



**Global Marketing
Domestic**

**Annual Report
2018–2019**

FLORIDA DEPARTMENT OF CITRUS

Annual Report

2018-2019

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FLORIDA DEPARTMENT OF CITRUS

ANNUAL REPORT

JUNE 30, 2019

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 five years. In 2017-18, the citrus industry faced a new challenge in Hurricane Irma, which made landfall in Florida just as the harvesting season was expected to begin. The storm caused widespread damage, impacting every citrus-producing region in the state with growers experiencing 30 to 70 percent crop loss. The last USDA production forecast of that season placed Florida Orange production at 44.95 million boxes in July, a decrease of nearly 35 percent over the previous season, and 3.88 million boxes of grapefruit. In 2018-19, Florida Citrus production returned to pre-Hurricane Irma levels and exceeded expectations slightly with 71.6 million boxes produced. There is a renewed sense of optimism in the industry as grower investments increase and new research emerges.

MARKETING

The main activity of the Global Marketing Department at 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 and fresh Florida Oranges in certain markets.

In 2018-19, the global marketing programs achieved great success. A video showcasing highlights of program activity for the season may be viewed at the following link: [FDOC Global Marketing Video](#)

FDOC's domestic marketing programs focused heavily on highlighting the nutritional benefits of Florida Orange Juice while protecting and defending the Florida Citrus industry. As the sugar content of 100% orange juice and its role in the diets of children and families continues to be a

hot topic among the media and consumers, the FDOC continued proactive consumer programs as well as activities aimed at talking to influencers, such as registered dietitians and credentialed experts, one-on-one and in food/agriculture spaces. Additionally, the FDOC explored ways to communicate effectively with nurse practitioners who work with children and families by becoming a member of the American Association of Nurse Practitioners as well as participating in the organization's annual conference and expo.

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. The marketing department continued to take a hard stance on nutrition in the 2018-19 season with enhanced messaging on all platforms, backed by scientific research in collaboration with the FDOC's Scientific Research Department, to ensure the nutritional benefits of 100% orange juice were communicated effectively with millennial moms. To support this objective, the FDOC developed a series of videos called "Florida OJ 101" in partnership with Registered Dietitian Holley Grainger to showcase the nutritional benefits of 100% orange juice in an easily digestible format. This series was shared on FDOC social, digital and web channels. The FDOC also hosted a grove tour for Registered Dietitians to introduce them to the industry, meet growers and gain a new understanding of the scientific research behind the health benefits of OJ. Reactive programs included continued efforts to monitor the media for potential issues, respond when necessary and build a coalition of influencers in the nutrition and policy world who can be called upon for assistance when needed. The FDOC also took critical steps to prepare the industry for potential issues with consumers and the media by developing a playbook to address various topics of concern.

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 as fresh Florida Oranges in Canada.

The FDOC marketing strategy in Japan for 2018-19 focused on highlighting the premium quality of Florida Grapefruit. The FDOC focused on educating consumers on the great taste and versatility of Florida Grapefruit through a variety of tactics, including public relations, foodservice and retail marketing. The FDOC continued its celebration of Florida Grapefruit Day with a three-day event in Tokyo where more than 4,300 Florida Grapefruit were sold. The event attracted more than 12,600 visitors, an increase from last season, and over 2,200 samples were distributed.

In South Korea, activities focused on highlighting the nutritional benefits and premium quality of Florida Orange Juice. Programs included retail promotions, foodservice partnerships, social media, media outreach and more. In the retail space educational lifestyle classes were held in partnership with high-end retailers and Mom's Club. The classes focused on staying healthy as an expectant mother with Florida Orange Juice. With over 850 attendees the lifestyle classes were regarded as a great success. For Florida Grapefruit, activations included print, online, and retail demonstrations highlighting Florida origin.

In Europe, retail marketing and public relations programs focused on fresh Florida Grapefruit as a culinary ingredient with premium quality. In France, FDOC hosted a media event at a U.S. embassy property that included a unique sensorial experience of Florida Grapefruit and guest chefs. The event attracted 31 attendees and garnered coverage in more than 100 publications. Pan-Europe programs focused on sampling and digital retail activations at top retailers in Belgium, Sweden and the United Kingdom, including a partnership with the Florida Department of Agriculture and Consumer Services.

In Canada, activations included fresh Florida Grapefruit, fresh Florida Oranges and Florida Orange Juice. For Florida Grapefruit, FDOC focused on retail outreach to secure produce space for Florida Grapefruit, including several flyer ads featuring the Florida Grapefruit logo. For fresh Florida Oranges, the FDOC held several fresh-squeezed orange juice demos at retailers to encourage purchase of Florida fruit and educate consumers on the health benefits of our products. For Florida Orange Juice, programs focused on similar messages and targets as the U.S. audience and included matte releases, media outreach, digital activations and audio partnerships. With the release of updated national dietary guidelines came the elimination of fruit juice, such as 100% orange juice, from its recommendations. To ensure orange juice continues to play a role in the healthy diets of Canadians, the FDOC shared nutritional information at the Dietitians of Canada Conference and met with policy makers.

ECONOMIC AND MARKET RESEARCH

During the 2018-19 fiscal year, the Economic and Market Research Department managed the collection, analysis and reporting of market research and production data and findings to the Florida Citrus Commission, FDOC staff and citrus industry organizations and stakeholders. EMRD enhanced presentation materials to increase the content of citrus industry trends reported to the FCC and other industry stakeholders. The department expanded the discussion on retail sales trends by reporting on additional data points to describe the changes in volume movement.

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 processor statistics report and the post estimate fruit price reports. The department maintained a confidential processor statistics database and network sources and implemented the process of data migration into SQL server to ensure the security of the data and to enable the team to respond to ad hoc industry data requests in a timely manner. The department met periodically with the Processing Statistics Reporting Advisory Committee to provide updates and seek guidance on new trends in reporting.

The department also continued to provide internal support with custom data for use in domestic and international programs, and to project citrus crop utilization and imports for use in budget projections. The department provided consumer trend studies in support of marketing programs to inform on changes in consumer tastes and preferences as well as studies focused on performance measurement and a benefit-cost analysis of investing in FDOC marketing activities. The department provided data in support of strategic planning efforts throughout the year.

In addition to periodic publications, the department also served as an industry point of contact for data on the decline in the value of Florida Citrus production due to increased imports, a lingering impact of Hurricane Irma. The department worked closely with the UF/IFAS Economic Impact Analysis Program on research, headed by Dr. Christa Court, to provide key information for the update to the Economic Contributions study. The department also completed the production trends report to demonstrate the impacts of current production trends on long-term production availability.

The department continued efforts to quantitatively assess world orange juice availability by updating the world OJ model for use in estimating imports for the Florida Citrus Outlook and for internal budget utilization estimates.

SCIENTIFIC RESEARCH

In 2018-2019, the Scientific Research Department focused on the health benefits of Florida Citrus, with an emphasis on Florida Orange Juice. The department continued to fund a longitudinal study on orange juice consumption and its effect on weight and health measurements of children. In addition, the SRD proposed and began funding on two observational studies on children and adults. The first will examine the effects OJ consumption on diet quality and weight and the second will look at the trends in OJ consumption and how nutrient adequacy is affected over time. Each of these studies will conclude in the 2019-2020 fiscal year.

SRD also collaborated with outside entities, including the faculty at UF/IFAS Citrus Research and Education Center, on citrus greening disease-based projects. Within the industry there is an interest in examining and potentially taking steps to redefine the FDA standard of identity for both the orange and orange juice. Staff has been involved in the initial discussions and data gathering for these projects.

The Scientific Research Advisory Committee met several times to assist staff in creating a long-range plan for the SRD nutrition research program. SRD staff also participated in long-range planning for the FDOC as well as assisted the global marketing department with developing nutrition-focused messaging, presented educational information to registered dietitians and nurse practitioners, and supported public relations programs.



U.S. RESEARCH INSIGHTS

We utilize a variety of qualitative and quantitative research in order to assess attitudes toward key issues, and track awareness of outreach efforts among key audiences, including general consumers and Millennial Moms.

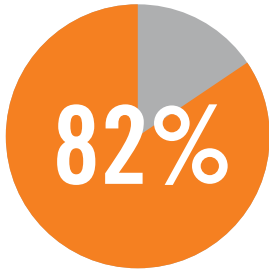
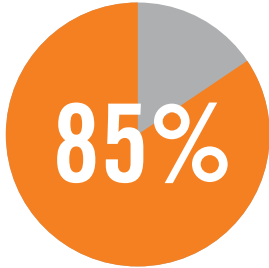
Consumers still demonstrate affinity for OJ.¹

- 1 **81%** of consumers agree that "100% orange juice is healthy."
- 2 **78%** of consumers like the taste of orange juice "a fair amount" or "a great deal."
- 3 **63%** of consumers associate 100% orange juice with a great source of vitamins and nutrients.

We are maintaining perceptions among our target audience, Millennial Moms.

- 4 **80%** of Millennial Moms agree that "100% orange juice is healthy."
- 5 **62%** of Millennial Moms associate 100% orange juice with a great source of vitamins and nutrients.

What we learned from our influencers:

- 7  82% of influencers (registered dietitians, consumer influencers) who participated in FDOC events in FY 18/19 say it's "definitely true" that 100% orange juice is a healthy beverage in moderation; 18% of influencers say it is "somewhat true"; and 0% consider the statement "somewhat false" or "completely false."
- 8  85% said they would be "very likely" or "somewhat likely" to recommend 100% OJ as a healthy beverage.

1. ©2019 Porter Novelli. Results based on Porter Novelli's Spring Styles survey of 6,657 American adults. Data collected March 22 – May 3.

EFFORTS AND IMPACT

CAMPAIGN ENGAGEMENT

This year, the team focused on educating and engaging core audiences, specifically, Millennial Moms, about the nutritional benefits of Florida Citrus. The team shared messaging with consumers across a number of social and digital channels including Facebook, Instagram, Pinterest and the FDOC website. Tactics including consumer education and engagement, live event social integration, and test and learn content executions diversified the approach to promoting our key messages.

FLOJ 101

Looking to educate audiences on the benefits of Florida Orange Juice, as well as dispel myths and misinformation around 100% orange juice, the team created a video campaign with Registered Dietitian and mom of two, Holley Grainger, to deliver messages to core audiences. Millennial Moms trust RDs and other moms, therefore partnering with Holley to engage Millennial Moms was a natural fit.

FDOC coordinated with FDOC’s scientific research department and marketing teams to create a content series featuring six segments delivering six core videos that could easily be edited and shared across a number of digital audio and video channels. The six core topics included: No Added Sugar, Weight Management, Hesperidin, The Amazing 5, Hydration and The Florida Difference.

The team created more than 150 pieces of content out of the shoot that were placed into a launch that began in April and will carry through the 2019 calendar year. Each month a new topic is launched with content being promoted on video channels (Pre-Roll), Facebook, Instagram, Pinterest, Online Audio and FDOC web pages.

Initial reactions are very strong with the video content driving millions of impressions and exceeding existing engagement rates. Holley’s No Added Sugar and Carousel units are some of the top performing content for Facebook and Instagram in the last quarter of FY18 – 19.





FDOC PROGRAM MEASUREMENT REPORT | July 2018 - June 2019

EFFORTS AND IMPACT

COLD & FLU

FDOC leveraged Cold and Flu season, a moment in time where consumers are seeking information and “feel good” remedies, to educate Millennial Moms on the nutritional benefits of 100% orange juice. The team created an integrated campaign to deliver nutrition-focused messages around Preparation and Recovery to Millennial Moms during multiple points during the day. Content included a mix of helpful tips and recipes for Millennial Moms to engage with and share across their social networks. FDOC also engaged with nutrition experts and lifestyle bloggers to discuss health and wellness and share the 100% orange juice nutrition messaging.

48+ million
total impressions

6.6K+
engagements



NATIONAL OJ DAY

To celebrate FLOJ on May 4, 2019, the team created a plan to engage consumers with content around “Fuel Your Fun” and other relevant moments like the Kentucky Derby and Cinco de Mayo. The goal was to deliver nutrition messaging, and samples, through lifestyle channels.

Prior to the event, FDOC partnered with four registered dietitians (Amy Gorin, Natalie Rizzo, Alexis Joseph and Kara Lydon) and four bloggers (Lively Table, Milk and Honey Nutrition, The Little Kitchen, The Diet Diva) to create custom recipes inspired by and highlighting the Amazing benefits of FLOJ. Highlights of the bloggers included:



Natalie Rizzo, RD, posted an interactive Instagram Story which asked followers to share their morning fueling method. Her Instagram story garnered 515 impressions in 24 hours.

In her blog post, Amy Gorin, RD, cited the Grove Tour as a highlight of her education on 100% orange juice’s unique health benefits.

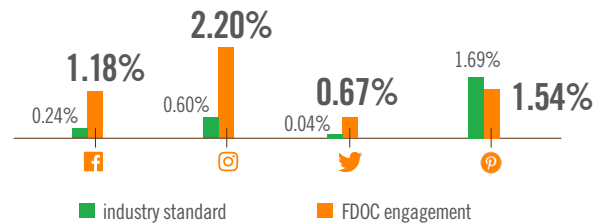
The FDOC also developed a newsletter that was shared with more than 840 RDs, highlighting the activities around National OJ Day and showcasing how consumers across the country will receive Florida Orange Juice nutrition messaging.

EFFORTS AND IMPACT

NATIONAL OJ DAY (cont.)

The team developed 29 pieces of content focusing on FLOJ-inspired Cinco de Mayo and Kentucky Derby themed recipes that were shared across Instagram (posts and stories), Twitter, Pinterest and Facebook. Digital activations saw more than 14,000 social engagements and more than 174 million impressions during the National OJ Day week of activities.

The celebration continued offline at the Tampa Riverfest with a sampling booth, brand ambassadors wandering the crowd with portable FLOJ backpack juice dispensers, face painting for kids and temporary tattoos for adults. The activity was very popular, and samples were in high demand – FDOC provided more than 1,500 samples in just over three hours.



Best Performing Content



FB Wheeler Brothers Florida Citrus Grower Post
Engagement Rate: 13.00%



IG National OJ Day Post
Engagement Rate: 5.68%



Pinterest Whiskey Sour Punch Post
Engagement Rate: 15.02%



TW #OJSelfie Post
Engagement Rate: 9.00%

OJ SOCIAL

Custom content is the key to strong engagement with consumers. FDOC generated content to position the brand as a resource to help Millennial Moms achieve a healthy lifestyle. Leveraging consumer insights, the team created recipes, tips and educational content to deliver Florida Orange Juice nutrition and health benefits. The content continuously beat expectations across all channels and outperformed industry benchmarks:

- ▶ Facebook: 1.18% average engagement rate
Industry benchmark of 0.24%
- ▶ Instagram: 2.20% average engagement rate
Industry benchmark of 0.60%
- ▶ Twitter: 0.67% average engagement rate
Industry benchmark of 0.04%
- ▶ Pinterest: 1.69% average engagement rate
Industry benchmark of 1.54%

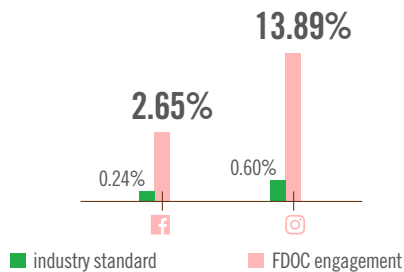
GF SOCIAL

Following a successful test campaign last year, the team continued efforts in driving awareness of the benefits of Florida Grapefruit on Facebook and Instagram. Content this year focused on sharing unique stories around Florida Citrus Grower history and educating Millennial Moms on where the products come from and what makes them so special. Much like Florida Orange Juice content, the Florida Grapefruit content resonated well with core audiences. Engagement rates exceeded industry benchmarks.

- ▶ Facebook: 2.65% average engagement rate
Industry benchmark of 0.24%
- ▶ Instagram: 13.89% average engagement rate
Industry benchmark of 0.60%

EFFORTS AND IMPACT

GF SOCIAL (cont.)



Best Performing Content



Veronique Sallin's Post
Engagement Rate: 5.00%



IG Grapefruit Nutrition Post
Engagement Rate: 19.51%

CONSUMER EDUCATION AND ENGAGEMENT

To further extend reach, the team promoted content to Millennial Moms across social and multiple digital channels (display, native, video, audio and search). Highlights for the year include:

- ▶ High-profile media stories (Washington Post, Shape, etc.) allowed FDOC to share on news sites and deliver exponential number of impressions vs. previous years.

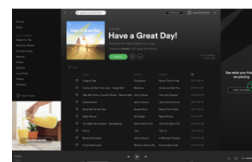
- ▶ New social creative tools (Facebook & Instagram Carousel, Stories and Collection units) allowed FDOC to engage Millennial Moms in unique ways that resulted in higher click through rates.
- ▶ Pinterest exceeded previous year metrics with engaging recipe content that delivered nutrition components that Millennial Moms desire.
 - FY 18-19: 94 million
 - FY 19-20: 143 million
- ▶ New online audio opportunities with Spotify and Pandora provided highly targeted ways to connect with our audience with immediate feedback on how the content is performing.
 - 10+ million impressions on Spotify and Pandora
- ▶ Throughout the year, the team shifted display (promoted web content) to offer more dynamic (HTML 5) assets integrating video elements to deliver more context around our messaging.
- ▶ Video pre-roll on digital apps, targeted based on audiences' behaviors and viewing habits, drove strong results specifically for FLOJ 101 to precisely target Millennial Moms with nutrition and myth-busting messaging.
 - 6+ million impressions

Key Success Metrics

455 million impressions | \$1.29 cost per click (well below the goal of \$2.00)

3.6+ million social engagements

PANDORA/SPOTIFY



VIDEO PRE-ROLL



FACEBOOK CAROUSEL





EFFORTS AND IMPACT

WEB PERFORMANCE AND SEARCH ENGINE OPTIMIZATION

Web activities focused on expanding the health and nutrition sections specifically for Florida Orange Juice. The FDOC team added new consumer friendly elements to the nutrition pages, as well as launched a new page supporting FLOJ 101 and elevated the cold and flu pages to the main navigation to increase their prominence and importance to Millennial Moms.

The nutrition pages not only featured new consumer facing nutrition details, but also new pages specific to consumer behaviors. With asthma having an increase in search earlier in the year, the team developed a specific page highlighting the benefits of FLOJ with Asthma and saw more than 450,000 consumers visit the FLOJ asthma page in the last six months.

The optimizations of the nutrition page, new cold & flu and the FLOJ 101 page helped the FDOC web pages deliver strong results for consumers that visited the pages. Consumer time on site increased by 18% with consumers spending longer amounts of time watching FLOJ recipes and FLOJ 101 videos. The sites also saw a strong increase from organic search, meaning more consumers were searching for Florida Orange Juice – unpromoted – than last year.



Florida OJ Nutrition Facts

Florida Orange Juice is well-known for being rich in vitamin C and one 8-ounce glass of orange juice provides more than 100 percent of the recommended daily value. But did you know it's also a good source of other essential vitamins and minerals such as potassium, folate, and thiamin? Florida Orange Juice's combination of nutrients supports overall health and can help adults and children meet intake recommendations for certain key nutrients.

See below to learn more about the nutrients Florida Orange Juice provides:

- | | | |
|---|--|---|
| <p>1 Vitamin C - Vitamin C is a powerful antioxidant and is important for the immune health, blood circulation, and bone health.</p> | <p>4 Potassium - Potassium is a vital mineral that is needed for the heart, kidneys, muscles and other organs to function properly.</p> | <p>11 Nеспeridin - Nеспeridin is found in Florida Orange Juice and helps to support immune system.</p> |
| <p>10 Magnesium - Magnesium plays an important role in helping your energy, as well as maintaining your blood pressure, heart health, and bone health.</p> | <p>15 Antioxidants - Orange Juice has natural antioxidants, such as flavonoids, and flavanones that support overall antioxidant properties.</p> | <p>16 Vitamin B6 - Vitamin B6 helps the body make antibodies, to help fight disease, and also to convert food into energy.</p> |
| <p>11 Thiamin - Thiamin is essential for energy metabolism, cell growth, development, and function.</p> | <p>4 Vitamin A - Vitamin A is essential for healthy cell growth, vision, and immune function.</p> | <p>10 Calcium and Vitamin D - Florida Orange Juice is a good source of calcium and vitamin D to support bone health.</p> |
| <p>4 Folate - Folate is essential for proper cell division, and is part of a well-balanced diet. Many citrus fruits are good sources of folate.</p> | <p>1 Taste - Real Juice is Florida Orange Juice. Real taste. Real good.</p> | <p>10 No Sugar Added - Florida Orange Juice is naturally sweet and contains no added sugar.</p> |

BLOGGER AND INFLUENCER ENGAGEMENT

Blogger and influencers continue to be an integral way to engage Millennial Moms and consumer audiences. Knowing core audiences trust bloggers and influencers, FDOC directly engaged with 54 influencers, including Registered Dietitians and lifestyle bloggers, to serve as trustworthy expert sources to educate Millennial Moms on the nutritional benefits of Florida Orange Juice.

The team worked with bloggers to create authentic content that would relate to their audiences during key moments throughout the year. Key moments included: Back to School, Cold and Flu, New Year, New You, National Nutrition Month, National OJ Day, and Spring and Summer holidays,

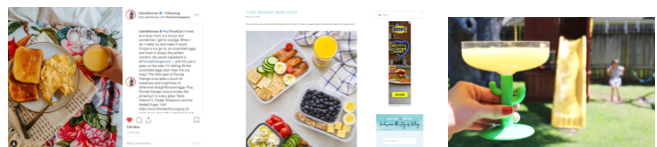
Activities saw more than three million targeted impressions and more than 21,000 engagements with the blogger content. Bloggers and influencers also created 106 pieces of Florida Orange Juice inspired content for their audiences.



1.4M+ impressions

20.9K+ engagements

106 pieces of content



EFFORTS AND IMPACT

Driving Influencer Messaging

Throughout FY 18-19, FDOC used dynamic outreach tactics to share FLOJ messages with authoritative influencers who reach consumers, including Registered Dietitians (RDs) and Nurse Practitioners (NPs).

Through 4 major activations, FDOC potentially reached 88,000+ RDs and 5,000+ NPs.

FDOC directly engaged with 38 nutrition and health influencers to educate them, and ultimately consumers, on the nutritional benefits of 100% orange juice and inform them of the state of the citrus industry.

- ▶ FDOC hosted 22 highly influential media and blogger registered dietitians from the U.S. and Canada for an exclusive two-day tour of a citrus grove, packing house and processing facility.
- ▶ FDOC partnered with PBH to work with their nutrition experts and RDs and educate them on the benefits of Florida Orange Juice. As part of the program, FDOC hosted 25 influencers on a two-day tour of the Citrus Industry providing an overview of the production process as well as a deep dive into the nutritional benefits of Florida Orange Juice. The campaign resulted in social and media coverage as well as new relationships with nutritional experts for future programs and support.



- ▶ FDOC hosted 22 highly influential media and blogger registered dietitians from the U.S. and Canada for an exclusive two-day tour of a citrus grove, packing house and processing facility.
- ▶ Attending RDs posted 79 pieces of original content across their Facebook, Twitter and Instagram handles for a total of 309,297 impressions.
- ▶ Attendee Carrie Dennett, MPH, RDN, CD, went on to pen a Washington Post piece, "The sugar in fruit doesn't make it bad for you, despite some trendy diet claims," which includes strong messaging in defense of fruit and 100% orange juice, and generated 56.9 million impressions.

"What about juice? Juice has been vilified (likened to soda but with more nutrients) or glorified (consumed freely because of those nutrients). Although drinking juice every time we're thirsty isn't a good idea, 100 percent fruit juice in moderation — an 8-ounce glass per day — adds nutritional value to the diet without adding excessive sugar. Orange juice, in particular, does not appear to affect blood sugar, possibly because of the soluble fiber and pectin that makes it into the glass, as well as the phytochemical hesperidin."



FDOC represented Florida Orange Juice at the Academy of Nutrition and Dietetics' annual conference, Food and Nutrition Conference and Expo (FNCE), where more than 13,000 members, speakers, exhibitors, and guests were in attendance. At the conference, FDOC:

- ▶ Partnered with pediatrician Dr. Robert Murray of The Ohio State University to present to 150 attendees at the Weight Management Dietary Practice Group Member Session on the role of orange and 100% fruit juice in weight management.

FDOC PROGRAM MEASUREMENT REPORT | July 2018 - June 2019

EFFORTS AND IMPACT

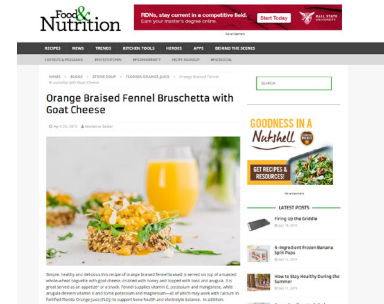
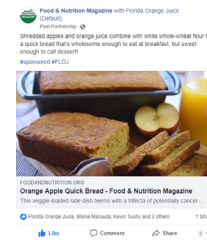
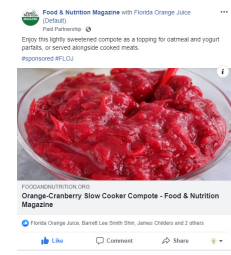
- ▶ Distributed an eNewsletter to more than 550 RDs ahead of the conference, featuring FDOC's industry news, nutrition research, and FLOJ recipes
- ▶ Held one-on-one briefings with 3 media-active registered dietitians: Bonnie Taub-Dix, Carrie Dennett, Regan Miller Jones.

FDOC partnered with Food & Nutrition Magazine, the Academy of Nutrition and Dietetics' monthly publication reaching 75,000 readers, to create a nutrient synergy themed Recipe RoundUp, a 3-page spread that highlighted RD-developed recipes and nutrient benefit messaging for 100% orange juice.

- ▶ As part of the partnership, 20 new FDOC-owned recipes were developed by RDs featuring 100% orange juice.
- ▶ The recipes were featured online and in print in the May/June edition to coincide with National OJ Day.
- ▶ Recipes also were featured in a Holley Grainger Facebook Live post, at an editor event at Meredith Publishing, and in FDOC social content.

At the American Academy of Nurse Practitioners' (AANP) annual conference, FDOC shared the health benefits of 100% orange juice with the 5,000 nurse practitioners (NPs) in attendance. The FDOC:

- ▶ Partnered with Dr. Keith Ayoob, Ed.D., pediatric nutritionist and clinical practitioner, to present to 100 attendees on the role of 100% orange juice in weight management.
- ▶ Shared samples, educational infographics and branded juice glasses featuring proper serving sizes to aid in NPs' conversations with patients.



MEDIA ACTIVITIES

FDOC developed a number of media activities across the year with key influencers, as well as using broadcast and local media, to deliver Florida Orange Juice nutritional messaging.

March is National Nutrition Month and offers FDOC the ability to share 100% orange juice messaging throughout the month. During National Nutrition Month, FDOC shared nutrition messages across a number of activities including:

NATIONAL NUTRITION MONTH

- ▶ Broadcast Interviews: FDOC hosted a satellite media tour with Registered Dietitian (RD) partner Alissa Rumsey and secured 23 broadcast interviews and 27 placements (including five national pieces), resulting in 45+ million total impressions across online, TV and radio channels.



EFFORTS AND IMPACT

- ▶ FDOC co-hosted a satellite media tour with RD Frances Largeman-Roth to share the health benefits of Florida Orange Juice in coordination with National Nutrition Month. The segment ran on 20 local television shows, 5 national and local radio stations and 14 websites, reaching nearly 15 million via broadcast and garnering 60 million unique viewers per month via digital distributions.
- ▶ Social / Blog Posts: Registered Dietitian Alissa Rumsey created both social and blog content to highlight how 100% orange juice can play a nutritious, integral role in families' daily meal rotations. Alissa's social and blog content received more than 730 views, 21+ K impressions and more than 800 engagements.



- ▶ Nutrition Press Release: FDOC shared key messages across the nation in local newspapers and online outlets by distributing a matte release, resulting in 2,400+ placements and 126.9+ million total impressions during National Nutrition Month.

MEDIA ENGAGEMENT

FDOC also achieved notable, positive earned coverage throughout the course of the year:

- ▶ Through proactive influencer engagements, FDOC secured 43 positive news placements, resulting in more than 200 million impressions, plus additional impressions from syndication.
- ▶ FDOC partnered with three trusted nutrition voices to proactively generate positive news around 100% orange juice within consumer media outlets to which these influencers regularly contribute.

Bonnie Taub-Dix, RD

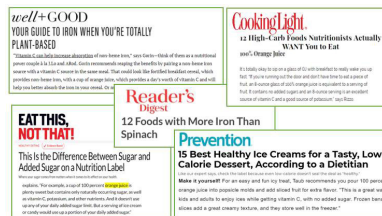
- Prevention (9.3M+ UVM)
 - Picked up by Yahoo.com
- Reader's Digest (3.5M+ UVM)

Natalie Rizzo, RD

- Cooking Light (11.9M+ UVM)
 - Picked up by MSN.com

Amy Gorin, RD

- Well + Good (1.2M+ UVM)
- Eat This, Not That! (927K+ UVM)



Meredith Test Kitchen Event with Holley Grainger, RD

FDOC partnered with Registered Dietitian Holley Grainger to host an educational media event for Meredith publishing house editors and writers.

- ▶ This one-hour, highly-targeted event provided FDOC a unique opportunity to share nutrition messages, recipes, and other educational materials with outlets Millennial Moms read and trust.



- ▶ Immediately following the event, SHAPE published an online article, "8 Super Healthy Drinks" with positive, 100% OJ messages, reaching 3,505,230 unique visitors per month.

"Labels like 'juice drink' and 'juice cocktail' are almost always a euphemism for brightly-colored sugar water. For a truly healthy drink, look for 100-percent juice, like orange juice, cranberry juice, or aloe vera juice. Nothing else."



EFFORTS AND IMPACT

REACTIVE RESPONSE

Issues management and monitoring for emerging issues is ongoing. The most prevalent issues to hit the news cycle in FY 18-19 included:

- ▶ Nutrition: Sugar, Serving Size, Question of Additives/Coloring
- ▶ Crop Protection Tools: Glyphosate, Chlorpyrifos, Oxytetracycline, Streptomycin
- ▶ Policy: U.S. Dietary Guidelines, World Health Organization, Canadian Food Guide
- ▶ Hurricane Irma: Communications efforts to support acquisition of funding

FDOC addressed 12 major topics and issues over the course of the year. Actions taken to address these issues included:

- ▶ Letters to the Editor
- ▶ FAQs for Citrus 411 website
- ▶ Communication and coordination with brands and industry partners including Florida Citrus Mutual, Florida Citrus Processors Association, California Citrus Quality Control, Juice Products Association, International Food Information Council
- ▶ Developed an internal issues management playbook in support of 10 main issues areas, complete with message guides, starter statements, and FAQs for each topic

In FY 18-19, FDOC monitored for daily news around Florida Citrus and developed a daily report disseminated to approximately 150 subscribers, containing industry and consumer news regarding nutrition, biotechnology, citrus greening, industry news, grapefruit interaction, and Hurricane Irma. 1,445 original articles and 535 pieces of additional coverage were captured in FY 18-19.

BACTERICIDES

The use of pesticides, bactericides, herbicides, and insecticides have been covered in citrus industry publications for multiple years, generally as part of the greater industry conversation around citrus greening and crop protection practices.

In December 2018, the U.S. Environmental Protection Agency (EPA) published a final regulation establishing tolerances for residues of oxytetracycline in or on fruit, citrus and other crops, resulting in coverage in local Florida publications and causing some advocacy groups to voice opinions on the use of antibiotics on food crops. These outlets and groups expressed concern over antibiotic resistance, antibiotic residue, and environmental impact.

In March, the EPA noted it would take public comments until March 14 on its proposed decision to establish tolerances for the use of streptomycin in/on citrus fruit. The proposal generated 45,000 comments and coverage in multiple publications.

In May 2019, the EPA announced it would expand the permitted use of streptomycin and oxytetracycline across 764,000 acres in California, Texas and other citrus-producing states. On May 17, 2019, The New York Times covered the topic, citing concerns over antibiotic resistance and objections from the FDA and CDC, but also detailed the struggle citrus farmers have been facing due to citrus greening. It generated pickup in additional consumer publications.

FDOC continues to closely track coverage and advocacy actions around the use of bactericides and keeps industry members apprised on news and FDOC actions via the Florida Citrus News to Know Report and occasional email updates.

EFFORTS AND IMPACT

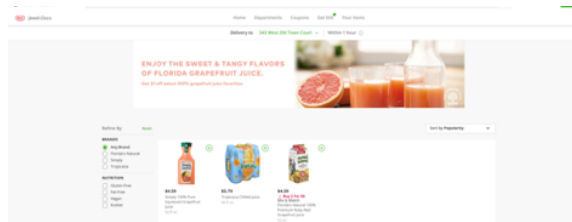
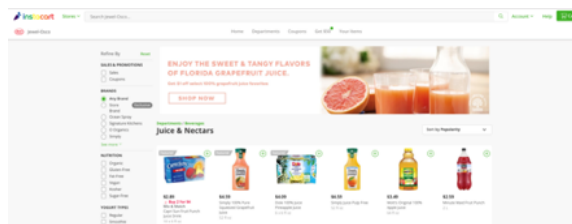
RETAIL ACTIVATIONS

FLORIDA GRAPEFRUIT JUICE RETAIL INSTACART

Online grocery apps and sites are a fast-growing tool for consumers to purchase groceries for their families. Looking to increase awareness and drive purchases of 100% grapefruit juice, as well as take advantage of the growth of online retail, FDOC partnered with Instacart and their online platform.

The team developed a program featuring in-bag educational materials, \$1-off coupons, and CEE hero banners and product placements. The team accompanied the retail activation with promotions across social and digital channels to educate audiences and promote Florida Grapefruit Juice.

The activation was slated to run for five weeks but was very popular and full redemption occurred just after two. Representatives from Instacart stated they were very pleased with the program and excited to see it perform so well. In just two weeks, the program saw a 17% lift in sales and more than 72% of participants were first time Florida Grapefruit Juice buyers.





MEDIA LANDSCAPE

The media landscape section below reviews sampled national and local consumer media articles around orange juice and grapefruit drug interactions from July 1, 2018-May 15, 2019, compared with the same time period in FY 17-18. 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. The issue of sugar was reviewed in depth as part of the larger orange juice conversation nationwide.

GREENING

Greening coverage in FY 18-19 remained driven by hurricane coverage, politics, and features on the state of the citrus industry. In FY 18-19, new issues – specifically antibiotics and pesticides – appeared in greening coverage.

Negative greening coverage in consumer publications was driven by concerns over antibiotics (the EPA weighing a decision to allow Florida growers to spray 65,000 pounds of streptomycin) and the use of pesticides, such as chlorpyrifos, to battle greening.

Positive conversation was driven by the potential promise of CRISPR/gene editing to create resistant oranges, though some coverage dealt with the controversy over the use of genetically modified foods. After detailing the dire circumstances around HLB, a Forbes writer was optimistic about the promise of genetic engineering to address the problem. Pieces about the state and future of the citrus industry also continued in FY 18-19.

Hurricane Irma remained one of the major narratives in greening coverage in FY 18-19. This came in the form of articles summarizing the state of the industry – commenting on the need to bounce back from both the hurricane and greening. Coverage appeared in major top-

tier publications, such as the Associated Press and Forbes. Bills proposed to help farmers, such as the Florida hemp bill, intended to offer growers another industry to turn to for a living, as well as the Federal Farm Bill, which includes proposed funding for research around issues like greening, also drove coverage.

Florida politics, especially the primary elections, drove neutral coverage of greening, primarily in local Florida publications, as multiple candidates listed the issue as a priority they would work to address.

ORANGE JUICE

Other than greening and sugar, orange juice coverage continued to be driven by narratives from previous years: general nutrition messages, stories about the state of the industry, and legislation impacting the industry.

New in FY 18-19, nutrition stories included coverage around a study connecting the consumption of orange juice with reduced incidence of dementia. Coverage appeared in Reuters, among other publications. Coverage also included the use of orange juice for hydration and the topic of hesperidin. Orange juice's vitamin C content continued to drive coverage in evergreen health and lifestyle stories.

Stories about the state of the industry and legislation impacting the industry focused on the damage from recent hurricanes and potential relief efforts.

Production stories appeared not only in major publications that focus on business like Forbes, but also in consumer lifestyle publications like The Hustle.

A negative story, which received significant coverage for the first time in FY 18-19, included the use of glyphosate in orange juice production. This included coverage in Bloomberg.

MEDIA LANDSCAPE

GFDI

Grapefruit drug interactions remained a relatively small but consistent narrative in citrus coverage in FY 18-19.

In a continued trend from past years, grapefruit drug interaction concerns appeared primarily in evergreen consumer lifestyle and health content.

Notably in FY 18-19, concerns over specific types of medications (Lipitor and thyroid medicine) were featured in major national news publications (MSN and The New York Times respectively).

SUGAR

Total articles about sugar in orange juice decreased 29 percent from FY 17-18 to FY 18-19.

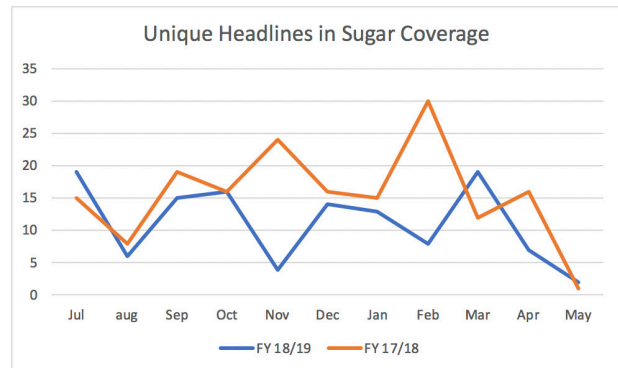
NOTE: Given their self-promotional nature, a news release by "Better Juice" was excluded from this count as well as a market analysis report; including these, coverage volume would have increased about eight percent year over year.

Stories around sugar in orange juice remained primarily driven by lifestyle content for consumers trying to reduce their overall sugar intake. Total pieces of coverage about sugar in orange juice decreased about one third from FY 17-18 to FY 18-19. Apart from a new study linking orange juice to reduction in cognitive decline, there were no major news events contributing to sugar coverage in FY 18-19.

In an improvement since FY 16-17 and FY 17-18, about 25% of sugar coverage was negative (in past years, about 40% of coverage was negative).

As observed in FY 17-18, major narratives included consumers' surprise about the sugar content in beverages like orange juice, as well as limiting sugar intake in children. New messages in coverage included orange juice's positive health benefits in terms of cognition and hydration.

Volume of total unique headlines around sugar content in orange juice decreased 30% from FY 17-18 to FY 18-19. In FY 17-18, there were more unique headlines at the beginning and end of flu season (October and February). These articles around flu were mostly negative, as they questioned whether the benefits of vitamin C outweighed the impact of high sugar content. Flu content, and this narrative, was not present in FY 18-19, and consequently unique headlines decreased around flu season (October and February).





MEDIA LANDSCAPE

► Negative coverage was driven by:

- Lifestyle articles about overall health and weight management.
This has been a continued trend since FY 16-17.
- A high-profile, negative New York Times opinion piece featuring juice drove syndication and negative discussion in coverage.
- Coverage questioning whether and how much juice – even 100% juice – should be served to children. This is a continued trend from FY 17-18.
- Misleading coverage that lists orange juice as containing added sugar.

► Neutral coverage was driven by:

- Coverage balancing the sugar content of orange juice with other benefits such as hesperidin, hydration, or vitamins. This includes articles that discussed serving juice to children.
- The use of orange juice to address low blood sugar events in those with diabetes.

► Positive coverage was driven by:

- As in previous years, positive coverage around the sugar content in orange juice was extremely limited.
- Some positive coverage included articles that suggested consuming orange juice for a short-term boost in focus or to address a hangover.

DEPARTMENT OF CITRUS

ANNUAL FINANCIAL REPORT

Fiscal Year Ended
June 30, 2019



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September 11, 2019

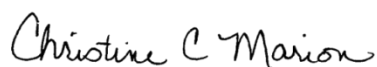
Florida Citrus Commission
Bartow, Florida

Submitted herewith is the Annual Financial Report of the Florida Department of Citrus for the year ending June 30, 2019. 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.

		<u>2017-18</u>	<u>2018-19</u>
Revenue	-Assessments	\$ 4,639,730	\$ 6,960,597
	-FAS Program	3,759,380	3,567,380
	-General Revenue	4,614,191	5,397,022
	-Interest & Other	242,775	497,648
		<u>\$ 13,256,076</u>	<u>\$ 16,422,647</u>
Expenditures	-Marketing	\$ 11,809,814	\$ 12,265,852
	-Research	2,256,103	2,314,602
	-Other	2,386,296	2,072,392
		<u>\$ 16,452,213</u>	<u>\$ 16,652,846</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, CMA, PMP
Deputy Executive Director of Administration and Finance

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FLORIDA DEPARTMENT OF CITRUS

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FLORIDA DEPARTMENT OF CITRUS

COMBINED BALANCE SHEET

JUNE 30, 2019

	SPECIAL REVENUE FUNDS	COMBINED GENERAL ACCOUNT GROUPS	TOTAL (MEMORANDUM ONLY)
ASSETS			
Cash and Cash Equivalents	\$638,191		\$638,191
Pooled Investments with			
State Treasury	13,408,283		13,408,283
Grants Receivable	1,783,419		1,783,419
Interest Receivable	38,985		38,985
Prepaid Assets	1,624		1,624
Inventories	533,823		533,823
Due from Other State Agencies	0		0
Fixed Assets at Cost			
Land		60,000	60,000
Buildings		3,904,415	3,904,415
Equipment and Autos		1,651,033	1,651,033
Less: Accumulated Depreciation		(2,914,671)	(2,914,671)
Total Assets	\$16,404,325	\$2,700,777	\$19,105,102
LIABILITIES			
Accounts Payable	\$2,345,696		\$2,345,696
Due to Other State Agencies	199,211		199,211
Compensated Absences - Current	12,651	71,872	84,523
Compensated Absences - Non-Current		233,304	233,304
Other Liabilities	6,600		6,600
Total Liabilities	2,564,158	305,176	2,869,334
FUND EQUITY			
Invested in General Account Groups		2,395,601	2,395,601
Committed Fund Balance			
Designated	11,113,167		11,113,167
Undesignated	2,727,000		2,727,000
Total Fund Equity	13,840,167	2,395,601	16,235,768
Total Liabilities & Fund Equity	\$16,404,325	\$2,700,777	\$19,105,102

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, 2019

<u>DESCRIPTION</u>	<u>FLORIDA CITRUS ADVERTISING TRUST FUND</u>
Fund Balance, July 1	\$13,996,963
Adjustments to Fund Balance	<u>73,403</u>
Fund Balance, July 1, as restated	14,070,366
Revenue	16,422,647
Expenditures	<u>(16,652,846)</u>
Fund Balance, June 30	
Designated	11,113,167
Undesignated	<u>2,727,000</u>
TOTAL	<u><u>\$13,840,167</u></u>

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

FLORIDA DEPARTMENT OF CITRUS
COMPARATIVE STATEMENT OF REVENUE AND EXPENDITURES
FISCAL YEARS ENDING JUNE 30, 2018 AND 2019

DESCRIPTION	JUNE 30, 2018	INCREASE/ (DECREASE)	JUNE 30, 2019
REVENUE			
Assessment on Domestic Fruit			
Orange	\$3,092,883	\$1,864,272	\$4,957,155
Grapefruit	265,518	40,790	306,308
Specialty	52,278	20,514	72,792
	<u>3,410,679</u>	<u>1,925,576</u>	<u>5,336,255</u>
Assessment on Imported Product			
Orange	1,180,889	374,661	1,555,550
Grapefruit	48,162	20,630	68,792
	<u>1,229,051</u>	<u>395,291</u>	<u>1,624,342</u>
Total Assessment	4,639,730	2,320,867	6,960,597
Investment Earnings	239,548	53,161	292,709
Other Income	3,227	201,712	204,939
Gen-Rev - Marketing & NVMDC	4,614,191	782,831	5,397,022
Foreign Agricultural Service (FAS) Program	3,759,380	(192,000)	3,567,380
TOTAL REVENUE	<u>\$13,256,076</u>	<u>\$3,166,571</u>	<u>\$16,422,647</u>
EXPENDITURES			
Administrative and Support Services	\$2,191,342	(\$416,229)	\$1,775,113
State General Revenue Charge	194,954	102,325	297,279
Research & Development - General Operations	530,418	(29,457)	500,961
Scientific Product Research	197,905	(16,436)	181,469
New Varieties Development - Gen Rev	650,000	0	650,000
Economic and Market Research	877,780	104,392	982,172
Subtotal Non-Marketing	<u>4,642,399</u>	<u>(255,405)</u>	<u>4,386,994</u>
Marketing			
Marketing/Public Relations - General Operations	490,772	(13,247)	477,525
Public Relations Programs	3,128,839	(162,625)	2,966,214
Public Relations Programs-Gen Rev	3,964,191	782,831	4,747,022
Fresh Fruit/Grft Juice Marketing	51,224	(856)	50,368
International Marketing	4,174,788	(150,065)	4,024,723
Subtotal Marketing	<u>11,809,814</u>	<u>456,037</u>	<u>12,265,852</u>
TOTAL EXPENDITURES	<u>\$16,452,213</u>	<u>\$200,633</u>	<u>\$16,652,846</u>
EXCESS (DEFICIT) OF REVENUE OVER EXPENDITURES	<u>(\$3,196,137)</u>	<u>\$2,965,938</u>	<u>(\$230,199)</u>

FLORIDA DEPARTMENT OF CITRUS

CASH FLOW STATEMENT

FOR THE FISCAL YEAR ENDED JUNE 30, 2019

Increase (Decrease) in Cash and Cash Equivalents:

Cash Flows from Operating Activities:

Receipts from 2018-19 Tax Assessments	\$	6,960,597
Receipts for Department of Agriculture-Inspection Fees		14,534
Other Miscellaneous Receipts		207,678
Payments to Vendors		(7,735,839)
Employment Related Payments		(2,647,001)
Payments for General Revenue Service Charge		(238,039)
Payments to Department of Agriculture-Inspection Fees		(14,534)
Net Cash Provided by (Used in) Operating Activities		<u>(3,452,604)</u>

Noncapital Financing Activities - Proceeds from Grants 4,605,690

Capital and Related Financing Activities

Additions of Capital Assets		(55,624)
Proceeds from Sale of Assets		2,739
Net Cash Flowed Provided by Capital and Related Financing Activities		<u>(52,884)</u>

Investing Activities - Net Investment Income 274,371

Net Change in Cash and Cash Equivalents 1,374,573

Cash and Cash Equivalents at Beginning of Year 12,671,901

Cash and Cash Equivalents at End of Year \$ 14,046,475

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

Net Income (Loss) per Financial Statements	\$	(230,199)
Deduct Proceeds from Grants		(4,605,690)
Deduct Proceeds from Capital Activities		52,884
Deduct Net Proceeds from Investments		(274,371)
Net Income (Loss) from Operating Activities		<u>(5,057,377)</u>

Adjustments Not Affecting Cash:

Prior Period Adjustments 73,403

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

Accounts Receivable		1,024,698
Prepaid Items		(1,218)
Inventory		(17,080)
Accounts Payable		454,202
Due to Other State Agencies		58,117
Compensated Absences		12,651
Other Liabilities		-
Total Adjustments		<u>1,604,773</u>

Net Cash Provided (Used in) Operating Activities \$ (3,452,604)

FLORIDA DEPARTMENT OF CITRUS

SOURCE AND USE OF FUNDS

FISCAL YEAR ENDED JUNE 30, 2019

<u>DESCRIPTION</u>	<u>DOM. ASSESMTS & OTHER REV</u>	<u>IMPORTS</u>	<u>GRANTS</u>	<u>TOTAL</u>
SOURCES				
Assessments	\$5,336,255	\$1,624,342		\$6,960,597
Other	497,648			497,648
General Revenue	5,397,022			5,397,022
Marketing Grants			3,567,380	3,567,380
TOTAL SOURCES	\$11,230,925	\$1,624,342	\$3,567,380	\$16,422,647
USES				
Admin & Support Svcs	\$884,359	890,754		\$1,775,113
State Gen Rev Charge	232,305	64,974		297,279
Research	1,645,988	668,614		2,314,602
Marketing	8,698,472		3,567,380	12,265,852
TOTAL USES	\$11,461,124	1,624,342	\$3,567,380	\$16,652,846
EXCESS/(DEFICIT)	(\$230,199)	\$0	\$0	(\$230,199)

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 36% 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, 2019

	TOTAL	PROCESSED ORANGE	PROCESSED GRAPEFRUIT	FRESH ORANGE	FRESH GRAPEFRUIT	FRESH SPECIALTY
Fund Balance, July 1	\$13,996,963	\$10,289,318	\$2,558,085	\$784,981	\$171,762	\$192,817
Adjustments to Fund Balance	73,403	60,351	3,789	693	8,416	154
Revenue	16,422,647	12,666,598	961,351	359,714	2,167,155	267,829
Total Available	\$30,493,013	\$23,016,267	\$3,523,225	\$1,145,388	\$2,347,333	\$460,800
Expenditures						
Administration						
Admin & Supp Srvc	\$1,775,113	\$1,653,163	\$65,147	\$29,289	\$20,946	\$6,568
State Gen Rev Charge	297,279	276,856	10,910	4,905	3,508	1,100
Subtotal Administration	2,072,392	1,930,019	76,057	34,194	24,454	7,668
Scientific Research & Development						
General Operations	500,961	466,545	18,385	8,266	5,911	1,854
Scientific Product Research	181,469	181,469	0	0	0	0
New Varieties Dev - Gen Rev	650,000	65,000	65,000	227,500	65,000	227,500
Subtotal Scientific Research	1,332,430	713,014	83,385	235,766	70,911	229,354
Economic & Market Research						
General Operations	371,776	346,235	13,644	6,134	4,387	1,376
Research Studies & Data	610,396	577,507	22,754	5,226	3,737	1,172
Subtotal Sci & Econ Research	2,314,602	1,636,756	119,783	247,126	79,035	231,902
Marketing & Public Relations						
General Operations	477,525	452,359	15,982	7,185	238	1,761
Public Relations Programs	2,966,214	2,832,615	76,212	19,077	33,635	4,675
Marketing & PR - Gen Rev	4,747,022	4,653,735	6,592	0	86,695	0
Fresh Fruit Marketing	50,368	0	0	41,635	1,115	7,618
	8,241,129	7,938,709	98,786	67,897	121,683	14,054
International Promotions-DOC	457,342	110,760	66,668	74,513	205,401	0
International Promotions-FAS	3,567,381	1,057,521	627,277	0	1,882,583	0
Subtotal Int'l Marketing	4,024,723	1,168,281	693,945	74,513	2,087,984	0
Total Expenditures	\$16,652,846	\$12,673,765	\$988,571	423,730	\$2,313,156	\$253,624
Fund Balance, June 30						
Designated	\$11,113,167	\$7,942,502	\$2,462,654	\$671,658	(\$170,823)	\$207,176
Undesignated	2,727,000	2,400,000	72,000	50,000	205,000	0
Total Fund Balance	\$13,840,167	\$10,342,502	\$2,534,654	\$721,658	\$34,177	\$207,176

FLORIDA DEPARTMENT OF CITRUS

NOTES TO FINANCIAL STATEMENTS

JUNE 30, 2019

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 \$533,823 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 \$317,827 as required by GASB. The current portion of the liability is \$84,523. The remaining \$233,304 is recorded as a noncurrent liability.

The compensated absences amounts are based on June 30, 2019 salary rates and include employer social security and pension contributions at current rates.

B. **CASH AND CASH EQUIVALENTS**

Cash and cash equivalents totaling \$14,046,474 consist of pooled investments of \$13,408,283 (See Note C), and cash held in the State Treasury \$638,191.

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 \$13,408,283 and are stated at cost plus interest earned and reinvested. Interest earned on these investments during the fiscal year ended June 30, 2019, totaled \$292,709, an average rate of 2.33%.

D. **DUE FROM FEDERAL GOVERNMENT**

At June 30, 2019, \$1,783,419 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, 2019, 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>07/1/18</u>	<u>Additions</u>	<u>Deletions</u>	<u>Balances</u> <u>06/30/19</u>
Fixed Assets at Cost				
Land	\$ 60,000	\$ 0	\$ 0	\$ 60,000
Buildings	3,904,415	0	0	3,904,415
Equipment & Autos	1,660,480	23,641	(30,349)	1,653,772
Other	0	0	0	0
Less: Accumulated Depreciation				
Buildings	(1,192,245)	(161,119)	0	(1,353,364)
Equipment & Autos	(1,551,380)	(43,015)	33,088	(1,561,307)
Other	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>
	<u>\$ 2,881,270</u>	<u>\$ (180,494)</u>	<u>\$ 2,739</u>	<u>\$ 2,703,516</u>

F. ACCOUNTS PAYABLE

Accounts payable of \$2,345,696, 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 \$199,211, 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>07/01/18</u>	<u>Additions</u>	<u>Deletions</u>	<u>Balance</u> <u>06/30/19</u>
Compensated absences	\$301,597	\$179,276	(\$163,046)	\$317,827

The liability for compensated absences at June 30, 2019, was determined in accordance with the provisions of the Governmental Accounting Standards Board *Codification*, Section C60.

I. COMMITTED FUND BALANCE

For fiscal years beginning after June 15, 2010, GASB 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 \$13,840,167 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 \$11,113,167, 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, 2019, totaling \$73,403. Accounts payable at June 30, 2018 were overstated by \$73,403 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, 2019, totaled \$190,826; employee contributions total \$57,839. 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 2017-18 or fiscal year 2018-19.

M. SUPPLEMENTAL SCHEDULES

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

	<u>Pages</u>
Cash Flow Statement	28
Source and Use of Funds	29
Comparative Expenditures - General Operations	37
Comparison of Periodic Budgets	38
Ten-Year History of Operations	39

FLORIDA DEPARTMENT OF CITRUS
COMPARATIVE EXPENDITURES - GENERAL OPERATIONS
FISCAL YEARS ENDING JUNE 30, 2018 AND 2019

	<u>Year to Date</u> <u>6/30/2018</u>	<u>Year to Date</u> <u>6/30/2019</u>	<u>Variance</u>	<u>Percent</u>
Salaries and Benefits	\$2,543,567	\$2,543,655	\$88	0.0
Other Personal Services	35,035	54,876	19,841	56.6
Travel	80,855	61,187	(19,668)	(24.3)
Transition Costs/Unemployment Comp	630	3,510	2,880	100.+
People First Initiative	13,840	13,807	(33)	(0.2)
Telephone	47,969	43,658	(4,311)	(9.0)
Postage/Freight	8,812	7,623	(1,189)	(13.5)
Data Processing	183,168	154,617	(28,551)	(15.6)
Supplies	4,013	3,766	(247)	(6.2)
Insurance and Bond Premiums	19,213	19,011	(202)	(1.1)
Reproduction	6,560	6,169	(391)	(6.0)
Subscriptions and Memberships	23,704	20,837	(2,867)	(12.1)
Trade Meals/Meetings	0	0	0	0.0
Training	0	4,500	4,500	100.+
Repairs and Maintenance	79,487	32,094	(47,393)	(59.6)
Utilities	81,965	68,125	(13,840)	(16.9)
Leases/Rent Expense	27,616	26,053	(1,563)	(5.7)
Promotional Items	523	1,082	559	100.+
Capital Equipment (OCO)	44,583	23,700	(20,883)	(46.8)
Vehicle (OCO)	27,111	0	(27,111)	(100.0)
Chiller Replacement (FCO)	336,668	0	(336,668)	(100.0)
Office/Research Equipment	468	2,405	1,937	100.+
Miscellaneous	6,752	2,598	(4,154)	(61.5)
CREC Expenses	113,939	113,939	0	0.0
Research Materials	12,022	19,998	7,976	66.3
Fruit Inspection Data	100	100	0	0.0
Consultants Fee/Travel	37,085	78,100	41,015	100.+
Total	<u>\$3,735,685</u>	<u>\$3,305,411</u>	<u>(\$430,274)</u>	<u>(11.5)</u>

FLORIDA DEPARTMENT OF CITRUS

COMPARISON OF PRELIMINARY, OCTOBER BUDGET REVISION AND CURRENT BUDGETS FISCAL YEAR ENDED JUNE 30, 2019

	July 1, 2018 Operating Budget	Adjustment	October 24, 2018 Budget Revision	June 30, 2019 Budget	Variance	Percent
REVENUE						
Carryover	\$2,735,000	(\$890,000)	\$1,845,000	\$1,845,000	\$0	0.0
Unspent Certified	0	73,403	73,403	73,403	0	0.0
Tax Assessments-Domestic	4,513,210	1,454,790	5,968,000	5,354,460	(613,540)	(10.3)
Tax Assessments-Imports	914,667	(25,317)	889,350	1,658,697	769,347	86.5
Interest/Other	225,700	39,200	264,900	264,900	0	0.0
Gen Rev - NVMDC	650,000	0	650,000	650,000	0	0.0
Gen Rev - Marketing	5,000,000	0	5,000,000	5,000,000	0	0.0
FAS Program	3,639,690	0	3,639,690	3,639,690	0	0.0
TOTAL REVENUE	\$17,678,267	\$652,076	\$18,330,343	\$18,486,150	\$155,807	0.8
EXPENDITURES						
Administration						
Admin and Support Services	\$1,896,000	\$10,625	\$1,906,625	\$1,899,625	(\$7,000)	(0.4)
State General Revenue Charge	225,300	58,800	284,100	297,300	13,200	4.6
Scientific Research & Development						
General Operations	628,100	5,000	633,100	633,100	0	0.0
Scientific Product Research	275,000	0	275,000	275,000	0	0.0
New Varieties Development	650,000	0	650,000	650,000	0	0.0
Economic and Market Research						
General Operations	375,000	14,000	389,000	388,000	(1,000)	(0.3)
Research Data & Studies	555,400	0	555,400	622,500	67,100	12.1
Marketing & Public Relations						
General Operations	548,100	15,000	563,100	563,100	0	0.0
Public Relations Programs	3,194,700	0	3,194,700	3,194,700	0	0.0
Marketing & PR - Gen Rev	5,000,000	0	5,000,000	5,000,000	0	0.0
Gift Fruit Marketing	47,500	17,000	64,500	64,500	0	0.0
International Promotions-DOC	460,000	84,500	544,500	544,500	0	0.0
International Promotions-FAS	3,639,690	0	3,639,690	3,639,690	0	0.0
Subtotal	17,494,790	204,925	17,699,715	17,772,015	72,300	0.4
Reserves	183,477	447,151	630,628	714,135	83,507	13.2
TOTAL BUDGET	\$17,678,267	\$652,076	\$18,330,343	\$18,486,150	\$155,807	0.8

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

	2009-10		2010-11		2011-12		2012-13		2013-14		2014-15		2015-16		2016-17		501		2018-19	
		%		%		%		%		%		%		%		%		%		%
Revenue Boxes																				
Domestic	159,121		160,940		172,575		154,210		122,520		110,249		95,113		77,380		49,382		76,942	
Imports	25,245		14,117		21,380		29,744		29,950		43,192		37,914		43,498		52,674		73,978	
Begin Fund Balance	\$23,155		\$18,614		\$18,516		\$15,402		\$13,520		\$16,260		\$16,014		\$18,978		\$17,002		\$13,997	
Adjustment	499		2,573		722		1,071		813		924		773		317		191		73	
Revenue																				
Assessments	41,425	85	42,392	86	42,329	96	38,640	88	31,149	87	25,053	83	23,234	83	6,795	37	4,640	35	6,961	42
Other	6,293	13	5,982	12	6,915	16	5,250	12	4,563	13	5,187	17	4,719	17	11,668	63	8,616	65	9,462	58
Total Revenue	<u>47,718</u>	<u>98</u>	<u>48,374</u>	<u>98</u>	<u>49,244</u>	<u>112</u>	<u>43,890</u>	<u>100</u>	<u>35,712</u>	<u>100</u>	<u>30,240</u>	<u>100</u>	<u>27,953</u>	<u>100</u>	<u>18,463</u>	<u>100</u>	<u>13,256</u>	<u>100</u>	<u>16,423</u>	<u>100</u>
Expenditures																				
Marketing																				
Domestic-PO	21,358	39	22,056	42	23,825	51	23,818	64	19,648	63	11,954	46	12,604	61	10,109	61	7,299	44	7,939	48
Domestic-PG	1,823	3	2,085	4	2,061	4	1,514	4	1,023	3	645	3	167	1	150	1	93	1	99	1
Domestic-Fresh	1,389	3	819	2	871	2	734	2	604	2	383	1	346	2	1,159	7	243	1	204	1
International	7,996	14	8,486	16	8,300	18	8,234	22	6,881	22	7,288	28	6,214	30	4,504	27	4,175	25	4,025	24
Research																				
Econ & Mkt Res	1,685	3	1,730	3	1,496	3	1,534	4	1,428	5	2,336	9	1,334	6	895	5	878	5	982	6
Scientific Res/NVD	2,934	6	2,998	6	2,509	5	2,244	6	2,047	7	1,374	5	1,949	9	1,824	11	1,378	8	1,332	8
Disease Res	9,117	16	8,184	15	9,148	20	4,667	12	1,905	6	3,148	12	0	0	0	0	0	0	0	0
Harvesting	1,482	3	266	1	810	2	272	1	0	0	32	0	0	0	0	0	0	0	0	0
Administrative	3,304 **	6	2,716 **	5	2,298	5	2,265	6	2,615	8	3,239 **	13	2,209	11	1,834	11	2,191	13	1,775	11
Gen Rev Srvc Chrg	1,670	3	1,705	3	1,762	4	1,561	4	1,254	4	1,011	4	939	5	282	2	195	1	297	2
Total Expenditures	<u>52,758</u>	<u>96</u>	<u>51,045</u>	<u>96</u>	<u>53,080</u>	<u>113</u>	<u>46,843</u>	<u>125</u>	<u>37,405</u>	<u>119</u>	<u>31,410</u>	<u>122</u>	<u>25,762</u>	<u>124</u>	<u>20,757</u>	<u>126</u>	<u>16,452</u>	<u>99</u>	<u>16,653</u>	<u>100</u>
Surplus/(Deficit)	<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>		<u>(3,196)</u>		<u>(230)</u>	
End Fund Balance	<u>\$18,614</u>		<u>\$18,516</u>		<u>\$15,402</u>		<u>\$13,520</u>		<u>\$12,640</u>		<u>\$16,014</u>		<u>\$18,978</u>		<u>\$17,001</u>		<u>\$13,997</u>		<u>\$13,840</u>	
Cash on Hand	\$27,350		\$26,366		\$24,359		\$21,971		\$18,089		\$21,625		\$22,153		\$17,158		\$12,672		\$14,046	
Salaries & Benefits	\$4,570		\$4,517		\$4,105		\$3,899		\$4,184		\$4,145		\$3,661		\$2,641		\$2,544		\$2,544	
# Employees	56		52		48		47		45		45		40		28		28		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, 2018 AND 2019

	2017-2018		2018-2019		STATUTE
	FRESH	PROCESSED	FRESH	PROCESSED	
<u>DOMESTIC</u>					
Orange	\$ 0.050	\$ 0.070	\$ 0.050	\$ 0.070	601.15(3a)
Grapefruit	\$ 0.070	\$ 0.070	\$ 0.070	\$ 0.070	601.15(3a)
All Other Varieties	\$ 0.070	\$ 0.070	\$ 0.070	\$ 0.070	601.15(3a)
<u>IMPORTS</u>					
Orange		\$ 0.070		\$ 0.070	601.155(2)
Grapefruit		\$ 0.070		\$ 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, 2018 AND 2019

	ACTUAL REVENUE BOXES 2017-2018	ESTIMATED REVENUE BOXES 2018-2019	ACTUAL REVENUE BOXES 2018-2019		
			2017-2018 PAID IN 2018-2019	2018-2019 PAID IN 2018-2019	TOTAL
DOMESTIC					
ORANGE:					
Fresh	2,303,658	2,606,000	281,516	2,204,495	2,486,011
Processed	42,538,810	69,294,000	103,402	68,937,374	69,040,776
GRAPEFRUIT:					
Fresh	1,658,905	1,912,000	9,575	1,773,426	1,783,001
Processed	2,133,791	2,483,000	3,634	2,589,196	2,592,830
SPECIALTY:					
Fresh	483,607	560,000	12,995	551,355	564,350
Processed	263,206	380,000	677	474,837	475,514
TOTAL DOMESTIC					
Fresh	4,446,170	5,078,000	304,086	4,529,276	4,833,362
Processed	44,935,807	72,157,000	107,713	72,001,407	72,109,120
	<u>49,381,977</u>	<u>77,235,000</u>	<u>411,799</u>	<u>76,530,683</u>	<u>76,942,482</u>
IMPORTS					
Orange	50,609,916	69,533,000	28,273,857	42,755,746	71,029,603
Grapefruit	2,064,093	1,554,000	166,472	2,781,744	2,948,216
TOTAL IMPORTS	<u>52,674,009</u>	<u>71,087,000</u>	<u>28,440,329</u>	<u>45,537,490</u>	<u>73,977,819</u>
TOTAL	<u>102,055,986</u>	<u>148,322,000</u>	<u>28,852,128</u>	<u>122,068,173</u>	<u>150,920,301</u>

FLORIDA DEPARTMENT OF CITRUS

BUDGETED REVENUE

FISCAL YEAR ENDED JUNE 30, 2019

DESCRIPTION	BUDGETED 2018-19	REVENUE TO DATE	% TO BUDGETED
Assessment on Domestic Fruit			
Orange			
Fresh	\$130,300	\$124,301	95.4
Processed	4,850,560	4,832,854	99.6
	<u>4,980,860</u>	<u>4,957,155</u>	99.5
Grapefruit			
Fresh	133,850	124,810	93.2
Processed	173,850	181,498	100.+
	<u>307,700</u>	<u>306,308</u>	99.5
Specialty			
Fresh	39,240	38,641	98.5
Processed	26,660	34,151	100.+
	<u>65,900</u>	<u>72,792</u>	100.+
Assessment on Import Fruit			
Orange	1,622,437	1,555,550	95.9
Grapefruit	36,260	68,792	100.+
	<u>1,658,697</u>	<u>1,624,342</u>	97.9
Total Assessments	7,013,157	6,960,597	99.3
Investment Earnings	209,900	292,709	100.+
Other Income	55,000	204,939	100.+
Gen-Rev - Marketing & NVMDC	5,650,000	5,397,022	95.5
Foreign Agricultural Svc Funds	<u>3,639,690</u>	<u>3,567,380</u>	98.0
TOTAL	<u><u>\$16,567,747</u></u>	<u><u>\$16,422,647</u></u>	99.1

FLORIDA DEPARTMENT OF CITRUS

BUDGETED EXPENDITURES BY CATEGORY

FISCAL YEAR ENDED JUNE 30, 2019

DESCRIPTION	APPROVED BUDGET	YEAR TO DATE	% TO DATE	UNEXPENDED BALANCE
GENERAL OPERATIONS				
Salaries and Benefits	\$2,624,000	\$2,543,655	96.9	\$80,345
Other Personal Services	68,400	54,876	80.2	13,524
Travel	143,700	61,187	42.6	82,513
Unemployment Compensation	3,600	3,510	97.5	90
People First Initiative	14,100	13,807	97.9	293
Telephone	50,400	43,658	86.6	6,742
Postage/Freight	13,850	7,623	55.0	6,227
Data Processing	178,225	154,617	86.8	23,608
Supplies	8,200	3,766	45.9	4,434
Insurance and Bond Premiums	19,350	19,011	98.2	339
Reproduction	7,400	6,169	83.4	1,231
Subscriptions and Memberships	26,000	20,837	80.1	5,163
Trade Meals/Meetings	600	0	0.0	600
Training	5,000	4,500	90.0	500
Repairs and Maintenance	75,400	32,094	42.6	43,306
Utilities	72,200	68,125	94.4	4,075
Leases/Rent Expense	28,500	26,053	91.4	2,447
Promotional Items	16,800	1,082	6.4	15,718
Capital Equipment (OCO)	45,600	23,700	52.0	21,900
Office/Research Equipment	3,000	2,405	80.2	595
Miscellaneous	10,150	2,598	25.6	7,552
CREC Expenses	115,000	113,939	99.1	1,061
Research Materials	31,200	19,998	64.1	11,202
Fruit Inspection Data	100	100	100.0	0
Consultants Fee/Travel	83,800	78,100	93.2	5,700
Subtotal General Operations	<u>3,644,575</u>	<u>3,305,411</u>	90.7	<u>339,164</u>
PROGRAMS*				
Legal Services	143,000	88,814	62.1	54,186
State General Revenue Charge	297,300	297,279	100.0	21
Scientific Research	275,000	181,469	66.0	93,531
New Varieties Development	650,000	650,000	100.0	0
Economic & Market Research	622,500	610,396	98.1	12,104
Public Relations Programs	8,194,700	7,713,236	94.1	481,464
Fresh Fruit Marketing	64,500	50,368	78.1	14,132
International Marketing	3,880,440	3,755,873	96.8	124,567
Reserves	714,135	0	0.0	714,135
Subtotal Programs	<u>14,841,575</u>	<u>13,347,435</u>	89.9	<u>1,494,140</u>
TOTAL EXPENDITURES	<u>\$18,486,150</u>	<u>\$16,652,846</u>	90.1	<u>\$1,833,304</u>

*Program costs exclude general operating expenses

FLORIDA DEPARTMENT OF CITRUS

BUDGETED EXPENDITURES BY DEPARTMENT

FISCAL YEAR ENDED JUNE 30, 2019

DESCRIPTION	APPROVED BUDGET	YEAR TO DATE	% TO DATE	UNEXPENDED BALANCE
Administration				
Admin and Support Services	\$1,899,625	\$1,775,113	93.4	\$124,512
State General Revenue Charge	297,300	297,279	100.0	21
Scientific Research & Development				
General Operations	633,100	500,961	79.1	132,139
Scientific Product Research	275,000	181,469	66.0	93,531
New Varieties Development-Gen Rev	650,000	650,000	100.0	0
Economic and Market Research				
General Operations	388,000	371,776	95.8	16,224
Research Studies & Data	622,500	610,396	98.1	12,104
Marketing & Public Relations				
General Operations	563,100	477,525	84.8	85,575
Public Relations Programs	3,194,700	2,966,214	92.8	228,486
Public Relations Programs-Gen Rev	5,000,000	4,747,022	94.9	252,978
Fresh Fruit Marketing	64,500	50,368	78.1	14,132
International Marketing				
International Promotions-DOC	544,500	457,342	84.0	87,158
International Promotions-FAS	3,639,690	3,567,380	98.0	72,310
Total Expenditures	17,772,015	16,652,846	93.7	1,119,169
Reserves	714,135	0	0.0	714,135
TOTAL	\$18,486,150	\$16,652,846	90.1	\$1,833,304

FLORIDA DEPARTMENT OF CITRUS

DEPARTMENTAL EXPENDITURES

JULY 1, 2018 - JUNE 30, 2019

DESCRIPTION	OCA CODE	APPROVED BUDGET	YEAR TO DATE EXPENDITURES	% TO DATE	UNEXPENDED BALANCE
STATE GENERAL REVENUE CHARGE					
57 10 00 00 000					
Florida Citrus Advertising Trust Fund	88040	<u>\$297,300</u>	<u>\$297,279</u>	100.0	<u>\$21</u>
ADMINISTRATIVE AND SUPPORT SERVICES					
GENERAL OPERATIONS					
57 10 10 08 001					
Commissioners Comp (OPS)	12101	5,500	1,319	24.0	4,181
Commissioners Travel	26001	6,000	3,321	55.4	2,679
57 10 10 09 001					
Salaries and Benefits	11000	1,314,000	1,313,923	100.0	77
Temporary Employee (OPS)	12100	1,900	1,804	94.9	96
Employee Travel - All Variety	26000	15,000	12,037	80.2	2,963
Subtotal		1,342,400	1,332,404	99.3	9,996
57 10 10 09 002					
Fruit Inspection Data	13260	100	100	100.0	0
People First	15800	6,200	6,164	99.4	36
Unemployment Compensation	16500	3,600	3,510	97.5	90
Telephone	22100	38,000	35,154	92.5	2,846
Office Supplies	34101	1,500	663	44.2	837
Office Equipment	34102	500	0	0.0	500
Casualty Insurance	4100C	15,700	15,404	98.1	296
Property Insurance	4100P	3,650	3,607	98.8	43
Subscriptions	49200	8,000	6,125	76.6	1,875
Memberships	49300	800	550	68.8	250
Miscellaneous	49900	1,650	1,219	73.9	431
Subtotal General Operations		<u>1,422,100</u>	<u>1,404,899</u>	98.8	<u>17,201</u>
LEGAL AND REGULATORY					
LEGAL SERVICES					
57 10 10 10 002					
Court Reporting Fees	13140	1,000	0	0.0	1,000
Legal Srv-Adv Claims	1316A	25,000	24,138	96.6	863
Legal Srv-G Counsel	1316G	95,000	61,512	64.7	33,488
Legal Srv-Trademark	1316T	20,000	1,825	9.1	18,175
Legal Advertising	13310	2,000	1,339	67.0	661
Miscellaneous	29000	3,500	288	8.2	3,212
Total Legal Services		<u>\$146,500</u>	<u>\$89,102</u>	60.8	<u>\$57,398</u>

FLORIDA DEPARTMENT OF CITRUS

DEPARTMENTAL EXPENDITURES

JULY 1, 2018 - JUNE 30, 2019

DESCRIPTION	OCA CODE	APPROVED BUDGET	YEAR TO DATE EXPENDITURES	% TO DATE	UNEXPENDED BALANCE
SUPPORT SERVICES					
57 10 10 12 002					
Grounds Maintenance	13290	\$7,000	\$6,197	88.5	\$803
Mailing & Delivery Services	13420	2,500	727	29.1	1,773
Shredding Service	13421	400	208	52.0	192
Warehouse Services	13991	8,000	7,429	92.9	572
Postage	21000	3,000	1,876	62.5	1,124
Reproduction	23000	6,500	5,990	92.2	510
Maintenance - Auto	2410A	2,000	133	6.7	1,867
Maintenance - Building - Bartow	2410B	23,500	18,746	79.8	4,754
Maintenance - Equipment	2410E	500	375	74.9	125
Bartow Bldg Utilities	27100	72,200	68,125	94.4	4,075
Building Supplies	3410B	3,000	2,119	70.6	881
Distribution Supplies	3410D	300	279	93.1	21
Safety Equipment	34400	2,500	2,405	96.2	95
Fuel	36410	3,000	924	30.8	2,076
Copy Equipment Rental	44200	8,000	7,212	90.1	788
Rental-Office Equipment	44400	8,000	7,752	96.9	248
Equipment - General (OCO)	51200	5,000	0	0.0	5,000
Subtotal Support Services		155,400	130,496	84.0	24,904
IT SERVICES					
57 10 10 14 002					
DP Services - AST (EO=55)	1327A	49,500	45,396	91.7	4,104
DP Services - Database	1327D	2,000	0	0.0	2,000
DP Services - Other	22300	52,625	50,819	96.6	1,806
Data Processing Maint	2410D	1,500	0	0.0	1,500
DP Equipment	3410E	5,000	4,254	85.1	746
Data Processing Supplies	3410S	2,000	804	40.2	1,196
DP Equipment (OCO)	51600	10,000	1,479	14.8	8,521
Data Processing Software	53100	53,000	47,866	90.3	5,134
Subtotal IT Services		175,625	150,617	85.8	25,008
Total Support & IT Services		331,025	281,113	84.9	49,912
TOTAL ADMIN, SUPPORT & IT SERVICES		\$1,899,625	\$1,775,113	93.4	\$124,512

FLORIDA DEPARTMENT OF CITRUS

DEPARTMENTAL EXPENDITURES

JULY 1, 2018 - JUNE 30, 2019

DESCRIPTION	OCA CODE	APPROVED BUDGET	YEAR TO DATE EXPENDITURES	% TO DATE	UNEXPENDED BALANCE
SCIENTIFIC RESEARCH					
GENERAL OPERATIONS					
57 10 12 10 001					
Salaries and Benefits	11000	\$345,000	\$283,558	82.2	\$61,442
Temporary Employees (OPS)	12100	35,000	30,512	87.2	4,488
Employee Travel - AV	26000	22,000	12,501	56.8	9,499
57 10 12 10 002					
Training	13280	5,000	4,500	90.0	500
Mailing & Delivery Services	13420	200	61	30.3	139
People First	15800	4,100	4,034	98.4	66
Postage	21000	100	52	51.6	48
Telephone	22100	2,000	1,542	77.1	458
Reproduction	23000	400	77	19.3	323
Repairs & Maintenance	24101	39,400	5,719	14.5	33,681
Office Supplies	34101	800	357	44.6	443
Research Material - Internal	34103	20,000	19,998	100.0	2
Research Material - External	34104	10,000	0	0.0	10,000
CREC Operations	43300	115,000	113,939	99.1	1,061
Copy Equipment Rental	44200	2,200	1,831	83.2	369
Subscriptions	49200	200	60	30.0	140
Memberships	49300	100	0	0.0	100
Miscellaneous	49900	1,000	0	0.0	1,000
Equipment OCO	51200	30,600	22,221	72.6	8,379
TOTAL GENERAL OPERATIONS		633,100	500,961	79.1	132,139
MEDICAL RESEARCH					
57 10 12 11 005					
Longitudinal Study - Weight and OJ	SR090	120,000	119,214	99.3	786
NHANES:Diet Quality & Weight-OJ	SR091	55,000	17,255	31.4	37,745
NHANES:Nutrient Adequacy-OJ	SR092	100,000	45,000	45.0	55,000
Subtotal Medical Research		275,000	181,469	66.0	93,531
TOTAL SCIENTIFIC RESEARCH		\$908,100	\$682,429	75.1	\$225,671

FLORIDA DEPARTMENT OF CITRUS

DEPARTMENTAL EXPENDITURES

JULY 1, 2018 - JUNE 30, 2019

DESCRIPTION	OCA CODE	APPROVED BUDGET	YEAR TO DATE EXPENDITURES	% TO DATE	UNEXPENDED BALANCE
SCIENTIFIC SPONSORED RESEARCH					
GENERAL REVENUE PROGRAMS					
57 10 12 11 003					
New Varieties Development - All Variety	GR090	\$650,000	\$650,000	100.0	\$0
TOTAL NVDMC - GENERAL REVENUE		<u>650,000</u>	<u>650,000</u>	100.0	<u>0</u>
TOTAL SCIENTIFIC & SPONSORED RESEARCH		<u>\$1,558,100</u>	<u>\$1,332,429</u>	85.5	<u>\$225,671</u>
* SUBTOTALS BY FUNDING SOURCE					
Scientific Research - CATF		\$908,100	\$682,429	75.1	\$225,671
Scientific Research - GR		650,000	650,000	100.0	0
Total		<u>\$1,558,100</u>	<u>\$1,332,429</u>	85.5	<u>\$225,671</u>

FLORIDA DEPARTMENT OF CITRUS

DEPARTMENTAL EXPENDITURES

JULY 1, 2018 - JUNE 30, 2019

DESCRIPTION	OCA CODE	APPROVED BUDGET	YEAR TO DATE EXPENDITURES	% TO DATE	UNEXPENDED BALANCE
ECONOMIC AND MARKET RESEARCH					
GENERAL OPERATIONS					
57 10 13 10 001					
Salaries and Benefits	11000	\$330,000	\$328,857	99.7	\$1,143
Temporary Employees (OPS)	12100	26,000	21,241	81.7	4,759
Employee Travel - AV	26000	19,000	15,162	79.8	3,838
57 10 13 10 002					
Research Publications	13263	1,200	0	0.0	1,200
Website	13270	4,800	1,350	28.1	3,450
Postage	21000	250	72	28.8	178
Telephone	22100	2,400	1,981	82.5	419
Reproduction	23000	500	102	20.4	398
Office Supplies	34101	500	348	69.6	152
Copy Equipment Rental	44200	2,300	1,831	79.6	469
Subscriptions	49200	50	40	80.0	10
Miscellaneous	49900	1,000	792	79.2	208
Subtotal General Operations		<u>388,000</u>	<u>371,776</u>	95.8	<u>16,224</u>
RESEARCH DATA & STUDIES					
57 10 13 12 003					
Processed Retail Sales-A.C.Nielsen	ER010	294,600	293,678	99.7	922
FL Agri Market Research Center - AV	ER020	203,800	203,800	100.0	0
Economic Impact Analysis - AV	ER025	22,000	21,393	97.2	607
Nielsen Consumer OJ Study - PO	ER033	66,100	66,100	100.0	0
Other Data Purchases - AV	ER035	11,000	7,473	67.9	3,527
Survey's - Toluna - AV	ER060	25,000	17,952	71.8	7,048
Subtotal Research Data & Studies		<u>622,500</u>	<u>610,396</u>	98.1	<u>12,104</u>
TOTAL ECON & MKT RESEARCH		<u>\$1,010,500</u>	<u>\$982,172</u>	97.2	<u>\$28,328</u>

FLORIDA DEPARTMENT OF CITRUS

DEPARTMENTAL EXPENDITURES

JULY 1, 2018 - JUNE 30, 2019

DESCRIPTION	OCA CODE	APPROVED BUDGET	YEAR TO DATE EXPENDITURES	% TO DATE	UNEXPENDED BALANCE
MARKETING AND PUBLIC RELATIONS					
GENERAL OPERATIONS					
57 10 15 10 001					
Salaries and Benefits	11000	\$455,000	\$440,017	96.7	\$14,983
Employee Travel - All Variety	26000	25,000	1,860	7.4	23,140
Employee Travel - Orange Juice	26002	38,500	10,049	26.1	28,451
Employee Travel - Fresh	26004	2,500	164	6.6	2,336
57 10 15 10 002					
Mailing & Delivery Services	13420	5,000	2,215	44.3	2,785
People First	15800	3,800	3,609	95.0	191
Postage	21000	100	91	91.2	9
Telephone	22100	6,000	3,770	62.8	2,230
Consultant Travel	26002	500	0	0.0	500
DP Equipment	3410E	2,000	0	0.0	2,000
Office Supplies	34101	1,700	0	0.0	1,700
Trade Meals	35000	100	0	0.0	100
Subscriptions	49200	2,000	766	38.3	1,234
Memberships	49300	9,700	9,505	98.0	195
Miscellaneous	49900	600	0	0.0	600
Digital Asset Management	53101	10,600	5,479	51.7	5,121
TOTAL GENERAL OPERATIONS		563,100	477,525	84.8	85,575
GENERAL REVENUE PROGRAMS					
57 10 15 11 003					
Consumer Awareness - PR	GR010	4,650,000	4,471,458	96.2	178,542
Fresh Fruit Promotions- FG	GR045	100,000	86,695	86.7	13,305
FL Welcome Stations-Juice	GR080	250,000	188,869	75.5	61,131
TOTAL GENERAL REVENUE PROGRAMS		\$5,000,000	\$4,747,022	94.9	\$252,978

FLORIDA DEPARTMENT OF CITRUS

DEPARTMENTAL EXPENDITURES

JULY 1, 2018 - JUNE 30, 2019

DESCRIPTION	OCA CODE	APPROVED BUDGET	YEAR TO DATE EXPENDITURES	% TO DATE	UNEXPENDED BALANCE
PUBLIC RELATIONS					
CORPORATE - ALL VARIETIES					
57 10 15 12 003					
Website Platforms	PR012	\$200,000	\$189,854	94.9	\$10,146
Reactive Issues Management	PR016	1,050,000	1,032,970	98.4	17,030
Subtotal Corporate - All Varieties		1,250,000	1,222,824	97.8	27,176
PROCESSED ORANGE					
57 10 15 12 004					
Social Media/Community Management	PR044	250,000	223,951	89.6	26,049
Proactive Issues Management	PR046	1,574,700	1,412,845	89.7	161,855
Subtotal Processed Orange		1,824,700	1,636,796	89.7	187,904
GRAPEFRUIT					
57 10 15 12 005					
Proactive/Reactive Issues Mgmt	PR036	75,000	66,007	88.0	8,994
Subtotal Grapefruit		75,000	66,007	88.0	8,994
IN-STATE PROGRAMS					
57 10 15 12 008					
Industry Grower Relations - AV	PR081	45,000	40,588	90.2	4,412
Subtotal In-State Programs		45,000	40,588	90.2	4,412
FRESH FRUIT					
57 10 16 11 007					
Gift Fruit Programs	RM070	53,900	39,825	73.9	14,075
Fresh Orange Promotions	RM071	10,600	10,544	99.5	56
Subtotal Gift Fruit		64,500	50,368	78.1	14,132
TOTAL PR PROGRAMS - CATF		\$3,259,200	\$3,016,582	92.6	\$242,618
* SUBTOTALS BY FUNDING SOURCE					
PR & Domestic Marketing - CATF		\$3,822,300	\$3,494,107		\$328,193
PR & Domestic Marketing - GR		5,000,000	4,747,022		252,978
Total		\$8,822,300	\$8,241,128		\$581,172

FLORIDA DEPARTMENT OF CITRUS

DEPARTMENTAL EXPENDITURES

JULY 1, 2018 - JUNE 30, 2019

<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>
INTERNATIONAL MARKETING					
GENERAL OPERATIONS					
57 10 18 10 001					
Salaries and Benefits	11000	\$180,000	\$177,300	98.5	\$2,700
Employee Travel - Orange Juice	26002	10,500	1,176	11.2	9,324
Employee Travel - Grapefruit	26003	700	678	96.8	22
Employee Travel - PO/PG/FG	26006	4,500	4,239	94.2	261
57 10 18 10 002					
Promotional Items - Grapefruit	IM100	16,800	1,082	6.4	15,718
Mailing & Delivery Services	13420	2,600	2,529	97.3	71
Banking Services (Foreign Currency)	13450	1,500	92	6.1	1,408
Postage	21000	100	1	1.4	99
Telephone	22100	2,000	1,213	60.6	787
Office Supplies	34101	400	0	0.0	400
Trade Meals	35000	500	0	0.0	500
Subscriptions	49200	150	40	26.7	110
Memberships	49300	5,000	3,750	75.0	1,250
Miscellaneous	49900	500	0	0.0	500
Subtotal General Operations		<u>225,250</u>	<u>192,099</u>	85.3	<u>33,151</u>
FAS ADMINISTRATION					
57 10 18 10 003					
Evaluations-DOC	IM01D	5,000	2,923	58.5	2,077
Evaluations-FAS	IM01F	55,000	37,564	68.3	17,436
Consultant Fee-DOC	1313D	78,500	76,750	97.8	1,750
FAS Annual Workshop-DOC	26005	2,500	1,110	44.4	1,390
Subtotal FAS Administration		<u>\$141,000</u>	<u>\$118,347</u>	83.9	<u>\$22,653</u>

FLORIDA DEPARTMENT OF CITRUS

DEPARTMENTAL EXPENDITURES

JULY 1, 2018 - JUNE 30, 2019

DESCRIPTION	OCA CODE	APPROVED BUDGET	YEAR TO DATE EXPENDITURES	% TO DATE	UNEXPENDED BALANCE
CANADIAN PROMOTIONS					
Fresh & Processed Grapefruit					
57 10 18 10 103					
Promotions-DOC	1335D	\$13,400	\$1,630	12.2	\$11,770
Promotions-FAS	1335F	227,500	219,550	96.5	7,950
Subtotal Canada-Fresh & Proc. Gft.		240,900	221,180	91.8	19,720
Processed Orange					
57 10 18 10 104					
Promotions-DOC	1335D	22,800	5,800	25.4	17,000
Promotions-FAS	1335F	545,954	500,297	91.6	45,657
Subtotal Canada-Proc Orange		568,754	506,097	89.0	62,657
Fresh Orange					
57 10 18 10 105					
Promotions-DOC	1335D	75,000	74,513	99.4	487
Subtotal Canada-Proc Orange		75,000	74,513	99.4	487
TOTAL CANADIAN MARKETING		884,654	801,790	90.6	82,377
EUROPEAN PROMOTIONS					
FRANCE - PROMOTIONS - GRAPEFRUIT					
Fresh & Processed Grapefruit					
57 10 18 11 203					
Promotions-DOC	1335D	23,300	15,481	66.4	7,819
Promotions-FAS	1335F	376,500	376,082	99.9	418
Total France Retail - Fresh & Proc. GFT		399,800	391,562	97.9	8,238
EUROPE - RETAIL - GRAPEFRUIT					
Fresh & Processed Grapefruit					
57 10 18 11 300					
Promotions-DOC	1335D	2,200	573	26.1	1,627
Promotions-FAS	1335F	307,000	306,448	99.8	552
Total Europe Retail - Fresh & Proc. GFT		309,200	307,021	99.3	2,179
TOTAL EUROPEAN PROMOTIONS		\$709,000	\$698,583	98.5	\$10,417

FLORIDA DEPARTMENT OF CITRUS

DEPARTMENTAL EXPENDITURES

JULY 1, 2018 - JUNE 30, 2019

DESCRIPTION	OCA CODE	APPROVED BUDGET	YEAR TO DATE EXPENDITURES	% TO DATE	UNEXPENDED BALANCE
ASIAN PROMOTIONS					
JAPAN					
Fresh & Processed Grapefruit					
57 10 18 12 103					
Promotions-DOC	1335D	\$66,300	\$56,213	84.8	\$10,087
Promotions-FAS	1335F	1,279,282	1,279,185	100.0	97
Total Japan-Fresh & Proc. Gft.		1,345,582	1,335,398	99.2	10,184
KOREA					
Fresh & Processed Grapefruit					
57 10 18 13 103					
Promotions-DOC	1335D	7,450	7,450	100.0	0
Promotions-FAS	1335F	302,500	302,301	99.9	199
Total Korea-Fresh & Proc. Gft.		309,950	309,751	99.9	199
Processed Orange					
57 10 18 13 104					
Promotions-DOC	1335D	22,800	22,800	100.0	0
Promotions-FAS	1335F	545,954	545,954	100.0	0
Total Korea-Proc. Orange		568,754	568,754	100.0	0
TOTAL ASIAN PROMOTIONS		2,224,286	2,213,903	99.5	10,383
TOTAL INTERNATIONAL MARKETING		\$4,184,190	\$4,024,723	96.2	\$158,981
* SUBTOTALS BY FUNDING SOURCE					
Int'l Mktg-DOC		\$544,500	\$457,342	84.0	\$87,158
Int'l Mktg-FAS		3,639,690	3,567,380	98.0	72,310
		\$4,184,190	\$4,024,723	96.2	\$159,467

FLORIDA DEPARTMENT OF CITRUS
INTERNATIONAL MARKETING
2018-2019 EXPENDITURES BY VARIETY/FUNDING SOURCE

	<u>TOTAL</u>	<u>PROCESSED ORANGE</u>	<u>PROCESSED GRAPEFRUIT</u>	<u>FRESH ORANGE</u>	<u>FRESH GRAPEFRUIT</u>
DEPARTMENT OF CITRUS					
General Operations	\$192,099	\$57,925	\$32,598	\$0	\$101,576
FAS Administration	80,783	24,235	13,733	0	42,815
Canadian Marketing	81,943	5,800	408	74,513	1,222
European Promotions	16,054	0	4,013	0	12,041
Asian Promotions	86,463	22,800	15,916	0	47,747
Subtotal DOC	<u>457,342</u>	<u>110,760</u>	<u>66,668</u>	<u>74,513</u>	<u>205,401</u>
FOREIGN AGRICULTURAL SERVICE PROGRAM					
FAS Administration	37,564	11,270	6,386	0	19,908
Canadian Marketing	719,847	500,297	54,888	0	164,662
European Promotions	682,530	0	170,632	0	511,898
Asian Promotions	2,127,440	545,954	395,371	0	1,186,115
Subtotal FAS	<u>3,567,381</u>	<u>1,057,521</u>	<u>627,277</u>	<u>0</u>	<u>1,882,583</u>
TOTAL INTERNATIONAL MARKETING	<u>\$4,024,723</u>	<u>\$1,168,281</u>	<u>\$693,945</u>	<u>\$74,513</u>	<u>\$2,087,984</u>
Percent DOC Contribution	<u>13%</u>	<u>10%</u>	<u>11%</u>	<u>100%</u>	<u>11%</u>