

COL A10			
SCH VIIIIB-2			
RED FY24-25			
POS	AMOUNT		CODES
			57000000
			57010000
			11
			<u>1101.00.00.00</u>
			33V0000
			33V0300
			100000
			100777
CITRUS ADVERTISING TF	-STATE	426,457-	2090 1
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AGENCY ISSUE NARRATIVE:  
 SCH VIIIIB-2 NARR 24-25 NARRATIVE: IT COMPONENT? NO  
 Priority #1

Article III, section 19 of the Florida Constitution requires the agency/department to identify possible reductions in the event of revenue shortfall. It is important to note that a reduction in authorization under Citrus Research Special Categories Contracted Services would be a reduction in Citrus Advertising Trust Fund Authority, and therefore would not result in a direct savings to the state.

This issue proposes to reduce Citrus Advertising Trust Fund authority for Citrus Scientific Research by an additional ten percent. The department's revenues are at an all-time low, due to the impact of Citrus greening disease. Crops sizes are reduced and production costs to combat greening have skyrocketed.

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			3300000
			330S100
			100000
			100777
GENERAL REVENUE FUND	-STATE	65,000-	1000 1
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AGENCY ISSUE NARRATIVE:  
 SCH VIIIIB-2 NARR 24-25 NARRATIVE: IT COMPONENT? NO  
 Priority #3

COL A10		
SCH VIIIIB-2		
RED FY24-25		
POS	AMOUNT	CODES
CITRUS, DEPT OF		57000000
<u>CITRUS RESEARCH</u>		57010000
<u>ECONOMIC OPPORTUNITIES</u>		11
<u>BUSINESS DEVELOPMENT</u>		<u>1101.00.00.00</u>
STATE FUNDING REDUCTIONS		3300000
REDUCTION OF NEW CITRUS VARIETY		
DEVELOPMENT PROGRAM		330S100

Article III, section 19 of the Florida Constitution requires the agency/department to identify possible reductions in the event of revenue shortfall. It is important to note that the results of this exercise do not represent recommended reductions from the department.

The Florida Department of Citrus has long funded the New Varieties Development Management Corporation (NVDMC), which was established to support in-state breeding of new citrus varieties for consumer market expansions and disease resistance, conducting non-biased trials, secure the rights to varieties on behalf of citrus growers and a number of other activities which benefit the Florida citrus grower, the citrus industry and the economy of the State of Florida.

Florida has experienced a well-documented, significant citrus crop reduction over the past several years due to the spread of HLB ("citrus greening") The Department's traditional, statutory funding source is entirely tied to citrus production. Thus, as production has decreased, so have the funds available in the Citrus Advertising Trust Fund. NVDMC provides Florida citrus growers timely and affordable access to proprietary orange, grapefruit, and specialty citrus varieties by supporting new variety development with useful levels of HLB tolerance as well as licensing activities for those varieties. These citrus varieties could be used in both the fresh and processed markets. Our fund balance has declined to the point where there is no longer sufficient funding in the Citrus Advertising Trust Fund to support the allocations for all the activities provided by NVDMC.

A 10% reduction could result in the discontinuation of research already underway, resulting in loss of invested dollars and reducing the development of new citrus varieties which may sustain the future of the Florida Citrus industry.

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TOTAL: BUSINESS DEVELOPMENT		<u>1101.00.00.00</u>
BY FUND TYPE		
GENERAL REVENUE FUND	65,000-	1000
TRUST FUNDS	426,457-	2000
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TOTAL PROG COMP.....	491,457-	
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COL A10		
SCH VIII B-2		
RED FY24-25		
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/PROMOTION		102380
CITRUS ADVERTISING TF	-STATE 1,234,306-	2090 1
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AGENCY ISSUE NARRATIVE:

SCH VIII B-2 NARR 24-25 NARRATIVE:  
 Priority #2

IT COMPONENT? NO

Article III, section 19 of the Florida Constitution requires the agency/department to identify possible reductions in the event of revenue shortfall. It is important to note that a further reduction in authorization under Citrus Agricultural Products Marketing would be a reduction in Citrus Advertising Trust Fund Authority, and therefore would not result in a direct savings to the state.

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 fiscal year 2024-25 operating budget will not be impacted by a reduction of \$1,234,306 in this category. 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, increased assessment rates, or unexpected federal grant awards for scientific research activity, which could increase the Department's operating budget.

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COL A10			
SCH VIIIIB-2			
RED FY24-25			
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>
STATE FUNDING REDUCTIONS			3300000
REDUCTION OF PAID ADVERTISING/ PROMOTION FUNDED BY GENERAL REVENUE			330S310
SPECIAL CATEGORIES			100000
PAID ADVERTISING/PROMOTION			102380
GENERAL REVENUE FUND	-STATE	500,000-	1000 1
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AGENCY ISSUE NARRATIVE:  
 SCH VIIIIB-2 NARR 24-25 NARRATIVE:  
 Priority #4

IT COMPONENT? NO

Article III, section 19 of the Florida Constitution requires the agency/department to identify possible reductions in the event of revenue shortfall. It is important to note that the results of this exercise do not represent recommended reductions from the department.

Failure to fund this line will undermine the department's ability to drive sales and increase consumer's awareness of the health benefits and other attributes of Florida Orange Juice and other Florida Citrus products. Reduction in demand for and sales of Florida Orange Juice products can lead to a proliferation of lower quality and lower priced imports and have a profoundly adverse long-term impact on the Florida Citrus industry and its growers, as well as a significant reduction in the economic impact on the state.

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TOTAL: BUSINESS DEVELOPMENT			<u>1101.00.00.00</u>
BY FUND TYPE			
GENERAL REVENUE FUND		500,000-	1000
TRUST FUNDS		1,234,306-	2000
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TOTAL PROG COMP.....		1,734,306-	
		=====	
TOTAL: CITRUS, DEPT OF			57000000
BY FUND TYPE			
GENERAL REVENUE FUND		565,000-	1000
TRUST FUNDS		1,660,763-	2000
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TOTAL DEPARTMENT.....		2,225,763-	
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