

POGA Marketing Campaigns in Mexico, Japan and Canada a huge success!

Final reports show strong results

POGA has been keeping Oat Scoop readers abreast of its marketing campaigns targeting Canada, Mexico and Japan. Official 2020 export statistics have been published and POGA is proud to present the final reports for these very successful campaigns.

Mexico—Exports up 42% from 2019!

Oat Scoop readers are familiar with this long-running and effective campaign. The results for 2020 continue to indicate on-going increases for all project activity goals.

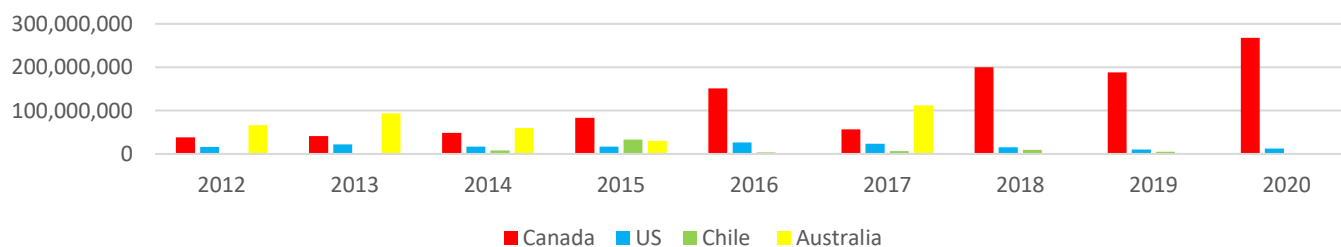
The Avena Canadiense Facebook campaign once again exceeded its 2020 target for website plus social media views (target 45,000,000; actual over 113,000,000 or 253%)! Obviously, the social media community remains engaged and continues to respond positively to the information and recipe content shared on Facebook and the website.

The regular food blogger entries continue to engage followers—a recent, savoury fish recipe reached over 407,000 views—the second-best performing post to date.

The annual event held in Mexico with the Mexican Diabetes Association (Feeración Mexicana de Diabetes) and the recipe contest took place online last year, which resulted in an increase in reach and viewership for the events. One of the winning recipes, Galletas saludables de chocolate y aceitunas (Healthy Chocolate and Olives Cookies), was posted to the Avena Canadiense Facebook page and reached almost 300,000 people and garnered over 36,600 engagements.

The final number for 2020 oat exports to Mexico increased **42% from 2019** and for the first time, Canada exceeded 200 MT in oat exports to Mexico. This represents a **95% Canadian oat market share** for 2020 (followed by the USA and Chile).

Oat imports in Mexico (kgs) main exporters 2012 -2020



Canadian Exports to Mexico (kgs) as per Mexican Sistema de Información Arancelaria

Country/Code	1004.90.99 oats other than seed	1103.19.01 groats & meal of oats, pellets of oats	1104.12.01 oat flakes or rolled oats	1104.22.01 worked grain of oats	Total*
2017	2,746,853	1,390,730	2,045,177	50,529,341	56,712,101
2018	148,429,573	1,561,093	1,924,998	47,620,440	199,536,104
2019	142,919,891	1,343,194	1,072,903	39,336,867	184,672,855
2020	212,533,066	1,455,927	1,005,123	53,015,819	268,009,875

*totals include some rounding across multiple commodities

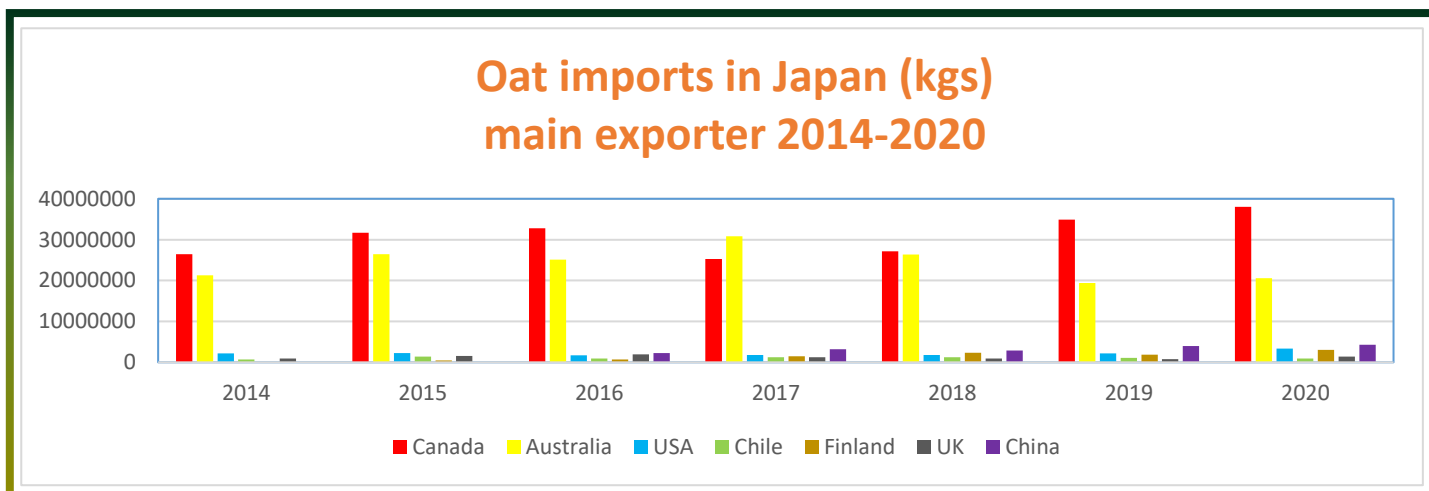
The Mexico campaign continues to achieve annual success and each year POGA strengthens its relationships with the Mexican groups it works with on all events and activities.

Continued...

Japan—Embraces Oats Far Beyond POGA’s Expectations!

Once again, the social media component of this campaign garnered excellent results. Social media views for the Kanadanootsumugi Facebook and website campaign exceeded the target number of 50,000 by 13,849%! The success of the campaign attracted the attention of the Japanese mission of Canada (a diplomatic mission which includes Embassy representatives) and POGA held a briefing call with them to discuss potential movement forward for the future.

Overall oat exports to Japan have been increasing for the past three years, which indicates that Japanese consumers are becoming familiar with and enjoying including oats in their diets. 2020 exports exceeded 70 MT, which represents a 12% increase (and 70% of this increase was for processed oats—an increased benefit for Canada from revenue associated with valued added and raw product).



Canadian Exports to Japan (kgs)					
Country/Code	1004.10.00 oat seed	1004.90.00 oats other than seed	1104.12.01 oat flakes or rolled oats	1104.22.01 worked grain of oats	Total
2018	-	26,515,000	448,129	172,340	27,135,469
2019	-	34,189,000	556,314	163,810	34,909,124
2020	12,000	36,806,000	1,132,079	123,260	38,073,339

Canada—Project Results Confirm: *Canadian Consumers Love Oats!*

The goal for the first year of this project was simple: to expand the existing Canadian market for oats. The project aimed to connect with all Canadians by way of social media engagement (in English and French). A Facebook page (Oats Everyday) was the main platform and oat-related recipes and information were posted there. As a result of the original posts and activity, additional activity occurred on other platforms (website—oatseveryday.com, Pinterest, Instagram and YouTube). This growth is a ‘free’ bonus because this activity was achieved organically (without paid advertising).

Project success is determined by comparing target numbers for the various ways people interact on social media to the actual numbers achieved during the campaign. Here are the final outcomes and Key Performance Indicators (KPIs). ➡

¹Impressions: total number of times a post appears on users’ screen (original post viewed plus reappearance due to shares, discussion, etc.). ²Engagements: all actions taken (post views, likes, video view, shares, etc.).

Activity	Target #	Actual #	KPI (% of target)
FB followers	8,000	9,079	113%
Impressions ¹	4,000,000	7,152,368	179%
Engagements ²	120,000	539,342	449%
Website page views	100,000	293,841	294%
Website users	10,000	152,729	1,527%

It is clear that Canadians are interested in learning more about the many different ways to incorporate healthy oats into their diet. What a great first year for this project marketing home-grown oats to Canadians!

POGA President Jenneth Johanson states, “POGA knows marketing projects work, especially based on our multi-year experience with our very successful Mexico campaign. When given an adequate amount of time to develop relationships and build social media presence, projects like these just keep building on each year’s successes. Multi-year campaigns create momentum that enables us to continue increasing awareness of the many ways oats can be incorporated in the diet and all their health benefits, and that creates demand. Producers have many reasons to be proud to market Canadian oats—not only to other countries, but right here at home!”

These projects were funded by POGA and through the Agriculture and Agri-Food Canada AgriMarketing Program. Given the solid results, POGA has applied to the 2021-2023 Program for funding to continue the momentum gained to date.

IMPORTANT NOTICE TO AOGC PRODUCERS

The Alberta Oat Growers Commission is seeking feedback from registered producers on:

1. AOGC's Mandatory Regulatory Review
2. Conceptual approval to adopt Bylaws

Part 1 of this two-part process is required because the three regulations governing the Commission (under the authority of the *Marketing of Agricultural Products Act (MAPA)*) expire July 2022 and must be reviewed for amendments that AOGC might want to include. The regulations will then be brought forward for producers' approval at the AOGC Annual General Meeting in 2022. Producers will also have the opportunity to provide feedback prior to the final approval at the AGM.

Part 2 is being presented due to MAPA amendments made in 2020. One of the amendments allows for the ability to create bylaws which provide a more flexible and efficient regulatory operations framework. This means that some items that are in the Alberta Oat Growers Commission Plan Regulation can now be moved into bylaws, which will simplify the ability for AOGC to make future required amendments and also somewhat reduces the approval process for proposed amendments. (Note—Producer approval will still be required in either situation.) The board would like to adopt bylaws and is seeking producer feedback to move forward.

Producer input is essential in this two-part process. AOGC encourages producer members to have their say in possible changes to their Commission.

Please go to poga.ca for a complete explanation, details as to what is eligible to be included in the bylaws, and links to current regulations.

Send your feedback by
2021 August 10
to info@poga.ca.

Please direct your questions to:
smathieson@poga.ca or (306)530-8545.

Proposed changes/updates will be posted on the website for producer review and input.

POGA will also post a reminder and keep producers informed as to where things are at in the process in the 2021 November Oat Scoop.

New POGA Director: Greg Bott Meet Your Neighbour!

New AOGC and POGA board member **Greg Bott** farms with his parents on their family farm near Eckville, AB. In addition to being a farmer, Greg has pursued degrees that will serve the boards well. His education includes areas of commerce, economics, and human rights law. He completed a PhD in nonprofit leadership and governance; this included a research project for which he interviewed executive directors and board members across numerous nonprofit and social services agencies throughout the province.



Greg acknowledges the benefit of becoming a board member of AOGC and POGA. He shares, "As a young farmer, this board seat provides me the opportunity to further my knowledge of agronomy, economics and government policy."

Referring to the collective work, experience and knowledge of the current and past AOGC/POGA board members, Greg continues: "From what I have seen, these boards do a good job of representing the interests of oats producers through, for example: researching and promoting value added attributes; a focus on both domestic and international market access; and, an overall enhancement of the value chain as it relates to oats."

Greg currently chairs one of the largest social services agencies in the province. He also instructs at the University of Alberta in the faculty of Agricultural Life and Environmental Sciences, primarily lecturing on business planning in the agricultural, environmental, and resource sectors.

The Bott family farm rotation includes oats, barley, and canola. Greg explains, "We grow Morgan oats. With a short growing season, oats has always been a reliable crop, which helps to manage risk among a rotation of crops with longer growing seasons, such as canola. We tend to place oats after we break up a hay field, as we know it will still produce. With the low input costs and the resilience of oats, it is one crop that allows us to sleep at night."

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New POGA Director: Dylan Robinson Meet Your Neighbour!

New AOGC and POGA board member **Dylan Robinson** operates Peter Melnyk Farms, NW of Waskatenau, AB. The family farm (1300 acres) was established by Robinson's great grandfather, who emigrated from Ukraine in the 1920s and settled the farm.



Dylan began farming (including extended family land) after graduating from high school and transitioned to managing the operation over the past seven years. He shares, "I farm alongside my Gido, and my uncles, brother and parents lend a hand when their personal lives and careers allow. Rotations of Hard Red Wheat—Canola—Oats—Yellow Peas do well in our soil types and provide a good balance of marketing diversity/opportunities as well."

The area has a fairly short growing season, so early-season upright oat varieties with short straw are what Dylan looks for: "I have traditionally grown Morgan, as it works fairly well when seeded in mid- to late-May. The yield and weights have been consistent in our variable, high-organic-matter soil. However, in the past few years I have been trying ORE3542M and find it to be a shorter variety with slightly earlier maturity. Because of results reported in the POGA-supported Alberta Oat Varietal Trial, I'm eager to try Arborg in the future to see if it will do well on the farm."

Dylan decided to run for a board seat on AOGC to further the promotion of the Alberta and the Canadian Prairies oat industry. He conveys, "We need to continue to get the word out to producers and consumers that oats are a healthy, sustainable addition to the other dominant crop types produced. It has great potential as another alternative for the protein and milk markets. It is an important part of crop rotations to increase soil health, and also a valuable, affordable dietary staple that promotes human health."

Referring to his experience with the AOGC/POGA boards to date: "I am excited to be part of these boards as we tackle all the issues producers face. It's important to be part of the collective voice for Alberta and prairie farmers, and to continue building the network to represent their concerns and interests."

Dylan's representation on the POGA board is an extension of his involvement with other ag-related organizations. He was heavily involved in student-run organizations during his education (Crop Science—University of Alberta) and President of the Agriculture Club. He is also involved in FarmHouse International Fraternity (as a student and alumni).

In his personal life, Dylan also displays a penchant to keep active and engaged. He shares, "I have a passion for all things 'outdoors' (especially hunting and fishing) and am an avid curler and recreational hockey player. I enjoy the mechanical aspect of farming and the challenges it can present. I have an avid interest in agronomy and utilize this, within our budgets, to improve our farm management. I also assist a friend with his mobile, grain-cleaning business, which keeps me busy in the winter months."

Alberta Oat Growers Commission (AOGC) Welcomes **RESULTS DRIVEN AGRICULTURE RESEARCH (RDAR)** to the Field!

RDAR is a not-for-profit organization that collaborates with scientists and researchers to fund ideas that will push the boundaries of Alberta agriculture potential. RDAR membership is made up of either: a) a marketing board or commission established under the Marketing of Agricultural Products Act, or b) a not-for-profit association whose members are from organizations representing Alberta agriculture producers.

RDAR has established an Advisory Committee, made up of representatives from Marketing Boards and Commissions, agriculture associations representing producers, the Applied Research and Forage Associations, and post-secondary institutes involved in agriculture research. The committee's role is to: a) recommend research priorities to the RDAR board, b) advise the RDAR board on key emerging industry issues, and c) provide advice to the RDAR board on policy, procedures and performance. *(POGA note: Brad Boettger, AOGC Chairman is a representative on this Advisory Committee.)*

RDAR will continually consult with Alberta's crop and livestock producers to set research priorities and distribute funds. Its mandate is to support results driven agriculture research priorities and programs that will increase the competitiveness and profitability of Alberta's agriculture industry. For more information, please visit rdar.ca.



More Developments in Oat Milk Research[◆]

Enhanced Nutritional Profile and Potential Hypoglycemic Effects

Oat milk has received a lot of positive attention in the food industry and among consumers lately. However, development to date is only just scratching the surface of its potential to address the general and specialty consumer markets.

Today's health-conscious consumers are looking for high-protein, nutrient-laden food. Many also require alternatives to traditional food products—due to allergies, lactose intolerance, vegetarian/vegan diets and cholesterol concerns. To control blood sugar, diabetics seek foods that stabilize blood-glucose levels.

Because of its known health-related benefits with potential to address these consumer demands, oats are an obvious candidate grain to continue research and product development to fill that bill. Dr. Lingyun Chen, Canada Research Chair in Plant Protein, Structure Function and Nutraceutical Delivery at the University of Alberta, has a new, two-year project underway: *Development of a nutritionally enhanced plant-based milk alternative beverage from Canadian oats and study of its hypoglycemic effects.*

Dr. Chen explains, "Oat is the only cereal containing the globulin protein avenalin as the major storage protein. It is considered to be more nutritious than most cereals, with higher levels of the essential amino acids lysine and threonine, more dietary fiber (especially β -glucan, which is known to reduce blood cholesterol and regulate blood sugar), is a source of vitamins B and E and phytochemicals. Consumers like oat milk's taste. However, a major challenge facing oat milk manufacturers is the lower protein content compared to bovine milk."

Producers know that continuing oat variety development is important to respond to food processor and consumer demand and to address agronomic concerns. This project is a good example of the importance of new varietal development and POGA continues its efforts to keep this a priority.

Chen continues: "Recent breeding efforts have developed varieties with high yields, proteins and β -glucan (such as CDC Morrison and CDC Norseman). Their protein content is about twice that of normal oat varieties—and even comparable to peas."

"Recent research demonstrates that enzymatic hydrolysis¹ of oat protein releases oligopeptides² with potential antidiabetic effects. These qualities make oats an ideal candidate for more in-depth research focused on processing to adequately handle the raw material for new product development," says Chen. ¹a chemical reaction in which water is used to break down the bonds of compounds; ²a peptide whose molecules contain a relatively small number of amino-acid residues

The project objectives are to:

- 1) study competitive advantages of (high-yield, -protein, and β -glucan) Canadian oats for development of healthy oat milk products;
- 2) optimize processing to enhance recovery of oat nutritional components into a nutritionally enhanced oat milk drink (with improved protein and β -glucan content); and
- 3) study peptides from oat protein which have anti-diabetic effects for functional oat drink development and evaluate the drink's hypoglycemic effect.

Tangible deliverables of the project include:

- 1) new knowledge of oat milk processing properties of Canadian oat varieties;
- 2) demonstration of competitive advantages of Canadian oats for plant-based milk (if a nutritionally enhanced oat milk drink can be achieved with 3.4-4g protein and .75g β -glucan per serving);
- 3) knowledge of oat peptide structures contributing to the antidiabetic effects, and scientific evidence to demonstrate the feasibility of developing a blood-glucose-regulating oat milk; and
- 4) collaboration with the food industry will lead to new functional drink products that promote and increase nutrient intake among populations with high risk of Type 2 diabetes.

Alberta Vice Chairman and POGA board member Darwin Trenholm states, "We constantly strive to further research and development of healthy food product applications for oats. POGA is proud to support continuing research that addresses important health concerns and that also benefits producers by increasing oat demand."

POGA will update readers and explain some of the science involved as interim and final reports are received.

This project is funded by: Results Driven Agriculture Research (RDAR); Natural Sciences and Engineering Research Council of Canada - Discovery (NSERC); and POGA.

POGA will also make in-kind contributions by active engagement in the following activities: POGA board member attendance at two annual project meetings; oat variety recommendations; oat acquisition coordination; and to facilitate communication networks between food processors/and producers.

RDAR recognizes the importance of Dr Chen's research and has invested \$150,000 to support this project. Clinton Dobson, RDAR Research Director, states, "Outcomes from Dr Chen's research will significantly add value to oats as one of the major crops grown in Canada, increasing the competitiveness and profitability of Alberta's agriculture industry."

Article titles with a ◆ (symbol): written by Pam Yule, Right Angle Business Services (rtangle@sasktel.net)

Are Oats and Peas Suited for Each Other? ♦

2020 Intercropping Trial

Can oats and peas grow happily together? It may take a while to answer that question, so Saskatchewan Oat Development Commission (SaskOats) supported Lana Shaw, South East Research Farm (SERF—Redvers) in a second intercrop-related trial entitled *Oat/Pea Intercrop Demonstration*.

In addition to the SERF location, trials were conducted at two other locations; the following collaborators worked with Shaw: Brianne McInnes, Northeast Applied Research Foundation (NARF—Melfort) and Chris Holzapfel, Indian Head Agricultural Research Foundation (IHARF).

Once again, the objectives of the project are to demonstrate a) how to grow oat and pea together as a grain crop; and b) the effect on yield and agronomic parameters of varying oat seeding rates in intercrop with pea.

Plots established at each location comprised of oat/pea plots with oats at 25, 50, 75, 100 and 125 target plants/m² each, intercropped with peas at 80-90 target plants/m². All intercrops were fertilized with nitrogen at lower than recommended amounts. For comparison:

- an oat monocrop plot was established at 200 plants/m² (and fertilized at recommended levels), and
- two pea monocrop plots were established at 80-90 plants/m² (one pea plot was hand-weeded and one was not); pea monocrops received no nitrogen fertilizer.

The following are observations based on collected data, selected from Shaw's final report:

PEA DENSITIES: Relatively high at SERF and IHARF and did not vary by treatment.

Establishment of peas was not as good at NARF, particularly for the intercrop treatments.

OAT DENSITIES: Close to or somewhat exceeded the targeted plant densities at SERF. At IHARF, the densities were lower than the targeted amount, likely due to dry spring conditions there.

LODGING: No lodging at SERF or IHARF due to dry conditions. Intercropping at the 100 and 125 pl/m² oat density resulted in significantly reduced lodging compared with lower oat intercrop densities and pea monocrops.

OAT DISEASE: Generally low.

DAYS TO MATURITY: did not vary significantly at IHARF or NARF for pea or oat, and did not vary significantly for pea at SERF. However, oat maturity was delayed at the lower oat densities in intercrops (25 to 75 pl/m² target treatments).

PLANT HEIGHT: Pea height was affected by the presence of oats in the intercrop treatments, which shows the effect of interspecies competition. Oat height was not affected by the presence of peas.

WEED SUPPRESSION: The effect of intercropping on weed suppression (weed biomass, weed rating, weed control %) varied by location. There was not a consistent effect between locations.

One of the important numbers to determine benefits of intercropping is the Land Equivalency Ratio (LER). This number indicates the ratio of combined intercropped value of yield compared to mono crop value of yield, grown on the same unit of land. Please see the charts on the next page for more detailed information.

For more information on all the data measurements (biomass, yield data, test weights, etc.), please head to poga.ca/research-results/2020-research for Shaw's full report.

Shaw concludes, "This preliminary investigation will help guide a more intensive research trial funded by ADF and SaskOats to begin in 2021. Pea oat intercrops are productive and may be a way to improve crop diversity."



Canopy in oat monoculture (left) beside oat-pea intercrop at 100 oat plants/m² (right)

Plant densities for all eight crop treatments						
TREATMENTS	SERF	IHARF	NARF	SERF	IHARF	NARF
	Pea plant density (pl/m ²)			Oat plant density (pl/m ²)		
PEA + 25 OATS*	80	103	50	19	18	22
PEA + 50 OATS*	82	103	50	58	32	48
PEA + 75 OATS+	89	96	51	90	57	59
PEA + 100 OATS+	94	95	52	113	81	75
PEA + 125 OATS+	100	107	43	144	92	105
OAT MONO+	X	X	X	185	180	175
PEA MONO weeded+	95	110	67	X	X	x
PEA MONO+	97	100	62	X	X	x
* Indicates not statistically significant						
+ Indicates statistically significant differences						

Land Equivalency Ratio (LER) represented as crop value/acre					
	\$/ac	\$/ac	\$/ac	LER*	LER
	Pea	Oat	Total		
SERF					
PEA + 25 OATS	205	52	257	0.76	1.12
PEA + 50 OATS	131	101	232	0.74	0.97
PEA + 75 OATS	148	162	310	1.02	1.28
PEA + 100 OATS	92	161	253	0.87	1.02
PEA + 125 OATS	90	194	284	0.99	1.15
OAT MONO	0	260	260	1	1
PEA MONO WEEDED	367	0	367	1	X
PEA MONO	223	0	223	X	1
IHARF					
PEA + 25 OATS	306	83	389	0.92	1.00
PEA + 50 OATS	280	109	388	0.93	1.01
PEA + 75 OATS	226	176	402	1.01	1.08
PEA + 100 OATS	183	196	379	0.97	1.03
PEA + 125 OATS	181	200	381	0.98	1.03
OAT MONO	0	343	343	1	1
PEA MONO WEEDED	454	0	455	1	X
PEA MONO	401	0	401	X	1
NARF					
PEA + 25 OATS	225	101	326	0.86	1.00
PEA + 50 OATS	155	189	343	0.94	1.03
PEA + 75 OATS	139	192	331	0.91	0.99
PEA + 100 OATS	119	257	376	1.04	1.11
PEA + 125 OATS	95	244	339	0.94	1.00
OAT MONO		348		1	1
PEA MONO WEEDED	392	0	392	1	X
PEA MONO	318	0	318	X	1
<i>*LER - compared to hand-weeded or sprayed pea control</i>					

This project was supported and funded by: the Saskatchewan Oat Development Commission (SaskOats); Big Dog Seed; Avondale Seed; General Mills; and the Agricultural Demonstration of Practices and Technologies (ADOPT) initiative under the Canadian Agricultural Partnership, a federal, provincial, territorial initiative.

Ottawa Outreach 2021

Each year, POGA representatives meet with Members of Parliament, Senators and senior officials in Ottawa to discuss challenges oat producers face and the multi-faceted value of oats. This year, the team shared plans to capitalize on the potential for oats in The Food Policy for Canada and the new Canadian Agricultural Partnership (CAP).

The POGA March 9-23 mission was virtual due to COVID and participants included: POGA President and MOGA director Jenneth Johanson; SaskOats Chair Alan Butuk; SaskOats directors Chris Rundel and Ambrely Ralph; AOGC directors Anthony Van Rootselaar and Darwin Trenholm; MOGA director Bob Lepischak; POGA Executive Director Shawna Mathieson; POGA Interim Executive Director Dawn Popescul; POGA Marketing

Coordinator/Administrative Assistant Cyndee Holdnick; and Robynne Anderson, Emerging Ag, Inc.

The POGA team is always well received and has developed a reputation for consistent, organized and well-presented information to government and industry officials.

Key messages the team delivered included:

Canada's Reputation for Oat Quality—Canadian oats are prized internationally and domestically for their top-notch quality and nutritional profile. As production and demand increases, POGA wants to ensure that Canadian oat producers are at the forefront of relevant discussions.

Canada's Economic Reset Initiatives—Agriculture should be a major participant in economic reset initiatives. Increased research into crop diversity and value chain improvements are needed for Canada's smaller crops.

The Food Policy for Canada—The Canadian Oat Industry can be a valuable partner to help achieve the *Food Policy for Canada* priorities outlined by the federal government.

Canadian Agricultural Partnership (CAP)—ensure commitment to focus on smaller crops and crop diversity, which requires investment in new research and value chain development (i.e., replicating the supercluster model for smaller crops).

POGA President Jenneth Johanson states, “All of the topics we discuss are important. This year, emphasis was placed on the Canadian oat industry’s potential to be a valuable collaborator in Canada’s Food Policy and the important role oats can play in the sustainability of agriculture. Small crops, like oats, can play a crucial role in crop diversity—but that requires funding commitment to research and value chain development. The oat industry needs to be at the table to explain its position and requirements, and to lead global market access initiatives for the great Canadian healthy oat crops that our farmers continue to produce year after year.”

Officials the POGA delegation met with include:

Members of Parliament:

- Dave Epp, Chatham-Kent-Leamington (Ontario), Conservative
- Lianne Rood, Lambton-Kent-Middlesex (Ontario), Conservative
- Kody Blois, Kings-Hants (Nova Scotia), Liberal
- Warren Steinley, Regina-Lewvan (Saskatchewan), Conservative
- Yves Perron, Berthier-Maskinongé (Quebec), Bloc Québécois
- Neil Ellis – Bay of Quinte (Ontario), Liberal

Senators:

- Diane Griffin, Senator, Prince Edward Island

Agriculture and Agri-Food Canada senior officials from: Agri-Marketing & Agri-Science; Food Policy/Innovation—Meetings focused on topics such as market development programs, market and industry services, market access, strategic policy and policy development and analysis, new Canadian Food Policy, and domestic consumption of oats.

Market Access and Market Development senior officials—Meetings focused on oat exports, marketing campaigns, and Brand Canada.

Next Policy Framework/Sustainability senior officials—Meetings focused on sustainability, business risk management, best management practices, and climate change/carbon tax.

Canadian Transportation Industry senior officials; Canadian Pacific Railway and Canadian National Railway senior officials—Meetings focused on transportation topics.

POGA director Bob Lepischak shares, “With each year that POGA presents oat industry potential and issues to senior officials in Ottawa, message momentum builds because of the annual flow of information sharing. We continue advocating for research and development, improvements in the transportation system, and other

issues that are key to producer success. We also ensure that Ottawa is reminded of the importance of marketing oats and oat products (abroad and at home), and POGA’s marketing projects to Mexico, Japan and Canada have proven to be very successful. Canada is the world’s leading supplier of high-quality oats; Canadian citizens lead the world in consumption of oat products; the health benefits of oats are proven and undeniable; the world can’t get enough of new oat products; and, the country’s increased use of milling oats has increased 14% over the past five years with strong continued growth forecasted. These are all indications that the oat industry can and should be considered one of Canada’s ever-increasing agricultural success stories.”

POGA appreciated the opportunity to meet virtually with many officials within the Federal Government and looks forward to future face-to-face as well as virtual events. These meetings help ensure Canadian oat growers continue to be heard—federally as well as provincially.

POGA Supports the Vital BeGrainSafe Program... ♦

(and the Good Folks Behind their Farm Safety Promotion & Training)

The BeGrainSafe program was developed by the Canadian Agricultural Safety Association (CASA) in 2017. Their Vision: Safe and sustainable agriculture where healthy Canadian farm communities thrive. Their Mission: To engage with community partners to promote safety and health in agriculture by providing leadership, support and resources.

When POGA introduced readers to BeGrainSafe in the 2018 March Oat Scoop, BeGrainSafe had just developed a training program aimed at producers and volunteer firefighters to add to their demonstration and display outreach.

Since then, they have been busy and have shared their list of scheduled outreach and training for 2020 January through 2021 November.

Manitoba:

- In 2016, Sam Goldberg and Team Silo created a 10-minute documentary to help educate farmers about the dangers of grain entrapment called *SILo: Edge of the Real World*. Its resounding success at the 2017 TriBeCa Film Festival premiere in New York City resulted in the creation of the full-length feature film *SILo*, inspired by true-life events in an American farm town. CASA has teamed up with the film’s producers to promote and use this moving film as an educational tool. If you are interested in learning more about *SILo* and to view the documentary, go to casa-acs.ca/en/begrainsafe/begrainsafe-silo-the-film/.
- Whitemouth, MB community held a virtual event on grain safety in 2020 (188 family registrants) and featured a screening of *SILo*.
- Prairie Canola groups organized two *SILo* screenings in 2020 and CASA was part of post-film discussion. Over 800 families (mostly from the three Prairie Provinces) registered.

- Manitou Farm Safety Day 2020 (350 attendees).
- Various fire departments are registered to take grain rescue training in May and June 2021 and will receive a set of grain rescue tubes and augers. An average of 20 firefighters participate in each training session.

Saskatchewan:

- Western Canada Crop Production show (Saskatoon, 17,000 attendees).
- SARM convention (Regina, 2,500 attendees).
- Ag in Motion Virtual Farm Show.
- The following communities received/will receive grain rescue training:
 - White City,
 - Kipling and Tribune,
 - Strasbourg, Milestone, and Melville, and
 - Fillmore, Wakaw, Bucland and Nipawin are scheduled for August and September.
- Twelve sets of grain rescue tubes and augers have been awarded to SK fire departments.
- An average of 20 firefighters participate in each training session.

Alberta:

- The following communities received/will receive grain rescue training:
 - DeBolt (Greenview County),
 - Morinville (Sturgeon County),
 - Metiskow,
 - Strathmore (Wheatland County), and
 - Bonnyville, Derwent, Vermillion, Taber, Fort McLeod, Vulcan and Ponoka are scheduled for September, October and November.
- An average of 20 firefighters participate in each training session.
- Eight sets of grain rescue tubes and augers have been awarded to AB fire departments.

CASA has developed an awareness video and it can be viewed at <https://youtu.be/nk-KTX6EKG0>.



Grain Rescue Training—Sturgeon County, AB—August, 2020

In order to expand its outreach programming, CASA will offer in virtual format: farm shows; grain handling and safety live webinars; *SILLO* film rental option and film discussions; fire fighter grain rescue training ‘classroom portion’ (practical training will be ‘in person’ groups of four).

In-person activities (when possible) that CASA offers: farm shows; grain handling and safety awareness demonstrations in partnership with grain-rescue-trained rural fire departments; *SILLO* screening and post-film discussion.

POGA has supported this important program since 2018. See casa-acsa.ca/begrainsafe for a complete list of sponsors.

How do Oats Respond to Various Macronutrient Levels?®

A New Project to Address that Question

SaskOats is conducting a new field trial project, led by Mike Hall, Research Coordinator for Parkland College and the East Central Research Foundation (ECRF) in Yorkton: *Are oats responding to higher levels of macronutrients?* The trial runs April 2021 through February 2022.

Hall is working with three collaborators, so field trials will be established at four locations (including ECRF in Yorkton):

- Lana Shaw, South East Research Farm (SERF—Redvers)
- Brianne McInnes, Northeast Agricultural Research Foundation (NARF—Melfort)
- Chris Holzapfel, Indian Head Agricultural Research Foundation (IHARF—Indian Head)

The objectives of this project are to:

- demonstrate the response of a modern oat variety (CDC Arborg) to the historically recommended rate of 60 lb N /ac against the more recently suggested recommendation of 90 lb N/ac; and,
- to determine the relative importance of adding phosphorus (P), potassium (K) and sulphur (S) for these different nitrogen (N) recommendations in eastern Saskatchewan. The influence of treatment on oat yield, lodging and test weight will be determined.

The trials will be set up to test oat response to N rates of 17, 60 and 90 lb/ac and will be assessed in combination with high rates of PKS (no PKS limitation, PK (S limited), PS (K limited) and KS (P limited)).

Research projects to determine recommended nitrogen rates and application timing have been conducted in the past. However, results from any single project does not necessarily mean that those findings are a guarantee for any given year (with the varying conditions and other factors that occur in a single season).

Hall keeps an eye on past projects and findings, and compares the varying results. He plans new trials to address some of the factors that might be responsible for variables that led to differing recommendations based on those past findings. Some of the factors that might affect fertilizer application decisions are: seeding time; current oat prices (lower prices might mean that increased fertilizer may not be cost effective); oat variety; and, weather.

The project team will all conduct the same trials at each location. The following will be measured: crop emergence date, maturity date, lodging, test weight, and grain yield. The trials will be shared, if and when feasible, during field

tours, and POGA will update readers on the final results in early 2022.

This project is supported through the Saskatchewan Oat Development Commission (SaskOats) and funded by the Agricultural Demonstration of Practices and Technologies (ADOPT) initiative under the Canadian Agricultural Partnership, a federal, provincial, territorial initiative.

The Alberta Oats Market[®]

A Few Seasons Back and the Season Ahead

Chris Newbergher, Grain Marketing Specialist, SPS, spoke to producers in a presentation entitled *The Oats Markets—Alberta 2019/20/21* at the online 2021 April 8 Alberta Oat Growers Commission AGM.

Newbergher describes the 2019/20 Alberta production season as a repeat of the previous four years: damp to wet conditions, which affected overall quality and harvest ability. This meant less good quality oats for the pony and milling markets and increased buyer competition, which caused historically high 2020 prices for 2CW, 3CW and spring-thrashed oats.

2020 season planting conditions were also very wet. Oats are hardy, though, and a good percentage of what was planted survived; of course, all crop yields were lower because of the spring planting challenges. Harvest conditions were very good and grade quality was excellent (with minimal feed-grade oats).

Millers were aware of the demand that would be placed on oats and went on an early buying spree to cover their positions. As a result, oat prices once again reached record highs in 2021 (e.g., 2CW Oats were as high as \$3.25/bushel at harvest time 2020; in 2021 April they were as high as \$4.75/bushel—which was a decrease in price from the end of 2021 March). Millers have purchased most of what they need now and Newbergher expects prices to drop again after 2021 seeding time. He adds, “If yields are normal, there will be ample supply and no pricing frenzy is expected—unless there is another weather event.”

Averaged over 2014 to 2020, Alberta oats represent 23.4% of seeded oat acres in Canada. Newbergher also notes that oats are a high-value, low-input crop with good return to producers. “Average bushel/acre yields (Alberta—93, Saskatchewan—91, Manitoba 110) can be increased to 120-140 by producers who take oat production seriously,” states Newbergher.

Primary oat markets are:

- High-end pony or racehorse oats—quality tightly controlled and cleaned to high tolerances; premium prices.
- Milling oats for human consumption or high-end pet food—sound groats and good colour; good prices.
- Feed ration, prepared mixed feed or low-end pet food oats—dark or stained, thin and light; lower prices.

Factors driving positive oat market forces:

- North America, Europe and Asia continue to embrace dietary oats;
- Japan, China and Korea are showing increased interest in oat-based foods and snacks;

- South America is increasing its use of oats;
- strong feed prices;
- new oat-based products (oat milk, oat groats); and,
- new varieties and domestic buying competition.

Factors driving negative oat market forces:

- increased number of millers demanding ‘glyphosate-free’ oats (due to consumer perception), which creates pressure for producers during harvest;
- oats are losing overseas market share due to high domestic pricing;
- high-end, luxury race horse markets can be erratic and risky;
- competition from other crops (e.g., barley or canola); and,
- global oat-producing countries are export-aggressive when their supply is healthy.

Newbergher provides some tips from the buyers’ viewpoint: “Oats are considered a specialty crop and producers can be inconsistent with oat production; however, buyers require a stable source of supply and quality. If you grow oats on a regular ‘cash-crop’ basis and get to know the main buyers, you can maximize your ability to profitably market your oats. Know your buyer’s glyphosate restrictions and variety preferences. Take really good representative samples and keep them in sealed, 5-gallon pails (use grams/half litre).”

As for 2021/22 pricing predictions, Newbergher shares, “We predict delivered prices at \$3.00-3.50/bu for feed oats and \$3.50-4.00/bu for 2CW/milling/pony oats. Producers can easily achieve 130 bu/acre production; at these prices and considering oats’ low input costs, it is still one of the most profitable, low-risk crops to grow.”

Interested Oat Scoop readers can go to poga.ca/aogc-agm-conference to obtain Chris Newbergher’s full presentation.

Producers Are Interested in More Research on Intercropping[®]

POGA Supports Another Project!

Producers have been showing increased interest in intercropping to assist with weed competition, disease control, soil fertility, and lower input costs. Organic farmers traditionally use green manure/cover crop techniques to suppress weeds and enhance the soil. However, this means losing production cash crops every second year. Regardless of farming approaches, producers are currently asking if intercropping can help address problems they encounter.

POGA has committed funding to support the project: *Continuing studies on intercropping for increasing yield and quality of grain and forage crops, and improving soil quality.* Dr. Myriam R. Fernandez, Research Scientist with Agriculture and Agri-Food Canada’s (AAFC) Swift Current Research and Development Centre, will lead the project. Collaborators include: Dr. Haben Asgedom-Tedla, AAFC Saskatoon Research Scientist; Dr. Kirby Nilsen, AAFC Brandon Research Centre, Dr. Mike Schellenberg, retired AAFC Swift Current Research Scientist; Prabhath Lokuruge and Lobna Abdellatif, AAFC Swift Current

Research Assistants; and Julia Leeson, AAFC Saskatoon Weed Monitoring Biologist.

Dr. Fernandez explains, “Potential benefits of intercropping include: increased yields and monetary returns with greater yield stability; reduced incidence of weeds, other pests and diseases; increased grain protein and quality; increased nitrogen (N) content in vegetative tissue; higher water use efficiency; greater ground cover contributing to soil conservation; increased soil fertility and quality; decreased production risk resulting from crop failure due to extreme weather events; and, higher land use efficiency per unit land area, among other possible benefits. This would be particularly important for low-input systems, including organic farming.”

Past intercrop research conducted at Swift Current Research Development Centre (SCRDC) and other research centers provided some promising results, even considering drought stress. But, much more research needs to be done to determine which crops should be grown together and at what ratios, and to predict what to expect from the intercrops grown in various weather conditions.

During those drought-condition research years, in a separate cover crop project SCRDC observed that certain clover species grew well, while others performed poorly. Fernandez states, “Therefore, it was determined that subclover or crimson clover would be best suited for determining the effectiveness and profitability of growing cereals with a living, legume mulch under our soil and environmental conditions.”

SDRDC will utilize the data and information collected from past intercropping projects to learn more about intercropping techniques. “We aim to provide producers with more information regarding what combinations and respective seeding ratios work best for grain production and for forage production in terms of biomass/grain yield and quality, growth of the following cash crop, and soil quality,” says Fernandez.

The project objectives are:

- to determine if intercrops with crops or a living mulch can reduce weeds compared to sole crops, and in the following crop (intercrops that include non-competitive and competitive crops may reduce weeds by occupying different spaces within the canopy and rooting zone);
- to determine the N benefit from legumes in intercrops or living mulch to the following crop compared to sole legume crops (each intercrop will include a legume, expected to provide a N benefit to the companion crop and the following year’s crop);
- to determine if intercrops have less disease than monocrops, and their effect on diseases in the following crop (intercropping with non-susceptible crops may reduce disease levels, especially in legumes; crop diseases are affected by the previous crop(s));
- to determine biomass and grain yield/quality of crops in intercrops at various ratios compared to monocrops and of the following crop (non-legume crops would benefit from increased N from the companion legume or from the preceding legume in the intercrops and

lower weed growth due to the inclusion of competitive crops);

- to determine optimal seeding ratios of intercrops with grain crops or living mulch for achieving greatest agronomic/economic benefit (assessment of seeding ratios for each species will identify the best ratio(s) which would depend on the purpose of the intercrop and on environmental conditions; seeding rates will range from above recommended (for legumes) to below recommended (for non-legumes));
- to develop growth and nutrient uptake models (crop growth and nutrient uptake models will be developed from repetitive temporal¹ measurements of biomass and nutrient uptake of intercrops and monocrops);
¹*Temporal refers to timed, sensor monitoring, and,*
- to determine inter- and intra-specific² competition for nutrients and soil moisture in intercrops under various seeding ratios (note: intercrop species use soil-available nutrients and soil moisture, at given times; inter- and intra-competition are expected; through repetitive temporal monitoring of soil moisture, biomass, nutrient uptake and agro-meteorological data, the type of competition in intercrops and monocrops at various seeding ratios could be identified and quantified).
²*Inter refers to competition between all ‘groups’; intra refers to competition within one ‘group’.*

The trial will be conducted on land organically managed for at least five prior years. To prepare the land for the trial, the land was seeded with a green manure mix of legume, a grass, and an oilseed for two years before the trial intercrop seeding. The first trial year is 2021, and the following crop combinations are being used: lentil-barley; field pea-oat; and chickling vetch-yellow mustard. For the living mulch portion of this project, oat or spring wheat will be underseeded to clovers. The 2021 trial plots will be seeded to a cash monocrop in 2022, using a crop not grown there in 2021. In addition, the same intercrop combinations will be grown again in 2022 on another piece of land, followed by a cash monocrop in 2023.

The trials will be conducted on organically-managed land in Swift Current. In addition, a living-mulch/spring wheat component will be trialed in Redvers (South East Research Farm) in 2022.

The project team will share results (when appropriate) at field days, tours and workshops; in articles, bulletins, web pages; and, at producer meetings and agricultural conferences.

This four-year project (ends 2025) is co-funded by Prairie Oat Growers Association and Western Grains Research Foundation (WGRF).

Please note that the crop productivity/quality, and crop disease results from 2017-2019 intercropping trials will be published soon. A recent article in *Top Crop Manager* on “Root rot and fungal pathogens in intercrops grown under organic management” is available. Previous research articles involving oats were also published in the *Western Producer* on May 3rd, 2018: *Intercropping study reveals benefits* and *The Allelopathy effect: how it can benefit organics*. For any further information please contact myriam.fernandez@canada.ca.

A Fond Farewell to Two Key AOGC Board Members

The Prairie Oat Growers Association (POGA) and the Alberta Oat Growers Commission (AOGC) offers a huge thank you to Gordon Pope and Bruce Thomi for their service on the boards that direct the organizations.

Both Gordon and Bruce officially joined the board when AOGC was established in 2012 but they were working to establish the commission well before that!

Instigating organizations like AOGC involves a lot of work and we all owe a great debt of gratitude to charter member initiators. Without them, neither POGA nor the commissions would exist!

These two gentlemen represented oat growers at various meetings and events such as *Chops and Crops* and meetings with Ministers and other government officials.

They also participated in tours of both field trials and research facilities, and provided producer insight to ensure the oat growers' perspective was represented and



Gordon Pope & grandson Brody near Ryley, AB

considered for current and future research projects.

The regulations for AOGC determine the maximum consecutive amount of time any one person can sit on the board without at least a one-year hiatus. Both Gordon and Bruce were at the maximum number of allowable terms when they stepped down from the board in April 2021.



Bruce and April Thomi with their children near Woking, AB

Gordon and Bruce: Western Canadian oat producers thank you for your service and for helping to create the 'oat grower voice' that proudly represents our industry. We all wish you only the best for the future!

SAVE the DATES!

👉 **SaskOats AGM:
Wednesday,
January 12, 2022
at Prairieland Park**

👉 **Manitoba Oat
Growers Association
(MOGA) AGM:
Part of
CropConnect 2022,
February 9-10, 2022**

👉 **Alberta Oat Growers
Commission (AOGC)
AGM: Tentatively
planned for January
2022, date to be
confirmed later in 2021**

**More information as to exact
time, locations and speakers
will be available later this year
when COVID-19-related
restrictions are better known.
Please check www.poga.ca and
the fall Oat Scoop for updates
as they become available.**



Manitoba Oat Growers Association **Director Nominations** Open

**Are you interested in becoming
a director or do you know
someone who is?**

Here are just a few of the benefits:

- Identify and direct research for the benefit of the entire industry.
- Increased industry knowledge.
- The opportunity to meet a large number of influential millers, buyers and government officials across the province, nation and globally.
- Increased information sharing with other growers.
- Professional development.
- Reimbursement for all travel, honorariums for time spent on the commission's projects and committees.

A registered producer means any producer who has paid a Manitoba Oat Growers Association levy since August 1, 2019.

Deadline for nominations is
Thursday, October 7, 2021, 5pm CST.

For nomination forms and further
information, contact:

MOGA Administration Office, PO Box 20106,
Regina, SK S4P 4J7
Telephone (306)530-8545; Fax (866)286-1681;
Email smathieson@poga.ca



Saskatchewan Oat Development Commission **Director Nominations** Open

**Are you interested in becoming
a director or do you know
someone who is?**

Here are just a few of the benefits:

- Identify and direct research for the benefit of the entire industry.
- Increased industry knowledge.
- The opportunity to meet a large number of influential millers, buyers and government officials across the province, nation and globally.
- Increased information sharing with other growers.
- Professional development.
- Reimbursement for all travel, honorariums for time spent on the commission's projects and committees.

A registered producer means any producer who has paid a Saskatchewan Oat Development Commission levy since August 1, 2019.

Deadline for nominations is
Thursday, October 14, 2021, 5pm CST.

For nomination forms and further
information, contact:

SaskOats Administration Office, PO Box 20106,
Regina, SK S4P 4J7
Telephone (306)530-8545; Fax (866)286-1681;
Email smathieson@poga.ca

Producer Consent Form

POGA has received requests from international oat buyers to source oats directly from producers. If you are an oat producer in Alberta, Manitoba or Saskatchewan and are interested in being contacted by these companies for potential direct oat sales, head over to the main page at poga.ca, click on and fill out the [Producer Consent Form](#).

Your contact info will be included in a list provided to companies inquiring about direct-from-producer sales.

SUPERFOOD TACOS

These tacos contain a whopping five superfoods – oats, kale, quinoa, blueberries and avocado. Recipe adapted from Chef Pete Dressen's entry in the James Beard Foundation's "More Taste, Less Waste" competition.

This recipe incorporates the fantastic oat tortilla recipe, also from oatseveryday.com.

Prep Time: 1 hour

Cook Time: 30 minutes

Total Time: 1 hour 30 minutes

Servings: 4 people

Oats Everyday Oat Tortillas

- 2 1/2 cups oat flour (625 ml)
- 1 cup water cold (250 ml)
- 1 tsp salt (5 ml)

1. In a mixing bowl, whisk together oat flour and salt.
2. Add the water slowly, starting with 3/4 cup, mixing with a fork (or your hands) until a dough is formed. If mixture crumbles easily, add more water. If mixture feels sticky, add more oat flour.
3. Turn dough out onto a surface, lightly dusted with oat flour, and knead until dough is smooth.
4. Divide into eight balls and let rest, covered with plastic wrap, for 10-15 minutes.
5. Working with one ball of dough at a time, roll out on a lightly floured surface until you have a thin, round tortilla. Tip: roll from the center out, rotating dough as necessary. Stack tortillas between sheets of parchment or plastic, covered with a slightly damp kitchen towel, until ready to cook. Do not allow tortillas to dry out.
6. In a dry cast-iron pan over high heat, cook tortillas, one at a time, for about 30 seconds per side. Stack and keep warm in a tortilla holder or on a plate, covered with foil.

Asian Pear Salsa

- 1/2 Asian pear diced
- 1 pink grapefruit peel and pith removed, segmented and chopped
- 2 Tbsp cilantro leaves finely chopped (30 ml)
- 1 Tbsp ginger fresh, peeled and grated (15 ml)
- 1 red jalapeño pepper seeded and finely chopped
- 1 lime zest
- 1 lime juice

1. Combine salsa ingredients in a small bowl and let stand for one hour to let flavors meld.

Quinoa & Blueberry Base

- 1 cup red quinoa (250 ml)
- 2 cups blueberries (500 ml)
- 1 1/2 cups water (375 ml)



1. In a medium saucepan, combine quinoa, blueberries and water.
2. Bring to a boil, then reduce heat and simmer, covered, for approximately 20 minutes, or until water has been absorbed and quinoa grains look like they have popped open.
3. Remove from heat, fluff with fork and keep covered until ready to serve.

Kale & Carrot Filling

- 1 Tbsp olive oil (15 ml)
 - 1 clove garlic minced
 - 1 bunch kale rinsed and shaken dry
 - 2 medium carrots grated
 - 1 tsp chili powder (5 ml)
 - 1 tsp cumin ground (5 ml)
 - 1/4 cup water (60 ml)
 - salt to taste
1. Remove the stems and ribs from the kale. Cut crosswise into 1/2" strips.
 2. In a large skillet over medium heat, sauté garlic in olive oil until fragrant.
 3. Add the chopped kale and carrots and sauté until kale is wilted.
 4. Chili powder, cumin, salt and water. Bring to a simmer and cook for 3 – 5 minutes, or until water has disappeared and kale is tender. Do not overcook.

For Serving

- 1 ripe avocado slice right before serving

To Assemble the Tacos:

1. Place a couple spoonfuls of the quinoa onto each tortilla.
2. Divide the kale mixture between the tacos, then top each with the salsa and avocado.

When the Going Gets Tough... ♦

Which Oat Varieties 'Get Going' and Hold it Together?

SaskOats is supporting a new field trial project, led by Mike Hall, Research Coordinator for Parkland College and the East Central Research Foundation (ECRF) in Yorkton that looks at which varieties are the most shatter resistant. This information has always been relevant but is becoming even more so with some companies not allowing glyphosate to be used as a pre-harvest aid on oats. The trial runs April 2021 through February 2022.

Hall states, "Losing this management tool [*pre-harvest glyphosate*] forces many producers to leave oats standing in the field for longer, creating a greater risk of poorer grain quality, shattering and higher harvest loss."

Hall is working with three collaborators, and field trials will be established at four locations (including ECRF in Yorkton):

- Lana Shaw, South East Research Farm (SERF—Redvers)
- Brianne McInnes, Northeast Agricultural Research Foundation (NARF—Melfort)
- Chris Holzapfel, Indian Head Agricultural Research Foundation (IHARF—Indian Head)

In order to bring oats to harvest-ready conditions without the use of pre-harvest glyphosate, producers must either swath the oats or leave them standing in the field to ripen. Both options risk weathering damage and deterioration of grain quality.

Some seed companies have shatter resistance data for some oat varieties currently available, but shatter rating information is not available in the *Varieties of Grain Crops* (published by SK Agriculture). Producers are asking which varieties they should grow to avoid as much damage as possible and increase their harvested yields, so the data collected in this trial will be of great value to them.

Hall explains, "The objective of this project is to help producers select milling oat varieties that are more likely to maintain yield and grain quality when harvested late. Lodging, shatter loss, grain quality and yield between six commonly grown milling oats will be compared between ideal and late harvest timings."

The trial includes the following varieties: CDC Arborg, CS Camden, CDC Minstrel, CDC Ruffian, AAC Summit, ORE3542M. The team will test each variety at two harvest times: 1) ideal (when the grain is close to 12.5-13.5% moisture, and 2) late season (early to mid-October, well after the crop has matured).

The following will be measured: crop emergence date, lodging, visual assessment of grain shatter on soil just prior to harvest, test weights, and grain yield. The trials will be shared, if and when feasible, during field tours, and POGA will update readers on the final results in early 2022.

This project is supported through the Saskatchewan Oat Development Commission (SaskOats) and funded by the Agricultural Demonstration of Practices and Technologies (ADOPT) initiative under the Canadian Agricultural Partnership, a federal, provincial, territorial initiative.

YOUR POGA BOARD AT WORK

☑ **SaskOats goes back to school (again)!** Last year, readers learned that SaskOats sponsored in-school nutrition programs through Ag in the Classroom (AITC) (see the March 2020 issue: poga.ca/news/oat-scoop). Teachers, families and students came together to provide and share in wholesome food and education—all with and about oats! The program was such a success that the board has again awarded ten \$250 bursaries to Saskatchewan schools this year.

The winners received a nutrition information package, access to classroom resources and a recipe card for students to take home. SaskOats is excited to read the AITC report as to what the schools 'cooked up' for this year's activities and will share the stories in an up-coming Oat Scoop issue.

☑ **POGA President to participate in Avena Canadiense Recipe Contest in Mexico.** The seventh annual recipe contest (June 30, 2021) will be held virtually again this year. POGA President Jenneth Johanson will live-stream greetings from Canadian oat producers, nutritional information about oats, and describe POGA's initiation of Avena Canadiense and this project. Last year's contest saw more submissions than ever before. Winning recipes are promoted on the social media platforms and compiled in a booklet to be shared at Mexican events such as cooking classes and World Diabetes Day celebrations. The 2020 virtual event significantly increased live outreach to 20,000 online attendees.

To see the proceedings for yourself, go to facebook.com/Avena.Canadiense/ and view the live stream or post-event video.

☑ **POGA hosts a Webinar on Canadian oats for the Japanese market.** POGA President Jenneth Johanson and POGA/MOGA Director Bob Lepischak participated in the 2021 webinar: Canadian Oats. In attendance were 32 Japanese (brokers and companies) and 10 Canadian (POGA and other Canadian oat experts) representatives. The webinar covered topics such as Canadian oat production; quality; nutritional profile and health claims; available products and market trends; and trade logistics for importing oats from Canada. This event provided the opportunity to highlight the benefits of Canadian oats and create new contacts for all participants.

☑ **Canadian Oats Sprint to the Olympics in Japan!** POGA is updating their Kanadanootsumugi social media campaign with Olympics-specific promotion of Canadian oats. Starting in early July, and then throughout the Olympics, messaging and hashtags will reference the health benefits of oats, active life style choices and the Olympics. The Canadian Embassy in Japan has graciously offered to help amplify POGA's messages during this time. The ability to foster valuable relationships like these is an additional benefit resulting from POGA's Japan marketing campaign.

☑ **Canada Day in Mexico.** Graeme C. Clark, Canadian Ambassador to Mexico, has invited POGA President Jenneth Johanson to attend a virtual VIP event on July 1st—*Día de Canadá '21*.



Beginning at 8:00pm on Tuesday,
November 30, please join us for a

Meet-and-Greet

in the Alhambra/Foyer
of the Fairmont Springs Hotel



POGA 24th ANNUAL CONFERENCE

Wednesday, December 1, 2021 - Fairmont Springs Hotel - Banff, AB

Agenda*

7:45am	Registration and Free Hot Breakfast
8:25am	Welcome and Introduction —Jenneth Johanson, POGA President
8:30am	Oat Market Outlook —Randy Strychar, President, Oatinformation.com
9:30am	POGA Annual General Meeting —Jenneth Johanson, POGA President
9:50am	TBC: Oatly, How They Became the Leader in Oat Milk, Keeping Up with Demand and Where They are Going Next —Tomas Wennerholm, Oatly Global Oat Supply Manager
10:20am	Coffee Break
10:45am	The Influence Factor: How Fake News Impacts Our Perceptions of Food and Our Choices as Leaders —Kevin Stewart, Farmer, Olympic Television Producers and Media Entrepreneur
12:00pm	Soup and Sandwich Lunch —Tour Sponsor Displays
1:15pm	Assessing North America Crop Weather Trends for 2022 —Drew Lerner, President, World Weather, Inc.
2:15pm	Oat Product Development, What Consumers Want, What's Being Tested, and the New Possibilities and Challenges Ahead —Dana Gibson and Maynard Kolskog, Certified Research Chef, Northern Alberta Institute of Technology (NAIT), Centre for Culinary Innovation
3:15pm	Coffee Break
3:45pm	Stress Defense: Combat Tips to Help you Move from Stress to Success in your Farm/Business —Michelle Cederberg, Author, Coach, Health and Productivity Expert
5:00pm	Wrap-up and Adjourn —Jenneth Johanson, POGA President
5:45pm	Social Hour at the Fairmont Hotel
6:30pm	Dinner and Speaker: "A Look at the World Through the Eyes of a Saskatchewan Agricultural Technician" —"Quick Dick McDick, A YouTube sensation
8:00pm	Adjourn

Daytime seminars, breakfast and lunch: \$20.00 (\$25 at door). Optional Evening Banquet: \$50.00 (\$60 at door).

**Times and agenda topics subject to change. For updates, pre-registration and credit card payments - visit poga.ca*

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