

**HASS AVOCADO BOARD  
CALENDAR YEAR (CY) 2011 BUDGET**

Approved by the Board: 9/23/2010  
Approved by USDA: 10/6/2010

ACCT CODE		CY 2010 AMENDED BUDGET 6/24/2010	%	CY 2011 APPROVED BUDGET 9/23/2010	VARIANCE INCREASE/ (DECREASE)	PERCENT CHANGE	COMMENTS
<b>REVENUES:</b>							
40000	ASSESSMENT REVENUES	\$34,073,125	99.94%	\$27,625,000	(\$6,448,125)	-18.92%	2011- Estimate: 1,105.0 MM Lbs @\$0.25
42000	OTHER INCOME	\$20,000	0.06%	\$0	(\$20,000)	-100.00%	
<b>TOTAL REVENUES</b>		<b>\$34,093,125</b>	<b>100.00%</b>	<b>\$27,625,000</b>	<b>(\$6,468,125)</b>	<b>-18.97%</b>	
<b>EXPENDITURES: 85% Rebate Program</b>							
50000	CALIFORNIA AVOCADO COMMISSION	\$8,630,156	24.09%	\$5,312,500	(\$3,317,656)	-38.44%	250.0 MM lbs @\$0.25 x 85%
50100	CHILEAN AVOCADO IMPORT ASSOCIATION	\$5,882,000	16.42%	\$4,250,000	(\$1,632,000)	-27.75%	200.0 MM lbs @\$0.25 x 85%
50200	MEXICAN HASS AVOCADO IMPORTER ASSOCIATION	\$13,493,750	37.66%	\$12,750,000	(\$743,750)	-5.51%	600.0 MM lbs @\$0.25 x 85%
50400	PERUVIAN AVOCADO COMMISSION	\$0	0.00%	850,000	\$850,000	0.00%	40.0 MM lbs @\$0.25 x 85%
	OTHERS	\$0	0.00%	\$0	\$0	0.00%	
	REBATE SUB-TOTAL	\$28,005,906	78.17%	23,162,500	(4,843,406)	-17.29%	
<b>EXPENDITURES: Marketing Program</b>							
51000	PROMOTIONS - Marketing Communications	\$6,064,663	16.93%	\$3,118,735	(\$2,945,928)	-48.58%	
63000	INDUSTRY INFORMATION - Information Technology	\$111,800	0.31%	\$106,931	(\$4,869)	-4.36%	
	SUB-TOTAL	\$6,176,463	17.24%	3,225,666	(2,950,797)	-47.77%	
69000	PROGRAM MARKETING FEE (CAC)	\$617,646	1.72%	\$225,000	(\$392,646)	-63.57%	
	MARKETING PROGRAM SUB-TOTAL	\$6,794,109	18.96%	3,450,666	(\$3,343,443)	-49.21%	
<b>EXPENDITURES: Administration</b>							
71000	OUT-OF-POCKET EXPENSES	\$860,260	2.40%	\$790,674	(\$69,586)	-8.09%	
72000	FIXED EXPENSES	\$94,000	0.26%	\$104,951	\$10,951	11.65%	
74000	USDA USER FEE	\$70,000	0.20%	\$70,000	\$0	0.00%	
74200	OFFICE OF GENERAL COUNSEL (OGC)	\$4,000	0.01%	\$4,000	\$0	0.00%	
	ADMINISTRATION SUB-TOTAL	\$1,028,260	2.87%	969,625	(\$58,635)	-5.70%	
	MARKETING PROGRAM & ADMINISTRATION SUB-TOTAL	\$7,822,369	21.83%	4,420,291	(\$3,402,078)	-43.49%	
<b>TOTAL EXPENDITURES</b>		<b>\$35,828,275</b>	<b>100.00%</b>	<b>\$27,582,791</b>	<b>(\$8,245,484)</b>	<b>-23.01%</b>	
EXCESS OF REVENUES OVER (UNDER) EXPENDITURES		(\$1,735,150)	-4.84%	42,209	\$1,777,359	-102.43%	
EST/BEGINNING RESERVES		\$2,792,941	7.80%	1,057,791	(\$1,735,150)	-62.13%	
<b>EST ENDING RESERVES</b>		<b>\$1,057,791</b>		<b>\$1,100,000</b>	<b>\$42,209</b>	<b>3.99%</b>	