

		Proposed 12-month budget 2019/20 (July 1, 2019 - June 30, 2020)	Revised 12-month budget 2019/20 (July 1, 2019 - June 30, 2020)
		60 million pounds	40 million pounds
Total Beginning Reserves		\$2,431,920	\$2,429,817
Assessment Reserve		\$2,346,235	\$2,323,426
Administrative Reserve		\$85,685	\$106,391
1.00	Sub-Total Revenue	\$1,323,000	\$901,000
1.01	Assessment Revenue - Promotion	\$1,275,000	\$850,000
1.02	Membership Dues	\$48,000	\$51,000
Total Revenue		\$3,754,920	\$3,330,817
Assessment Revenue		\$3,621,235	\$3,173,426
Administrative Revenue		\$133,685	\$157,391
2.00	Marketing & Promotion		
2.01	Advertising	\$850,000	\$850,000
2.02	New Media	\$230,000	\$170,000
2.03	Public Relations	\$100,000	\$80,000
2.04	Trade Marketing	\$340,000	\$170,000
2.05	PMA Fresh Summit	\$20,000	\$20,000
2.06	Merchandisers	\$51,000	\$51,000
A	Allison Myers Fees	\$25,000	\$25,000
B	Allison Myers Expenses	\$3,000	\$3,000
C	Steve Hattendorf Fees	\$20,000	\$20,000
D	Steve Hattendorf Expenses	\$3,000	\$3,000
2.07	Professional Expenses	\$135,000	\$131,000
A	Managing Director Fees	\$95,000	\$95,000
B	Managing Director Expenses	\$10,000	\$6,000
C	AMS-USDA Oversight Fees	\$30,000	\$30,000
2.08	Meetings & Travel	\$80,000	\$80,000
TOTAL MARKETING EXPENSES		\$1,806,000	\$1,552,000
ASSESSMENT RESERVE		\$1,815,235	\$1,621,426
3.00	ADMINISTRATIVE EXPENSES	\$42,000	\$82,000
A	Legal Fees		
B	Tax -Accountant Fees	\$30,000	\$30,000
C	Bank Fees	\$3,000	\$3,000
D	Supplies - Equipment	\$1,000	\$1,000
E	Insurance	\$2,000	\$2,000
F	Office Rental	\$6,000	\$6,000
G	Reputation Management Program		\$40,000
ADMINISTRATIVE RESERVE		\$91,685	\$75,391
TOTAL EXPENSES		\$1,848,000	\$1,634,000
TOTAL UNALLOCATED RESERVE		\$1,906,920	\$1,696,817