

Colombia Avocado Board

Financial Budget

Fiscal Year (July 2024-June 2025)	2024-25 Approved Budget
Beginning Reserves	
Assessment Reserve	\$ 1,150,000
Administrative Reserve	\$ 40,000
Total Beginning Reserves	\$ 1,190,000
Projected Annual Revenue	
Assessment Revenue - Marketing Promotion Purpose	\$ 754,375
Administrative Revenue - Membership Dues	\$ 72,000
Interest Income	\$ 25,000
Total Revenue	\$ 851,375
Total Budget Revenue	
Assessment Revenue - for Program/Marketing/Promotion	\$ 1,904,375
Administrative Revenue - Membership Dues	\$ 112,000
Interest Income	\$ 25,000
Total Budget Revenue	\$ 2,041,375
Marketing & Promotion Expenses	
Advertising	\$ 64,000
New Media / Brand Marketing	\$ 101,500
Public Relations	\$ 9,000
Trade Marketing (retail - foodservice)	\$ 180,500
Industry Programs & Membership	\$ 73,150
Industry Engagement & Collaboration	\$ 340,000
Merchandisers - others	\$ 15,000
Managing Director Fees	\$ 104,000
Managing Director Expenses	\$ 10,400
AMS-USDA User Fees	\$ 57,610
Program Support Consulting	\$ 9,600
Travel	\$ 133,500
Events	\$ 163,000
BOLD Class	\$ 8,000
Strategic Planning	\$ -
Total Marketing & Promotional Expenses	\$ 1,269,260
Administrative Expenses	
Legal Fees	\$ 12,000
Accountant Fees	\$ 3,000
Bank Fees	\$ 600
Supplies	\$ 500
Insurance	\$ 1,900
Audit Fees	\$ 12,500
Board Meetings	\$ 8,000
Managing Director Fees	\$ 26,000
Managing Director Expenses	\$ 2,600
Filing Fees	\$ 250
Office Space/Rent	\$ 1,800
Admin Consulting	\$ 2,400
Total Administrative Expenses	\$ 71,550
TOTAL EXPENSES	\$ 1,340,810
Ending Unallocated Reserves	
Ending Unallocated Assessment/Interest Reserve	\$ 660,115
Ending Unallocated Administrative Reserve	\$ 40,450
Total Ending Unallocated Reserves	\$ 700,565