

	COL A03		COL A04		COL A05		CODES
	AGY REQUEST FY 2020-21 POS	AMOUNT	AGY REQ N/R FY 2020-21 POS	AMOUNT	AG REQ ANZ FY 2020-21 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.....	887,457						
=====							
SALARIES AND BENEFITS							010000
CITRUS ADVERTISING TF -STATE	9.00	1,107,743					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		1,520,494					2090 1
TOTAL APPRO.....		2,170,494					
=====							
PAID ADVERTISING/PROMOTION							102380
CITRUS ADVERTISING TF -STATE		82,000					2090 1
=====							
TR/DMS/HR SVCS/STW CONTRCT							107040
CITRUS ADVERTISING TF -STATE		4,034					2090 1
=====							

	COL A03		COL A04		COL A05		CODES
	AGY REQUEST FY 2020-21 POS	AMOUNT	AGY REQ N/R FY 2020-21 POS	AMOUNT	AG REQ ANZ FY 2020-21 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.....	9.00						
TOTAL ISSUE.....		4,124,265					
TOTAL SALARY RATE.....		887,457					
=====							
FLORIDA RETIREMENT SYSTEM							
ADJUSTMENT FOR FY 2019-20 - NORMAL							
COST AND UNFUNDED ACTUARIAL							
LIABILITY							1001680
SALARIES AND BENEFITS							010000
CITRUS ADVERTISING TF -STATE		1,142					2090 1
=====							
ADJUSTMENT TO STATE HEALTH							
INSURANCE PREMIUM CONTRIBUTION - FY							
2019-20 - EFFECTIVE 12/1/2019							1001690
SALARIES AND BENEFITS							010000
CITRUS ADVERTISING TF -STATE		3,395					2090 1
=====							
REALLOCATION OF HUMAN RESOURCES							
OUTSOURCING							1005900
SPECIAL CATEGORIES							100000
TR/DMS/HR SVCS/STW CONTRCT							107040
CITRUS ADVERTISING TF -STATE		228-					2090 1
=====							

	COL A03		COL A04		COL A05		CODES
	AGY REQUEST FY 2020-21 POS	AMOUNT	AGY REQ N/R FY 2020-21 POS	AMOUNT	AG REQ ANZ FY 2020-21 POS	AMOUNT	
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 2019-20 - FIVE MONTHS ANNUALIZATION SALARIES AND BENEFITS							26A1690 010000
CITRUS ADVERTISING TF      -STATE		2,425					2090 1
TOTAL: BUSINESS DEVELOPMENT BY FUND TYPE							<u>1101.00.00.00</u>
GENERAL REVENUE FUND		650,000					1000
TRUST FUNDS		3,480,999					2000
TOTAL POSITIONS.....	9.00						
TOTAL PROG COMP.....		4,130,999					
TOTAL SALARY RATE.....		887,457					

	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
ESTIMATED EXPENDITURES - OPERATIONS							1001000
SALARY RATE							000000
SALARY RATE.....		1,272,646					
=====							
SALARIES AND BENEFITS							010000
CITRUS ADVERTISING TF -STATE		19.00					
CITRUS ADVERTISING TF -STATE		1,921,529					2090 1
=====							
OTHER PERSONAL SERVICES							030000
CITRUS ADVERTISING TF -STATE		66,000					2090 1
=====							
EXPENSES							040000
CITRUS ADVERTISING TF -STATE		492,625					2090 1
=====							
OPERATING CAPITAL OUTLAY							060000
CITRUS ADVERTISING TF -STATE		119,779					2090 1
=====							
SPECIAL CATEGORIES							100000
CONTRACTED SERVICES							100777
CITRUS ADVERTISING TF -STATE		307,655					2090 1
=====							
PAID ADVERTISING/PROMOTION							102380
CITRUS ADVERTISING TF -STATE		75,000					2090 1
=====							
RISK MANAGEMENT INSURANCE							103241
CITRUS ADVERTISING TF -STATE		15,383					2090 1
=====							

	COL A03		COL A04		COL A05		CODES
	AGY REQUEST FY 2020-21 POS	AMOUNT	AGY REQ N/R FY 2020-21 POS	AMOUNT	AG REQ ANZ FY 2020-21 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		6,164					2090 1
DATA PROCESSING SERVICES							210000
DP ASSESSMENT (DMS)							210004
CITRUS ADVERTISING TF -STATE		45,447					2090 1
TOTAL: ESTIMATED EXPENDITURES - OPERATIONS							1001000
TOTAL POSITIONS.....	19.00						
TOTAL ISSUE.....		3,049,582					
TOTAL SALARY RATE.....	1,272,646						
CASUALTY INSURANCE PREMIUM ADJUSTMENT							1001090
SPECIAL CATEGORIES							100000
RISK MANAGEMENT INSURANCE							103241
CITRUS ADVERTISING TF -STATE		1,601-					2090 1
FLORIDA RETIREMENT SYSTEM ADJUSTMENT FOR FY 2019-20 - NORMAL COST AND UNFUNDED ACTUARIAL LIABILITY							1001680
SALARIES AND BENEFITS							010000
CITRUS ADVERTISING TF -STATE		5,341					2090 1
DATA PROCESSING SERVICES							210000
DP ASSESSMENT (DMS)							210004
CITRUS ADVERTISING TF -STATE		37					2090 1

	COL A03		COL A04		COL A05		CODES
	AGY REQUEST FY 2020-21 POS	AMOUNT	AGY REQ N/R FY 2020-21 POS	AMOUNT	AG REQ ANZ FY 2020-21 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
FLORIDA RETIREMENT SYSTEM							
ADJUSTMENT FOR FY 2019-20 - NORMAL							
COST AND UNFUNDED ACTUARIAL							
LIABILITY							1001680
TOTAL: FLORIDA RETIREMENT SYSTEM							1001680
ADJUSTMENT FOR FY 2019-20 - NORMAL							
COST AND UNFUNDED ACTUARIAL							
LIABILITY							
TOTAL ISSUE.....		5,378					
=====							
ADJUSTMENT TO STATE HEALTH							
INSURANCE PREMIUM CONTRIBUTION - FY							
2019-20 - EFFECTIVE 12/1/2019							1001690
SALARIES AND BENEFITS							010000
CITRUS ADVERTISING TF -STATE		6,714					2090 1
=====							
DATA PROCESSING SERVICES							210000
DP ASSESSMENT (DMS)							210004
CITRUS ADVERTISING TF -STATE		70					2090 1
=====							
TOTAL: ADJUSTMENT TO STATE HEALTH							1001690
INSURANCE PREMIUM CONTRIBUTION - FY							
2019-20 - EFFECTIVE 12/1/2019							
TOTAL ISSUE.....		6,784					
=====							
REALLOCATION OF HUMAN RESOURCES							
OUTSOURCING							1005900
SPECIAL CATEGORIES							100000
TR/DMS/HR SVCS/STW CONTRCT							107040
CITRUS ADVERTISING TF -STATE		349-					2090 1
=====							

	COL A03	COL A04	COL A05	
	AGY REQUEST	AGY REQ N/R	AG REQ ANZ	
	FY 2020-21	FY 2020-21	FY 2020-21	
	POS	AMOUNT	POS	AMOUNT
				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
STATE ENTERPRISE INFORMATION				
TECHNOLOGY DISTRIBUTION				1006600
DATA PROCESSING SERVICES				210000
DP ASSESSMENT (DMS)				210004
CITRUS ADVERTISING TF -STATE		16,927		2090 1
	=====	=====	=====	
ANNUALIZATION OF ADMINISTERED FUNDS APPROPRIATIONS				26A0000
ANNUALIZATION OF STATE HEALTH INSURANCE ADJUSTMENTS FOR FY 2019-20 - FIVE MONTHS ANNUALIZATION SALARIES AND BENEFITS				26A1690
				010000
CITRUS ADVERTISING TF -STATE		4,796		2090 1
	=====	=====	=====	
DATA PROCESSING SERVICES				210000
DP ASSESSMENT (DMS)				210004
CITRUS ADVERTISING TF -STATE		50		2090 1
	=====	=====	=====	
TOTAL: ANNUALIZATION OF STATE HEALTH INSURANCE ADJUSTMENTS FOR FY 2019-20 - FIVE MONTHS ANNUALIZATION				26A1690
TOTAL ISSUE.....		4,846		
	=====	=====	=====	
FUND SHIFT				3400000
TRANSFER TO GENERAL REVENUE - ADD				3403000
DATA PROCESSING SERVICES				210000
DP ASSESSMENT (DMS)				210004
GENERAL REVENUE FUND -STATE		62,531		1000 1
	=====	=====	=====	

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AGENCY ISSUE NARRATIVE:

2020-2021 BUDGET YEAR NARRATIVE:

IT COMPONENT? NO

DESCRIPTION OF ISSUE: The department requests that funding for DMS State Technology 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

	COL A03	COL A04	COL A05	
	AGY REQUEST	AGY REQ N/R	AG REQ ANZ	
	FY 2020-21	FY 2020-21	FY 2020-21	
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

being remitted. ISSUE SUMMARY: 282.201, F. S. requires the department to enlist the services of the DMS State Technology (formerly AST - NSRC and SSRC) for its data center and disaster recovery services. While DMS State Technology 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. DMS State Technology is the only line item in our budget that continues to grow. Additionally, cost have increased this year by 37%. Over the last several years, the department has upgraded its IT infrastructure by migrating away from Novell to Windows servers and has implemented Office 365 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 FY 2019-20 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 DMS State Technology 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. The department requests that funding for DMS State Technology 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 DMS State Technology 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 \$62,531.

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TRANSFER FROM TRUST FUND - DEDUCT				3404000
DATA PROCESSING SERVICES				210000
DP ASSESSMENT (DMS)				210004
CITRUS ADVERTISING TF	-STATE	62,531-		2090 1

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AGENCY ISSUE NARRATIVE:

2020-2021 BUDGET YEAR NARRATIVE:

IT COMPONENT? NO

DESCRIPTION OF ISSUE: The department requests that funding for DMS State Technology 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 DMS State



	COL A03	COL A04	COL A05	
	AGY REQUEST	AGY REQ N/R	AG REQ ANZ	
	FY 2020-21	FY 2020-21	FY 2020-21	
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

Technology (formerly AST - NSRC and SSRC) for its data center and disaster recovery services. While DMS State Technology 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. DMS State Technology is the only line item in our budget that continues to grow. Additionally, cost have increased this year by 37%. Over the last several years, the department has upgraded its IT infrastructure by migrating away from Novell to Windows servers and has implemented Office 365 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 FY 2019-20 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 DMS State Technology 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. The department requests that funding for DMS State Technology 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 DMS State Technology 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 \$62,531.

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TOTAL: BUSINESS DEVELOPMENT				<u>1101.00.00.00</u>
BY FUND TYPE				
GENERAL REVENUE FUND	62,531			1000
TRUST FUNDS	3,019,036			2000
TOTAL POSITIONS.....	19.00			
TOTAL PROG COMP.....	3,081,567			
TOTAL SALARY RATE.....	1,272,646			
	=====	=====	=====	

	COL A03		COL A04		COL A05		CODES
	AGY REQUEST FY 2020-21 POS	AMOUNT	AGY REQ N/R FY 2020-21 POS	AMOUNT	AG REQ ANZ FY 2020-21 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
10.00							
CITRUS ADVERTISING TF -STATE		1,489,748					2090 1
=====							
OTHER PERSONAL SERVICES							030000
CITRUS ADVERTISING TF -STATE		17,000					2090 1
=====							
EXPENSES							040000
CITRUS ADVERTISING TF -STATE		261,331					2090 1
=====							
SPECIAL CATEGORIES							100000
CONTRACTED SERVICES							100777
CITRUS ADVERTISING TF -STATE		100,000					2090 1
=====							
PAID ADVERTISING/PROMOTION							102380
GENERAL REVENUE FUND -STATE		935,550					1000 1
=====							
CITRUS ADVERTISING TF -STATE		7,361,163					2090 1
-MATCH		500,000					2090 2
-FEDERL		5,000,000					2090 3
-----							
TOTAL CITRUS ADVERTISING TF		12,861,163					2090
=====							
TOTAL APPRO.....		13,796,713					
=====							
TR/DMS/HR SVCS/STW CONTRCT							107040
CITRUS ADVERTISING TF -STATE		3,609					2090 1
=====							

	COL A03		COL A04		COL A05		CODES
	AGY REQUEST FY 2020-21 POS	AMOUNT	AGY REQ N/R FY 2020-21 POS	AMOUNT	AG REQ ANZ FY 2020-21 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.....		15,668,401					
TOTAL SALARY RATE.....		1,005,460					
=====							
FLORIDA RETIREMENT SYSTEM							
ADJUSTMENT FOR FY 2019-20 - NORMAL							
COST AND UNFUNDED ACTUARIAL							
LIABILITY							1001680
SALARIES AND BENEFITS							010000
CITRUS ADVERTISING TF -STATE		1,266					2090 1
=====							
ADJUSTMENT TO STATE HEALTH							
INSURANCE PREMIUM CONTRIBUTION - FY							
2019-20 - EFFECTIVE 12/1/2019							1001690
SALARIES AND BENEFITS							010000
CITRUS ADVERTISING TF -STATE		3,730					2090 1
=====							
REALLOCATION OF HUMAN RESOURCES							
OUTSOURCING							1005900
SPECIAL CATEGORIES							100000
TR/DMS/HR SVCS/STW CONTRCT							107040
CITRUS ADVERTISING TF -STATE		204-					2090 1
=====							

	COL A03	COL A04	COL A05	
	AGY REQUEST	AGY REQ N/R	AG REQ ANZ	
	FY 2020-21	FY 2020-21	FY 2020-21	
	POS	AMOUNT	POS	AMOUNT
				AMOUNT
				CODES
CITRUS, DEPT OF				57000000
<u>AGRIC PRODUCTS MARKETING</u>				57030000
<u>ECONOMIC OPPORTUNITIES</u>				11
<u>BUSINESS DEVELOPMENT</u>				1101.00.00.00
NONRECURRING EXPENDITURES				2100000
ORLANDO CITRUS PARADE				2103007
SPECIAL CATEGORIES				100000
PAID ADVERTISING/PROMOTION				102380
CITRUS ADVERTISING TF -STATE		100,000		2090 1
=====		=====		=====
ANNUALIZATION OF ADMINISTERED FUNDS APPROPRIATIONS				26A0000
ANNUALIZATION OF STATE HEALTH INSURANCE ADJUSTMENTS FOR FY 2019-20 - FIVE MONTHS ANNUALIZATION SALARIES AND BENEFITS				26A1690
				010000
CITRUS ADVERTISING TF -STATE		2,664		2090 1
=====		=====		=====
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
=====		=====	=====	=====

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AGENCY ISSUE NARRATIVE:

2020-2021 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 \$7.2 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.

	COL A03	COL A04	COL A05	
	AGY REQUEST	AGY REQ N/R	AG REQ ANZ	
	FY 2020-21	FY 2020-21	FY 2020-21	
	POS	AMOUNT	POS	AMOUNT
				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

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 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 6.62:1 for market penetration and 8.74:1 for combined market penetration and market intensity in a study utilizing data from a OJ consumer household tracking survey. That is, for each dollar spent on promotional activities, FDOC activities generated \$8.74 in return.

The total economic impacts for the investment of \$10.86 million in 100% orange juice promotional activity was estimated to sustain additional industry output impacts of \$319 million, including \$140 million from direct effects, \$55 million in indirect effects, and \$122 million in induced effects. Using Nielsen data, which would represent the conservative assumption that FDOC promotions influenced only 84% of the U.S. retail orange juice market, Florida 100% orange juice promotional activity was estimated to sustain additional industry output impacts of \$211 million, including \$93 million from direct effects, \$37 million in indirect effects, and \$81 million in induced effects. Additionally, this \$10.86 million investment is estimated to sustain 1,439 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

	COL A03	COL A04	COL A05	
	AGY REQUEST	AGY REQ N/R	AG REQ ANZ	
	FY 2020-21	FY 2020-21	FY 2020-21	
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>
INCREASED ADVERTISING PROMOTIONAL				
CAMPAIGNS				4400000
"FLORIDA FORWARD" CONSUMER				
COMMUNICATION PROGRAM				4400060

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 50,000 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.

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TOTAL: BUSINESS DEVELOPMENT				<u>1101.00.00.00</u>
BY FUND TYPE				
GENERAL REVENUE FUND	5,000,000	4,064,450		1000
TRUST FUNDS	14,840,307			2000
TOTAL POSITIONS.....	10.00			
TOTAL PROG COMP.....	19,840,307	4,064,450		
TOTAL SALARY RATE.....	1,005,460			
=====		=====	=====	