

CALIFORNIA
CA GROWN

2022

Annual Report





info@californiagrown.org
californiagrown.org



@cagrownofficial



HAS A SINGULAR GOAL:

to help consumers recognize California's role in food production and to connect them with the farmers, ranchers and farmworkers that grow over 400 specialty crops in the Golden State. And since California produces over 50% of the nation's produce, we have lots of stories to tell.

We reach consumers in a number of ways: digital and social media, paid digital + print advertising, retail partnerships that include in-store + digital activations, events, and more. Our partners include individual commodity marketing boards, grower/packer licensees, agricultural groups and statewide partners, like Visit California.

If you're selling food, wine or flowers from California, we're already on your team. Let us know how we can help you share your **#CAGROWN** story.

A Note from Secretary Ross



2022

was another tremendous year for California Grown, a statewide agricultural marketing organization. It is my pleasure to present to the California Legislature California Grown's 2022 Annual Report outlining organizational activities and accomplishments.

California Grown, also known as the Buy California Marketing Agreement (BCMA), is a joint effort of agricultural industry groups representing the products of California's farms, nurseries, ranches, forests, and fisheries. Working as an advisory board to the California Department of Food and Agriculture (CDFA), California Grown brings together industry and government resources to increase the awareness, consumption, and value of California agricultural products, helping the

state's consumers enjoy the best of the California lifestyle.

California Grown is a recognized brand for all California Grown food and fiber. For two decades, California Grown's iconic blue license plate logo has been an effective reminder of the importance of looking for and purchasing California Grown agricultural products. The campaign is a symbol of pride for the Golden State's agricultural industry and the California way of life.

I hope you share my enthusiasm for this vital program and its role supporting Californians who grow, harvest, process and produce the state's agricultural bounty.

KAREN ROSS, SECRETARY

California Department of Food and Agriculture

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californiagrown.org



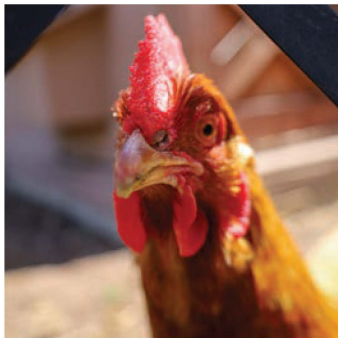
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The California Grown Story

California Grown, also known as the Buy California Marketing Agreement (BCMA), was created in 2001 to promote all California Grown agricultural products. It remains the only statewide agricultural marketing organization promoting all California Grown agricultural products on a year-round basis. California Grown is funded through public and private contributions (U.S. Department of Agriculture (USDA), California Department of Food and Agriculture (CDFA), & California agricultural organizations).

Through creative marketing, effective storytelling and leveraging of the “California Grown” brand, this organization is reaching hundreds of millions of consumers. California

Grown’s message ensures consumers understand the value of buying California Grown agricultural products and its direct benefit to the state’s economy, communities, farmers, ranchers, and consumers.

The “California Grown” brand is a successful marketing tool leveraged by California commodity organizations and licensed food companies. The blue and gold logo is a classic representation of California. The brand is more than a logo. It is a recognizable label identifying high quality products from California. The brand is a consumer call to action encouraging them to make a conscious choice to purchase California Grown and embrace the California lifestyle. Be Californian—Buy California Grown!



MISSION STATEMENT (2021):

California Grown builds awareness, enthusiasm, preference, and appreciation for California Grown agricultural products and the people who produce them.

VISION STATEMENT (2021)

CA GROWN agricultural products are the most sought after in the world.

California Grown

implements robust marketing, sales and awareness-building programs including social and digital media marketing, retail sales and foodservice promotions and public relations activities.

For more information, please visit California Grown's website, www.californiagrown.org.

Statement of Agreement: As provided in Section 58745 of the California Marketing Act, being Chapter 1, Part 2, Division 21 of the Food and Agricultural Code of the State of California, the Buy California Marketing Agreement was established to 1) increase awareness and consumption of California agricultural products among California consumers, 2) create a multi agricultural product marketing campaign revolving around development of a California identity that depicts quality and encourages increased consumer purchases, 3) create California identity as a point of differentiation for retailers and consumers; 4) implement a multifaceted campaign that reaches consumers with California identity messages in the many places they get information about food, health, nutrition and lifestyle; and, 5) fund research as needed to develop and evaluate said programs.

California Grown (also legally known as the Buy California Marketing Agreement) is a membership-based, consumer-focused marketing association with the expressed purpose of building awareness and sales of California Grown agricultural products and appreciation for the people that produce them.

FY22-23 BCMA Officers

KARLA STOCKLI
CALIFORNIA FIG ADVISORY BOARD
Board Chair

TODD SANDERS
CALIFORNIA BLUEBERRY COMMISSION
Board Vice Chair

DONN ZEA
CALIFORNIA PRUNE BOARD
Board Treasurer/Secretary

Current California agricultural organization membership representing tens of thousands of California producers (not including 100+ individual company members) are as follows:

CA Grown Members

AMERICAN PISTACHIO GROWERS

CALIFORNIA APPLE COMMISSION

CALIFORNIA AVOCADO COMMISSION

CALIFORNIA BLUEBERRY COMMISSION

CALIFORNIA CANTALOUPE ADVISORY BOARD

CALIFORNIA CERTIFIED ORGANIC FARMERS

CALIFORNIA FARM BUREAU FEDERATION

CALIFORNIA FIG ADVISORY BOARD

CALIFORNIA FRESH FIG GROWERS
ASSOCIATION

CALIFORNIA MILK ADVISORY BOARD

CALIFORNIA OLIVE COMMITTEE

CALIFORNIA OLIVE OIL COUNCIL

CALIFORNIA POULTRY FEDERATION

CALIFORNIA PRUNE BOARD

CALIFORNIA STATE BEEKEEPERS ASSOCIATION

CALIFORNIA SWEETPOTATO COUNCIL

CALIFORNIA TABLE GRAPE COMMISSION

CALIFORNIA WALNUT COMMISSION

CALIFORNIA WILD RICE ADVISORY BOARD

RAISIN ADMINISTRATIVE COMMITTEE

WINE INSTITUTE

California Grown Management & Creative Team

CHERIE WATTE ANGULO
Executive Director

MEG VAN DER KRUIK
Blog Manager

AMY MYRDAL MILLER
Digital + Social Marketing Director

K.C. LOQUACI CORNWELL
Digital + Social Marketing Director

ANGIE HANSON THOMAS
Retail Programs Manager

REBECCA JOHNSON
Events/Special Projects

Thank you to California Grown commodity signatory members and licensees. California Grown is a successful marketing entity because of your support.



2022 Program Overview

California Grown executes a variety of marketing programs including retail, foodservice and international promotions, owned and paid digital advertising, public relations campaigns, agritours, and special events. The headlines from 2022 included 12-month retail promotions, the return of international and foodservice promotions as well as the introduction of regional agritourism activities and a nutrition marketing program. Both paid and organic digital media campaigns continue to exceed promotion goals reaching millions of consumers with appealing content. 2022 also marked the return of in-person events.



California Grown executed four agritours and three public relations events. California Grown also participated in nearly a dozen in-person marketing opportunities.



California Grown operated retail promotions with 12 target retailers in 2022 including Costco, Alb-Vons, Pavilions, Ralphs, Stater Bros., Bristol Farms, Gelson's Markets, Save Mart, Raley's, Nugget Markets, North State Grocers, Foods, Etc. **Total 2022 sales reported for 365 days of retail promotions were \$204,540,888.** This is a significant increase from 2021 when California Grown reported \$160 million in retail sales from 264 days of retail promotions.

social channels. These co-marketing campaigns bring together California Grown commodities across departments with retail in-store activations coupled with digital marketing. California Grown once again employed retail radio ads to promote purchase of California Grown agricultural products. Three flights of in-store radio ads which ran in the Summer of 2022 registered more than 5 million impressions by adult consumers.

Some highlights from 2022 retail promotions include Costco "California Grown Focus Event" featuring in-store demonstrations paired with Costco Quick & Easy Recipe Video promotions. Many retailers utilized custom, redesigned California Grown retail display bins to promote seasonal California Grown agricultural products. Retailers also embraced California Grown blended retail co-promotions featuring custom in-store signage and marketing support coupled with custom digital assets for deployment on California Grown and retail





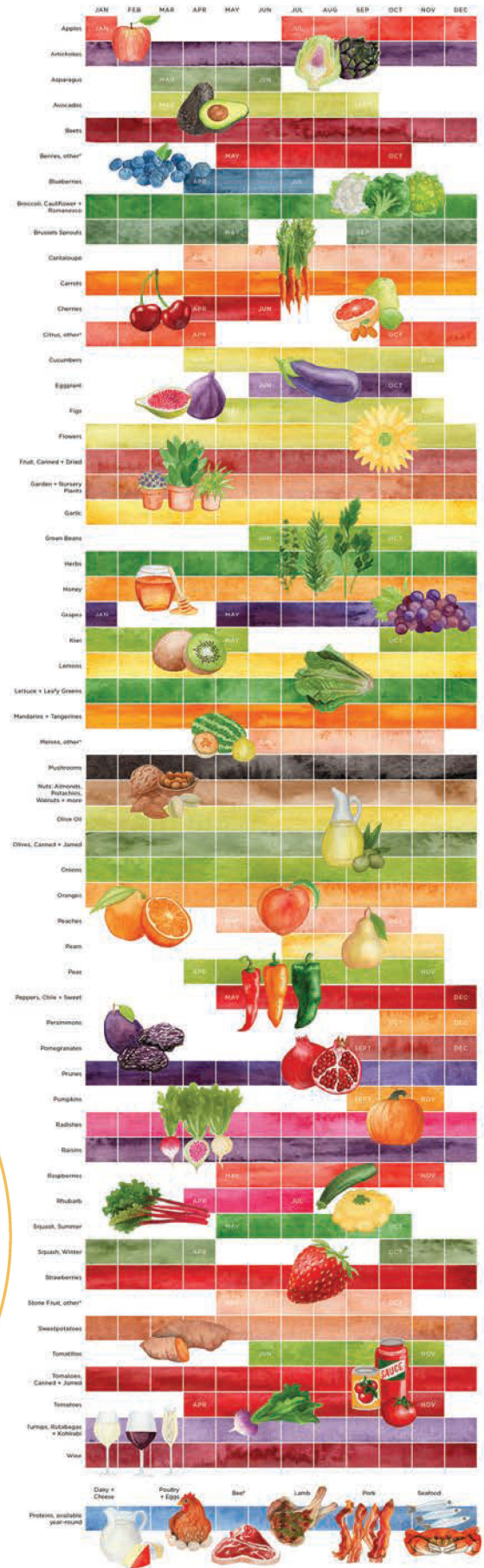
California Grown implemented its first year-round promotion in 2022. Save Mart embraced a year-round blended promotion featuring in-store displays and signage, online and print advertising, digital/social media promotions and in-store radio. Promotional themes began in Spring for citrus continuing through the balance of the year for a multitude of seasonal California Grown specialty crops. More than a dozen commodities featured during the campaign.

COMMODITIES:

- Mandarins
- Artichokes
- Asparagus
- Avocados
- Cantaloupe
- Peaches
- Flowers
- Plumcots
- Watermelon
- Table Grapes
- Modi Apples
- Sweetpotatoes
- Pomegranates
- Heirloom Pumpkins

DUE TO THE
SUCCESS
 OF CALIFORNIA GROWN
 PROMOTIONAL EFFORTS,
 SEVERAL RETAILERS HAVE
 COMMITTED TO YEAR-ROUND
 PROMOTIONS IN
2023.

CALIFORNIA CA GROWN EAT the SEASON



*Some varieties listed individually. Seasons may vary slightly due to weather & growing conditions in the Golden State. californiagrown.org





Retail Events

California Grown participated in several retail-focused events in 2022 including the Winter Fancy Food Show and annual California Grocers Association (CGA) Strategic Conference.

The California Grocers Association conference, attended by 750 top retail executives and buyers, is an excellent chance to discuss California Grown marketing opportunities.

Retail Nutrition Program

California Grown developed a retail nutrition program in 2022. Dietitian/Nutrition Specialist Amy Myrdal Miller, RD, led the program team and designed a nutrition marketing campaign intended to complement California Grown's existing retail marketing programs. The focus of the retail nutrition program is a retail nutrition marketing kit, a seasonal guide for promoting health and well-being. The kit, a series of 16 commodity nutrition information pieces, is designed for use by retail dietitians, marketing teams, and social media teams. The kit will be distributed digitally in 2023.

California Avocados

California Avocados are sold fresh in produce and used in prepared items like guacamole. Consider promotional programs in various parts of the store that play up the versatility of California Avocados. For example, if your stores offer freshly made sandwiches, promote California Avocados as a creamy, nutrient-rich addition to any sandwich.

Nutrition Facts	
Serving size 1/2 medium (130g)	
Amount per serving	
Calories 80	
	% Daily Value*
Total Fat 1g	2%
Saturated Fat 1g	2%
Sodium 0mg	0%
Total Carbohydrate 1g	2%
Dietary Fiber 0g	0%
Total Sugar 0g	0%
Sodium 0mg	0%

FUN FACTS

- Hass avocados are one of 8 varieties commercially produced in California.
- The Hass avocado is a fruit that is native to California.
- There are about 2,000 Hass avocado growers in the Golden State who care for avocado trees on approximately 50,000 acres from San Diego to Monterey.
- California's coastal climate provides ideal growing conditions to produce California Avocados with exceptional flavor, texture, and nutrition.
- June is California Avocado Month.

DIET & LIFESTYLE FIT

California Avocados fit with today's most popular eating patterns, including Mediterranean, MIND, gluten-free, keto, paleo, plant based, vegetarian, and vegan.

California Avocados are a great source of dietary fiber.

California Avocados are a heart healthy superfood.

Diet rich in potassium helps control blood pressure; one serving of California Avocados provides 202 mg of potassium in about 1/2 of a single Hass.

California Avocados are naturally gluten free, cholesterol free and have lactose.

1 Hass California Avocado (130g) contains 80 calories.

SEASONAL AVAILABILITY

California Avocados are the perfect avocados for food-focused holidays from Cinco de Mayo and Memorial Day to the Fourth of July and Labor Day.

- California Avocados are available spring through summer.
- California Avocado season generally starts in March and goes through September.

TALKING POINTS FOR IN-STORE SAMPLING & DEMO PROGRAMS

- California Avocados perfectly pair fantastic flavors and great nutrition.
- California Avocados are that must-have good-for-you fruit that makes everyday meals special.
- California Avocados provide the good fats that love you back!
- California Avocados—where healthy meets delicious.

NUTRITION & HEALTH INFORMATION

One serving of California Avocados is equal to 1/2 of a medium avocado (130g) which contains 80 calories.

One serving of California Avocados provides nearly 20 vitamins and minerals, making it a nutrient-dense choice.

The good fats in California Avocados act as a "natural booster" to help increase the absorption of fat-soluble vitamins like vitamins A, E, and K.

Diets rich in potassium help control blood pressure; one serving of California Avocados provides 202 mg of potassium in about 1/2 of a single Hass.

California Avocados are naturally gluten free, cholesterol free and have lactose.

1 Hass California Avocado (130g) contains 80 calories.

4 Being to boost your diet? Add a Hass avocado to your daily meal plan. California Avocados are a great source of potassium, fiber, and healthy fats.

5 Every California Avocado can be used in place of mayonnaise for sandwiches, spreads, salad dressings, and dips. Watch the fat and calories!



CROPS FEATURED IN THE KIT:

- California Apples
- California Avocados
- California Blueberries
- California Cantaloupe
- California Extra-Virgin Olive Oil
- California Figs
- California Honey
- California Olives
- California Grown American Pistachios
- California Prunes
- California Raisins
- California Sweetpotatoes
- California Table Grapes
- California Processed Tomatoes
- California Walnuts
- California Wild Rice



The Grateful Table Foodservice Promotions

2022 marked the re-introduction of foodservice promotions for California Grown. The California Grown team sought to identify foodservice partnership opportunities to help support the reemergence of the foodservice industry in a post-COVID environment. The goals of the foodservice partnership program, known as “The Grateful Table,” is to 1) partner with West Coast-based restaurant and foodservice operators to increase use of California Grown ingredients and products in their operations, 2) collaborate with West Coast-based restaurants and foodservice operations to promote California Grown on menus and across digital and social channels.

California Grown anticipates implementing two to four “The Grateful Table” foodservice promotions in 2023 with independently operated campus dining programs, small and large West Coast-based restaurant chains, independent restaurants in select locations as well as contract foodservice companies with a large presence throughout California with K-12, campus dining, healthcare, and employee dining programs. The foodservice partnership program elements include a focus on year-round as well as seasonal menu promotions coupled with creative social media posts and restaurant chef media collaborations.



California Grown Owned Social + Digital Channels

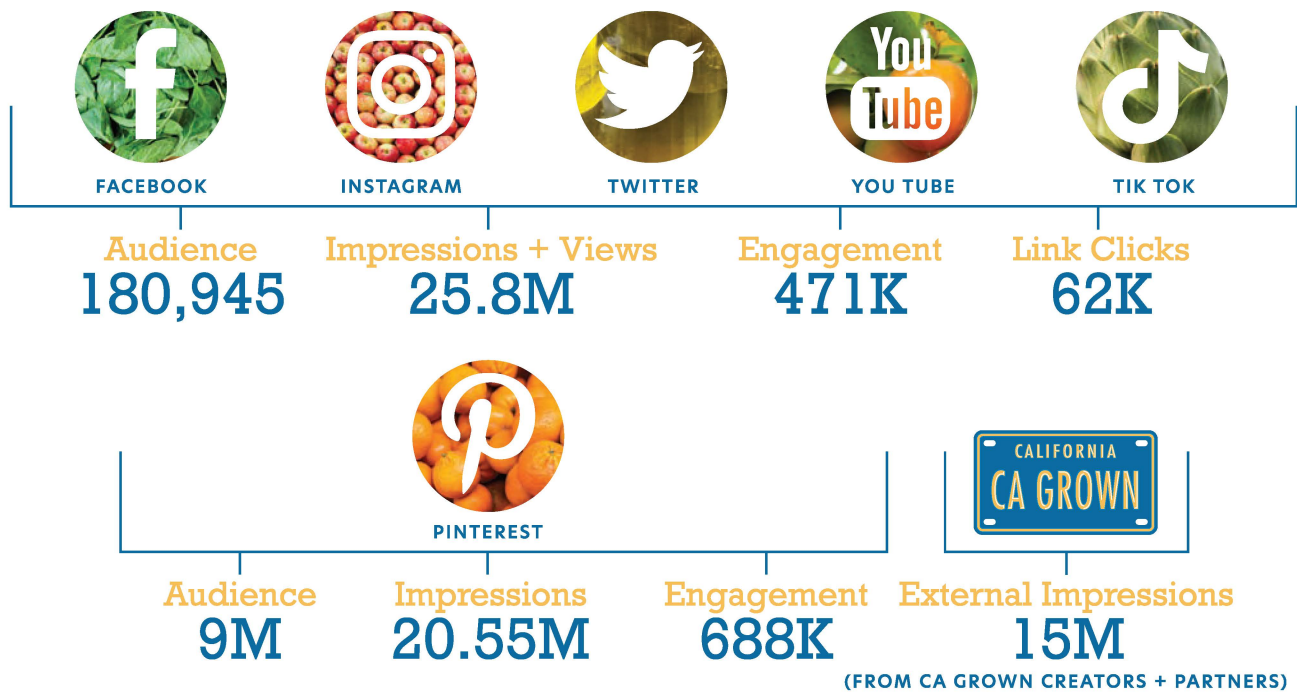
California Grown social/digital content continues to outpace expectations. 2022 was another record-breaking year with digital content performing nearly four times better than the year prior.

California Grown continued to reach consumers via owned social media channels, digital platforms including the website and newsletter, as well as influencer platforms via our "CALIFORNIA GROWN Creators" program. Recipes, farmer and farmworker stories, facts, and inspirational photos and videos were shared about California agriculture through daily social media posts on Facebook, Instagram, Twitter, and Pinterest, with additional video content being shared on YouTube and TikTok. The content focused on

the bounty and seasonality of California's fruits, vegetables, and floral crops, and encouraged consumers to look for and purchase produce, wine, and other agricultural commodities produced in the state. California Grown's Blogger, Meg van der Kruijk, published more than 50 recipes and articles on California Grown's website, californiagrown.org, in 2022. In addition, more than 100 additional articles were published to californiagrown.org by the digital team and contributors. Featured content included grower profiles, commodity features, agritourism content, influencer content and campaign landing pages. Digital posts were frequently accompanied by new photo and video content. In 2022, California Grown also began converting recipes to metric for international consumers.

The CA GROWN Creators, our influencer program, was expanded to include new talent and platforms. The influencers joined California Grown to create content for campaigns including #CAPreGame, California Wine Month, California Farmer and Farmworker Month, and attended tours, events, and acted as ambassadors for CALIFORNIA GROWN online and in person. California Grown realized an audience of 180,945 on Facebook, Instagram, Twitter, YouTube and TikTok. Impressions and views totaled 25.8 million while consumer engagement grew to 471 million. Engagement was up more than 20% from 2021. California Grown also realized growth on Pinterest. Total audience in 2022 was 9 million compared to 8.3 million in 2021. Impressions and consumer engagement were also substantially higher in 2022.

Performance Metrics: @cagrownofficial



California Grown also tested 20 high performing digital posts on Google Web Stories in 2022. Due to the web stories test success, short form video and metric conversions will be added to all new recipe posts in 2023.

Finally, several improvements were made to californiagrown.org to improve navigation, user experience and digital optimization. These included additions to navigation bars and footer links, improvement to the search functionality, and additions of frequently used search categories to our sidebars. We also improved the manner in which consumers could opt-in to our weekly consumer newsletter. The CA GROWN weekly consumer newsletter highlighted new blog content, in season crops, grower features and campaigns throughout the year. The subscriber list for the newsletter grew by over 7,000 consumers in

2022, through website opt-ins and collaborative campaigns, like California Wine Month with Visit California. We also conducted a consumer survey via our newsletter and special channels.

Digital Campaign Feature: California Farmer + Farmworker Month

Throughout October 2022, California Grown celebrated Farmer & Farmworker Month (FFM) partnering with Teri Turner of nocrumbsleft, Aliza Sokolow of This Is What I Baked and Tahiri Flores of Tahiri Flowers to create and share videos and posts celebrating California's farmer and farmworker community. Several California Grown Creators also joined us to help spread the word. This portion of the FFM campaign resulted in 450,000 impressions and views. This is in addition to FFM activations produced in concert with retailers.

Grown to be Great Paid Advertising Campaign

California Grown implemented year 2 of the Grown to be Great paid advertising campaign in 2022. The consumer target audience includes people who think cooking is fun, prefer local ingredients, enjoy being creative in the kitchen and rely heavily on their mobile phones. California Grown promotions targeted these very social forward users throughout the western U.S. (California, Arizona, Nevada, Washington, and Oregon) from April to December, 2022.

The Grown to be Great campaign continues to achieve impressive performance metrics such as video completion rate (VCR) and click through rate (CTR).

METRIC	2019	2020	2021	2022
VCR	35%	64%	67%	90%
CTR	.15%	.37%	.31%	.65%



The 2022 Grown to Be Great campaign exceeded goals across all performance indicators, with video completion rate (VCR) exceeding the goal by 29%. "Grown to be Great" content was deployed on a variety of digital platforms including Yummly, AdTheorent, YouTube, Google Digital Network (GDN), Facebook/Instagram, and TikTok. The TikTok platform was tested in 2022 to begin building presence in a new social platform and build affinity with younger consumers. All partners delivered efficiencies, with GDN notably driving impression and session scale for the campaign.

SCAN HERE FOR
GROWN TO BE GREAT VIDEO



Year-over year, the paid advertising campaign has evolved and shifted.

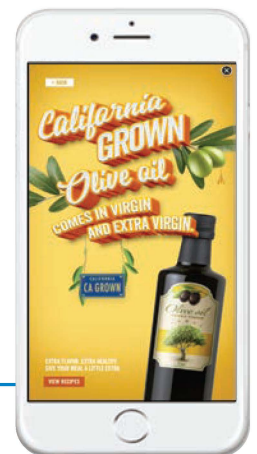
In 2019, the campaign messaging was branded "Love, California" and focused on the bounty of California's specialty crops. The target audience was called the "Joyful Cook." The campaign reached a national presence, including California residents.



In 2020, the brand messaging shifted to "We Love California" to address the COVID pandemic climate with COVID response messaging (locally focused and inspirational) and recovery messaging. The campaign reduced consumer marketing window to adjust to media and social sentiment and isolated to the in-state audience.



2021 brought the launch of post-COVID recovery messaging with a new creative campaign platform "Grown To Be Great," infusing an ownable voice and brand personality. Year 1 of Grown to be Great was video-forward delivering high impact digital content to increase engagement. The campaign shifted targeting towards Western States with key markets including NV, AZ, WA, CA, OR.



The "Grown to be Great" brand messaging continued in 2022. "Grown to Be Great" messaging expanded with cross-channel support and recipe content engagement through custom content partner, Yummly. The TikTok platform was tested in 2022 to begin building presence in a new social platform and build affinity with younger consumers.





International Promotions

California Grown re-introduced international promotions in 2022 with three focused activities.

production. Chef Mattar is producing a documentary about food production in various parts of the US, including California.

California Grown partnered with the California Department of Food and Agriculture (CDFA) to facilitate a trade mission and retail promotion

is a joint initiative with California, Dubai, United Arab Emirates (AE) and a Taste of California trade event in Singapore and Manila.

California Grown also partnered with CDFA, Visit California, and the U.S. Consulate General Dubai Office of Agricultural Affairs as the production and tour partner on the Fork and the Road tour with Chef Hattem Mattar. In July, 2022, California Grown hosted Chef Mattar for the weeklong California agriculture and culinary tour. In addition to social content

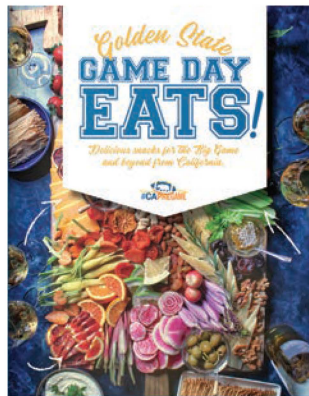


Special Events

California Grown embraced in-person events in 2022 while continuing momentum from digital activations introduced during COVID. Digital activations included production and digital deployment of 2 collaborative campaign e-cookbooks.

#CAPreGame:

California Grown partnered with Visit California in early 2022 for the California Pre-Game campaign "#CAPreGame," highlighting Super Bowl LVI in Los Angeles which featured California team, the Los Angeles Rams. An e-cookbook, Game Day Eats,



showcased Super Bowl snacks and recipes made with California specialty crops, each with a unique California wine-pairing suggestion. The e-book was promoted by both California Grown and Visit CA, and shared across commodity partner channels. California Grown Creator Aida Molikawa

created two new videos in support of this campaign that were deployed across all channels. Visit CA devoted one of their podcast episodes to the campaign. The e-book gained over 63,000 pageviews and 257 direct downloads, and the campaign overall had 2.69 million impressions.

California Grown in-person activations included three agritours, one partner agritour and several live demonstration promotions. In-person activations included deployment of digital content including 77 custom content features.



Monterey County Harvest Tour

California Grown invited fourteen California Grown Creators to visit the Monterey region in early May alongside Secretary Ross and the California Grown team to learn about Monterey region agriculture production. Participants saw leafy greens, mushrooms, artichokes (the state's official vegetable) and other items being harvested. Media included all of these featured products in a variety of ways, and the Rock City Mill provided facilities to host a cheese and wine pairing. Overall, the Creators learned about a number of sustainable practices including water conservation, solar usage, reduction of packaging, capturing methane and turning it into power, night harvesting, and they saw a bug vacuum for organic leafy greens in action. Each influencer posted content on their owned channels during the tour and created pieces inspired by it, resulting in over 1.3 million impressions and views, and over 23,000 engagements. Over 20 content features were produced by the California Grown team and influencers related to this activation.

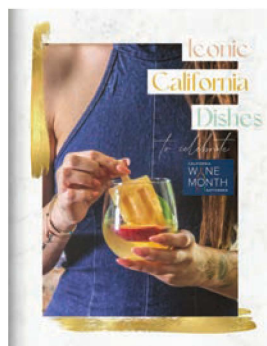
Taste of Santa Barbara: California Grown was invited to be a partner in the Taste of Santa Barbara events by the Julia Child Foundation. California Grown recognized as a partner throughout the events where over 800 people attended a movie screening of the new Julie Child biopic, discussion panels, farmers market events, a wine & food tasting with educational panels, regional farm tours, and more. Over 10 content features were produced by the California Grown team and influencers related to this activation.

California Wine Month & Iconic California Dishes Campaign:

The California Grown digital team executed an agritour in partnership with California Wines (Wine Institute) for California wine month. California Grown Creator, Alison Needham of *A Girl Defloured*, joined a group of four influencers visiting Monterey County to share content in support of the wineries, agritourism, and crops produced in the region. As an expansion of the successful program in 2021, all influencers tagged both California Wines and California Grown in all related social posts, and their content was shared by both partners, as well as Monterey County partners. The digital team also produced new video content in support of California Wine Month and agritourism in the region. This portion of the campaign resulted in 2.3 million impressions.

12 content features were produced by the California Grown & California Wines teams and influencers related to this activation.

Furthermore, an e-book, *Iconic California Dishes to Celebrate California Wine Month*, was created in partnership with California Wines (Wine Institute) and Visit California. It featured recipes for dishes that evoked the state's sunny and relaxed vibe – each paired with California wine or wine-based cocktails. The eBook



gained over 32,000 pageviews and 145 direct downloads, and the campaign overall had 4.86 million impressions. The campaign was also the subject of 7 live TV broadcast features and 4 radio broadcasts.









California Farmer & Farmworker Month Event + Central CA

Harvest Tour: California Grown invited nine California Grown Creators to visit the Central San Joaquin Valley region in early October to learn about the crops produced in the region, and see pumpkins, flowers, figs, winegrapes, kiwis, raisins, and other items being harvested. The tour also included meals featuring California specialty crops, a packing house tour to help the influencers understand the food system, and agritourism visits for a greater understanding of the region. During the tour, California Grown hosted a celebration of California Farmer & Farmworker Month, featuring dishes by each of the influencers and a speech by Hernan Hernandez, Executive Director of the California Farmworker Foundation, to highlight our farmworker community and how people can get involved to support our growers and workers. This portion of the Farmer & Farmworker Month campaign resulted in 520,000 impressions and views. 20 content features were produced by the California Grown team and influencers related to this activation.

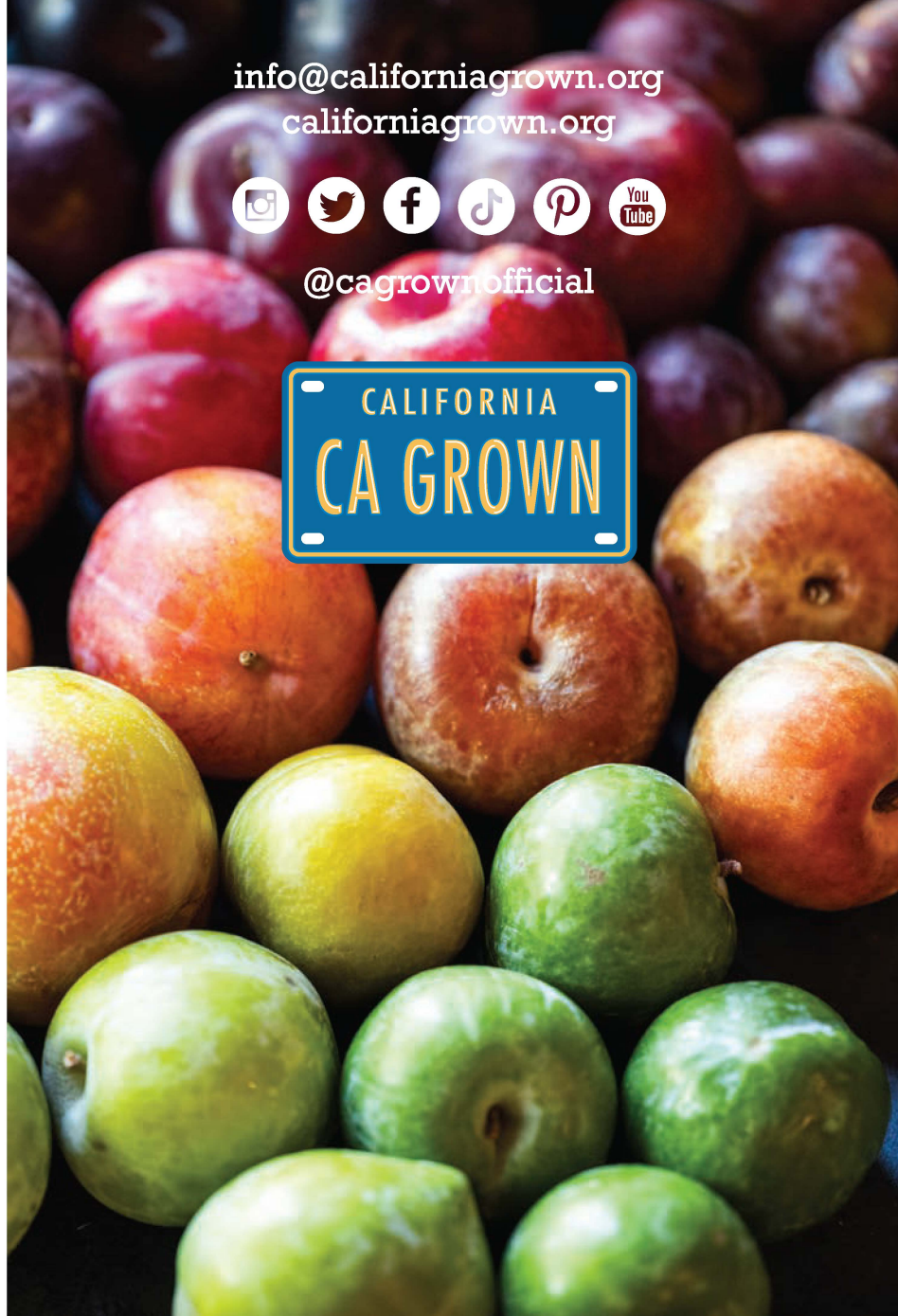
CA Farm Bureau Annual

Meeting: Two California Grown Creators, Meg van der Kruik and Aida Mollenkamp, joined the California Grown team at the California Farm Bureau's California Marketplace to demonstrate several "California Grown Always in Season" and "What Grows Together Goes Together" recipes to the audience of 800+ guests. The demonstrations were also live streamed to the California Grown social channels.

A Look Ahead

-  **Launch of California Grown Retail Nutrition Toolkit**
-  **Implementation of 2-4 targeted foodservice promotions**
-  **Consumer research on customer preferences and trends**
-  **Spanish Translation of key marketing resources**
-  **More video content in digital marketing**
-  **More agritourism activations including a Spring agritourism agritour in Southern California**
-  **International marketing programs focused in Japan and Canada.**
-  **Participation in Fall International Fresh Produce Association Global Produce & Floral Show and California Grocers Association Strategic Conference.**

	FY 20-21 ACTUAL	FY 21-22 PROJECTED
Prior-Year Carryover	\$68,611	\$162,594
Income		
Member Opt-In/Other Marketing Project	\$150,500	\$70,00
Membership Dues	\$166,750	\$119,250
Interest Income	\$63	\$29
Membership Licensing Fee	\$27,425	\$21,100
Other Income	\$6,000	
SCB Grant Income	\$1,904,408	\$2,134,587
Non-SCB Grant Income	\$9,374	\$62,326
Total Income	\$2,264,520	\$2,407,292
Expense		
Operating Expenses	\$145,367	\$139,239
Other Marketing Programs Expenses	\$53,238	\$11,321
Member Opt-In Expenses	\$52,350	\$56,000
Other Grant (non-SCB)	\$9,374	\$59,626
SCB Grant Expenses	\$1,910,208	\$2,134,379
Total Expense	\$2,170,537	\$2,400,565
Account Balance	\$162,593	\$169,321



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