

COL A93		
SCH VIIIIB-2		
REDUCTIONS		
POS	AMOUNT	CODES
CITRUS, DEPT OF		57000000
<u>AGRIC PRODUCTS MARKETING</u>		57030000
<u>ECONOMIC OPPORTUNITIES</u>		11
<u>BUSINESS DEVELOPMENT</u>		<u>1101.00.00.00</u>
PROGRAM REDUCTIONS		33V0000
REDUCTION OF PAID ADVERTISING /		
PROMOTIONS		33V0100
SPECIAL CATEGORIES		100000
PAID ADVERTISING/PR		102380
CITRUS ADVERTISING TF	-STATE 1,864,898-	2090 1
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AGENCY ISSUE NARRATIVE:

SCH VIIIIB-2 NARR 16-17 NARRATIVE:

IT COMPONENT? NO

Department of Citrus
 Schedule VIIIIB-2 LBR 2016-17
 Priority Listing of Agency Budget Issues for Possible Reduction for Legislative Budget Request Year

Possible Reduction Issue: 001

Summary Narrative:

The recurring portion of the department's appropriations request is directly funded by an assessment on each box of Florida grown citrus, which is restricted by enabling legislation under Chapter 601 of the Florida statutes, and supplemented by USDA MAP funding for international programs. The department's expected 2016-17 operating budget of approximately \$32.8 million does not include the nonrecurring general revenue issues. The gap between appropriations and the internal operating budget allows for fluctuations in crop forecasts during the season. Additional trust fund revenue may be generated by larger crops, or unexpected federal grant awards for scientific research activity, which could increase the Department's operating budget.

Our programs for the FY 2015-16 and FY2016-17 are designed to be flexible in the event of a Florida citrus crop shortfall. Further revisions to the department's appropriation would not result in savings to the state, but could impede our efforts to promote 100% Florida orange juice and other citrus products as a premium, nutritional product. As with most other consumer goods at retail, the price of 100% Florida orange juice has increased substantially over recent years. The Department's marketing and public relations messages intend to give consumers a reason other than price to purchase and consume 100% Florida orange juice, which provides amazing taste, vitamin C, folic acid, and potassium with no added sugar.

A 5% reduction in authorization under Citrus Research Special Categories Contracted Services would be a reduction in Citrus Advertising Trust Fund Authority, which may impede FDOC programs aimed to protect and enhance Florida's \$9 billion Citrus industry.
