

**Potatoes USA
FY20 Budget**

**Amendment
#2**

Revenue

| | |
|------------------------|---------------|
| Assessment Revenue | \$ 14,600,000 |
| Contribution Revenue | 406,000 |
| Interest Income | 115,000 |
| Industry Contributions | 40,000 |
| FAS Funding | 8,898,770 |
| Total Revenue | 24,059,770 |

Program Expenses

| | |
|-------------------------|------------|
| Marketing | 10,000,000 |
| FAS Funding | 8,898,770 |
| Industry Outreach | 520,000 |
| Research and Analysis | 2,129,760 |
| Sponsorships | 18,500 |
| Annual Meeting | 230,500 |
| Special Projects | |
| Domestic Marketing | 60,000 |
| International Marketing | 125,000 |
| Industry Outreach | 500,000 |
| Leadership Program | 500,000 |
| Research and Analysis | 15,000 |
| Contingency Fund | 25,000 |
| Total Program Expenses | 23,022,530 |

Administrative Expenses

| | |
|-------------------------------|-----------|
| Salaries & Benefits | 1,700,000 |
| Travel | |
| Administrative Committee | 161,100 |
| Executive Committee | 165,000 |
| Staff | 50,000 |
| Office & Insurance | 186,100 |
| Office Lease | 192,000 |
| Professional Services | 179,500 |
| USDA User Fee | 202,000 |
| Miscellaneous | 2,700 |
| Total Administrative Expenses | 2,838,400 |

Total Expenses

25,860,930

**Revenue Over/(Under)
Expenses**

\$ (1,801,160)