

Fiscal Year (July 2022-June 2023)	Approved Budget
Beginning Reserves	
Assessment Reserve	\$ 375,019
Administrative Reserve	\$ 68,927
Total Beginning Reserves	\$ 443,946
Revenue	
Assessment Revenue - Marketing Promotion Purpose	\$ 462,800
Administrative Revenue - Membership Dues	\$ 60,000
Interest Income	\$ -
Total Revenue	\$ 522,800
Total Budget Revenue	
Assessment Revenue - Marketing Promotion Purpose	\$ 837,819
Administrative Revenue - Membership Dues	\$ 128,927
Total Budget Revenue	\$ 966,746
Marketing & Promotion Expenses	
Advertising	\$ 41,000
New Media	\$ 18,000
Public Relations	\$ 5,000
Trade Marketing (retail - foodservice)	\$ 100,560
Industry Programs & Membership	\$ 86,000
Merchandisers	\$ 12,000
Managing Director Fees	\$ 12,000
Managing Director Expenses	\$ 6,500
Meeting Travel	\$ 30,000
Total Marketing & Promotional Expenses	\$ 311,060
Administrative Expenses	
Board Meetings	\$ 5,000
Managing Director Fees	\$ 12,000
Managing Director Expenses	\$ 6,500
Legal Fees	\$ 5,000
BOLD	\$ 6,000
Accountant Fees	\$ 3,200
Bank Fees	\$ 500
Filing Fees	\$ 200
Supplies	\$ 500
Insurance	\$ 1,800
Audit Fees	\$ 11,900
Total Administrative Expenses	\$ 52,600
AMS-USDA User Fees	\$ 35,000
Total Expenses	\$ 398,660
Ending Unallocated Reserves	
Ending Unallocated Assessment Reserve	\$ 526,759
Ending Unallocated Administrative Reserve	\$ 76,327
Total Ending Unallocated Reserves	\$ 603,086