



## 2021 AOGC AGM MEETING MINUTES April 8, 2021 – 1:00 PM

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30 guests, including 20 oat producers.

Brad Boettger, AOGC Chairman, welcomed everyone to the AGM, and called the meeting to order at 1:07 pm.

Boettger announced that two vacant positions were filled by acclamation, as he welcomed both Greg Bott and Dylan Robinson to the Alberta Oat Growers Commission. He thanked outgoing Directors, Bruce Thomi and Gordon Pope, for their commitment and work on behalf of oat producers. Boettger introduced the other AOGC Board members and staff as well.

**Approval of 2020 AGM Minutes:** Boettger noted the minutes from AOGC 2020 AGM, January 27, 2020, are posted on the POGA website, and linked in the email circulated to registered guests.

Motion: Darwin Trenholm/Nick Jonk to accept the minutes from the January 27, 2020 AGM as presented. Carried.

**Resolutions:** As noted on the agenda, a 30-day notice was to be provided to the Commission before any resolutions can be brought forward to the AGM meeting. No resolutions were brought forward for this meeting.

**Review of 2019-2020 Financial Statements:** Dawn Popescul, Interim Executive Director led the group through the 2019-2020 financial statement review and budget for the 2020-2021 year. Popescul highlighted that AOGC ended the year with a net of just over \$88,000 for the year which was due to an increase in producer check-off revenues and the reduction in the AOGC proportionate contribution to the Prairie Oat Growers Association.

POGA projects are focused to benefit all oat growers, and a Western Canadian voice and representation allows for more access to government funding and industry partnerships, as opposed to each province on their own. POGA costs were down in 2019-2020 due to the impact of the pandemic on expenses and some projects have been delayed.

**Projected budget for 2020-2021:** 2020-2021's forecast is for a surplus of just over \$6,000, which uses a conservative levy income projection and levy refund forecast at the industry standard of 6%. As AOGC is in a better financial position, the proportionate contribution rate to POGA will again be higher going forward at 15% for 2020/2021.

**Regulatory Review:** Popescul noted that AOGC operates under three regulations: the Alberta Oat Growers Commission Plan Regulation; the Alberta Oat Growers Commission Authorization Regulation; and the Alberta Oat Growers Commission Regulation.

Every five years these regulations are reviewed to ensure they remain relevant, current, responsive to industry needs and continue to serve the needs of our organization. These regulations expire in July 2022, and AOGC will be initiating the review over the next several months.

With recent changes to the Marketing of Agricultural Products Act in Alberta, the ability to implement bylaws for marketing boards and commissions in Alberta is now an option. The Board has had a high-level conversation with Marketing Council staff about this, and AOGC will be looking to producers to explore the Bylaw structure.

**Project Overview & Spending Priorities:** Popescul noted the POGA priorities for funding - 40% for market development, 35% for research, 10% for communications, 10% for policy, and 5% for building partnerships. Through POGA, Alberta supports about 30 different projects currently. Popescul noted the Alberta specific projects including the Alberta Variety Trials and Dr. Chen's new project entitled *"Development of a nutritionally enhanced plant-based milk alternative beverage from Canadian oats and study of its hypoglycemic effects"*.

Popescul highlighted the Mexico project, and noted that 2020 looks to be the largest year ever in terms of oat exports to this market. Based on this campaign's success, a similar project began in Japan to increase consumption and Canadian oat exports and, as a result, Canadian oats had a significant 25% increase, achieving 53% of the market share in 2019.

In the past year, POGA was able to secure additional funding through Agriculture Canada to begin a social media campaign targeted at Canadian consumers, which is very exciting as domestic marketing projects have not been funded in the past.

Popescul noted the 2020 Ottawa Outreach Tour, which included more than 20 meetings with over 35 officials, attendance at Question Period, and representation at the Standing Committee meeting on Agriculture and Agri-Food. The group just completed the 2021 meetings, where issues discussed included: crop diversity through research funding, funding for domestic marketing, supercluster model for smaller crops, and the National Food Policy just to name a few.

AOGC maintained a solid year in the representation of Alberta oat growers, despite the challenges faced due to COVID.

Motion: Gordon Pope/ Darwin Trenholm to accept the 2019/2020 financials and 2020-21 budget as presented. Carried.

Motion: Anthony Van Rootselaar/ Bruce Thomi to appoint Baker Tilly of Yorkton, SK as accountant for the Alberta Oat Growers Commission for the 2020-2021 fiscal year.

Motion to adjourn the meeting: Darwin Trenholm.

Brad Boettger adjourned the business portion of the Alberta Oat Growers AGM, and welcomed Chris Newbergher from Stony Plain Seed to discuss oat marketing for 2021.