



	Revised 12-month budget 2019/20 (July 1, 2019 - June 30, 2020) 40 million pounds	Projected 12-month 2019/20 (July 1, 2019 - June 30, 2020) 27,262,325 pounds	Projected 12-month 2020/21 (July 1, 2020 - June 30, 2021) 20 million pounds
Total Beginning Reserves	\$2,429,817	\$2,429,817	\$1,562,332
Assessment Reserve	\$2,323,426	\$2,323,426	\$1,449,941
Administrative Reserve	\$106,391	\$106,391	\$112,391
1.00 Sub-Total Revenue	\$901,000	\$630,324	\$476,000
1.01 Assessment Revenue - Promotion	\$850,000	\$579,324	\$425,000
1.02 Membership Dues	\$51,000	\$51,000	\$51,000
Total Revenue	\$3,330,817	\$3,060,141	\$2,038,332
Assessment Revenue	\$3,173,426	\$2,902,750	\$1,874,941
Administrative Revenue	\$157,391	\$157,391	\$163,391
2.00 Marketing & Promotion			
2.01 Advertising	\$850,000	\$822,030	\$300,000
2.02 Brand Ambassador			\$180,000
2.03 Social Media	\$170,000	\$188,921	\$130,000
2.04 Public Relations	\$80,000	\$72,554	
2.05 Trade Marketing	\$170,000	\$147,102	\$150,000
2.06 PMA Fresh Summit	\$20,000	\$16,530	\$0
2.07 Merchandisers	\$51,000	\$51,000	\$47,000
A Allison Myers Fees	\$25,000	\$25,000	\$25,000
B Allison Myers Expenses	\$3,000	\$3,000	\$1,000
C Steve Hattendorf Fees	\$20,000	\$20,000	\$20,000
D Steve Hattendorf Expenses	\$3,000	\$3,000	\$1,000
2.08 Professional Expenses	\$131,000	\$131,000	\$98,500
A Managing Director Fees	\$95,000	\$95,000	\$66,500
B Managing Director Expenses	\$6,000	\$6,000	\$2,000
C AMS-USDA Oversight Fees	\$30,000	\$30,000	\$30,000
2.09 Meetings & Travel	\$80,000	\$23,672	\$40,000
TOTAL MARKETING EXPENSES	\$1,552,000	\$1,452,809	\$945,500
ASSESSMENT RESERVE	\$1,621,426	\$1,449,941	\$929,441
3.00 ADMINISTRATIVE EXPENSES	\$82,000	\$45,000	\$75,000
A Legal Fees			
B Tax -Accountant Fees	\$30,000	\$30,000	\$30,000
C Bank Fees	\$3,000	\$3,000	\$3,000
D Supplies - Equipment	\$1,000	\$1,000	\$1,000
E Insurance	\$2,000	\$5,000	\$5,000
F Office Rental	\$6,000	\$6,000	\$6,000
G Reputation Management Program	\$40,000	\$0	\$30,000
H Managing Director Fees			\$28,500
ADMINISTRATIVE RESERVE	\$75,391	\$112,391	\$88,391
TOTAL EXPENSES	\$1,634,000	\$1,497,809	\$1,020,500
TOTAL UNALLOCATED RESERVE	\$1,696,817	\$1,562,332	\$1,017,832