE SHEET

JUNE 30, 2017

	SPECIAL REVENUE FUNDS	COMBINED GENERAL ACCOUNT GROUPS	TOTAL (MEMORANDUM ONLY)
<b>ASSETS</b>			
Cash and Cash Equivalents	\$312,902		\$312,902
Pooled Investments with State Treasury	16,844,654		16,844,654
Grants Receivable	1,602,718		1,602,718
Interest Receivable	27,083		27,083
Prepaid Assets	768		768
Inventories	571,857		571,857
Fixed Assets at Cost			
Land		60,000	60,000
Buildings		3,567,746	3,567,746
Equipment and Autos		1,590,586	1,590,586
Less: Accumulated Depreciation		(2,533,235)	(2,533,235)
<b>Total Assets</b>	<b>\$19,359,982</b>	<b>\$2,685,097</b>	<b>\$22,045,079</b>
<b>LIABILITIES</b>			
Accounts Payable	\$2,090,603		\$2,090,603
Due to Other State Agencies	258,166		258,166
Compensated Absences - Current	2,946	81,346	84,292
Compensated Absences - Non-Current		205,699	205,699
Other Liabilities	6,600		6,600
Total Liabilities	2,358,315	287,045	2,645,360
<b>FUND EQUITY</b>			
Invested in General Account Groups		2,398,052	2,398,052
Committed Fund Balance			
Designated	13,796,667		13,796,667
Undesignated	3,205,000		3,205,000
Total Fund Equity	17,001,667	2,398,052	19,399,719
<b>Total Liabilities &amp; Fund Equity</b>	<b>\$19,359,982</b>	<b>\$2,685,097</b>	<b>\$22,045,079</b>

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, 2017

---

<u>DESCRIPTION</u>	<u>FLORIDA CITRUS ADVERTISING TRUST FUND</u>
Fund Balance, July 1	\$18,977,919
Adjustments to Fund Balance	<u>316,954</u>
Fund Balance, July 1, as restated	19,294,873
Revenue	18,463,701
Expenditures	<u>(20,756,907)</u>
Fund Balance, June 30	
Designated	13,796,667
Undesignated	<u>3,205,000</u>
<b>TOTAL</b>	<b><u><u>\$17,001,667</u></u></b>

**FLORIDA DEPARTMENT OF CITRUS**  
**COMPARATIVE STATEMENT OF REVENUE AND EXPENDITURES**  
**FISCAL YEARS ENDING JUNE 30, 2016 AND 2017**

DESCRIPTION	JUNE 30, 2016	INCREASE/ (DECREASE)	JUNE 30, 2017
<b>REVENUE</b>			
Assessment on Domestic Fruit			
Orange	\$18,306,174	(\$13,572,062)	\$4,734,112
Grapefruit	1,994,034	(1,461,746)	532,288
Specialty	145,952	(27,139)	118,813
	<u>20,446,160</u>	<u>(15,060,947)</u>	<u>5,385,213</u>
Assessment on Imported Product			
Orange	2,715,746	(1,325,196)	1,390,550
Grapefruit	72,465	(53,729)	18,736
	<u>2,788,211</u>	<u>(1,378,925)</u>	<u>1,409,286</u>
Total Assessment	23,234,371	(16,439,872)	6,794,499
Investment Earnings	250,827	9,745	260,572
Other Income	83,896	(2,694)	81,202
Gen-Rev - Marketing & NVMDC	0	7,298,258	7,298,258
Foreign Agricultural Service (FAS) Program	4,383,830	(354,660)	4,029,170
<b>TOTAL REVENUE</b>	<b><u>\$27,952,924</u></b>	<b><u>(\$9,489,223)</u></b>	<b><u>\$18,463,701</u></b>
<b>EXPENDITURES</b>			
Administrative and Support Services	\$2,209,305	(\$375,061)	\$1,834,244
State General Revenue Charge	939,306	(657,598)	281,708
Research & Development - General Operations	906,866	(353,532)	553,334
Scientific Product Research	541,933	78,605	620,538
New Varieties Development	500,000	(500,000)	0
New Varieties Development - Gen Rev	0	650,000	650,000
Economic and Market Research	1,333,514	(437,959)	895,555
Subtotal Non-Marketing	<u>6,430,924</u>	<u>(1,595,544)</u>	<u>4,835,379</u>
Marketing			
Marketing/Public Relations - General Operations	845,658	(251,943)	593,715
Public Relations Programs	8,260,747	(4,130,265)	4,130,482
Public Relations Programs-Gen Rev	0	4,205,415	4,205,415
Consumer/Trade/Industry Comm	3,954,809	(3,954,809)	0
Retail Marketing-Gen Rev	0	1,498,606	1,498,606
Fresh Fruit Marketing-Gen Rev	0	944,238	944,238
Fresh Fruit/Grft Juice Marketing	56,320	(11,154)	45,166
International Marketing	6,213,906	(1,710,000)	4,503,906
Subtotal Marketing	<u>19,331,440</u>	<u>(3,409,912)</u>	<u>15,921,528</u>
<b>TOTAL EXPENDITURES</b>	<b><u>\$25,762,364</u></b>	<b><u>(\$5,005,457)</u></b>	<b><u>\$20,756,907</u></b>
<b>EXCESS (DEFICIT) OF REVENUE OVER EXPENDITURES</b>	<b><u>\$2,190,560</u></b>	<b><u>(\$4,483,766)</u></b>	<b><u>(\$2,293,206)</u></b>

**FLORIDA DEPARTMENT OF CITRUS**  
**CASH FLOW STATEMENT**  
**FOR THE FISCAL YEAR ENDED JUNE 30, 2017**

**Increase (Decrease) in Cash and Cash Equivalents:**

**Cash Flows from Operating Activities:**

Receipts from 2016-17 Tax Assessments	\$ 6,794,499
Receipts for Department of Agriculture-Inspection Fees	24,050
Other Miscellaneous Receipts	175,392
Payments to Vendors	(12,383,292)
Employment Related Payments	(2,775,156)
Payments for General Revenue Service Charge	(525,455)
Payments to Department of Agriculture-Inspection Fees	(22,656)

**Net Cash Provided by (Used in) Operating Activities** (8,712,618)

**Noncapital Financing Activities - Proceeds from Grants** 3,482,385

**Capital and Related Financing Activities**

Additions of Capital Assets	(33,368)
Proceeds from Sale of Assets	-

**Net Cash Flowed Provided by Capital and Related Financing Activities** (33,368)

**Investing Activities - Net Investment Income** 268,562

**Net Change in Cash and Cash Equivalents** (4,995,039)

Cash and Cash Equivalents at Beginning of Year 22,152,595

**Cash and Cash Equivalents at End of Year** \$ 17,157,556

**Reconciliation of Operating Income (Loss) to Net Cash  
Provided by (Used In) Operating Activities:**

<b>Net Income (Loss) per Financial Statements</b>	<b>\$ (2,293,206)</b>
Deduct Proceeds from Grants	(3,482,385)
Deduct Proceeds from Capital Activities	33,368
Deduct Net Proceeds from Investments	(268,562)
<b>Net Income (Loss) from Operating Activities</b>	<b><u>(6,010,785)</u></b>

**Adjustments Not Affecting Cash:**

Prior Period Adjustments	316,954
--------------------------	---------

**(Increase) Decrease in Assets and  
Increase (Decrease) in Liabilities:**

Accounts Receivable	(535,379)
Prepaid Items	67,840
Inventory	(18,354)
Accounts Payable	(2,314,794)
Due to Other State Agencies	(216,247)
Compensated Absences	(853)
Other Liabilities	(1,000)

**Total Adjustments** (2,701,833)

**Net Cash Provided (Used in) Operating Activities** \$ (8,712,618)

# FLORIDA DEPARTMENT OF CITRUS

## SOURCE AND USE OF FUNDS

FISCAL YEAR ENDED JUNE 30, 2017

DESCRIPTION	DOM. ASSESMTS & OTHER REV	IMPORTS	GRANTS	TOTAL
<b>SOURCES</b>				
Assessments	\$5,385,213	\$1,409,286		\$6,794,499
Other	341,774			341,774
General Revenue	7,298,258			7,298,258
Marketing Grants			4,029,170	4,029,170
<b>TOTAL SOURCES</b>	<b>\$13,025,245</b>	<b>\$1,409,286</b>	<b>\$4,029,170</b>	<b>\$18,463,701</b>
<b>USES</b>				
Admin & Support Svcs	\$1,155,869	678,375		\$1,834,244
State Gen Rev Charge	225,336	56,372		281,708
Research	2,044,887	674,539		2,719,426
Marketing	11,892,359		4,029,170	15,921,529
<b>TOTAL USES</b>	<b>\$15,318,451</b>	<b>1,409,286</b>	<b>\$4,029,170</b>	<b>\$20,756,907</b>
<b>EXCESS/(DEFICIT)</b>	<b>(\$2,293,206)</b>	<b>\$0</b>	<b>\$0</b>	<b>(\$2,293,206)</b>

Pursuant to Chapter 601.155(10) F.S. equalization assessment collected on imported product (1/3 of applicable rates) were expended only for Research, Administrative and Regulatory activities. Import taxes paid for 43% of the Department's Research, Administrative and Regulatory activities.

# FLORIDA DEPARTMENT OF CITRUS

## STATEMENT OF REVENUE, EXPENDITURES AND FUND BALANCE BY FRUIT VARIETY

FISCAL YEAR ENDED JUNE 30, 2017

	TOTAL	PROCESSED ORANGE	PROCESSED GRAPEFRUIT	FRESH ORANGE	FRESH GRAPEFRUIT	FRESH SPECIALTY
Fund Balance, July 1	\$18,977,919	\$14,650,118	\$2,711,924	\$818,565	\$624,310	\$173,002
Adjustments to Fund Balance	316,954	241,039	16,779	6,063	48,068	5,005
Revenue	18,463,701	12,731,651	1,258,908	752,273	3,405,426	315,443
<b>Total Available</b>	<b>\$37,758,574</b>	<b>\$27,622,808</b>	<b>\$3,987,611</b>	<b>\$1,576,901</b>	<b>\$4,077,804</b>	<b>\$493,450</b>
Expenditures						
Administration						
Admin & Supp Srvc	\$1,834,244	\$1,658,681	\$76,091	\$34,870	\$50,470	\$14,132
State Gen Rev Charge	281,708	251,323	13,052	4,848	9,788	2,697
Subtotal Administration	2,115,952	1,910,004	89,143	39,718	60,258	16,829
Scientific Research & Development						
General Operations	553,334	500,380	22,963	10,513	15,217	4,261
Scientific Product Research	620,538	607,900	5,481	2,509	3,631	1,017
New Varieties Dev - Gen Rev	650,000	65,000	65,000	227,500	65,000	227,500
Subtotal Scientific Research	1,823,872	1,173,280	93,444	240,522	83,848	232,778
Economic & Market Research						
General Operations	368,322	333,074	15,285	6,998	10,129	2,836
Research Studies & Data	527,233	490,601	22,493	4,957	7,174	2,008
Subtotal Sci & Econ Research	2,719,427	1,996,955	131,222	252,477	101,151	237,622
Marketing & Public Relations						
General Operations	593,715	548,235	18,336	12,893	8,707	5,544
Public Relations Programs	4,130,482	3,864,435	124,041	35,226	91,633	15,147
Retail Marketing - Gen Rev	1,498,606	1,498,606	0	0	0	0
Marketing & PR - Gen Rev	4,205,415	4,197,792	7,623	0	0	0
Fresh Fruit Marketing - Gen Rev	944,238	0	0	401,788	522,653	19,797
Fresh Fruit Marketing	45,166	0	0	21,427	14,530	9,209
	11,417,622	10,109,068	150,000	471,334	637,523	49,697
International Promotions-DOC	474,736	80,096	94,816	0	299,824	0
International Promotions-FAS	4,029,170	602,558	856,115	0	2,570,497	0
Subtotal Int'l Marketing	4,503,906	682,654	950,931	0	2,870,321	0
<b>Total Expenditures</b>	<b>\$20,756,907</b>	<b>\$14,698,681</b>	<b>\$1,321,296</b>	<b>763,529</b>	<b>\$3,669,253</b>	<b>\$304,148</b>
Fund Balance, June 30						
Designated	\$13,796,667	\$10,224,127	\$2,513,315	\$775,872	\$105,051	\$178,302
Undesignated	3,205,000	2,700,000	153,000	37,500	303,500	11,000
<b>Total Fund Balance</b>	<b>\$17,001,667</b>	<b>\$12,924,127</b>	<b>\$2,666,315</b>	<b>\$813,372</b>	<b>\$408,551</b>	<b>\$189,302</b>

# FLORIDA DEPARTMENT OF CITRUS

## NOTES TO FINANCIAL STATEMENTS

### JUNE 30, 2017

---

#### 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. Bartow, Florida, is designated as its official headquarters.

The Florida Citrus Commission is designated as the head of the Department and is composed of nine practical citrus persons appointed by the Governor, subject to confirmation by the Senate, for a three-year term. Six members shall be designated as grower members and three 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. The Commission also oversees domestic and international marketing activities, scientific research, and economic and market research.

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 marketing activities. An assessment 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 assessment is effective August 1 for the ensuing year.

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

## SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES, *continued*

### 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 No. 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 \$571,857 are expensed using the consumption method and are valued at cost determined on a first-in, first-out basis. Inventories consist mainly of promotional, educational, and display materials that support marketing and public relations activities.



## SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES, continued

### 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 No. 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, the department has accrued a liability of \$289,991 as required by GASB. The current portion of the liability is \$84,292, of which \$2,946 will be paid out within sixty days of the fiscal year end. The remaining \$205,699 is recorded as a noncurrent liability.

The compensated absences amounts are based on June 30, 2017 salary rates and include employer social security and pension contributions at current rates.

## B. **CASH AND CASH EQUIVALENTS**

Cash and cash equivalents totaling \$17,162,556 consist of pooled investments of \$16,844,654 (See Note C); cash held in the State Treasury, \$312,902; and local demand deposits, \$5,000.

## 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 \$16,844,654 and are stated at cost plus interest earned and reinvested. Interest earned on these investments during the fiscal year ended June 30, 2017, totaled \$260,495, an average rate of 1.44%. Total investment earnings for the year of \$260,572 included interest earned on local demand deposits.

## D. **DUE FROM FEDERAL GOVERNMENT**

At June 30, 2017, \$1,602,718 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, 2017, not yet reimbursed by the Foreign Agricultural Service program.

**E. CHANGES IN GENERAL FIXED ASSETS**

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

	<u>Balances</u> <u>07/1/16</u>	<u>Additions</u>	<u>Deletions</u>	<u>Balances</u> <u>06/30/17</u>
Fixed Assets at Cost				
Land	\$ 60,000	\$ 0	\$ 0	\$ 60,000
Buildings	3,554,990	12,756	0	3,567,746
Equipment & Autos	2,130,728	20,612	(560,754)	1,590,586
Other	2,990	0	(2990)	0
Less: Accumulated Depreciation				
Buildings	(906,844)	(140,669)	0	(1,047,513)
Equipment & Autos	(1,955,879)	(90,597)	560,754	(1,485,722)
Other	(2,990)	0	2,990	0
	<u>\$ 2,882,995</u>	<u>\$ (197,898)</u>	<u>\$ 0</u>	<u>\$ 2,685,097</u>

**F. ACCOUNTS PAYABLE**

Accounts payable of \$2,090,603, consist primarily of marketing, public relations and research expenditures incurred in the normal course of operation of the Department.

**G. DUE TO OTHER STATE AGENCIES**

Amounts payable to other state agencies, totaling \$258,196, consist of general revenue service charges due to the State of Florida, Chief Financial Officer, 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>07/01/16</u>	<u>Additions</u>	<u>Deletions</u>	<u>Balance</u> <u>06/30/16</u>
Compensated absences	\$326,419	\$177,166	(\$213,594)	\$289,991

The liability for compensated absences at June 30, 2017, was determined in accordance with the provisions of the Governmental Accounting Standards Board *Codification*, Section C60. The excess deletions over additions was due to a planned workforce reduction in July 2016.

**I. COMMITTED FUND BALANCE**

For fiscal years beginning after June 15, 2010, GASB No. 54, *Fund Balance Reporting and Governmental Fund Types*, 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 \$17,001,667 is classified as Restricted by Enabling Legislation 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 restricted fund balance, currently \$13,796,667, to provide adequate funds to continue normal operations during periods of minimal tax collections, and to provide for rate stabilization in future years. 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, 2016, totaling \$316,954. Accounts payable at June 30, 2016 were overstated by approximately \$316,954 due to recorded payables which did not materialize.

**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, 2017, totaled \$171,670; employee contributions total \$57,019. 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 ITEM**

There were no extraordinary items in fiscal year 2015-16 or fiscal year 2016-17.

**M. SUPPLEMENTAL SCHEDULES**

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

	<u>Pages</u>
Cash Flow Statement	8
Source and Use of Funds	9
Comparative Expenditures - General Operations	17
Comparison of Periodic Budgets	18
Ten-Year History of Operations	19

**FLORIDA DEPARTMENT OF CITRUS**  
**COMPARATIVE EXPENDITURES - GENERAL OPERATIONS**  
**FISCAL YEARS ENDING JUNE 30, 2016 AND 2017**

---

	<u>Year to Date</u> <u>6/30/2016</u>	<u>Year to Date</u> <u>6/30/2017</u>	<u>Variance</u>	<u>Percent</u>
Salaries and Benefits	\$3,661,420	\$2,641,316	(\$1,020,104)	(27.9)
Other Personal Services	37,812	33,119	(4,693)	(12.4)
Travel	145,344	103,667	(41,677)	(28.7)
Transition Costs	0	13,451	13,451	100.+
People First Initiative	19,917	16,676	(3,241)	(16.3)
Telephone	66,738	65,086	(1,652)	(2.5)
Postage/Freight	13,185	11,770	(1,415)	(10.7)
Data Processing	171,575	144,329	(27,246)	(15.9)
Supplies	7,568	4,209	(3,359)	(44.4)
Insurance and Bond Premiums	18,523	18,833	310	1.7
Reproduction	15,153	8,255	(6,898)	(45.5)
Subscriptions and Memberships	24,985	24,421	(564)	(2.3)
Trade Meals/Meetings	198	0	(198)	(100.0)
Training	1,656	0	(1,656)	(100.0)
Repairs and Maintenance	130,235	109,010	(21,225)	(16.3)
Utilities	86,602	73,931	(12,672)	(14.6)
Leases/Rent Expense	30,319	31,173	854	2.8
Promotional Items	9,125	913	(8,212)	(90.0)
Coupon Redemption	0	1,414	1,414	100.+
Capital Equipment (OCO)	59,739	20,635	(39,104)	(65.5)
Chiller Replacement (FCO)	0	12,756	12,756	100.+
Miscellaneous	4,117	36,141	32,024	100.+
CREC Expenses	124,296	113,939	(10,357)	(8.3)
Research Materials	18,968	22,012	3,043	16.0
Fruit Inspection Data	14,925	100	(14,825)	(99.3)
Legislative Programs	9,809	0	(9,809)	(100.0)
Consultants Fee/Travel	212,862	204,160	(8,701)	(4.1)
<b>Total</b>	<b><u>\$4,885,070</u></b>	<b><u>\$3,711,314</u></b>	<b><u>(\$1,173,756)</u></b>	<b><u>(24.0)</u></b>

# FLORIDA DEPARTMENT OF CITRUS

## COMPARISON OF PRELIMINARY, OCTOBER BUDGET REVISION AND CURRENT BUDGETS FISCAL YEAR ENDED JUNE 30, 2017

	July 1, 2016 Operating Budget	Adjustment	October 26, 2016 Budget Revision	June 30, 2017 Budget	Variance	Percent
<b>REVENUE</b>						
Carryover	\$986,800	\$2,513,200	\$3,500,000	\$3,500,000	\$0	0.0
Unspent Certified	0	316,435	316,435	316,435	0	0.0
Tax Assessments-Domestic	6,510,780	(959,950)	5,550,830	5,340,950	(209,880)	(3.8)
Tax Assessments-Imports	1,016,667	(126,127)	890,540	947,100	56,560	6.4
Interest/Other	181,900	186,600	368,500	368,500	0	0.0
Gen Rev - NVMDC	650,000	0	650,000	650,000	0	0.0
Gen Rev - Marketing	7,000,000	0	7,000,000	7,000,000	0	0.0
FAS Program	4,348,607	0	4,348,607	4,348,607	0	0.0
<b>TOTAL REVENUE</b>	<b>\$20,694,754</b>	<b>\$1,930,158</b>	<b>\$22,624,912</b>	<b>\$22,471,592</b>	<b>(\$153,320)</b>	<b>(0.7)</b>
<b>EXPENDITURES</b>						
<b>Administration</b>						
Admin and Support Services	\$2,366,700	(\$222,058)	\$2,144,642	\$2,129,144	(\$15,498)	(0.7)
State General Revenue Charge	307,700	(39,000)	268,700	281,800	13,100	4.9
<b>Scientific Research &amp; Development</b>						
General Operations	557,019	55,000	612,019	610,019	(2,000)	(0.3)
Scientific Product Research	663,004	0	663,004	663,004	0	0.0
New Varieties Development	650,000	0	650,000	650,000	0	0.0
<b>Economic and Market Research</b>						
General Operations	370,000	9,000	379,000	381,000	2,000	0.5
Research Data & Studies	578,932	0	578,932	578,932	0	0.0
<b>Marketing &amp; Public Relations</b>						
General Operations	457,450	204,400	661,850	679,350	17,500	2.6
Public Relations Programs	2,630,000	1,484,640	4,114,640	4,131,060	16,420	0.4
Retail Marketing - Gen Rev	1,500,000	0	1,500,000	1,500,000	0	0.0
Marketing & PR - Gen Rev	4,500,000	0	4,500,000	4,500,000	0	0.0
Fresh Fruit Marketing - Gen Rev	1,000,000	0	1,000,000	1,000,000	0	0.0
Gift Fruit Marketing	47,500	0	47,500	45,380	(2,120)	(4.5)
International Promotions-DOC	465,000	0	465,000	495,000	30,000	6.5
International Promotions-FAS	4,348,607	0	4,348,607	4,348,607	0	0.0
Subtotal	20,441,912	1,491,982	21,933,894	21,993,296	59,402	0.3
Reserves	252,842	438,176	691,018	478,296	(212,722)	(30.8)
<b>TOTAL BUDGET</b>	<b>\$20,694,754</b>	<b>\$1,930,158</b>	<b>\$22,624,912</b>	<b>\$22,471,592</b>	<b>(\$153,320)</b>	<b>(0.7)</b>

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

	2007-08		2008-09		2009-10		2010-11		2011-12		2012-13		2013-14		2014-15		2015-16		2016-17			
		%		%		%		%		%		%		%		%		%		%		
<b>Revenue Boxes</b>																						
Domestic	196,524		191,389		159,121		160,940		172,575		154,210		122,520		110,249		95,113		77,380			
Imports	46,851		19,618		25,245		14,117		21,380		29,744		29,950		43,192		37,914		43,498			
<b>Begin Fund Balance</b>	\$14,471		\$23,155		\$26,775		\$22,234		\$22,136		\$19,022		\$17,140		\$16,260		\$16,014		\$18,978			
Adjustment	920		1,010		499		2,573		722		1,071		813		924		773		317			
<b>Revenue</b>																						
Assessments	53,158	89	49,048	88	41,425	87	42,392	88	42,329	86	38,640	88	31,149	87	25,053	83	23,234	83	6,795	37		
Other	6,891	11	6,632	12	6,293	13	5,982	12	6,915	14	5,250	12	4,563	13	5,187	17	4,719	17	11,668	63		
Total Revenue	<u>60,049</u>	100	<u>55,680</u>	100	<u>47,718</u>	100	<u>48,374</u>	100	<u>49,244</u>	100	<u>43,890</u>	100	<u>35,712</u>	100	<u>30,240</u>	100	<u>27,953</u>	100	<u>18,463</u>	100		
<b>Expenditures</b>																						
Marketing																						
Domestic-PO	22,224	43	21,804	41	21,358	41	22,056	43	23,825	45	23,818	51	19,648	53	11,954	38	12,604	61	10,109	49		
Domestic-PG	3,067	6	2,495	5	1,823	4	2,085	4	2,061	4	1,514	3	1,023	3	645	2	167	1	150	1		
Domestic-Fresh	1,552	3	1,413	3	1,389	3	819	2	871	2	734	2	604	2	383	1	346	2	1,159	6		
International	9,408	18	8,912	17	7,996	15	8,486	17	8,300	16	8,234	18	6,881	18	7,288	23	6,214	30	4,504	22		
Research																						
Econ & Mkt Res	1,659	3	1,779	3	1,685	3	1,730	3	1,496	3	1,534	3	1,428	4	2,336	7	1,334	6	895	4		
Scientific Res/NVD	2,790	5	2,354	4	2,934	6	2,998	6	2,509	5	2,244	5	2,047	5	1,374	4	1,949	9	1,824	9		
Disease Res	1,985	4	7,243	14	9,117	17	8,184	16	9,148	17	4,667	10	1,905	5	3,148	10	0	0	0	0		
Harvesting	3,537	7	2,574	5	1,482	3	266	1	810	2	272	1	0	0	32	0	0	0	0	0		
Administrative	4,290	** 8	2,724	** 5	3,304	** 6	2,716	** 5	2,298	4	2,265	5	2,615	7	3,239	** 10	2,209	11	1,834	9		
Gen Rev Svc Chrg	<u>1,773</u>	3	<u>1,772</u>	3	<u>1,670</u>	3	<u>1,705</u>	3	<u>1,762</u>	3	<u>1,561</u>	3	<u>1,254</u>	3	<u>1,011</u>	3	<u>939</u>	5	<u>282</u>	1		
Total Expenditures	<u>52,285</u>	100	<u>53,070</u>	100	<u>52,758</u>	100	<u>51,045</u>	100	<u>53,080</u>	100	<u>46,843</u>	100	<u>37,405</u>	100	<u>31,410</u>	100	<u>25,762</u>	124	<u>20,757</u>	100		
<b>Surplus/(Deficit)</b>	<u>7,764</u>		<u>2,610</u>		<u>(5,040)</u>		<u>(2,671)</u>		<u>(3,836)</u>		<u>(2,953)</u>		<u>(1,693)</u>		<u>(1,170)</u>		<u>2,191</u>		<u>(2,294)</u>			
<b>End Fund Balance</b>	<u>\$23,155</u>		<u>\$26,775</u>		<u>\$22,234</u>		<u>\$22,136</u>		<u>\$19,022</u>		<u>\$17,140</u>		<u>\$16,260</u>		<u>\$16,014</u>		<u>\$18,978</u>		<u>\$17,001</u>			
<b>Cash on Hand</b>	\$27,508		\$35,152		\$27,350		\$26,366		\$24,359		\$21,971		\$18,089		\$21,625		\$22,153		\$22,153			
<b>Salaries &amp; Benefits</b>	\$4,400		\$4,569		\$4,570		\$4,517		\$4,105		\$3,899		\$4,184		\$4,145		\$3,661		\$2,641			
<b># Employees</b>	57		59		56		52		48		47		45		45		40		28			

\*\* Includes extraordinary items of \$956,600 (2007-08) and \$95,000. (2008-09), \$750,000 (2009-10), \$86,221 (2010-11), \$375,769 (2014-15)

# FLORIDA DEPARTMENT OF CITRUS

## SCHEDULE OF TAX RATES\*

FISCAL YEARS ENDING JUNE 30, 2016 AND 2017

	2015-2016		2016-2017		STATUTE
	FRESH	PROCESSED	FRESH	PROCESSED	
<b><u>DOMESTIC</u></b>					
Orange	\$ 0.050	\$ 0.230	\$ 0.050	\$ 0.070	601.15(3a)
Grapefruit	\$ 0.190	\$ 0.190	\$ 0.070	\$ 0.070	601.15(3a)
All Other Varieties	\$ 0.070	\$ 0.070	\$ 0.070	\$ 0.070	601.15(3a)
<b><u>IMPORTS</u></b>					
Orange		\$ 0.230		\$ 0.070	601.155(2)
Grapefruit		\$ 0.190		\$ 0.070	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, 2016 AND 2017

	ACTUAL REVENUE BOXES 2015-2016	ESTIMATED REVENUE BOXES 2016-2017	ACTUAL REVENUE BOXES 2016-2017		
			2015-2016 PAID IN 2016-2017	2016-2017 PAID IN 2016-2017	TOTAL
<b>DOMESTIC</b>					
ORANGE:					
Fresh	3,521,483	2,099,000	96,787	2,198,915	2,295,702
Processed	79,015,993	65,842,000	71,140	65,755,108	65,826,248
GRAPEFRUIT:					
Fresh	4,623,914	3,244,000	25,279	3,304,312	3,329,591
Processed	5,862,276	4,219,000	49	4,231,032	4,231,081
SPECIALTY:					
Fresh	1,288,447	773,000	11,798	914,352	926,150
Processed	801,236	722,000	0	771,163	771,163
<b>TOTAL DOMESTIC</b>					
Fresh	9,433,844	6,116,000	133,864	6,417,579	6,551,443
Processed	85,679,505	70,783,000	71,189	70,757,303	70,828,492
	<u>95,113,349</u>	<u>76,899,000</u>	<u>205,053</u>	<u>77,174,882</u>	<u>77,379,935</u>
<b>IMPORTS</b>					
Orange	36,780,458	39,090,000	7,384,667	35,332,764	42,717,431
Grapefruit	1,133,980	1,500,000	13,295	767,292	780,587
TOTAL IMPORTS	<u>37,914,438</u>	<u>40,590,000</u>	<u>7,397,962</u>	<u>36,100,056</u>	<u>43,498,018</u>
<b>TOTAL</b>	<u><u>133,027,787</u></u>	<u><u>117,489,000</u></u>	<u><u>7,603,015</u></u>	<u><u>113,274,938</u></u>	<u><u>120,877,953</u></u>

# FLORIDA DEPARTMENT OF CITRUS

## BUDGETED REVENUE

FISCAL YEAR ENDED JUNE 30, 2017

---

<u>DESCRIPTION</u>	<u>BUDGETED 2016-17</u>	<u>REVENUE TO DATE</u>	<u>% TO BUDGETED</u>
Assessment on Domestic Fruit			
Orange			
Fresh	\$104,950	\$114,800	100.+
Processed	4,608,940	4,619,312	100.+
	<u>4,713,890</u>	<u>4,734,112</u>	100.+
Grapefruit			
Fresh	227,080	236,106	100.+
Processed	295,330	296,182	100.+
	<u>522,410</u>	<u>532,288</u>	100.+
Specialty			
Fresh	54,110	64,832	100.+
Processed	50,540	53,981	100.+
	<u>104,650</u>	<u>118,813</u>	100.+
Assessment on Import Fruit			
Orange	912,100	1,390,550	100.+
Grapefruit	35,000	18,736	53.5
	<u>947,100</u>	<u>1,409,286</u>	100.+
Total Assessments	6,288,050	6,794,499	100.+
Investment Earnings	243,500	260,572	100.+
Other Income	125,000	81,202	65.0
Gen-Rev - Marketing & NVMDC	7,650,000	7,298,258	95.4
Foreign Agricultural Svc Funds	<u>4,348,607</u>	<u>4,029,170</u>	92.7
<b>TOTAL</b>	<b><u><u>\$18,655,157</u></u></b>	<b><u><u>\$18,463,701</u></u></b>	<b>99.0</b>

# FLORIDA DEPARTMENT OF CITRUS

## BUDGETED EXPENDITURES BY CATEGORY

FISCAL YEAR ENDED JUNE 30, 2017

DESCRIPTION	APPROVED BUDGET	YEAR TO DATE	% TO DATE	UNEXPENDED BALANCE
<b>GENERAL OPERATIONS</b>				
Salaries and Benefits	\$2,716,000	\$2,641,316	97.3	\$74,684
Other Personal Services	46,000	33,119	72.0	12,881
Travel	173,400	103,667	59.8	69,733
Transition Costs	64,500	13,451	20.9	51,049
People First Initiative	16,676	16,676	100.0	0
Telephone	70,300	65,086	92.6	5,214
Postage/Freight	19,150	11,770	61.5	7,380
Data Processing	155,400	144,329	92.9	11,071
Supplies	11,040	4,209	38.1	6,831
Insurance and Bond Premiums	18,999	18,833	99.1	166
Reproduction	11,700	8,255	70.6	3,445
Subscriptions and Memberships	26,350	24,421	92.7	1,929
Trade Meals/Meetings	600	0	0.0	600
Training	500	0	0.0	500
Repairs and Maintenance	135,000	109,010	80.7	25,990
Utilities	82,300	73,931	89.8	8,369
Leases/Rent Expense	32,100	31,173	97.1	927
Promotional Items	2,500	913	36.5	1,587
Coupon Redemption	2,141	1,414	66.0	727
Capital Equipment (OCO)	31,100	20,635	66.4	10,465
Chiller Replacement (FCO)	85,000	12,756	15.0	72,244
Office/Research Equipment	500	0	0.0	500
Miscellaneous	40,057	36,141	90.2	3,917
CREC Expenses	115,000	113,939	99.1	1,061
Research Materials	56,200	22,012	39.2	34,188
Conventions	500	0	0.0	500
Fruit Inspection Data	100	100	100.0	0
Consultants Fee/Travel	211,804	204,160	96.4	7,644
Subtotal General Operations	<u>4,124,917</u>	<u>3,711,314</u>	90.0	<u>413,603</u>
<b>PROGRAMS*</b>				
Legal Services	133,000	83,974	63.1	49,026
State General Revenue Charge	281,800	281,708	100.0	92
Scientific Research	525,000	488,478	93.0	36,522
New Varieties Development	650,000	650,000	100.0	0
Economic & Market Research	578,932	527,233	91.1	51,699
Public Relations Programs	8,631,060	8,335,897	96.6	295,163
Retail Marketing	1,500,000	1,498,606	99.9	1,394
Fresh Fruit Marketing	1,045,380	989,403	94.6	55,977
International Marketing	4,523,207	4,190,295	92.6	332,912
Reserves	478,296	0	0.0	478,296
Subtotal Programs	<u>18,346,675</u>	<u>17,045,593</u>	92.9	<u>1,301,082</u>
<b>TOTAL EXPENDITURES</b>	<b><u>\$22,471,592</u></b>	<b><u>20,756,907</u></b>	<b>92.4</b>	<b><u>\$1,714,685</u></b>

\*Program costs exclude general operating expenses

# FLORIDA DEPARTMENT OF CITRUS

## BUDGETED EXPENDITURES BY DEPARTMENT

FISCAL YEAR ENDED JUNE 30, 2017

DESCRIPTION	APPROVED BUDGET	YEAR TO DATE	% TO DATE	UNEXPENDED BALANCE
Administration				
Admin and Support Services	\$2,129,144	\$1,834,244	86.1	\$294,900
State General Revenue Charge	281,800	281,708	100.0	92
Scientific Research & Development				
General Operations	610,019	553,335	90.7	56,684
Scientific Product Research	663,004	620,538	93.6	42,466
New Varieties Development-Gen Rev	650,000	650,000	100.0	0
Economic and Market Research				
General Operations	381,000	368,322	96.7	12,678
Research Studies & Data	578,932	527,233	91.1	51,699
Marketing & Public Relations				
General Operations	679,350	593,716	87.4	85,634
Public Relations Programs	4,131,060	4,130,482	100.0	578
Public Relations Programs-Gen Rev	4,500,000	4,205,415	93.5	294,585
Retail Marketing-Gen Rev	1,500,000	1,498,606	99.9	1,394
Fresh Fruit Marketing-Gen Rev	1,000,000	944,238	94.4	55,763
Fresh Fruit Marketing	45,380	45,166	99.5	215
International Marketing				
International Promotions-DOC	495,000	474,737	95.9	20,263
International Promotions-FAS	4,348,607	4,029,170	92.7	319,437
Total Expenditures	21,993,296	20,756,907	94.4	1,236,390
Reserves	478,296	0	0.0	478,296
<b>TOTAL</b>	<b>\$22,471,592</b>	<b>\$20,756,907</b>	<b>92.4</b>	<b>\$1,714,686</b>

# FLORIDA DEPARTMENT OF CITRUS

## DEPARTMENTAL EXPENDITURES

JULY 1, 2016 - JUNE 30, 2017

DESCRIPTION	OCA CODE	APPROVED BUDGET	YEAR TO DATE EXPENDITURES	% TO DATE	UNEXPENDED BALANCE
<b>STATE GENERAL REVENUE CHARGE</b>					
57 10 00 00 000					
Florida Citrus Advertising Trust Fund	88040	<u>\$281,800</u>	<u>\$281,708</u>	100.0	<u>\$92</u>
<b>ADMINISTRATIVE AND SUPPORT SERVICES</b>					
<b>GENERAL OPERATIONS</b>					
57 10 10 08 001					
Commissioners Comp (OPS)	12101	6,000	1,065	17.8	4,935
Commissioners Travel	26001	6,000	5,589	93.2	411
57 10 10 09 001					
Salaries and Benefits	11000	1,359,600	1,321,284	97.2	38,316
Temporary Employee (OPS)	12100	5,000	97	1.9	4,903
Unemployment Compensation	16500	64,500	13,451	20.9	51,049
Employee Travel - All Variety	26000	23,000	8,280	36.0	14,720
Employee Travel - Orange Juice	26002	1,700	628	36.9	1,072
Employee Travel - Grapefruit	26003	1,700	0	0.0	1,700
Employee Travel - Fresh Fruit	26004	1,000	95	9.5	905
Subtotal		<u>1,468,500</u>	<u>1,350,489</u>	92.0	<u>118,011</u>
57 10 10 09 002					
Fruit Inspection Data	13260	100	100	100.0	0
Training	13280	500	0	0.0	500
People First	15800	7,445	7,445	100.0	0
Telephone	22100	36,500	36,494	100.0	6
Office Supplies	34101	1,800	253	14.0	1,547
Office Equipment	34102	500	0	0.0	500
Casualty Insurance	4100C	14,469	14,469	100.0	0
Property Insurance	4100P	4,530	4,364	96.3	166
Subscriptions	49200	8,200	8,172	99.7	28
Memberships	49300	800	550	68.8	250
Miscellaneous	49900	2,700	931	34.5	1,769
Building & Equipment (OCO)	51200	5,000	2,575	51.5	2,425
Subtotal General Operations		<u>1,551,044</u>	<u>1,425,842</u>	91.9	<u>125,202</u>
<b>LEGAL AND REGULATORY</b>					
<b>LEGAL SERVICES</b>					
57 10 10 10 002					
Court Reporting Fees	13140	1,000	0	0.0	1,000
Legal Srv-Adv Claims	1316A	15,000	8,567	57.1	6,433
Legal Srv-G Counsel	1316G	105,000	71,413	68.0	33,587
Legal Srv-Trademark	1316T	10,000	2,175	21.8	7,825
Legal Advertising	13310	2,000	1,819	90.9	181
Miscellaneous	29000	1,000	504	50.4	496
Total Legal Services		<u>\$134,000</u>	<u>\$84,478</u>	63.0	<u>\$49,522</u>

# FLORIDA DEPARTMENT OF CITRUS

## DEPARTMENTAL EXPENDITURES

JULY 1, 2016 - JUNE 30, 2017

DESCRIPTION	OCA CODE	APPROVED BUDGET	YEAR TO DATE EXPENDITURES	% TO DATE	UNEXPENDED BALANCE
<b>SUPPORT SERVICES</b>					
57 10 10 12 002					
Grounds Maintenance	13290	\$5,700	\$5,243	92.0	\$457
Mailing & Delivery Services	13420	2,400	2,346	97.7	54
Shredding Service	13421	400	315	78.8	85
Warehouse Services	13991	8,000	7,662	95.8	339
Postage	21000	6,000	3,900	65.0	2,100
Reproduction	23000	10,700	7,704	72.0	2,996
Maintenance - Auto	2410A	2,000	133	6.6	1,867
Maintenance - Building - Bartow	2410B	36,700	24,829	67.7	11,871
Maintenance - Equipment	2410E	1,000	0	0.0	1,000
Bartow Bldg Utilities	27100	82,300	73,931	89.8	8,369
Building Supplies	3410B	3,000	2,936	97.9	64
Distribution Supplies	3410D	300	295	98.4	5
Office Supplies	34101	500	91	18.3	409
Fuel	36410	1,000	67	6.7	933
Copy Equipment Rental	44200	11,600	11,577	99.8	23
Rental-Office Equipment	44400	8,000	7,752	96.9	248
Equipment - General (OCO)	51200	5,000	0	0.0	5,000
Chiller Replacement (FCO)	56100	85,000	12,756	15.0	72,244
Subtotal Support Services		269,600	161,535	59.9	108,065
<b>IT SERVICES</b>					
57 10 10 14 002					
DP Services - AST (EO=55)	1327A	47,454	47,454	100.0	0
DP Services - Database	1327D	2,000	0	0.0	2,000
DP Services - Other	22300	4,561	3,667	80.4	894
Data Processing Maint	2410D	2,500	1,739	69.5	761
DP Equipment	3410E	19,900	15,120	76.0	4,780
Data Processing Supplies	3410S	3,000	2,383	79.4	617
Media (OCO)	5160M	3,000	0	0.0	3,000
DP Equipment (OCO)	51600	18,100	18,060	99.8	40
Data Processing Software	53100	73,985	73,966	100.0	19
Subtotal IT Services		174,500	162,389	93.1	12,111
Total Support & IT Services		444,100	323,924	72.9	120,176
<b>TOTAL ADMIN, SUPPORT &amp; IT SERVICES</b>		<b>\$2,129,144</b>	<b>\$1,834,244</b>	86.1	<b>\$294,900</b>

# FLORIDA DEPARTMENT OF CITRUS

## DEPARTMENTAL EXPENDITURES

JULY 1, 2016 - JUNE 30, 2017

DESCRIPTION	OCA CODE	APPROVED BUDGET	YEAR TO DATE EXPENDITURES	% TO DATE	UNEXPENDED BALANCE
<b>SCIENTIFIC RESEARCH</b>					
<b>GENERAL OPERATIONS</b>					
57 10 12 10 001					
Salaries and Benefits	11000	\$305,000	\$301,365	98.8	\$3,635
Temporary Employees (OPS)	12100	3,000	0	0.0	3,000
Employee Travel	26000	10,000	8,515	85.1	1,485
57 10 12 10 002					
Product Monitor-Comp Analysis-AV	13261	25,000	20,822	83.3	4,178
Research Materials	13262	30,000	0	0.0	30,000
Mailing & Delivery Services	13420	1,000	0	0.0	1,000
People First	15800	4,872	4,872	100.0	0
Postage	21000	100	0	0.0	100
Telephone	22100	21,400	21,308	99.6	92
Reproduction	23000	500	149	29.7	351
Repairs & Maintenance	24101	88,600	78,738	88.9	9,862
Office Supplies	34101	1,500	544	36.3	956
CREC Operations	43300	115,000	113,939	99.1	1,061
Copy Equipment Rental	44200	2,200	2,007	91.2	193
Subscriptions	49200	200	40	20.0	160
Memberships	49300	200	100	50.0	100
Miscellaneous	49900	1,447	935	64.6	512
<b>TOTAL GENERAL OPERATIONS</b>		<b>610,019</b>	<b>553,335</b>	<b>90.7</b>	<b>56,684</b>
<b>MEDICAL RESEARCH</b>					
57 10 12 11 005					
UF-Gail Rampersaud	SR010	138,004	132,060	95.7	5,944
CTNS - OJ	SR030	245,000	228,524	93.3	16,476
Cognition Study - OJ	SR050	195,000	195,000	100.0	0
Hydration and Exercise Recovery - OJ	SR060	85,000	64,954	76.4	20,046
Subtotal Medical Research		663,004	620,538	93.6	42,466
<b>TOTAL SCIENTIFIC RESEARCH</b>		<b>\$1,273,023</b>	<b>\$1,173,872</b>	<b>92.2</b>	<b>\$99,151</b>

# FLORIDA DEPARTMENT OF CITRUS

## DEPARTMENTAL EXPENDITURES

JULY 1, 2016 - JUNE 30, 2017

<u>DESCRIPTION</u>	<u>OCA CODE</u>	<u>APPROVED BUDGET</u>	<u>YEAR TO DATE EXPENDITURES</u>	<u>% TO DATE</u>	<u>UNEXPENDED BALANCE</u>
<b>SCIENTIFIC SPONSORED RESEARCH</b>					
<b>GENERAL REVENUE PROGRAMS</b>					
57 10 12 11 003					
New Varieties Development - All Variety	GR090	\$650,000	\$650,000	100.0	\$0
<b>TOTAL NVDMC - GENERAL REVENUE</b>		<u>650,000</u>	<u>650,000</u>	100.0	<u>0</u>
<b>TOTAL SCIENTIFIC &amp; SPONSORED RESEARCH</b>		<u><b>\$1,923,023</b></u>	<u><b>\$1,823,872</b></u>	<b>94.8</b>	<u><b>\$99,151</b></u>
<b>* SUBTOTALS BY FUNDING SOURCE</b>					
Scientific Research - CATF		\$1,273,023	\$1,173,872	92.2	\$99,151
Scientific Research - GR		650,000	650,000	100.0	0
Total		<u><b>\$1,923,023</b></u>	<u><b>\$1,823,872</b></u>	<b>94.8</b>	<u><b>\$99,151</b></u>



# FLORIDA DEPARTMENT OF CITRUS

## DEPARTMENTAL EXPENDITURES

JULY 1, 2016 - JUNE 30, 2017

DESCRIPTION	OCA CODE	APPROVED BUDGET	YEAR TO DATE EXPENDITURES	% TO DATE	UNEXPENDED BALANCE
<b>ECONOMIC AND MARKET RESEARCH</b>					
<b>GENERAL OPERATIONS</b>					
57 10 13 10 001					
Salaries and Benefits	11000	\$312,000	\$306,791	98.3	\$5,209
Temporary Employees (OPS)	12100	32,000	31,957	99.9	43
Employee Travel - AV	26000	24,000	19,745	82.3	4,255
57 10 13 10 002					
Research Publications	13263	1,200	1,190	99.2	10
Website	13270	4,800	3,600	75.0	1,200
Postage	21000	250	88	35.1	162
Telephone	22100	2,400	1,555	64.8	845
Reproduction	23000	500	402	80.4	98
Office Supplies	34101	790	71	9.0	719
Copy Equipment Rental	44200	2,300	2,175	94.6	125
Subscriptions	49200	50	40	80.0	10
Miscellaneous	49900	710	708	99.7	2
Subtotal General Operations		381,000	368,322	96.7	12,678
<b>RESEARCH DATA &amp; STUDIES</b>					
57 10 13 12 003					
Processed Retail Sales-A.C.Nielsen	ER010	266,382	266,382	100.0	0
FL Agri Market Research Center - AV	ER020	225,000	213,696	95.0	11,304
Economic Impact Analysis - AV	ER025	11,000	11,000	100.0	0
Other Data Purchases - AV	ER035	51,550	18,196	35.3	33,354
Survey's - Toluna - AV	ER060	25,000	17,958	71.8	7,042
Subtotal Research Data & Studies		578,932	527,233	91.1	51,699
<b>TOTAL ECON &amp; MKT RESEARCH</b>		<b>\$959,932</b>	<b>\$895,555</b>	<b>93.3</b>	<b>\$64,377</b>

# FLORIDA DEPARTMENT OF CITRUS

## DEPARTMENTAL EXPENDITURES

JULY 1, 2016 - JUNE 30, 2017

DESCRIPTION	OCA CODE	APPROVED BUDGET	YEAR TO DATE EXPENDITURES	% TO DATE	UNEXPENDED BALANCE
<b>MARKETING AND PUBLIC RELATIONS</b>					
<b>GENERAL OPERATIONS</b>					
57 10 15 10 001					
Salaries and Benefits	11000	\$561,900	\$534,441	95.1	\$27,459
Employee Travel - All Variety	26000	25,000	15,187	60.7	9,813
Employee Travel - Orange Juice	26002	45,000	14,561	32.4	30,439
Employee Travel - Fresh	26004	7,000	2,946	42.1	4,054
57 10 15 10 002					
Coupon Redemption- OJ	RM030	2,141	1,414	66.0	727
Mailing & Delivery Services	13420	5,310	5,309	100.0	1
People First	15800	4,359	4,359	100.0	0
Postage	21000	3,490	38	1.1	3,452
Telephone	22100	8,000	4,483	56.0	3,517
Audio-Visual Services	24102	750	0	0.0	750
Consultant Travel	26002	500	0	0.0	500
DP Equipment	3410E	2,000	0	0.0	2,000
Office Supplies	34101	1,900	0	0.0	1,900
Trade Meals	35000	100	0	0.0	100
Conventions	44900	500	0	0.0	500
Subscriptions	49200	2,000	1,600	80.0	400
Memberships	49300	9,400	9,380	99.8	20
<b>TOTAL GENERAL OPERATIONS</b>		<b>679,350</b>	<b>593,716</b>	<b>87.4</b>	<b>85,634</b>
<b>GENERAL REVENUE PROGRAMS</b>					
57 10 15 11 003					
Consumer Awareness - PR	GR010	3,250,000	3,109,000	95.7	141,000
Consumer Awareness - Retail	GR020	1,500,000	1,498,606	99.9	1,394
Influencer Outreach	GR030	1,000,000	867,493	86.7	132,507
Fresh Fruit Promotions- FO	GR040	360,000	355,728	98.8	4,272
Fresh Fruit Promotions- FG	GR045	540,000	491,419	91.0	48,581
Gift Fruit Promotions	GR050	100,000	97,091	97.1	2,910
FL Welcome Stations-Juice	GR080	250,000	228,922	91.6	21,078
<b>TOTAL GENERAL REVENUE PROGRAMS</b>		<b>\$7,000,000</b>	<b>\$6,648,258</b>	<b>95.0</b>	<b>\$351,742</b>

# FLORIDA DEPARTMENT OF CITRUS

## DEPARTMENTAL EXPENDITURES

JULY 1, 2016 - JUNE 30, 2017

DESCRIPTION	OCA CODE	APPROVED BUDGET	YEAR TO DATE EXPENDITURES	% TO DATE	UNEXPENDED BALANCE
<b>PUBLIC RELATIONS</b>					
<b>CORPORATE - ALL VARIETIES</b>					
57 10 15 12 003					
Website Platforms	PR012	\$390,000	\$389,931	100.0	\$69
Reactive Issues Management	PR016	1,328,200	1,328,141	100.0	59
Subtotal Corporate - All Varieties		1,718,200	1,718,073	100.0	127
<b>PROCESSED ORANGE</b>					
57 10 15 12 004					
Media Relations	PR014	245,000	244,978	100.0	22
Social Media/Community Management	PR044	397,000	396,641	99.9	359
Proactive Issues Management	PR046	1,591,840	1,591,835	100.0	5
Subtotal Processed Orange		2,233,840	2,233,455	100.0	385
<b>GRAPEFRUIT</b>					
57 10 15 12 005					
Drug Interaction	PR072	135,720	135,710	100.0	10
Subtotal Grapefruit		135,720	135,710	100.0	10
<b>IN-STATE PROGRAMS</b>					
57 10 15 12 008					
Industry Grower Relations - AV	PR081	43,300	43,244	99.9	56
Subtotal In-State Programs		43,300	43,244	99.9	56
<b>FRESH FRUIT</b>					
57 10 16 11 007					
Gift Fruit Programs	RM070	32,180	31,985	99.4	195
Gift Fruit Printing	23006	13,200	13,180	99.9	20
Subtotal Gift Fruit		45,380	45,166	99.5	214
<b>TOTAL PR PROGRAMS - CATF</b>		<b>\$4,176,440</b>	<b>\$4,175,648</b>	<b>100.0</b>	<b>\$792</b>
<b>* SUBTOTALS BY FUNDING SOURCE</b>					
PR & Domestic Marketing - CATF		\$4,855,790	\$4,769,363		\$86,427
PR & Domestic Marketing - GR		7,000,000	6,648,258		351,742
Total		\$11,855,790	\$11,417,622		\$438,168

# FLORIDA DEPARTMENT OF CITRUS

## DEPARTMENTAL EXPENDITURES

JULY 1, 2016 - JUNE 30, 2017

DESCRIPTION	OCA CODE	APPROVED BUDGET	YEAR TO DATE EXPENDITURES	% TO DATE	UNEXPENDED BALANCE
<b>INTERNATIONAL MARKETING</b>					
<b>GENERAL OPERATIONS</b>					
57 10 18 10 001					
Salaries and Benefits	11000	\$177,500	\$177,434	100.0	\$66
Employee Travel - Orange Juice	26002	2,500	2,499	99.9	1
Employee Travel - Grapefruit	26003	22,000	21,734	98.8	266
Employee Travel - PO/PG/FG	26006	4,500	3,889	86.4	611
57 10 18 10 002					
Promotional Items	IM100	2,500	913	36.5	1,587
Mailing & Delivery Services	13420	500	91	18.1	409
Banking Services (Foreign Currency)	13450	1,500	1,034	69.0	466
Postage	21000	100	0	0.0	100
Telephone	22100	2,000	1,246	62.3	754
Promotional Materials Printing	23006	1,166	183	15.7	983
Office Supplies	34101	500	19	3.7	481
Trade Meals	35000	500	0	0.0	500
Subscriptions	49200	500	40	8.0	460
Memberships	49300	5,000	4,500	90.0	500
Miscellaneous	49900	500	0	0.0	500
F/C Fluctuations (Certified)	84003	31,800	31,713	0.0	87
Subtotal General Operations		253,066	245,294	96.9	7,772
<b>FAS ADMINISTRATION</b>					
57 10 18 10 003					
Evaluations-DOC	IM01D	15,800	15,766	99.8	34
Evaluations-FAS	IM01F	43,000	43,000	100.0	0
Consultant Fee-DOC	1313D	68,500	68,500	100.0	0
FAS Annual Workshop-DOC	26003	2,200	2,200	100.0	0
Subtotal FAS Administration		\$129,500	\$129,466	100.0	\$34

# FLORIDA DEPARTMENT OF CITRUS

## DEPARTMENTAL EXPENDITURES

JULY 1, 2016 - JUNE 30, 2017

DESCRIPTION	OCA CODE	APPROVED BUDGET	YEAR TO DATE EXPENDITURES	% TO DATE	UNEXPENDED BALANCE
<b>CANADIAN PROMOTIONS</b>					
Fresh & Processed Grapefruit					
57 10 18 10 103					
Promotions-DOC	1335D	\$24,405	\$24,405	100.0	\$0
Promotions-FAS	1335F	503,000	389,211	77.4	113,789
Subtotal Canada-Fresh & Proc. Gft.		527,405	413,616	78.4	113,789
Processed Orange					
57 10 18 10 104					
Promotions-DOC	1335D	31,469	31,469	100.0	0
Promotions-FAS	1335F	312,578	260,895	83.5	51,683
Subtotal Canada-Proc Orange		344,047	292,364	85.0	51,683
<b>TOTAL CANADIAN MARKETING</b>		<b>871,452</b>	<b>705,979</b>	<b>81.0</b>	<b>165,473</b>
<b>EUROPEAN PROMOTIONS</b>					
<b>EUROPE - RETAIL - GRAPEFRUIT</b>					
Fresh & Processed Grapefruit					
57 10 18 11 300					
Promotions-DOC	1335D	20,490	20,490	100.0	0
Promotions-FAS	1335F	346,000	308,885	89.3	37,115
Total Europe Retail - Fresh & Proc. GFT		366,490	329,375	89.9	37,115
<b>FRANCE - PROMOTIONS - GRAPEFRUIT</b>					
Fresh & Processed Grapefruit					
57 10 18 11 203					
Promotions-DOC	1335D	29,069	29,069	100.0	0
Promotions-FAS	1335F	614,735	537,263	87.4	77,472
Total France Retail - Fresh & Proc. GFT		643,804	566,332	88.0	77,472
<b>TOTAL EUROPEAN PROMOTIONS</b>		<b>\$1,010,294</b>	<b>\$895,707</b>	<b>88.7</b>	<b>\$114,587</b>

# FLORIDA DEPARTMENT OF CITRUS

## DEPARTMENTAL EXPENDITURES

JULY 1, 2016 - JUNE 30, 2017

DESCRIPTION	OCA CODE	APPROVED BUDGET	YEAR TO DATE EXPENDITURES	% TO DATE	UNEXPENDED BALANCE
<b>ASIAN PROMOTIONS</b>					
<b>JAPAN</b>					
Fresh & Processed Grapefruit					
57 10 18 12 103					
Promotions-DOC	1335D	\$40,101	\$29,736	74.2	\$10,365
Promotions-FAS	1335F	1,789,081	1,753,681	98.0	35,400
Total Japan-Fresh & Proc. Gft.		1,829,182	1,783,418	97.5	45,764
<b>KOREA</b>					
Fresh & Processed Grapefruit					
57 10 18 13 103					
Promotions-DOC	1335D	9,900	7,808	78.9	2,092
Promotions-FAS	1335F	405,000	401,021	99.0	3,979
Total Korea-Fresh & Proc. Gft.		414,900	408,829	98.5	6,071
Fresh & Processed Orange					
57 10 18 13 104					
Promotions-FAS	1335F	335,213	335,213	100.0	0
Total Korea-Fresh & Proc. Orange		335,213	335,213	100.0	0
<b>TOTAL ASIAN PROMOTIONS</b>		<b>2,579,295</b>	<b>2,527,460</b>	<b>98.0</b>	<b>51,835</b>
<b>TOTAL INTERNATIONAL MARKETING</b>		<b>\$4,843,607</b>	<b>\$4,503,906</b>	<b>93.0</b>	<b>\$339,701</b>
<b>* SUBTOTALS BY FUNDING SOURCE</b>					
Int'l Mktg-DOC		\$495,000	\$474,736	95.9	\$20,264
Int'l Mktg-FAS		4,348,607	4,029,170	92.7	319,437
		<b>\$4,843,607</b>	<b>\$4,503,906</b>	<b>93.0</b>	<b>\$339,701</b>

**FLORIDA DEPARTMENT OF CITRUS**  
**INTERNATIONAL MARKETING**  
**2016-2017 EXPENDITURES BY VARIETY/FUNDING SOURCE**

	<u>TOTAL</u>	<u>PROCESSED ORANGE</u>	<u>PROCESSED GRAPEFRUIT</u>	<u>FRESH GRAPEFRUIT</u>
<b>DEPARTMENT OF CITRUS</b>				
General Operations	\$245,294	\$35,658	\$49,646	\$159,991
FAS Administration	86,466	12,970	17,293	56,203
Canadian Marketing	55,874	31,469	6,101	18,303
European Promotions	49,558	0	12,390	37,169
Asian Promotions	<u>37,544</u>	<u>0</u>	<u>9,386</u>	<u>28,158</u>
Subtotal DOC	<u>474,737</u>	<u>80,097</u>	<u>94,816</u>	<u>299,824</u>
<b>FOREIGN AGRICULTURAL SERVICE PROGRAM</b>				
FAS Administration	43,000	6,450	8,600	27,950
Canadian Marketing	650,106	260,895	97,303	291,908
European Promotions	846,148	0	211,537	634,611
Asian Promotions	<u>2,489,916</u>	<u>335,213</u>	<u>538,676</u>	<u>1,616,027</u>
Subtotal FAS	<u>4,029,170</u>	<u>602,558</u>	<u>856,116</u>	<u>2,570,496</u>
<b>TOTAL INTERNATIONAL MARKETING</b>	<b><u><u>\$4,503,906</u></u></b>	<b><u><u>\$682,654</u></u></b>	<b><u><u>\$950,931</u></u></b>	<b><u><u>\$2,870,320</u></u></b>
Percent DOC Contribution	<u>12%</u>	<u>13%</u>	<u>11%</u>	<u>12%</u>