



		12-month Revised Budget 2016/17 (July 1, 2016 - June 30, 2017) 64,500,000	12-month Budget 2017/18 (July 1, 2017 - June 30, 2018) 60 million pounds
	Total Beginning Reserves	\$1,732,402	\$2,509,527
	Assessment Reserve	\$1,668,725	\$2,443,850
	Administrative Reserve	\$63,677	\$65,677
1.00	Sub-Total Revenue	\$1,421,625	\$1,326,000
1.01	Assessment Revenue - Promotion	\$1,370,625	\$1,275,000
1.02	Membership Dues	\$51,000	\$51,000
	Total Revenue	\$3,154,027	\$3,835,527
	Assessment Revenue	\$3,039,350	\$3,718,850
	Administrative Revenue	\$114,677	\$116,677
2.00	Marketing & Promotion		
2.01	Advertising		\$579,500
2.02	New Media	\$120,000	\$104,250
2.03	Public Relations		\$125,000
2.04	Trade Marketing	\$230,000	\$800,000
2.05	Industry Programs & Membership	\$25,000	\$25,000
2.06	Merchandisers	\$38,000	\$38,000
A	Allison Myers Fees	\$20,000	\$20,000
B	Allison Myers Expenses	\$2,000	\$2,000
C	Steve Hattendorf Fees	\$15,000	\$15,000
D	Steve Hattendorf Expenses	\$1,000	\$1,000
2.07	Professional Expenses	\$122,500	\$132,500
C	Managing Director Fees	\$85,000	\$95,000
D	Managing Director Expenses	\$7,500	\$7,500
E	AMS-USDA Oversight Fees	\$30,000	\$30,000
2.08	Meetings & Travel	\$60,000	\$60,000
	TOTAL MARKETING EXPENSES	\$595,500	\$1,864,250
	CURRENT ASSESSMENT RESERVE	\$2,443,850	\$1,854,600
3.00	ADMINISTRATIVE EXPENSES	\$49,000	\$49,000
A	Legal Fees		
B	Tax -Accountant Fees	\$30,000	\$30,000
C	Bank Fees	\$4,000	\$4,000
D	Supplies - Equipment	\$1,000	\$1,000
E	Insurance	\$2,000	\$2,000
F	FSG Office & Management Fee	\$12,000	\$12,000
G	Miscellaneous Expenses		
	CURRENT ADMINISTRATIVE RESERVE	\$65,677	\$67,677
	TOTAL EXPENSES	\$644,500	\$1,913,250
	TOTAL UNALLOCATED RESERVE	\$2,509,527	\$1,922,277