

	COL A03		COL A04		COL A05		CODES
	POS	AMOUNT	POS	AMOUNT	POS	AMOUNT	
CITRUS, DEPT OF							57000000
CITRUS RESEARCH							57010000
ECONOMIC OPPORTUNITIES							11
BUSINESS DEVELOPMENT							1101.00.00.00
ESTIMATED EXPENDITURES							1000000
ESTIMATED EXPENDITURES - OPERATIONS							1001000
SALARY RATE							000000
SALARY RATE.....		980,509					
=====							
SALARIES AND BENEFITS							010000
CITRUS ADVERTISING TF	-STATE	12.00					
CITRUS ADVERTISING TF	-STATE	1,242,379					2090 1
=====							
OTHER PERSONAL SERVICES							030000
CITRUS ADVERTISING TF	-STATE	107,098					2090 1
=====							
EXPENSES							040000
CITRUS ADVERTISING TF	-STATE	401,896					2090 1
=====							
OPERATING CAPITAL OUTLAY							060000
CITRUS ADVERTISING TF	-STATE	251,000					2090 1
=====							
SPECIAL CATEGORIES							100000
CONTRACTED SERVICES							100777
GENERAL REVENUE FUND	-STATE	650,000					1000 1
CITRUS ADVERTISING TF	-STATE	2,320,494					2090 1
TOTAL APPRO.....		2,970,494					
=====							
PAID ADVERTISING/PROMOTION							102380
CITRUS ADVERTISING TF	-STATE	82,000					2090 1
=====							
TR/DMS/HR SVCS/STW CONTRCT							107040
CITRUS ADVERTISING TF	-STATE	4,044					2090 1
=====							

	COL A03		COL A04		COL A05		CODES
	AGY REQUEST FY 2019-20 POS	AMOUNT	AGY REQ N/R FY 2019-20 POS	AMOUNT	AG REQ ANZ FY 2019-20 POS	AMOUNT	
CITRUS, DEPT OF							57000000
CITRUS RESEARCH							57010000
ECONOMIC OPPORTUNITIES							11
BUSINESS DEVELOPMENT							1101.00.00.00
ESTIMATED EXPENDITURES							1000000
ESTIMATED EXPENDITURES - OPERATIONS							1001000
TOTAL: ESTIMATED EXPENDITURES - OPERATIONS							1001000
TOTAL POSITIONS.....	12.00						
TOTAL ISSUE.....		5,058,911					
TOTAL SALARY RATE.....	980,509						
=====							
FLORIDA RETIREMENT SYSTEM							
ADJUSTMENT FOR FY 2018-19 - NORMAL							
COST AND UNFUNDED ACTUARIAL							
LIABILITY							1001770
SALARIES AND BENEFITS							010000
CITRUS ADVERTISING TF -STATE		2,228					2090 1
=====							
ADJUSTMENT TO STATE HEALTH							
INSURANCE PREMIUM CONTRIBUTION FOR							
FY 2018-19 - EFFECTIVE 12/1/2018							1001780
SALARIES AND BENEFITS							010000
CITRUS ADVERTISING TF -STATE		5,859					2090 1
=====							
FISCAL YEAR 2018-19 REDUCTION DUE							
TO BASIC LIFE INSURANCE CONTRACT							
SAVINGS							1001790
SALARIES AND BENEFITS							010000
CITRUS ADVERTISING TF -STATE		84-					2090 1
=====							
REALLOCATION OF HUMAN RESOURCES							
OUTSOURCING							1005900
SPECIAL CATEGORIES							100000
TR/DMS/HR SVCS/STW CONTRCT							107040
CITRUS ADVERTISING TF -STATE		10-					2090 1
=====							

	COL A03	COL A04	COL A05	
	AGY REQUEST	AGY REQ N/R	AG REQ ANZ	
	FY 2019-20	FY 2019-20	FY 2019-20	
	POS AMOUNT	POS AMOUNT	POS AMOUNT	CODES
CITRUS, DEPT OF				57000000
CITRUS RESEARCH				57010000
ECONOMIC OPPORTUNITIES				11
<u>BUSINESS DEVELOPMENT</u>				<u>1101.00.00.00</u>
ANNUALIZATION OF ADMINISTERED FUNDS APPROPRIATIONS				26A0000
ANNUALIZATION OF STATE HEALTH INSURANCE ADJUSTMENTS FOR FY 2018-19 FIVE MONTHS ANNUALIZATION SALARIES AND BENEFITS				26A1780 010000
CITRUS ADVERTISING TF -STATE	4,185			2090 1
PROGRAM REDUCTIONS				33V0000
REDUCTION OF CITRUS RESEARCH PROGRAMS				33V0300
SPECIAL CATEGORIES				100000
CONTRACTED SERVICES				100777
CITRUS ADVERTISING TF -STATE	800,000-			2090 1

AGENCY ISSUE NARRATIVE:				
2019-2020 BUDGET YEAR NARRATIVE: IT COMPONENT? NO				
Citrus production in Florida has been declining each year, due to citrus greening disease (HLB). As a result, the department's funding, which is based on an excise assessment on each box of citrus fruit grown and placed into the primary channel of trade in Florida, has also declined. The department's programs in sponsored disease and medical research programs have been scaled back due to lower crop forecasts and temporary reductions to assessment rates.				

TOTAL: BUSINESS DEVELOPMENT				<u>1101.00.00.00</u>
BY FUND TYPE				
GENERAL REVENUE FUND	650,000			1000
TRUST FUNDS	3,621,089			2000
TOTAL POSITIONS.....	12.00			
TOTAL PROG COMP.....	4,271,089			
TOTAL SALARY RATE.....	980,509			
=====				

	COL A03		COL A04		COL A05		CODES
	AGY REQUEST FY 2019-20 POS	AMOUNT	AGY REQ N/R FY 2019-20 POS	AMOUNT	AG REQ ANZ FY 2019-20 POS	AMOUNT	
CITRUS, DEPT OF							57000000
<u>EXECUTIVE DIR/SUPPORT SVCS</u>							57020000
<u>ECONOMIC OPPORTUNITIES</u>							11
<u>BUSINESS DEVELOPMENT</u>							<u>1101.00.00.00</u>
ESTIMATED EXPENDITURES							1000000
ESTIMATED EXPENDITURES - OPERATIONS							1001000
SALARY RATE							000000
SALARY RATE.....		1,272,646					
=====							
SALARIES AND BENEFITS							010000
CITRUS ADVERTISING TF	-STATE	19.00					
		1,898,856					2090 1
=====							
OTHER PERSONAL SERVICES							030000
CITRUS ADVERTISING TF	-STATE	66,000					
							2090 1
=====							
EXPENSES							040000
CITRUS ADVERTISING TF	-STATE	542,625					
							2090 1
=====							
OPERATING CAPITAL OUTLAY							060000
CITRUS ADVERTISING TF	-STATE	119,779					
							2090 1
=====							
SPECIAL CATEGORIES							100000
CONTRACTED SERVICES							100777
CITRUS ADVERTISING TF	-STATE	407,655					
							2090 1
=====							
PAID ADVERTISING/PROMOTION							102380
CITRUS ADVERTISING TF	-STATE	75,000					
							2090 1
=====							
RISK MANAGEMENT INSURANCE							103241
CITRUS ADVERTISING TF	-STATE	15,639					
							2090 1
=====							

	COL A03		COL A04		COL A05		CODES
	AGY REQUEST FY 2019-20 POS	AMOUNT	AGY REQ N/R FY 2019-20 POS	AMOUNT	AG REQ ANZ FY 2019-20 POS	AMOUNT	
CITRUS, DEPT OF							57000000
<u>EXECUTIVE DIR/SUPPORT SVCS</u>							57020000
<u>ECONOMIC OPPORTUNITIES</u>							11
<u>BUSINESS DEVELOPMENT</u>							<u>1101.00.00.00</u>
ESTIMATED EXPENDITURES							1000000
ESTIMATED EXPENDITURES - OPERATIONS							1001000
SPECIAL CATEGORIES							100000
TR/DMS/HR SVCS/STW CONTRCT							107040
CITRUS ADVERTISING TF -STATE		6,179					2090 1
DATA PROCESSING SERVICES							210000
DP ASSESSMENT (AST)							210003
CITRUS ADVERTISING TF -STATE		43,734					2090 1
TOTAL: ESTIMATED EXPENDITURES - OPERATIONS							1001000
TOTAL POSITIONS.....	19.00						
TOTAL ISSUE.....		3,175,467					
TOTAL SALARY RATE.....		1,272,646					
CASUALTY INSURANCE PREMIUM ADJUSTMENT							1001090
SPECIAL CATEGORIES							100000
RISK MANAGEMENT INSURANCE							103241
CITRUS ADVERTISING TF -STATE		256-					2090 1
FLORIDA RETIREMENT SYSTEM ADJUSTMENT FOR FY 2018-19 - NORMAL COST AND UNFUNDED ACTUARIAL LIABILITY							1001770
SALARIES AND BENEFITS							010000
CITRUS ADVERTISING TF -STATE		6,229					2090 1
DATA PROCESSING SERVICES							210000
DP ASSESSMENT (AST)							210003
CITRUS ADVERTISING TF -STATE		38					2090 1

	COL A03	COL A04	COL A05	
	AGY REQUEST	AGY REQ N/R	AG REQ ANZ	
	FY 2019-20	FY 2019-20	FY 2019-20	
	POS AMOUNT	POS AMOUNT	POS AMOUNT	CODES
CITRUS, DEPT OF				57000000
<u>EXECUTIVE DIR/SUPPORT SVCS</u>				57020000
<u>ECONOMIC OPPORTUNITIES</u>				11
<u>BUSINESS DEVELOPMENT</u>				<u>1101.00.00.00</u>
ESTIMATED EXPENDITURES				1000000
FLORIDA RETIREMENT SYSTEM				
ADJUSTMENT FOR FY 2018-19 - NORMAL				
COST AND UNFUNDED ACTUARIAL				
LIABILITY				1001770
TOTAL: FLORIDA RETIREMENT SYSTEM				1001770
ADJUSTMENT FOR FY 2018-19 - NORMAL				
COST AND UNFUNDED ACTUARIAL				
LIABILITY				
TOTAL ISSUE.....	6,267			
	=====	=====	=====	
ADJUSTMENT TO STATE HEALTH				
INSURANCE PREMIUM CONTRIBUTION FOR				
FY 2018-19 - EFFECTIVE 12/1/2018				1001780
SALARIES AND BENEFITS				010000
CITRUS ADVERTISING TF -STATE	9,680			2090 1
	=====	=====	=====	
DATA PROCESSING SERVICES				210000
DP ASSESSMENT (AST)				210003
CITRUS ADVERTISING TF -STATE	71			2090 1
	=====	=====	=====	
TOTAL: ADJUSTMENT TO STATE HEALTH				1001780
INSURANCE PREMIUM CONTRIBUTION FOR				
FY 2018-19 - EFFECTIVE 12/1/2018				
TOTAL ISSUE.....	9,751			
	=====	=====	=====	
FISCAL YEAR 2018-19 REDUCTION DUE				
TO BASIC LIFE INSURANCE CONTRACT				
SAVINGS				1001790
SALARIES AND BENEFITS				010000
CITRUS ADVERTISING TF -STATE	150-			2090 1
	=====	=====	=====	

	COL A03		COL A04		COL A05		CODES
	POS	AMOUNT	POS	AMOUNT	POS	AMOUNT	
CITRUS, DEPT OF							57000000
<u>EXECUTIVE DIR/SUPPORT SVCS</u>							57020000
<u>ECONOMIC OPPORTUNITIES</u>							11
<u>BUSINESS DEVELOPMENT</u>							<u>1101.00.00.00</u>
ESTIMATED EXPENDITURES							1000000
FISCAL YEAR 2018-19 REDUCTION DUE TO BASIC LIFE INSURANCE CONTRACT SAVINGS							1001790
DATA PROCESSING SERVICES							210000
DP ASSESSMENT (AST)							210003
CITRUS ADVERTISING TF -STATE		2-					2090 1
TOTAL: FISCAL YEAR 2018-19 REDUCTION DUE TO BASIC LIFE INSURANCE CONTRACT SAVINGS							1001790
TOTAL ISSUE.....		152-					
REALLOCATION OF HUMAN RESOURCES							
OUTSOURCING							1005900
SPECIAL CATEGORIES							100000
TR/DMS/HR SVCS/STW CONTRCT							107040
CITRUS ADVERTISING TF -STATE		15-					2090 1
INFORMATION TECHNOLOGY - SECURITY							
TRAINING							1006100
DATA PROCESSING SERVICES							210000
DP ASSESSMENT (AST)							210003
CITRUS ADVERTISING TF -STATE		6,286					2090 1
STATE ENTERPRISE INFORMATION							
TECHNOLOGY DISTRIBUTION							1006600
DATA PROCESSING SERVICES							210000
DP ASSESSMENT (AST)							210003
CITRUS ADVERTISING TF -STATE		4,731-					2090 1

	COL A03		COL A04		COL A05		CODES
	POS	AMOUNT	POS	AMOUNT	POS	AMOUNT	
CITRUS, DEPT OF							57000000
<u>EXECUTIVE DIR/SUPPORT SVCS</u>							57020000
<u>ECONOMIC OPPORTUNITIES</u>							11
<u>BUSINESS DEVELOPMENT</u>							<u>1101.00.00.00</u>
ANNUALIZATION OF ADMINISTERED FUNDS APPROPRIATIONS							26A0000
ANNUALIZATION OF STATE HEALTH INSURANCE ADJUSTMENTS FOR FY 2018-19 FIVE MONTHS ANNUALIZATION SALARIES AND BENEFITS							26A1780 010000
CITRUS ADVERTISING TF -STATE		6,914					2090 1
=====							
DATA PROCESSING SERVICES							210000
DP ASSESSMENT (AST)							210003
CITRUS ADVERTISING TF -STATE		51					2090 1
=====							
TOTAL: ANNUALIZATION OF STATE HEALTH INSURANCE ADJUSTMENTS FOR FY 2018-19 FIVE MONTHS ANNUALIZATION							26A1780
TOTAL ISSUE.....		6,965					
=====							
MANAGEMENT REDUCTIONS							33G0000
MANAGEMENT REDUCTION OF ADMINISTRATIVE EXPENSES NOT RELATED TO A SPECIFIC PROGRAM EXPENSES							33G0570 040000
CITRUS ADVERTISING TF -STATE		50,000-					2090 1
=====							
SPECIAL CATEGORIES							100000
CONTRACTED SERVICES							100777
CITRUS ADVERTISING TF -STATE		100,000-					2090 1
=====							
TOTAL: MANAGEMENT REDUCTION OF ADMINISTRATIVE EXPENSES NOT RELATED TO A SPECIFIC PROGRAM							33G0570
TOTAL ISSUE.....		150,000-					
=====							

	COL A03	COL A04	COL A05	
	AGY REQUEST	AGY REQ N/R	AG REQ ANZ	
	FY 2019-20	FY 2019-20	FY 2019-20	
POS	AMOUNT	POS	AMOUNT	POS
				AMOUNT
				CODES
CITRUS, DEPT OF				57000000
<u>EXECUTIVE DIR/SUPPORT SVCS</u>				57020000
<u>ECONOMIC OPPORTUNITIES</u>				11
<u>BUSINESS DEVELOPMENT</u>				<u>1101.00.00.00</u>
FUND SHIFT				3400000
TRANSFER TO GENERAL REVENUE - ADD				3403000
DATA PROCESSING SERVICES				210000
DP ASSESSMENT (AST)				210003
GENERAL REVENUE FUND -STATE	45,447			1000 1

AGENCY ISSUE NARRATIVE:

2019-2020 BUDGET YEAR NARRATIVE:

IT COMPONENT? NO

DESCRIPTION OF ISSUE:

The department requests that funding for AST services be appropriated from General Revenue, relieving the Citrus Advertising Trust Fund (CATF) and the Florida citrus growers from the burden of supporting another state agency, in addition to the general revenue service charge of 4% on revenues that is already being remitted.

ISSUE SUMMARY:

282.201, F. S. requires the department to enlist the services of the AST (formerly NSRC and SSRC) for its data center and disaster recovery services. Over the last several years, the department has upgraded its IT infrastructure by migrating away from Novell to Windows servers and has implemented Office365 and other changes to improve efficiency, move away from antiquated systems, and to save costs in the long term. In a time when the Citrus industry is in jeopardy and our revenues are decreasing every year, it is imperative that the department make changes which will reduce costs in the long term. These improvements have resulted in less dependence on the AST data center, due to reduction in servers and virtualization of others. With OneDrive storage and Office 365 support, our need for technical support is diminished, and we now have redundant back up of our servers. While we are relying less on the data center, our allocation of their costs continues to grow.

While AST data center appropriations are initially budgeted as general revenue, the portion allocated to Citrus is appropriated from the Citrus Advertising Trust Fund (CATF). The trust fund revenue is derived from an excise assessment on each box of citrus fruit grown and placed into the primary channel of trade in Florida. Citrus production in Florida has been declining each year, due to citrus greening disease (HLB). With a smaller crop, and increased production costs, the department has provided emergency relief to the Florida citrus growers through a reduction in assessment rates. The department has also downsized and eliminated all but core functions. AST is the only line item in our budget that continues to grow.

The department requests that funding for AST services be appropriated from General Revenue, relieving the CATF and the Florida citrus growers from the burden of supporting another state agency. The assessments Citrus growers pay are already assessed a general revenue service charge of 4% to cover administrative costs of the state.

ADVERSE IMPACT IF NOT FUNDED:

The Citrus Advertising Trust Fund is diminishing as citrus crops are reduced. The dollars appropriated to cover AST costs are not available to support the critical research and marketing functions for which these funds are intended.

COST SUMMARY:

While the overall Citrus legislative budget is not increased, this issue will cause an increased general revenue appropriation of approximately \$49,351.

	COL A03	COL A04	COL A05	
	AGY REQUEST	AGY REQ N/R	AG REQ ANZ	
	FY 2019-20	FY 2019-20	FY 2019-20	
	POS AMOUNT	POS AMOUNT	POS AMOUNT	CODES
CITRUS, DEPT OF				57000000
<u>EXECUTIVE DIR/SUPPORT SVCS</u>				57020000
<u>ECONOMIC OPPORTUNITIES</u>				11
<u>BUSINESS DEVELOPMENT</u>				<u>1101.00.00.00</u>
FUND SHIFT				3400000
TRANSFER FROM TRUST FUND - DEDUCT				3404000
DATA PROCESSING SERVICES				210000
DP ASSESSMENT (AST)				210003
CITRUS ADVERTISING TF -STATE	45,447-			2090 1

AGENCY ISSUE NARRATIVE:

2019-2020 BUDGET YEAR NARRATIVE:

IT COMPONENT? NO

DESCRIPTION OF ISSUE:

The department requests that funding for AST services be appropriated from General Revenue, relieving the Citrus Advertising Trust Fund (CATF) and the Florida citrus growers from the burden of supporting another state agency, in addition to the general revenue service charge of 4% on revenues that is already being remitted.

ISSUE SUMMARY:

282.201, F. S. requires the department to enlist the services of the AST (formerly NSRC and SSRC) for its data center and disaster recovery services. Over the last several years, the department has upgraded its IT infrastructure by migrating away from Novell to Windows servers and has implemented Office365 and other changes to improve efficiency, move away from antiquated systems, and to save costs in the long term. In 2018, 2 servers at the data center were decommissioned, yet our cost has increased yet again for the FY2019-20 budget. In a time when the Citrus industry is in jeopardy and our revenues are decreasing every year, it is imperative that the department make changes which will reduce costs in the long term. These improvements have resulted in less dependence on the AST data center, due to reduction in servers and virtualization of others. With OneDrive storage and Office 365 support, our need for technical support is diminished, and we now have redundant back up of our servers. While we are relying less on the data center, our allocation of their costs continues to grow.

While AST data center appropriations are initially budgeted as general revenue, the portion allocated to Citrus is appropriated from the Citrus Advertising Trust Fund (CATF). The trust fund revenue is derived from an excise assessment on each box of citrus fruit grown and placed into the primary channel of trade in Florida. Citrus production in Florida has been declining each year, due to citrus greening disease (HLB). With a smaller crop, and increased production costs, the department has provided emergency relief to the Florida citrus growers through a reduction in assessment rates. The department has also downsized and eliminated all but core functions. AST is the only line item in our budget that continues to grow.

The department requests that funding for AST services be appropriated from General Revenue, relieving the CATF and the Florida citrus growers from the burden of supporting another state agency. The assessments Citrus growers pay are already assessed a general revenue service charge of 4% to cover administrative costs of the state.

ADVERSE IMPACT IF NOT FUNDED:

The Citrus Advertising Trust Fund is diminishing as citrus crops are reduced. The dollars appropriated to cover AST costs are not available to support the critical research and marketing functions for which these funds are intended.

COST SUMMARY:

While the overall Citrus legislative budget is not increased, this issue will cause an increased general revenue appropriation of approximately \$49,351.

	COL A03		COL A04		COL A05		CODES
	AGY REQUEST FY 2019-20 POS	AMOUNT	AGY REQ N/R FY 2019-20 POS	AMOUNT	AG REQ ANZ FY 2019-20 POS	AMOUNT	
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>
ESTIMATED EXPENDITURES							1000000
ESTIMATED EXPENDITURES - OPERATIONS							1001000
SALARY RATE							000000
SALARY RATE.....		1,005,460					
=====							
SALARIES AND BENEFITS							010000
CITRUS ADVERTISING TF	-STATE	10.00					
		1,478,752					2090 1
=====							
OTHER PERSONAL SERVICES							030000
CITRUS ADVERTISING TF	-STATE	17,000					2090 1
=====							
EXPENSES							040000
CITRUS ADVERTISING TF	-STATE	461,331					2090 1
=====							
SPECIAL CATEGORIES							100000
CONTRACTED SERVICES							100777
CITRUS ADVERTISING TF	-STATE	100,000					2090 1
=====							
PAID ADVERTISING/PROMOTION							102380
GENERAL REVENUE FUND	-STATE	5,000,000					1000 1
=====							
CITRUS ADVERTISING TF	-STATE	10,461,163					2090 1
	-MATCH	500,000					2090 2
	-FEDERL	5,000,000					2090 3

TOTAL CITRUS ADVERTISING TF		15,961,163					2090
=====							
TOTAL APPRO.....		20,961,163					
=====							
TR/DMS/HR SVCS/STW CONTRCT							107040
CITRUS ADVERTISING TF	-STATE	3,618					2090 1
=====							

	COL A03		COL A04		COL A05		CODES
	AGY REQUEST FY 2019-20 POS	AMOUNT	AGY REQ N/R FY 2019-20 POS	AMOUNT	AG REQ ANZ FY 2019-20 POS	AMOUNT	
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>
ESTIMATED EXPENDITURES							1000000
ESTIMATED EXPENDITURES - OPERATIONS							1001000
TOTAL: ESTIMATED EXPENDITURES - OPERATIONS							1001000
TOTAL POSITIONS.....	10.00						
TOTAL ISSUE.....		23,021,864					
TOTAL SALARY RATE.....		1,005,460					
=====							
FLORIDA RETIREMENT SYSTEM							
ADJUSTMENT FOR FY 2018-19 - NORMAL							
COST AND UNFUNDED ACTUARIAL							
LIABILITY							1001770
SALARIES AND BENEFITS							010000
CITRUS ADVERTISING TF -STATE		2,034					2090 1
=====							
ADJUSTMENT TO STATE HEALTH							
INSURANCE PREMIUM CONTRIBUTION FOR							
FY 2018-19 - EFFECTIVE 12/1/2018							1001780
SALARIES AND BENEFITS							010000
CITRUS ADVERTISING TF -STATE		5,277					2090 1
=====							
FISCAL YEAR 2018-19 REDUCTION DUE							
TO BASIC LIFE INSURANCE CONTRACT							
SAVINGS							1001790
SALARIES AND BENEFITS							010000
CITRUS ADVERTISING TF -STATE		84-					2090 1
=====							
REALLOCATION OF HUMAN RESOURCES							
OUTSOURCING							1005900
SPECIAL CATEGORIES							100000
TR/DMS/HR SVCS/STW CONTRCT							107040
CITRUS ADVERTISING TF -STATE		9-					2090 1
=====							

	COL A03		COL A04		COL A05		CODES
	AGY REQUEST FY 2019-20 POS	AMOUNT	AGY REQ N/R FY 2019-20 POS	AMOUNT	AG REQ ANZ FY 2019-20 POS	AMOUNT	
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>
NONRECURRING EXPENDITURES							2100000
"FLORIDA FORWARD" CONSUMER COMMUNICATION PROGRAM							2103006
SPECIAL CATEGORIES							100000
PAID ADVERTISING/PROMOTION							102380
GENERAL REVENUE FUND -STATE		4,064,450-					1000 1
=====							
ANNUALIZATION OF ADMINISTERED FUNDS APPROPRIATIONS							26A0000
ANNUALIZATION OF STATE HEALTH INSURANCE ADJUSTMENTS FOR FY 2018-19 FIVE MONTHS ANNUALIZATION SALARIES AND BENEFITS							26A1780 010000
CITRUS ADVERTISING TF -STATE		3,769					2090 1
=====							
PROGRAM REDUCTIONS							33V0000
REDUCTION OF PAID ADVERTISING / PROMOTIONS EXPENSES							33V0100 040000
CITRUS ADVERTISING TF -STATE		200,000-					2090 1
=====							
SPECIAL CATEGORIES							100000
PAID ADVERTISING/PROMOTION							102380
CITRUS ADVERTISING TF -STATE		3,000,000-					2090 1
=====							
TOTAL: REDUCTION OF PAID ADVERTISING / PROMOTIONS							33V0100
TOTAL ISSUE.....		3,200,000-					
=====							

AGENCY ISSUE NARRATIVE:

2019-2020 BUDGET YEAR NARRATIVE:

IT COMPONENT? NO

Citrus production in Florida has been declining each year, due to citrus greening disease (HLB). As a result, the department's funding, which is based on an excise assessment on each box of citrus fruit grown and placed into the primary channel of trade in Florida, has also declined. As a result, marketing programs have been temporarily phased down to support core functions in global marketing, including issues management and international marketing. The decrease

	COL A03	COL A04	COL A05	
	AGY REQUEST	AGY REQ N/R	AG REQ ANZ	
	FY 2019-20	FY 2019-20	FY 2019-20	
	POS AMOUNT	POS AMOUNT	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
will allow us to continue current programs, while still providing for modest program growth if additional assessment receipts become available during the year.				

INCREASED ADVERTISING PROMOTIONAL				
CAMPAIGNS				4400000
"FLORIDA FORWARD" CONSUMER				
COMMUNICATION PROGRAM				4400060
SPECIAL CATEGORIES				100000
PAID ADVERTISING/PROMOTION				102380
GENERAL REVENUE FUND -STATE	4,064,450	4,064,450		1000 1
	=====	=====	=====	

AGENCY ISSUE NARRATIVE:

2019-2020 BUDGET YEAR NARRATIVE: IT COMPONENT? NO

Florida Citrus Consumer and Influencer Education and Engagement

DESCRIPTION OF ISSUE:

This issue is to request nonrecurring Advertising Promotional Campaigns Special Category funding in the amount of \$4,064,450 in General Revenue for the continuation and expansion of a consumer and influencer education and engagement program. This program is focused on providing citrus nutrition information to consumers as well as health and wellness influencers, such as pediatricians, family physicians, nurse practitioners, registered dietitians, nutritionists, food science experts, bloggers and others who are able to influence consumer choices about family food, health and wellness in the United States.

Given the significant \$8.6 billion economic impact of the state's signature agricultural product, all counties in Florida may be impacted by this request.

ISSUE SUMMARY:

The Florida Department of Citrus (FDOC) is conducting a variety of engagement activities to enhance consumer perception and consumption of Florida Orange Juice.

Florida has experienced a well-documented, significant citrus crop reduction over the past ten years reaching historic lows (falling by nearly 70% during that time), due to the spread of HLB (citrus greening). As a result, the volume of Florida Orange Juice available to consumers has dramatically decreased, while production costs have skyrocketed, and retail prices have also increased. Although 100% orange juice remains the nation's favorite 100% fruit juice by a wide margin, consumption of Florida Orange Juice continues to decline due to fierce competition in the beverage aisle and negative press regarding its high sugar content.

With increasing consumer interest in various health and wellness trends and their access to diverse information channels delivering information about nutrition and health, it has become more challenging and more vital to engage consumers directly and through third-party influencers who consumers view as a trusted source. We continue to see misrepresentation

	COL A03	COL A04	COL A05	
	AGY REQUEST	AGY REQ N/R	AG REQ ANZ	
	FY 2019-20	FY 2019-20	FY 2019-20	
	POS	AMOUNT	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>
INCREASED ADVERTISING PROMOTIONAL				
CAMPAIGNS				4400000
"FLORIDA FORWARD" CONSUMER				
COMMUNICATION PROGRAM				4400060

of citrus and the perpetuation of harmful myths in the media, and the FDOC remains vigilant in combatting those challenges.

This program targeted to consumers and influencers will spotlight the nutritional value of Florida citrus products, including Vitamin C, potassium and folate, and the way in which they can be enjoyed as parts of a healthy diet. Additionally, the FDOC will increase communication of the no added sugar message, as refined sugars are receiving frequent criticism for their role in health issues, including childhood obesity. Scientific research studies continue to be conducted and published (by FDOC and others) and provide evidence for various health benefits associated with citrus consumption.

The Florida Citrus Consumer and Influencer Education and Engagement program activities will engage consumers directly but will also provide key health and wellness influencers with information they can then share with consumers. Orange juice demand is a product of attracting households to the market place (market penetration) and increasing the level of consumption among buyers (market intensity). Advertising, promotions, and PR activities can impact both market penetration and market intensity. The value of that impact is usually measured in terms of a return on investment (ROI). Florida Department of Citrus (FDOC), in partnership with UF Florida Agricultural Marketing Research Center, has estimated that ROI to be 9.75:1 for combined market penetration and market intensity in a study utilizing data from a new OJ consumer household tracking survey. That is, for each dollar spent on promotional activities, FDOC activities generated \$9.75 in return.

The total economic impacts for the investment of \$9.46 million in 100% orange juice promotional activity was estimated to sustain additional industry output impacts of up to \$231 million, including \$102 million from direct effects, \$40 million in indirect effects, and \$89 million in induced effects. Using Nielsen data, which would represent the conservative assumption that FDOC promotions influenced only 80% coverage of the U.S. retail orange juice market, Florida 100% orange juice promotional activity was estimated to sustain additional industry output impacts of \$159 million, including \$70 million from direct effects, \$28 million in indirect effects, and \$61 million in induced effects. Additionally, this \$9.46 million investment is estimated to sustain 1,040 full-time and part-time jobs in the State during the year analyzed.

ADVERSE IMPACT IF NOT FUNDED:

The Department's traditional, statutory funding source is entirely tied to citrus production. Thus, as production has decreased, so have the funds available to stimulate consumer engagement with Florida citrus products. Failure to fund this issue will undermine the department's ability to engage and educate consumers and influencers on the nutritional benefits of Florida citrus. Reduction in demand for and sales of Florida citrus products can lead to profoundly adverse long-term impact on the Florida Citrus industry and its thousands of growers, leading to abandoned groves, a degradation in the value of Florida's ecosystems services, reduced tax revenue, and, perhaps most importantly, an increase in unemployment due to a reduction in the more than 45,000 jobs this industry supports.

COST SUMMARY:

This issue will be the primary funding source for the FDOC's consumer and influencer education and engagement program. No Full Time Equivalent (FTE) positions will be added as a result of the enhanced outreach, but the FDOC's public relations staff, scientific research department and partner agencies contribute to the program. The funding requested will cover fees and campaign costs provided by our contracted public relations and marketing agencies, as well as measurement activities associated with the program's commitment to accountability.

	COL A03	COL A04	COL A05	
	AGY REQUEST	AGY REQ N/R	AG REQ ANZ	
	FY 2019-20	FY 2019-20	FY 2019-20	
	POS	POS	POS	CODES
	AMOUNT	AMOUNT	AMOUNT	
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>
TOTAL: BUSINESS DEVELOPMENT				<u>1101.00.00.00</u>
BY FUND TYPE				
GENERAL REVENUE FUND	5,000,000	4,064,450		1000
TRUST FUNDS	14,832,851			2000
TOTAL POSITIONS.....	10.00			
TOTAL PROG COMP.....	19,832,851	4,064,450		
TOTAL SALARY RATE.....	1,005,460			
	=====	=====	=====	