

	COL A03		COL A04		COL A05		CODES
	AGY REQUEST FY 2022-23 POS	AMOUNT	AGY REQ N/R FY 2022-23 POS	AMOUNT	AG REQ ANZ FY 2022-23 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.....		781,367					
=====							
SALARIES AND BENEFITS							010000
CITRUS ADVERTISING TF	-STATE	6.00					
CITRUS ADVERTISING TF	-STATE	981,990					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	500,000					1000 1
CITRUS ADVERTISING TF	-STATE	1,520,494					2090 1
TOTAL APPRO.....		2,020,494					
=====							
PAID ADVERTISING/PROMOTION							102380
CITRUS ADVERTISING TF	-STATE	82,000					2090 1
=====							
TR/DMS/HR SVCS/STW CONTRCT							107040
CITRUS ADVERTISING TF	-STATE	2,772					2090 1
=====							

	COL A03		COL A04		COL A05		CODES
	AGY REQUEST FY 2022-23 POS	AMOUNT	AGY REQ N/R FY 2022-23 POS	AMOUNT	AG REQ ANZ FY 2022-23 POS	AMOUNT	
CITRUS, DEPT OF							57000000
<u>CITRUS RESEARCH</u>							57010000
<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.....	6.00						
TOTAL ISSUE.....		3,847,250					
TOTAL SALARY RATE.....		781,367					
=====							
FLORIDA RETIREMENT SYSTEM							
ADJUSTMENT - FY 2021-22 - NORMAL							
COST AND UNFUNDED ACTUARIAL							
LIABILITY							1001070
SALARIES AND BENEFITS							010000
CITRUS ADVERTISING TF      -STATE		3,684					2090 1
=====							
REALLOCATION OF HUMAN RESOURCES							
OUTSOURCING							1005900
SPECIAL CATEGORIES							100000
TR/DMS/HR SVCS/STW CONTRCT							107040
CITRUS ADVERTISING TF      -STATE		298-					2090 1
=====							
TOTAL: BUSINESS DEVELOPMENT							<u>1101.00.00.00</u>
BY FUND TYPE							
GENERAL REVENUE FUND		500,000					1000
TRUST FUNDS		3,350,636					2000
-----							
TOTAL POSITIONS.....	6.00						
TOTAL PROG COMP.....		3,850,636					
TOTAL SALARY RATE.....		781,367					
=====							

	COL A03		COL A04		COL A05		CODES
	AGY REQUEST FY 2022-23 POS	AMOUNT	AGY REQ N/R FY 2022-23 POS	AMOUNT	AG REQ ANZ FY 2022-23 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.....		1,156,324					
		=====		=====		=====	
SALARIES AND BENEFITS							010000
CITRUS ADVERTISING TF -STATE		14.00					
		1,765,051					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		419,779					
		=====		=====		=====	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		25,608					
		=====		=====		=====	2090 1

	COL A03		COL A04		COL A05		CODES
	AGY REQUEST FY 2022-23 POS	AMOUNT	AGY REQ N/R FY 2022-23 POS	AMOUNT	AG REQ ANZ FY 2022-23 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		4,236					2090 1
	=====		=====		=====		
DATA PROCESSING SERVICES							210000
DP ASSESSMENT (DMS)							210004
CITRUS ADVERTISING TF -STATE		24,280					2090 1
	=====		=====		=====		
TOTAL: ESTIMATED EXPENDITURES - OPERATIONS							1001000
TOTAL POSITIONS.....	14.00						
TOTAL ISSUE.....	3,180,234						
TOTAL SALARY RATE.....	1,156,324						
	=====		=====		=====		
SALARY INCREASES FOR FY 2021-22 - STATE EMPLOYEE MINIMUM WAGE INCREASE - EFFECTIVE 7/1/2021							1001030
SALARY RATE							000000
SALARY RATE.....	2,460						
	=====		=====		=====		
SALARIES AND BENEFITS							010000
CITRUS ADVERTISING TF -STATE		2,915					2090 1
	=====		=====		=====		
TOTAL: SALARY INCREASES FOR FY 2021-22 - STATE EMPLOYEE MINIMUM WAGE INCREASE - EFFECTIVE 7/1/2021							1001030
TOTAL ISSUE.....	2,915						
TOTAL SALARY RATE.....	2,460						
	=====		=====		=====		

	COL A03		COL A04		COL A05		CODES
	AGY REQUEST FY 2022-23 POS	AMOUNT	AGY REQ N/R FY 2022-23 POS	AMOUNT	AG REQ ANZ FY 2022-23 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 - FY 2021-22 - NORMAL							
COST AND UNFUNDED ACTUARIAL							
LIABILITY							1001070
SALARIES AND BENEFITS							010000
CITRUS ADVERTISING TF	-STATE	10,021					2090 1
=====							
CASUALTY INSURANCE PREMIUM							
ADJUSTMENT							1001090
SPECIAL CATEGORIES							100000
RISK MANAGEMENT INSURANCE							103241
CITRUS ADVERTISING TF	-STATE	12,008-					2090 1
=====							
REALLOCATION OF HUMAN RESOURCES							
OUTSOURCING							1005900
SPECIAL CATEGORIES							100000
TR/DMS/HR SVCS/STW CONTRCT							107040
CITRUS ADVERTISING TF	-STATE	455-					2090 1
=====							
DATA PROCESSING ASSESSMENT BASE							
BUDGET ADJUSTMENT							1006800
DATA PROCESSING SERVICES							210000
DP ASSESSMENT (DMS)							210004
CITRUS ADVERTISING TF	-STATE	24,280-					2090 1
=====							

	COL A03	COL A04	COL A05	
	AGY REQUEST	AGY REQ N/R	AG REQ ANZ	
	FY 2022-23	FY 2022-23	FY 2022-23	
	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>
WORKLOAD				3000000
ADD POSITON TO SUPPORT TRANSITION TO FLORIDA PLANNING ACCOUNTING AND LEDGER MANAGEMENT				3000100
SALARY RATE				000000
SALARY RATE.....	24,581			
=====				
SALARIES AND BENEFITS				010000
	1.00			
CITRUS ADVERTISING TF -STATE	43,651			2090 1
=====				
TOTAL: ADD POSITON TO SUPPORT TRANSITION TO FLORIDA PLANNING ACCOUNTING AND LEDGER MANAGEMENT				3000100
TOTAL POSITIONS.....	1.00			
TOTAL ISSUE.....	43,651			
TOTAL SALARY RATE.....	24,581			
=====				

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AGENCY ISSUE NARRATIVE:

2022-2023 BUDGET YEAR NARRATIVE:

IT COMPONENT? NO

Summary: The Department of Citrus requests the appropriation from the Citrus Advertising Trust Fund in the XXXXX category within the Executive Direction budget entity to support for the Planning, Accounting, and Ledger Management (PALM) transition.

Background: The State of Florida Accounting Information Resource (FLAIR) system, is based on software developed in the 1970s and implemented as the core of the state's financial system 1981. Recognizing the risks and shortcomings of FLAIR, the Legislature authorized and appropriated funds to the Department of Financial Services in Fiscal Year 2013-2014 to conduct a study of replacement options. The ultimate result of this study was a recommendation to replace the core functionality of FLAIR and the Treasury cash management system (CMS). The replacement of FLAIR and CMS has been recognized as the Florida Planning Accounting and Ledger Management (PALM) Project.

As the Florida PALM Project proceeds in the replacement of components of FLAIR, the Department of Citrus will need to prepare for and execute specific transition activities which will require additional resources. The Florida PALM transition approach replaced the CMS components first (in 2021). The Central FLAIR functions and Departmental FLAIR functions, and the FLAIR Payroll functions will be implemented over the next 3 years.

Planning and Analysis

As part of Florida PALM's implementation approach, the Project Team maintains a Master Readiness Workplan for agencies to complete tasks and requests organizations identify members of the Change Champion Network within their own organizations to support their transition. Each organization was asked to assign Change Champion roles. One of these roles is known as the Agency Liaison and serves as the primary point of contact between Florida PALM and our organization. They attend

COL A03		COL A04		COL A05		CODES
AGY REQUEST		AGY REQ N/R		AG REQ ANZ		
FY 2022-23		FY 2022-23		FY 2022-23		
POS	AMOUNT	POS	AMOUNT	POS	AMOUNT	

CITRUS, DEPT OF						57000000
<u>EXECUTIVE DIR/SUPPORT SVCS</u>						57020000
ECONOMIC OPPORTUNITIES						11
<u>BUSINESS DEVELOPMENT</u>						<u>1101.00.00.00</u>
WORKLOAD						3000000
ADD POSITON TO SUPPORT TRANSITION TO FLORIDA PLANNING ACCOUNTING AND LEDGER MANAGEMENT						3000100

multiple meetings per week, help break down the organization tasks to a lower level of detail, monitor progress of the organization's readiness activities, and report on status of agency business system remediation and interface development work. This is an individual who should have strong project management skills. The requested budget authority would fund one full-time staff augmentation individual whose primary function would be to supplement the roles of the Change Champions within our organization.

Business System Remediation

As a result of replacing CMS and FLAIR components over time, agency business systems will need to be analyzed to determine if they need to be modified, retired, or unimpacted. The requested budget authority would fund an analysis of current business system usage and anticipated action (modification, retirement, or none). The Chart of Accounts, maintained by the Chief Financial Officer, is designed to change with the implementation of Florida PALM. As a result, business systems within Department of Citrus will need to be updated to either incorporate the new Chart of Accounts or to crosswalk from/to current/legacy values.

Operational Support

During the next three years, subject matter experts will be utilized to participate in the collaborative design, testing, and implementation activities for Florida PALM. These positions are needed in order provide continuity of the Department of Citrus' business functions while the current staff are transitioning the current business processes and systems to Florida PALM.

Impacts/Risks

Without the additional resources, Department of Citrus will either not be ready to transition to Florida PALM which could result in overall delays to the Project or will have to use existing resources to complete these activities which could potentially result in errors, omissions, decrease in the quality and accuracy of Florida PALM transition tasks and/or current operations, as well as impacts to employee morale.

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COL A03		COL A04		COL A05		CODES
AGY REQUEST		AGY REQ N/R		AG REQ ANZ		
FY 2022-23		FY 2022-23		FY 2022-23		
POS	AMOUNT	POS	AMOUNT	POS	AMOUNT	

CITRUS, DEPT OF  
EXECUTIVE DIR/SUPPORT SVCS  
ECONOMIC OPPORTUNITIES  
BUSINESS DEVELOPMENT  
 WORKLOAD  
 ADD POSITON TO SUPPORT TRANSITION  
 TO FLORIDA PLANNING ACCOUNTING AND  
 LEDGER MANAGEMENT

57000000  
 57020000  
 11  
1101.00.00.00  
 3000000  
 3000100

POSITION DETAIL OF SALARIES AND BENEFITS:

FTE	BASE RATE	ADDITIVES	BENEFITS	SUBTOTAL	LAPSE %	LAPSED SALARIES AND BENEFITS
A03 - AGY REQUEST FY 2022-23						
NEW POSITIONS						
1427 ACCOUNTANT I						
C1001 001	1.00	24,581	19,070	43,651	0.00	43,651
TOTALS FOR ISSUE BY FUND						
2090 CITRUS ADVERTISING TF						43,651
	1.00	24,581	19,070	43,651		43,651

\*\*\*\*\*

ADD GENERAL COUNSEL  
 SALARY RATE  
 SALARY RATE..... 64,560  
 =====

SALARIES AND BENEFITS  
 1.00  
 CITRUS ADVERTISING TF -STATE 92,190  
 =====

TOTAL: ADD GENERAL COUNSEL  
 TOTAL POSITIONS..... 1.00  
 TOTAL ISSUE..... 92,190  
 TOTAL SALARY RATE..... 64,560  
 =====

3000110  
 000000  
 010000  
 2090 1  
 3000110



COL A03		COL A04		COL A05		CODES
AGY REQUEST		AGY REQ N/R		AG REQ ANZ		
FY 2022-23		FY 2022-23		FY 2022-23		
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>						1101.00.00.00
WORKLOAD						3000000
ADD GENERAL COUNSEL						3000110

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AGENCY ISSUE NARRATIVE:

2022-2023 BUDGET YEAR NARRATIVE: IT COMPONENT? NO  
 Title

Add General Counsel

Summary

The Department of Citrus requests the appropriation from the Citrus Advertising Trust Fund in the 010000 category within the Executive Direction budget entity to provide legal support for the department.

Background

General Counsel position was previously eliminated from GAA due to vacancy. General Counsel is now a contracted law firm. The Department requests CATF authority to hire in-house Counsel to execute and oversee rulemaking, licensing, statutory duties and responsibilities under FS Chapter 601, contract development and review, and general compliance with statutory amendments. Without the dedicated General Counsel, the Department may experience significant institutional continuity gaps and potential compliance challenges. This position will be headquartered in Polk County, but impacts all Citrus growing areas in Florida.

Impacts/Risks

Without the dedicated General Counsel, the Department may experience significant institutional continuity gaps and potential compliance challenges.

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POSITION DETAIL OF SALARIES AND BENEFITS:

	FTE	BASE RATE	ADDITIVES	BENEFITS	SUBTOTAL	LAPSE %	LAPSED SALARIES AND BENEFITS
A03 - AGY REQUEST FY 2022-23							
NEW POSITIONS							
8579 GENERAL COUNSEL							
C1001 001	1.00	64,560		27,630	92,190	0.00	92,190

COL A03		COL A04		COL A05		CODES
AGY REQUEST		AGY REQ N/R		AG REQ ANZ		
FY 2022-23		FY 2022-23		FY 2022-23		
POS	AMOUNT	POS	AMOUNT	POS	AMOUNT	

CITRUS, DEPT OF  
EXECUTIVE DIR/SUPPORT SVCS  
ECONOMIC OPPORTUNITIES  
BUSINESS DEVELOPMENT  
 WORKLOAD  
 ADD GENERAL COUNSEL

57000000  
 57020000  
 11  
1101.00.00.00  
 3000000  
 3000110

POSITION DETAIL OF SALARIES AND BENEFITS:

FTE	BASE RATE	ADDITIVES	BENEFITS	SUBTOTAL	LAPSE %	LAPSED SALARIES AND BENEFITS
A03 - AGY REQUEST FY 2022-23						
NEW POSITIONS						
TOTALS FOR ISSUE BY FUND						
						92,190
1.00	64,560		27,630	92,190		92,190

CAPITAL IMPROVEMENT PLAN  
 MAINTENANCE AND REPAIR  
 FIXED CAPITAL OUTLAY  
 FACILITIES REPAIR & MAINT

9900000  
 990M000  
 080000  
 080956

GENERAL REVENUE FUND -STATE 1,500,000 1,500,000 1000 1

AGENCY NARRATIVE:

2022-2023 BUDGET YEAR NARRATIVE: FACILITIES REPAIR & MAINT IT COMPONENT? NO  
 DESCRIPTION OF ISSUE:

Maintenance/Renovation of two buildings adjacent to Citrus headquarters in Bartow which is located in Polk County. The buildings require maintenance in order to bring them into compliance with Florida building code and to become ADA compliant. The buildings are not safe for occupancy in their current state. These buildings do not meet ADA requirements, and 2nd floor is not accessible because stairwell is not in compliance with Florida Building Code. This project has been deferred due to lack of funding. Restroom facilities are not ADA complaint, and an elevator or lift is needed to reach second floor.

ADVERSE IMPACT IF NOT FUNDED:

COL A03		COL A04		COL A05		CODES
AGY REQUEST		AGY REQ N/R		AG REQ ANZ		
FY 2022-23		FY 2022-23		FY 2022-23		
POS	AMOUNT	POS	AMOUNT	POS	AMOUNT	

CITRUS, DEPT OF						57000000
<u>EXECUTIVE DIR/SUPPORT SVCS</u>						57020000
ECONOMIC OPPORTUNITIES						11
<u>BUSINESS DEVELOPMENT</u>						<u>1101.00.00.00</u>
CAPITAL IMPROVEMENT PLAN						9900000
MAINTENANCE AND REPAIR						990M000

The buildings are state owned properties with significant life/safety deficiencies which prevent use of much needed office and meeting and storage space.

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TOTAL: BUSINESS DEVELOPMENT						<u>1101.00.00.00</u>
BY FUND TYPE						
GENERAL REVENUE FUND		1,500,000	1,500,000			1000
TRUST FUNDS		3,292,268				2000
-----						
TOTAL POSITIONS.....		16.00				
TOTAL PROG COMP.....		4,792,268	1,500,000			
TOTAL SALARY RATE.....		1,247,925				
=====						

	COL A03		COL A04		COL A05		CODES
	AGY REQUEST FY 2022-23 POS	AMOUNT	AGY REQ N/R FY 2022-23 POS	AMOUNT	AG REQ ANZ FY 2022-23 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.....		857,944					
=====							
SALARIES AND BENEFITS							010000
7.00							
CITRUS ADVERTISING TF -STATE		1,274,048					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		5,000,000					1000 1
=====							
CITRUS ADVERTISING TF -STATE		7,461,163					2090 1
-MATCH		500,000					2090 2
-FEDERL		5,000,000					2090 3
-----							
TOTAL CITRUS ADVERTISING TF		12,961,163					2090
=====							
TOTAL APPRO.....		17,961,163					
=====							
CITRUS RECOVERY PROGRAM							102410
GENERAL REVENUE FUND -STATE		12,000,000					1000 1
=====							

	COL A03		COL A04		COL A05		CODES
	AGY REQUEST FY 2022-23 POS	AMOUNT	AGY REQ N/R FY 2022-23 POS	AMOUNT	AG REQ ANZ FY 2022-23 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
SPECIAL CATEGORIES							100000
TR/DMS/HR SVCS/STW CONTRCT							107040
CITRUS ADVERTISING TF -STATE		2,480					2090 1
=====							
TOTAL: ESTIMATED EXPENDITURES - OPERATIONS							1001000
TOTAL POSITIONS.....		7.00					
TOTAL ISSUE.....		31,616,022					
TOTAL SALARY RATE.....		857,944					
=====							
FLORIDA RETIREMENT SYSTEM							
ADJUSTMENT - FY 2021-22 - NORMAL							
COST AND UNFUNDED ACTUARIAL							
LIABILITY							1001070
SALARIES AND BENEFITS							010000
CITRUS ADVERTISING TF -STATE		3,608					2090 1
=====							
REALLOCATION OF HUMAN RESOURCES							
OUTSOURCING							1005900
SPECIAL CATEGORIES							100000
TR/DMS/HR SVCS/STW CONTRCT							107040
CITRUS ADVERTISING TF -STATE		267-					2090 1
=====							
NONRECURRING EXPENDITURES							2100000
CITRUS RECOVERY PROGRAM							2103008
SPECIAL CATEGORIES							100000
CITRUS RECOVERY PROGRAM							102410
GENERAL REVENUE FUND -STATE		12,000,000-					1000 1
=====							

	COL A03	COL A04	COL A05	
	AGY REQUEST	AGY REQ N/R	AG REQ ANZ	
	FY 2022-23	FY 2022-23	FY 2022-23	
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>
SPECIAL PROGRAM FUNDING				4900000
CITRUS RECOVERY PROGRAM				4900010
SPECIAL CATEGORIES				100000
PAID ADVERTISING/PROMOTION				102380
GENERAL REVENUE FUND				1000 1
-STATE	12,000,000	12,000,000		
	=====	=====	=====	

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AGENCY ISSUE NARRATIVE:

2022-2023 BUDGET YEAR NARRATIVE:

IT COMPONENT? NO

DESCRIPTION OF ISSUE:

This issue is to request nonrecurring Advertising Promotional Campaigns Special Category funding in the amount of \$12,000,000 in General Revenue for the continuation and expansion of the eCommerce and digital marketing program. This program is focused on driving sales of Florida Citrus products through eCommerce partnerships with retail grocers and online shopping platforms while increasing awareness of the health benefits and premium quality of Florida Citrus through traditional, digital and social channels. Given the significant \$6.762 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 drive sales of Florida Citrus products and enhance consumer perception and consumption. Florida has experienced a well-documented, significant citrus crop reduction over the past fourteen years reaching historic lows (, due to the spread of HLB (citrus greening). As a result, the volume of Florida Orange Juice and fresh Florida Citrus 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 sugar content.

It is vital the department implement strong digital marketing programs that encourage purchase of Florida Citrus products and educate consumers on the health benefits of Florida Citrus in order to support Florida growers and the state. With increasing consumer interest in health and wellness and recent growth in online shopping, programs will focus on eCommerce, digital marketing, influencer partnerships and social media programs that enable the Department to directly encourage purchase of Florida Citrus and educate consumers on the nutritional benefits it provides.

Additionally, this program will increase awareness of the premium-quality of Florida Citrus by spotlighting the unique attributes of the state that make it the perfect place to grow the best-tasting citrus in the world. The Department will also work to combat perpetuation of harmful myths about the nutrition of Florida Orange Juice in the media through a vigilant monitoring and response system. Scientific research studies continue to be conducted and published (by the FDOC and others) to provide evidence for health benefits associated with citrus consumption. These findings are used to shape messaging and outreach to consumers, media, and health professionals.

Orange juice demand is a product of attracting households to the marketplace (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

	COL A03	COL A04	COL A05	
	AGY REQUEST	AGY REQ N/R	AG REQ ANZ	
	FY 2022-23	FY 2022-23	FY 2022-23	
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>
SPECIAL PROGRAM FUNDING				4900000
CITRUS RECOVERY PROGRAM				4900010

that the results of the return-on-investment analysis for 2020 indicate that FDOC programs in the last year will have a benefit-cost ratio between 11.27 and 12.02, signifying that each dollar expended on generic promotions of processed orange marketing returned between \$11.27 and \$12.02 to the Florida grower in added revenue at the grower delivered-in price level.

The total economic impacts for the investment of \$8 million in 100% orange juice promotional activity, averaged over the last 3 years, was estimated to support additional output (sales revenue) impacts for growers and processors of up to \$361.5 million, including \$202.5 million from direct effects, \$80.9 million in indirect effects, and \$78.1 million in induced effects. The additional output impacts include roughly \$7 million in state and local tax revenues.

Reinforcing the positive attributes of orange juice, such as consumers' knowledge of the health and wellness benefits of orange juice, is an ongoing effort and continues to be a top priority for the FDOC. This is in accordance with research results, especially in an era where the information available to consumers regarding the nutrition of 100% orange juice is plentiful, and, often, misleading, distorted, or altogether false. The 2020 UF-FAMRC study showed that demand for orange juice would have declined by 10.65% without the awareness of FDOC promotional activities. The model estimates consumption would have declined by an additional 86 million single-strength equivalent gallons, which is equivalent to roughly 14.8 million boxes of Florida processed oranges, without FDOC promotions. The domestic share of Florida-sourced orange juice was estimated at 57% for the 2019-20 season, higher than the previous seasons due to decline in imported juice. Gains in consumption for Florida-sourced orange juice share attributed to the awareness of promotions is about 49 million single-strength equivalent gallons which should serve to support the Florida delivered-in price and provide economic output to the state in the 2020-21 season. Nearly 29% of respondents were aware of orange juice promotions during the course of the 2019-20 fiscal year, and awareness was shown to boost market penetration for orange juice in those households who were aware of OJ promotions by 5% more than those who were not aware.

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 drive sales of Florida Citrus products and increase awareness of the health benefits of Florida Orange Juice. 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 33,000 jobs this industry supports.

COST SUMMARY:

This issue will be the primary funding source for the FDOC's e-commerce and digital marketing program. No Full Time Equivalent (FTE) positions will be added as a result of the enhanced outreach, but the FDOC's public relations staff,

