

New CGC Grain Delivery Declaration Form Includes Producer Acknowledgement of Possible Imprisonment and Fines

You will likely be surprised to learn that the Canadian Grain Commission (CGC) implemented a change to the declaration that producers sign annually for delivering grain to a company in western Canada and this occurred nearly two years ago—in August of 2020. This may sound immaterial since western Canadian growers have signed declarations for years and are required to deliver registered varieties in order to receive an official grade. However, when producers sign this declaration form, implemented as part of the Canada-United States-Mexico Agreement (CUSMA), they could face fines of up to \$18,000 or imprisonment if they are found to have intentionally misrepresented their grain. This liability may continue even once the grain is out of their control. While this penalty was in the Canada Grain Act prior to CUSMA, we are not aware of any companies that included the Canadian Grain Act wording in their producer declarations before that time. The CGC has pointed out that: “no producers have ever been accused of knowingly misrepresenting the grain.” POGA believes this should not be left to chance because the penalty can be large.

The CGC describes their rationale by stating that the declarations: “protect Canada’s grain quality assurance system and allow for appropriate oversight to address different regulatory environments in Canada and the United States.” It also says: “given producers were already signing declarations, this measure is considered to be low impact and doesn’t add new administrative burdens.” Grain grown in the United States can now receive an official Canadian grade if it is of a variety that is registered in Canada. American producers who deliver grain in Canada have the same obligations as Canadian producers. By signing the declaration, producers are confirming that the grain they are delivering is a variety eligible for a wheat class or another regulated grain grade.

If this is the first you have heard of this you are in good company! In March of 2020, with very limited consultation, Bill C-4 (the Act to implement CUSMA) was debated and passed in the House and Senate under an emergency procedure. The CGC then contacted stakeholders in May of 2020 to ‘consult’ on the issue after the federal bill had already been passed. The CGC stated that: “the regulations required to implement CUSMA were expedited to bring the agreement into force within the agreed-to ratification timelines.” The CGC explains that: “regrettably, these circumstances did not allow for the level of consultation that would

typically be required in developing new regulatory requirements.”

The CGC then announced that the new delivery declaration would take effect on August 1, 2020 but only in western Canada. According to the CGC, it determined that the declaration would not be implemented in eastern Canada for an additional year because, unlike western Canada, the eastern grain sector did not have an existing process to facilitate the implementation of declarations. The CGC also decided that a working group was needed for eastern Canada producers to discuss the new declaration.

The Western Grain Elevator Association (WGEA) was given observer status on the eastern Working Group. However, some western Canadian producer groups who verbally expressed an interest to the CGC to be granted similar observer status were not accommodated. Through this eastern Canada working group, the CGC has proposed that only crops subject to varietal registration with a merit component would be subject to mandatory declarations. This means that corn and soybeans, the two largest crops in eastern Canada, would be exempt from the new declaration. The CGC states that mandatory declarations are expected to be implemented in eastern Canada on July 1, 2022 for crops subject to variety registration (see the chart on Page 16 for the full list of crops subject to/not subject to variety registration).

POGA has reminded the CGC that eastern Canada comprises less than 15% of the farmland in Canada and their largest-acre crops have no change associated with this mandatory declaration. Therefore, it will have very little impact on eastern Canada. Western wheat and barley commissions have recently raised concerns regarding declarations with the CGC as well. The CGC’s position is that the: “declarations are not intended to exempt the largest crops in eastern Canada but are based on a clear policy rationale linked to the quality parameters of different grains.”

What can be done about this? Well, to be honest, perhaps not a lot now that CUSMA has been signed and the implementing legislation has been passed into law.

However, many of the commissions in western Canada have had some lively discussions with the CGC and have requested the following:

- Since western Canadian farmers were not given the same opportunity as eastern farmers for extensive discussion prior to implementation, producer groups are requesting that the CGC launch a consultation immediately with farmers in western Canada regarding the new declarations.

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POGA's 24th AGM in Banff a Resounding Success!

Thanks to all 2021 Sponsors and Attendees

It was indeed inspiring for POGA to have received such a great turn-out and positive feedback on the POGA AGM held December 1, 2021 in Banff, AB, despite the ongoing impact of COVID.

Brad Boettger, POGA Vice President and AOGC Chair, shares: *"I am especially proud that this very successful AGM was held in Alberta this year. We received the highest sponsorship in history and the largest attendance in over a decade."*

This reinforces the value of people gathering to learn by sharing and collaborating, and how rewarding it is to visit with each other.

We extend wholehearted thanks to all sponsors and attendees (virtual and in-person)! The board hopes that the producers who were unable to attend enjoy these Oat Scoop overviews of the various speaker presentations."

Randy Strychar, Leading North American Oat Analyst, says, "The Sky is the Limit for the Canadian Oat Market" ♦

2021 December POGA AGM presentation—Banff, AB

Randy Strychar, Oatinformation.com, is no stranger to prairie oat producers and his presentations are always eagerly anticipated at events. *POGA note to readers: keep in mind that the data used was as of 2021 December; numbers will have changed by newsletter publication time.*

Demand for oats continues to increase! Consumers covet oats for their health benefits. Food, beverage and cosmetic development and processing have increased to meet that demand. As a result, mills are operating at near capacity and we are seeing world-wide expansion of oat milling and processing facilities.

So, what happened to disrupt the oat-market boom? Says Strychar, "A Perfect Oat Storm happened. The responsible elements were: sharply rising oat food/beverage demand; record drought in major oat-producing regions in Canada and the U.S.; and, sharp increases in global grain prices (and record high oat prices, both cash and futures)."

Combined with other drought events across the world (e.g., Chile, Finland, Sweden, Russia), things have become concerning rather abruptly. Global grain prices



Randy Strychar: 2022 POGA

climbed 68% in the 2021 August-November period and stocks are very low.

Demand is record high in some segments like hot cereal and oat milk—a trend expected to continue.

Oat milling growth is solid and forecasted to reach record highs; all are at maximum capacity around the world. To meet current demand, Canada needs three new mills (or to expand existing mills to reach 178M MT capacity) over the next five-years.

The 2021 drought has sent Canadian ending oat stocks to the second-lowest level on record and a world record in supply shortages. Wheat stocks are in serious decline in the major producing/exporting countries (those account for 60% of the world's wheat production). Oat traders watch wheat closely because what happens to wheat prices, usually happens to oats.

The EU is experiencing similar shortages. Australia is the only country that currently has supply. Of the 20 top oat-producing countries, 16 experienced oat production declines. However, 13 of those still have above-average production. (Note: Bringing Australian and UK crops in to North America is hampered due to weed restrictions.)

As of 2021 December, Canada still had enough oats in stock to meet demand; however, logistics to move the grain to the mills always proves to be problematic. Millers are also dealing with pressures due to record-high oat food and beverage demand. Drought has also created quality issues; when this happens, more raw oats are needed to produce oat-based products.

Strychar shares, "We are experiencing a North American disaster in oat supplies stock. In my 40 years in this business, I have never seen the likes of it. Canada end stocks for 2021 October are at 279K MT and stocks-to-use ratios are at a record 9% low. At the same time, North American oat-milling use is at a record high of 2.570K MT, due to continuing consumer demand."

Not surprisingly, North American oat exports and imports are at a 20-year low. Oat feed use is at a five-year low (1.430K MT), after a relatively strong 2020/21 year. Stocks ended the year at a 592K MT record low and stocks-to-use ratio also registered an 11% record low.

So, what recommendations does Strychar make for the industry? "We need to do the obvious: the tight Canadian oat supplies need to be rationed by keeping oat prices high, relative to wheat and barley, to reduce farm-feed use. We need to limit our overseas (non-U.S.) raw-oat exports and send oats to Canadian and USA mills as much as possible. We will feel the impact of the drought for the next 2-3 years before we bring back supply numbers," says Strychar.

"Competition for Canadian acres will be fierce next spring. It is imperative to maintain or increase oat acres and there are good reasons to do that. Oats do well in dry soil, require less high-cost fertilizer and other inputs relative to some other crops, and oat prices are high. If 2022 seeded acres are average and as forecasted, I expect the prices will decrease, but they will not return to five-year averages for some time to come—at least until stocks recover," states Strychar.

Continued...

Insofar as when to sell your oats, Strychar suggests, "Look to the traditional July rally and sell for that price or higher."

For the long term and into 2024, demand will continue to out-pace supply. Strychar shares some final thoughts:

- Price oats as a human-food grain. They have become a 'boutique' commodity and we need to send more to mills and less for feed in the future.
- Offshore demand for raw Canadian oats is directly tied to rising/record global oat food and beverage use and this demand is expected to continue for the foreseeable future.
- Consumers are deciding what they want and this includes glyphosate- and gluten-free oat products. This means increased costs to growers to produce and millers will (and must) pay more for oats to meet consumer demand.
- Soil moisture in North America is very low and will take time and the right moisture conditions to recover. Even with large snowfall accumulation, most of western Canada is going to need significant rainfall to have a "normal" crop in 2022.
- Mills will run out of oats they have in supply between February and March; because of consumer demand, they will need to pay more to secure more oats.
- Oat prices will not move much until the 2022 crop is at least planted (if not harvested) and will follow global cereal trends.
- Net returns on oats are better than many other crops. The question is: will there be enough seed to plant to meet immediate demand and rebuild stock? Seed supply is a big concern right now.
- The Chinese market is worth pursuing, if and when possible. They are buying seed from Canada, but it will take time before they are able to produce high-quality oats. This could be a very good market for Canada for the foreseeable future.

Strychar concludes, "Things might look concerning, but the sky is the limit for the Canadian oat market right now."



New AOGC Bylaws approved at Annual General Meeting

At the AOGC 2021 annual general meeting, and in the June and November 2021 Oat Scoop, producers were updated about the mandatory regulatory review of the Alberta Oat Growers Commission (AOGC) regulations and the ability to adopt bylaws.

The draft bylaws were brought forward for final approval at the January 2022 AOGC annual general meeting and were approved by producers in attendance. Please visit the AOGA website at www.poga.ca/partners/about-aogc for the new AOGC Bylaws and the updated AOGC Plan Regulations, as they will be posted as soon as they receive final approval by the Government.

Your POGA Board at Work: Canadian Marketing Project Update

The Canadian Agricultural Partnership (CAP), Ag Action Manitoba—Industry Development Program has approved POGA's application to partially fund the Association's Canadian Marketing Campaign. This funding, combined with support from the *Government of Canada—CAP (a federal, provincial, territorial initiative)* and POGA, ensures this marketing project has the funds needed to move this project forward and encourage Canadians to eat more of the great, healthy product produced right here in Canada!

Stay tuned for an update on results-to-date for Mexico, Japan and Canada marketing projects—coming in the 2022 summer issue of the Oat Scoop!

Oat Fresh: a New Kind of Saskatchewan-Made Oat Milk

2022 SaskOats AGM held virtually and at Prairieland Park in Saskatoon

Matt Degelman (Chief Executive Officer) and David Maurer (Chief Financial Officer) co-founded Regina-based Harvest Foods in 2020. Like many people, they were eating out less and shopping for groceries and preparing food at home more. At the grocery stores, they noticed a lack of products containing locally grown ingredients; also missing from the shelves were some favourite products—due to supply chain issues.

These two young Saskatchewan entrepreneurs both have agriculture backgrounds and a passion for good, locally-sourced foods. They decided the company's mission would be: *To provide healthy, delicious food products to consumers who love locally produced products. By processing high quality grains grown by Saskatchewan farmers, we are able to make the farm-to-table experience accessible to all local communities.*

Core values of the company include:

- **Quality:** Use ingredients with high-nutritional content, seed purity and supplier reputation.
- **Community:** Build solid relationships with farmers, vendors/suppliers and consumers to create value for all parties.
- **Sustainability:** Minimize waste (eliminate as much single-waste plastic as possible).

The first product they developed was 'Harvest Hummus' created with Saskatchewan-grown chickpeas.

Degelman explains, "Before creating our oat milk beverage, we undertook extensive research on the oat industry and were shocked to see how big the Canadian and Saskatchewan oat industry is. We realized that consumers have embraced oats for its health-related benefits (beta glucan, no saturated fat, low carbohydrate/sugar and good protein content). Consumers also like the diverse ways oats can be used in food products and its low carbon footprint." *Continued...*

...Oat Fresh continued

Maurer shares, "In 2020, 57% of North American households purchased plant-based foods, causing a 27% growth in this category's sales from the previous year. Currently, plant-based dairy is the largest sub-category in this food group and is predicted to continue healthy growth into the future. Other plant-based products are just beginning to take off and expected to be well received by consumers."

Oat producers know there are already many popular oat milk labels on store shelves and the Harvest Food partners knew this, too. To fill a gap on local shelves, they created a fresh, unpasteurized oat milk product and put it in a recyclable, glass container: Oat Fresh, made from Saskatchewan-grown oats with nutrition, health and sustainability at its core.

After establishing the process to make the basic oat milk, the team ran into separation problems. To solve this, before final filtering they add enzymes to break down the oat starches.

Currently, product manufacturing is being done by a third-party facility in Saskatoon, but Harvest Foods plans to have their own Regina facility set up and ready to operate sometime within the next year.

Currently, Oat Fresh is being sold through small, independent grocery stores in Saskatoon, Regina, Lumsden and Pilot Butte. The team is working to maximize their local consumer base (they pledge to always work with local businesses) and expand distribution to national grocery chains, which will also showcase Saskatchewan products to a broader audience. Their main challenge will be logistics: the product has a shorter shelf life than Tetra Pak milks, so quick distribution is key.

Other plans for the future include:

- develop more Oat Fresh flavours and versions (e.g., chocolate and high-protein);
- create new products using Saskatchewan-grown crops; and,
- continue to foster relationships with Saskatchewan farmers, and other food industry and distribution organizations.

Degelman boasts, "There is an old saying that *food tastes better when you know where it comes from*. Nothing embodies this slogan more than our Oat Fresh, huge-flavour, high-nutrient product. We believe these qualities far outweigh any challenges we face due to the refrigeration requirements of our product."

Your SASKOATS Board at Work

Saskatchewan Soil Conservation Association (SSCA) 33rd annual soil conference (the theme: *Why Carbon Matters!*) – February 17, 2022.
Wade Hainstock, former SaskOats director, attended.

Your POGA Board at Work

Agricultural Producers Association of Saskatchewan (APAS) AGM – January 19, 2022. Shawna Mathieson, POGA Executive Director, attended virtually and the following two resolutions, put forward by SaskOats and other organizations, were approved. These two motions were also approved at: a) Keystone Agricultural Producers (KAP) AGM (put forward by MOGA) and b) Canadian Federation of Agriculture AGM in March (put forward by KAP).

- **Funding for Breeding Programs** WHEREAS the federal government is currently developing research and innovation programs for the 2023-2028 policy framework; WHEREAS funding through Agriculture and Agri-Food Canada's AgriScience Cluster program is crucial to the operations of public breeding programs; WHEREAS breeding activities that develop trait technology and innovation play a vital role in the economic and environmental sustainability of crop production in Canada; BE IT RESOLVED that Agriculture and Agri-Food Canada protect the viability of public crop breeding programs by ensuring that AgriScience Clusters provide funding for all crops breeding activities necessary to bring a new crop variety to market, and BE IT FURTHER RESOLVED that a minimum 70:30 (government-producer) cost share funding ratio is reinstated for smaller acre crops that cannot afford to meet the full cost share ratio.
- **WHEREAS** the federal government is developing market support programs for the 2023-2028 policy framework; WHEREAS trade access and market development programs are important for diversifying market and production opportunities in the sector; WHEREAS smaller acre crops and niche commodities may not have the fiscal capacity to meet cost-shared funding thresholds, address emerging trade restrictions or promote their products in domestic markets; BE IT RESOLVED that APAS work with Agriculture and Agri-Food Canada to ensure federal trade and market development programs meet the needs of smaller acre crops and niche commodities through program changes that provide: 1. Funding for domestic market development, including activities to promote the health benefits of agriculture and agri-food products to Canadians. 2. Financial assistance to help sectors resolve emerging non-tariff trade restrictions, including technical and political barriers to trade in overseas markets. 3. Flexible funding agreements for commodity associations that are unable to meet existing cost-shared funding ratio requirements.

Parrish & Heimbecker: Oat Market Outlook ♦

2022 January AOGC AGM Held Virtually and at Edmonton Westin

Shayne Murphy is a Senior Grain Merchandiser with the Winnipeg office of Parrish and Heimbecker (P&H) and sets the P&H oat prices for all of western Canada.

P&H is a Canadian, family-owned agribusiness founded in 1909, with 1,500 employees and customers in 24 countries. It prides itself on being a growing, coast-to-coast, diversified and vertically-integrated¹ agribusiness.

¹Vertical integration provides companies an advantage by keeping some or all business-related operations in-house (versus out-sourcing).

Oat producers are already familiar with the current conditions of drought and resulting low stock numbers and high prices. Several articles in this issue cover that information in detail. However, Murphy presents a novel comparative not covered in other articles. The Canadian oat exports by destination figures from 2020 to 2021:

- In 2020, 83% (of exports) went to the U.S.; 7% to Mexico and 10% to all other destinations.
- In 2021, 77% went to the U.S.; 7% to Mexico and 16% to all other destinations.

For the 2022 crop year, Statistics Canada has reported export sales for oats of 640K MT to the end of November 2021. This has oat exports currently tracking 81% year-to-date (YTD) versus the 3-year YTD average.

YTD exports versus YTD 3-year average by destinations: U.S. 94%; Mexico 47%; Latin America 12%; Asia/Middle East 57% (i.e., as of November 30, 2021, the USA had imported 94% of their 3-year August – November average (in oats).

It will be no surprise to producers that 2022 oats-seeded acres, seed availability, subsoil/spring moisture, export market and global production are all key oat-pricing factors P&H will be watching for in the coming months.

Murphy advises producers keep the following in mind for the oats market:

- oats are now a niche (human consumption) market and buyers more often source desiccant- and gluten-free oats—cash prices will differ from futures prices;
- feed oats will continue to be contracted, but buyers are currently searching for niche product on a cash basis;

- demand, in general, has backed off (as at presentation time) and the market is 'bearish' now—Murphy believes this will pick up in the future;
- the US satisfied their oat imports with early buying activity and will likely reassess their position mid-2022;
- 2022 seeded oat acres volume will be a main factor in determining stocks and price; and,
- oat seed shortages may be an issue in 2022.

Important markets for Alberta to keep an eye on include:

- domestic;
- Mexico (Canadian oats 3-year average ~140K MT exported to Mexico); however, in the short run, expect the Mexico market for Canadian oats to decrease due to high prices and low Canadian availability;
- South (Latin) America;
- Australia (Canada's competition); and,
- developing export markets (Asia, etc.).

Canadian Oat Supply & Demand														
(Opinion-based forecast provided by Shayne Murphy — adjusted as of early 2022 February)														
(000 mt)	15/16	16/17	17/18	18/19	19/20	20/21	21/22 Dec	21/22 F Jan	22/23 Jan	21/22 vs 20/21	22/23 vs 21/22	5 yr avg	2021/2 2 chge from avg	5 yr CAGR
Harvested ha. (000)	1,048	925	1,052	1,005	1,167	1,314	1,128	1,112	1,181	-15.4%	6.3%	1,093	1.7%	7.3%
ac. (000)	2,590	2,285	2,599	2,483	2,884	3,248	2,787	2,747	2,919	-15.4%	6.3%	2,700	1.7%	7.3%
Yield mt/ha	3.27	3.49	3.55	3.42	3.62	3.48	2.29	2.34	3.51	-32.6%	49.9%	3.51	-33.3%	-0.1%
bu/ac	85.8	91.7	93.1	89.7	95.1	91.3	60.0	61.5	92.2	-32.6%	49.9%	92.2	-33.3%	-0.1%
Opening Stocks	699	967	704	777	397	425	656	656	305	54.1%	-53.5%	654	0.2%	-15.1%
Production	3,427	3,231	3,732	3,435	4,227	4,573	2,579	2,605	4,151	-43.0%	59.3%	3,840	-32.2%	7.2%
Imports	20	21	14	11	14	16	14	14	15	-14.6%	7.1%	16	-10.8%	-4.7%
Total Supply	4,146	4,219	4,449	4,223	4,638	5,015	3,249	3,275	4,470	-34.7%	36.5%	4,335	-24.5%	3.5%
Food, Seed, Enrg/Other	943	897	952	974	1,093	1,177	1,220	1,220	1,285	3.6%	5.3%	972	25.5%	5.6%
Seed	97	108	103	121	129	115	130	130	130	12.7%	0.0%	112	16.6%	1.4%
Milling	847	790	849	852	964	1,062	1,090	1,090	1,155	2.6%	6.0%	860	26.7%	6.1%
Energy/Others	-	-	-	-	-	-	-	-	-	-	0.0%	-	0.0%	-
Feed, waste, d'kge	664	977	1,088	1,110	1,328	1,175	350	350	1,033	-70.2%	195.1%	1,033	-66.1%	3.8%
Exports	1,571	1,642	1,631	1,743	1,791	2,007	1,400	1,400	1,600	-30.2%	14.3%	1,676	-16.4%	4.1%
Total Usage	3,179	3,516	3,672	3,826	4,212	4,360	2,970	2,970	3,918	-31.9%	31.9%	3,681	-19.3%	4.4%
Ending Stocks	967	704	777	397	425	656	279	305	552	-53.5%	81.2%	654	-53.4%	-1.4%
Stocks to Usage %	30%	20%	21%	10%	10%	15%	9%	10%	14%	-31.8%	37.4%	18%	-44.3%	-5.6%

Murphy shares, "Canada needs to continue directing funds into market development (e.g., Mexico, China and Latin America). For instance, Ecuador and Peru will purchase some Canadian oats to fill out a wheat shipment; Chile buys Canadian oats when they have production concerns. These are destinations on which Canada can focus oat-marketing efforts."

To learn more, go to www.poga.ca/aogc-agm-conference to access Murphy's full presentation.

Your SASKOATS Board at Work

Farm and Food Care Saskatchewan (FFC)
Annual General Meeting in Saskatoon –
January 10. Wade Hainstock,
former SaskOats director
(term expired January 2022), attended.

Manage Stress and Increase Success in your Farm/Life Balance ♦

2021 December POGA AGM presentation

Among many other certifications, Michelle Cederberg holds a Masters in Kinesiology, a BA in Psychology and is a Certified Speaking Professional (CSP). Farming is a high-stress profession, so her presentation is well-suited to the POGA audience—*Stress Defense: Combat Tips to Help You Move from Stress to Success in Your Farm/Business*.

There are many statistics collected on Canadian's mental health. Two from Cederberg's longer list: ~8% of adults will experience major depression at some time in their lives—and—according to the Canadian Mental Health Association, 58% of Canadians report overload due to the pressures of everyday life (work, home and family, friends, physical health and volunteering).

Cederberg warns, "The truth is, anyone can experience success—even while operating under high stress levels, and the body can hold up under these conditions. But this offers a false sense of security. When you constantly subject yourself to chronic stress (stress without recovery), you simply can't maintain it. Stress is inevitable in life and can sometimes help you get things done. However, it can be managed (by you); this is called acute stress (stress with adequate recovery)."

Another Cederberg saying worth remembering: "**Stress won't kill you, but your reaction to it might.**" Myriad physical problems can occur due to the body's natural defense mechanism when it produces an overload of the 'fight or flight' hormone cortisol. When a person is in danger, a release of cortisol can help save their life; when repeatedly being released to defend against ongoing and unmanaged stress, it can do severe damage.

The following are signs to watch out for and are indications that normal stress has turned into chronic distress:

- **Emotional:** mood swings; lack of enthusiasm; feeling angry or guilty; feeling nervous, apprehensive and anxious; feelings of helplessness and lack of control; loss of confidence; lack of self-esteem; inability to concentrate.
- **Behavioural:** accident proneness; increased smoking and/or drug or alcohol use; overeating or loss of appetite; sleep disturbance; withdrawal from supportive relationships; being too busy to relax; poor time management/impaired performance; not looking after oneself.
- **Physical:** headaches; extreme fatigue; stomach or back pains; digestive distress; jaw or neck pain; weight gain; high blood pressure; chest pains.

Cederberg's advice: "Recognize the things you can and cannot change. Most importantly: **Don't ignore your distress!**"



Michelle Cederberg: 2021 POGA

One can take simple steps to begin with; try 'checking in' with your body by recalling the 12-step-program HALT acronym and ask, "Am I feeling Hungry, Angry, Lonely, and/or Tired?" Any of these can be a barrier to one's ability to cope in the moment. Cederberg states, "Even just taking the time to do this check-in can dissipate the stress and make one feel a bit better."

Other manageable steps focus on the physical body (take them in realistic increments to avoid getting overwhelmed):

- Eat well. POGA producers know oats are good for people's health; eat healthy foods most of the time to properly fuel the body (allow for occasional treats, too).
- Increase physical activity. Farm work might be physical, but one might still be missing out on a well-rounded exercise regime. Take time to stretch; all moderate movement provides some stress relief.
- Sleep! The body repairs itself during sleep (and removes cortisol—and its harmful effects when it lingers—from the system): 7-9 hours and no devices in the bedroom.
- Hydrate with 2-3 L of fluids daily; coffee is okay, but don't drink it all day long.
- Breathe deeply, slowly and consciously; inhale fully for 4-6 seconds and hold it, then exhale for 4-6 seconds. This allows our brain and body to get oxygenated, which slows our heart rate, and decreases the stress response.

Cederberg urges, "If you do these things, you will feel an uptake in energy and feel better overall."

Knowing the symptoms of and different ways heart disease affects men and women can be helpful. Readers can access information at sites such as www.heartandstroke.ca/heart-disease/emergency-signs.

Cederberg admits that the Canadian stress-related statistics for farmers are not good. A *question from the audience*: "What do you do when someone close to you is displaying signs of distress, but when you try to talk to them about it, they shut down?" Cederberg answers, "This is a tough situation for everyone. People will sometimes deny they are in stress and will resist talking about it. Presenting information and statistics to them won't help and can cause them to withdraw more. Just love them and try to gently guide them. It's all you can do until they decide to help themselves. Then, you can really be there for them."

Yves Lapointe, POGA director and Manitoba Oat Growers Association (MOGA) chair, shares, "It is a well-known fact that farming is a high-stress profession. Information and guidance to manage overall health and wellness is always needed. Ms. Cederberg offered participants solid, well-researched advice to help manage the pressures that have become a routine part of our lives."

Additional 'POGA bonus' information was set up by Cederberg on her website. Interested readers can go to: <https://michellecederberg.com/poga/> to obtain other information and resources to help producers and their families deal with work- and life-related stress.

Article titles marked with a ♦ indicate writing credit to:
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Your POGA Board at Work

North American Millers Association (NAMA)

– for the 12th year, POGA has been invited to present at this up-coming annual event held in the USA. Jenneth Johanson, POGA President, and Shawna Mathieson, POGA Executive Director, will attend to provide the oat-producer perspective to senior officials of most major milling companies from across North America.

Drew Lerner Provides Producers with the Forecast from World Weather Inc. ♦

2021 December POGA AGM presentation

Drew Lerner is the founder, president and senior Agricultural Meteorologist for World Weather Inc. in the U.S. (founded in 2001). He has specialized in agricultural commodity weather forecasting since the 1980s. *POGA Note: The forecasts contained in this article were made based on available information as at the time of presentation; readers should be aware that new forecasts will exist now.*

To analyze current weather influences, Lerner focuses on three cycles occurring at once: 1) La Niña; 2) a 22-year solar sun-spot cycle; and, 3) an 18-year upper-air wind-flow cycle. Lerner explains, “We are in a convergence of all three of these cycles, and patterns are repeating within them.”

The winters of 1967/68, 1985/86 and 2003/04 produced similar, drier-biased weather. Each of these winters is a member of the current 18-year upper-air wind-flow cycle that illustrates a

similar northwesterly wind-flow pattern bringing cold, dry air through the heart of the Prairies and then into central and interior-eastern U.S. during each of these cycles. Lerner mentions, “This current pattern will be enhanced by La Niña and the negative phase of an oscillation pattern that could increase that cold.” (*Note: Oscillations are regular, cyclical weather cycles due to specific factors and influences.*)

Lerner’s presentation predictions for the up-coming Canadian seeding and growing season:

- Some of the Prairies may receive good snowfall, but if the ground freezes hard before snow falls, spring snowmelt may simply run off and then only spring rains can provide the moisture needed for seed germination.



Drew Lerner: 2021 POGA AGM

- The 18-year upper-air wind-flow cycle may delay 2022 spring warming and restrict rainfall a little longer than usual on the Prairies, especially if La Niña is still present. Colder air will eventually shift east. Moisture may not be great for late April and May, but look for timely rains as the growing season progresses.

“The 18-year cycle has only good news for the Prairies during the summer, with more normal rain distribution and less heat expected. However, if La Niña remains and the negative oscillation phase is significant, dryness might return to the eastern Prairies,” predicts Lerner.

Based on data from July of 1986 and 2004 Lerner shares, “There should be lots of precipitation; in fact, you could end up with too much rain during a part of the summer.”

Post-AGM update from Lerner: La Niña conditions developed in the fourth quarter of 2021 and there was considerable debate in December over whether La Niña would prevail or not. More recent data suggests La Niña may linger through spring 2022 and if that holds true, dryness in the central United States will prevail and so will the northwesterly wind-flow pattern across Canada. This sets the stage for limited relief from the drier and cooler weather bias in the heart of the Prairies and leaves the U.S. drought unchanged well into the spring. Extending the U.S. dryness well into spring increases the expectation of a dry spring outlook for western Canada, which starts out with drought in the central and southwestern Prairies, but it does support potentially improving weather later in the year.

While this encompasses only a little of Lerner’s presentation regarding the factors that influence weather and forecasts, it certainly illustrates the vast amount of data and information that Lerner and other meteorologists juggle to help guide and prepare producers for the weather to come.

Your POGA Board at Work

Coalition to Fix the Container Crunch –

Canada’s rising cost of living and ability to effectively do business is directly linked to the challenges being faced by shipper industries.

Members of the coalition, including POGA, are calling on the federal government to immediately open an investigation under section 49 of the *Canada Transportation Act* to investigate pressing supply-chain disruptions. The Coalition is also asking the government to name a Supply Chain

Commissioner to lead an industry-government task force which brings together stakeholders to identify immediate solutions to address supply-chain disruptions. The findings will provide solutions for Canada’s economic recovery by building more resilient and sustainable containerized supply chains. Visit www.containercrunch.ca to learn more.

Stoked Oats: An Alberta 'Life-Style' Brand ♦

2022 January AOGC AGM Held Virtually and at the Edmonton Westin

In 2011, Dr. Simon Donato (President), and partners Brad Slessor and Shaun Stevens, co-founded Calgary-based Stoked Oats (the motto: *Fuel the Fire Within*). The company produces oat-based superfood products marketed to people who are passionate about: clean nutrition to fuel sports; adventure and active lifestyles; healthy families; and preservative/additive free foods.

Donato has a PhD in geology, and a zeal for endurance sports and adventure. He always knew oats were a good fuel source for an active body, but admits that: "As a kid, I hated syrupy, gooey oatmeal. Later in life, when running to work, I tried granola for breakfast, but that left an unpleasant feeling in my stomach afterward."

So, what is one to do if they still want to eat healthy oats to fuel an active body? Answer: develop your own mixture (a blend of oats, nuts, dry fruits, and other whole food ingredients). It worked for him, and when he shared it with fellow athletes, it worked for them, too. He decided he could turn his mixture into a side-line business.

The partners spent a lot of time developing the ideal blends and surveying family, friends and customers (at farmers' markets and running races). Donato knew they had the product right when a farmer came up to the stall and told him, "This stuff is delicious—I'll take two bags." Donato points out, "Our product does not have a low price-point; that purchase cost him \$40. That's when I knew that we were on to something!"

In 2016, the company pitched on CBC's *Dragon's Den* and managed to secure a deal. Fans of the show will know that televised deals don't always make it to the finish line post-show. In the end, the deal did not go through but the partners got national attention and made some valuable connections with some 'Dragon' mentors to advise them.

Stoked Oats products are distributed and sold in Canadian and U.S. independent and large-chain stores, including Costco; they also utilize an e-commerce store

on their website. Donato shares, "Oat-based foods are hot in the market right now. This raises the profile of oats and, of course, this is good for our product, but we are not interested in competing with other oat products or following trends. We will continue to focus on what our health-conscious and active customers want: an oat-based superfood that is nutritionally dense, organic, low/no added sugar, pesticide- and additive-free, and with minimal processing. Our customers are willing to pay more for these qualities when packaged in 500-gram bags."

Stoked Oats now sells several varieties of oats-blend and granola as well as quick and rolled oats. It sources ingredients from as close-to-home as possible. Oats come from Alberta and Saskatchewan organic farms (see their website for profiles of those farms and a map identifying other ingredient source locations: www.stokedoats.com/).

Donato (and his wife) have transitioned to working full-time for the company; they also retain several full- and part-time employees. The company started out very 'low tech' but have significantly increased the use of technology as time progressed. This has enabled them to extend reach and increase efficiency.

"It's a long and arduous process to develop a food-product company. When you're passionate about it, it makes the hard work easier to take. I love oats; they are a super-healthy food. This product got us to places we never imagined we'd find ourselves," says Donato.

Dylan Robinson, AOGC director from Waskatenau, states, "Consumers are seeking more and varied products that contain oats because of their health-related benefits and great taste. We, as producers, are excited that developers are stepping up to answer that demand. Stoked Oats took the traditional concept of healthy, energy-inducing oats and elevated it to a new and distinctive market category. Producers are definitely benefiting from the recognition oats are receiving in niche-food development and we encourage Stoked Oats to keep up the good work!"

For more information, go to www.poga.ca/aogc-agm-conference to view the presentation slides.

Monday to Friday Overnight Oats

Keep your cool with a delicious no-cook breakfast. Prep your jars on Sunday and have yummy overnight oats all week long – adding milk to tomorrow's jar will become part of your bedtime routine. They're great to take along when you're on the run.

Ingredients

- 2 1/2 cups rolled oats divided
- 2 Tbsp hemp hearts or flaxseeds, divided
- 10 Tbsp dried fruit chopped, (raisins, apricots, dates, cherries, etc.), divided
- 5 Tbsp coconut toasted, divided
- 5 Tbsp almonds toasted, sliced, divided
- 5 Tbsp pumpkin seeds raw, divided
- 1/4 cup brown sugar divided
- cinnamon to taste
- nutmeg to taste
- 4 cups milk dairy or non-dairy, divided
- fresh fruit, for serving (apples, berries, banana, etc.)
- yogurt vanilla (optional)

Instructions

Prep five jars for the week:

- In each clean, dry jar, place 1/2 cup (125 ml) oats.
- Add 1 Tbsp each coconut, almonds and pumpkin seeds to each jar.
- Add 2 Tbsp dried fruit and 1 rounded tsp hemp or flax to each jar.
- Add 1-2 tsp brown sugar, a large pinch of cinnamon and a small pinch of nutmeg to each jar.

Each night before bed:

- Stir 3/4 cup milk (dairy or non-dairy) into ONE jar.
- Refrigerate overnight.

In the morning:

- Top your overnight oats as desired. Add your choice of fresh fruit (1/2 an apple, finely chopped or grated, 1 small banana, sliced, or 1/3 cup fresh berries), or some yogurt and granola.



Updating POGA Members: the Association that Works on Your Behalf

2021 December POGA AGM presentation

Shawna Mathieson, POGA Executive Director (ED), presented the 2021 ED report to inform members of just some of the main accomplishments made by the Association.

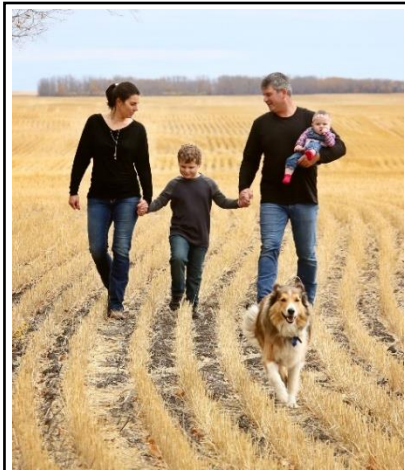
Research projects: POGA currently funds over 30 projects (in cooperation with seven provincial and federal funders plus industry support). Mathieson shares, "POGA has leveraged \$3.9M of producer levies to support research projects totaling \$27.4M; this means producers pay less than \$.15 of every dollar spent on research projects through the oat grower commissions."

On-going oat marketing projects include the following: Mexico, Japan and a new Canadian marketing project which started in 2021. Project objectives are to increase the market share of Canadian raw oats and increase consumer awareness and demand. The POGA board focuses time and effort on relationship building (e.g., international trade missions as well as oat conferences and events); connecting with buyers of Canadian oats around the world; promotion of oats and health (e.g., on-going relationship with the Mexican Diabetes Foundation, Ag in the Classroom, BeGrainSafe, etc.); and social media campaigns (please click on the links for information regarding the following marketing projects: Canada www.oatseveryday.com/; Mexico www.avenacanada.com/; Japan www.kanadanootsumugi.com/). See past Oat Scoop issues for previous marketing project results as well as the 2022 Summer Oat Scoop issue for the next round of detailed result reports.

Through POGA, the provincial commissions in Alberta, Saskatchewan and Manitoba support all western Canadian oat breeders (Dr. Aaron Beattie at the Crop Development Centre, Jim Dyck with Oat Advantage of Saskatoon, and Dr. Kirby Nilsen at the AAFC Brandon program).

POGA provides on-going support for the *Keep it Clean Cereals* project, which not only offers information to producers for clean standards, but also, (*per Keep It Clean website*): *Helps protect Canada's reputation as a quality supplier by keeping market access top-of-mind throughout the growing season and following the Keep it Clean guidelines.* For more information, please visit www.keepitclean.ca/.

POGA also maintains its communication outreach program with the federal government. In 2021, the POGA board arranged 16 meetings with over 62 key contacts in Ottawa. Please see the Oat Scoop article



Shawna Mathieson and family in their 2020 oat field.

entitled 'Ottawa Outreach 2021' in the 2021 June issue www.poga.ca/news/oat-scoop. In addition, all of the provincial commissions met with their respective Agriculture Ministers and staff.

Despite the challenges of the 2021 growing season and the ongoing impact of COVID, POGA experienced a successful year and will continue its efforts in market development, research, communications, advocacy, and building partnerships on behalf of the nearly 10,000 oat producers in western Canada.

Your Executive Director at Work

Meeting with Saskatchewan Minister of the Environment Warren Kaeding – Shawna Mathieson, Executive Director, along with other provincial commissions, met virtually on December 7, 2021 to discuss how agriculture groups can collectively be part of the provincial conversations around agriculture policy and issues and be more involved before decisions are made. The goal is to provide more input into decisions affecting oat growers and allow provincial commissions to be more prepared when responding to issues.

Shawna Mathieson took part in a **radio interview with Jack Dawes** from The Rock 98.5 in Yorkton, SK regarding the APAS and KAP resolutions to increase breeding support for 2023-2028 to at least a cost-sharing minimum of 70:30 (government-producer), especially for small crops.

Canadian Grain Commission (CGC) meetings – Shawna Mathieson participated in virtual meetings with the CGC on November 17, 2021 and January 20, 2022 to discuss changes to the new required producer delivery declaration form. POGA sent a letter to CGC in February 2022 which outlined concerns over the lack of consultation and awareness of the change by producers.

Seed Regulatory Modernization – Shawna Mathieson participated in the February 7, 14 and 23, 2022 virtual sessions organized by Seeds Canada; the topic was the future of how seed is grown, processed, and distributed in Canada. A review of the *Seeds Act* and the *Seeds Regulations* is being led by the Canadian Food Inspection Agency, the entity responsible for administration and enforcement.

Shawna Mathieson provided input into a **market study led by Deloitte Canada to discuss the potential impact of a new railway line** in northern Quebec between Dolbeau-Mistassini and the deep-sea port of Baie-Comeau (QC Rail Project). This project seeks to optimize the Canadian rail transportation network and facilitate exports to foreign markets.

The Next Agriculture Policy Framework (NPF) – Shawna Mathieson participated in meetings led by Government of Saskatchewan in mid-February to discuss the current NPF programs and what would be beneficial to see in the 2023-2028 programs.

Brennan Turner, Oat Market Analyst: What Producers Need to Know

2022 SaskOats AGM—Held Virtually and at Prairieland Park in Saskatoon

Brennan Turner is a Foam Lake, SK farm boy and his family still operates that 100-year-old farm. A former Wall Street commodity analyst/trader, he was also founder & CEO of Combyne Ag. Turner recently transitioned out of the company and is now an independent marketing analyst. *POGA note to readers: keep in mind that the data used was as of 2021 December; numbers will have changed by newsletter publication time.*

Turner states right out of the gate: “Oats were, by far, the best performing futures commodity at the close of 2021.”

Turner tracks factors that affect oat markets, such as:

- oat production and exports around the world;
- global events (e.g., Great Britain’s recent decision to leave the EU);
- consumption and demand (domestic demand for oats is an increasing trend in ‘emerging markets’ (e.g., Latin America, Africa and Asia));
- Canadian year-over-year export numbers (which are staying relatively stable, despite >32% lower five-year production numbers); and
- Statistics Canada information.

At AGM time, Turner believed that Canada’s carryout numbers for the 2021/22 crop year will end closer to 100K MT versus Ag Canada’s 200K MT estimates—either of which would be record low inventories for the country. Mexico and Chile have been building their stocks and are at their second-largest stocks numbers ever. Brazil is at their largest stock numbers. This may all be a function of the general, increasing, and emerging-market demand.

Historically, Saskatchewan is responsible for about half of the total Canadian oats production; it dropped to ~42% in 2021. This, alone, will severely affect the amount of Canadian oats for sale and export.

Oat prices started to significantly rise in 2021 July (when people began to recognize that the 2021 growing season would affect the harvested oat numbers), and continued to rise monthly through to December. Week-over-week increases were consistently between 2%-12%.

Regarding where oats prices will head in 2022, Turner advises: “Keep in mind that historical lulls in prices typically happen January through May—until new planted acres numbers and weather predictions for the year are established.”

In terms of determining average oat prices, Turner likes to track a three-year average.

Prior to 2021/22, three-year average prices were fairly stable and comparable to Minneapolis prices.

Turner’s numbers from Manitoba indicate that late May through to the 2nd week in June appears to be the time-frame to watch to forecast what might happen to oat prices for the year. Saskatchewan producers should keep an eye on the same period.

In Alberta, Turner is currently watching feed oat prices more than in the past; even with the high prices, milling oats are moving to the Southern Alberta feed market lately due to the shortage of feed. It is possible that western Saskatchewan oats will be heading for that market as well.

Turner states, “I predict there will be an increase in 2022 planted oat acres in Alberta and Saskatchewan, due to high prices (and decreases in malt barley and Hard Red Spring wheat). Manitoba may favour corn, soybean and canola crops for the same reason.”

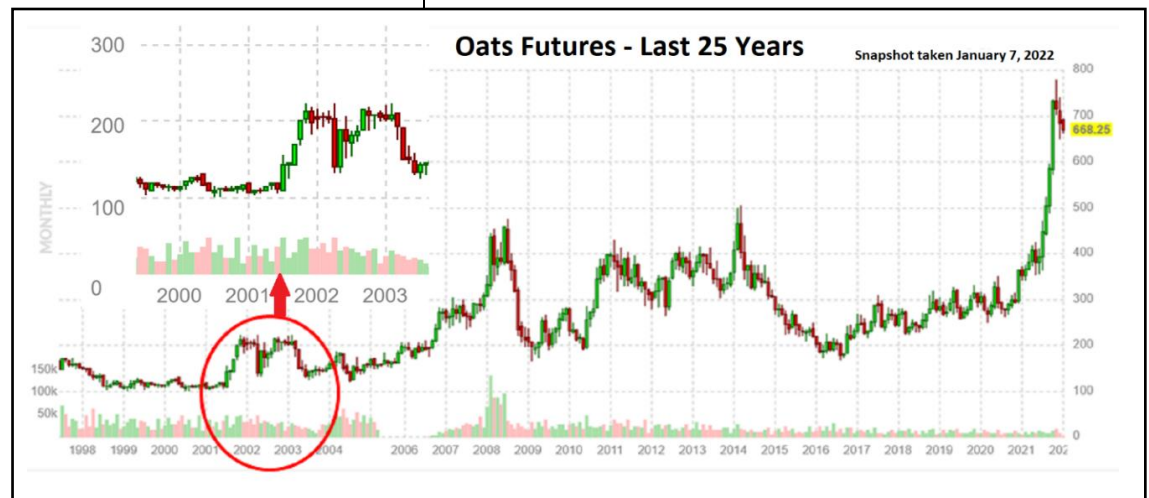
Variable factors that will affect 2022 oat prices:

- supply (carry-over inventory and 2022 production volume);
- demand (livestock, food processing, crop substitutions [e.g., corn versus wheat], exports); and
- currency values.

COVID-19 has also affected demand: a decrease in commercial demand (restaurants, universities, etc.) but an increase in retail and food processing. Consumers are becoming more interested in healthy food and sustainable agriculture. In fact, oat milk was the #1 product in terms of increased U.S. sales during the first year of COVID and is the product of choice for vegans and people with lactose-intolerance. Oat milk has become the darling of the carbon footprint data point—its water consumption is 70% less than that of dairy milk, and about 10% less than soy milk (1K MT of oats can produce about 3.5M litres of oat milk).

A good historical drought period to compare to the current situation is the 2000-2003 period. After the drought in the 2001/02 growing season, even though planted acres increased for 2002/03 by over 1M acres, harvested acres didn’t increase proportionately. This meant that stocks didn’t improve as much, and prices stayed relatively close to the highs posted a year earlier in the 2001/02 crop year. Turner believes that this will be a good period to use to compare oat futures and carry-over from the current drought-related growing conditions.

Continued...



Overall, Turner closely watches three-year-average seasonal pricing patterns in combination with weather patterns to estimate future price trends. If we see another drought year, he advises that mid- to late-July will again be the period in which prices begin to move up in earnest.

"However, producers might want to think about locking in during late-May/early-June when prices traditionally start climbing. I support the concept of locking in a portion of the current year's harvest to ensure cash flow at harvest time, when producers are very busy and don't have time to really focus on grain marketing. Scrutiny of past averages and timing to take advantage of higher prices is the goal," suggests Turner.

When locking into a contract, producers must know their Cost of Production (CoP) and a good average estimate for yield (to determine CoP percentage per acre and per bushel or MT of production). At today's prices, locking in 20%–30% of expected production would almost pay for that year's entire CoP. If another drought happens and even if yields are 30%–40% below average again, producers still know that the contract will pay the bills in fall. They are then free to market the balance of the production when buyers are making a seasonal push (Nov-Dec) or when inventories are lower (May-Jun).

Turner does not think that oat seed shortages will result in limited seeded acres. In conversation with Turner, producers indicate that weather, fertilizer costs, etc., will be the higher risks.

Final conclusions: 2022 harvest will determine the future. There will likely be an increase in planted oat acres (5-10% more) at the expense of malt barley and Hard Red Spring wheat. Prices will probably decrease a bit over winter and spring of 2021/22. Assuming a low carry-out position, prices will continue to be volatile. If harvest conditions improve for 2022, prices will decrease 20%–30%; however, if 2022 is another low-harvest year, oat prices could climb into the double digits throughout 2022/23.

A question from the audience: What is the price differential between dairy and oat milk? Turner states, "Almost double; the price is similar to almond milk (which uses more water to produce). Keep in mind, though, economy of scale influences water-use numbers. Price will definitely play a part in future sales, due to current inflation trends. Geographic location is also significant: 70% of EU consumers are not willing to pay more for oat milk than dairy milk. However, oats are increasingly recognized as a sustainable crop that adds value back to the soil and grows well under less than ideal conditions and that may influence things in the future." *POGA note to readers: keep in mind that the data used was as of 2021 December; numbers will have changed by newsletter publication time.*

A copy of Turner's slide presentation, which includes supporting charts and tables, is posted at www.poga.ca/poga/agm-conference.

Your AOGC Board at Work

Results Driven Agriculture Research (RDAR)
Annual Meeting – January 18, 2022. Darwin
Trenholm, AOGC Vice Chair, attended.

Your Boards at Meetings

Various provincial commission meetings with Agriculture Ministers: MOGA met virtually with the former **Manitoba Minister of Agriculture and Resource Development Ralph Eichler** (November 16, 2021). SaskOats met virtually with **Saskatchewan Minister of Agriculture Dave Marit** (November 16, 2021). AOGC met with **Alberta Agriculture, Forestry and Rural Economic Development Minister Nate Horner** (January 24, 2022). **General topics for discussion at all meetings included:** increased funding for oat breeding; domestic/international marketing programs and POGA's current marketing efforts; crop insurance programs (i.e., improve the Business Risk Management programs (AgriStability and AgriInvest) or eliminate them and develop more comprehensive insurance programs for producers); federal plans to reduce fertilizer use; transportation challenges; border carbon adjustments. **Special topics for each province included:** **Manitoba:** review Class 1 licensing for agriculture, and provide funding and increased training in schools for the 120-hour class; improve Manitoba Agricultural Services Corporation (MASC) call centre service to provide prompt (ideally, same day) service to producers. **Saskatchewan:** rural issues including roads and rural broadband connectivity and speed; the upcoming provincial budget for agriculture; encourage the government to increase discussion with provincial agricultural groups before any decisions are made that affect producers. **Alberta:** provincial crop insurance improvements; allocation of carbon tax dollars; subsidize lime transportation (to improve soil health and prevent clubroot); growing value added and food processing in the province particularly for oats; research funding for oat projects; 2022-2023 provincial budget expectations regarding municipal funding and the challenges of repairing rural roads.

Stay Tuned for Updates on Dr. Jaswinder Singh's Work on CRISPR

Dr. Singh made a presentation at the 2021 December POGA AGM in Alberta which is not profiled in this issue. POGA wants to update readers on all his most current CRISPR work on genome editing in oats. Keep an eye out for the article in 2022 Summer Oat Scoop.

Your POGA and Commission Boards at Work

POGA and the provincial commissions have recently updated their **Strategic Plans** which can be found at www.poga.ca under the POGA and Partners tabs.

Oat Production Development at NAIT[®] 2021 December POGA AGM presentation, Banff, AB

Dana Gibson (Director of Business Development) and Maynard Kolskog (Certified Research Chef) are part of the Northern Alberta Institute of Technology (NAIT)–Center for Culinary Innovation (CCI) team. At POGA's AGM they presented some exciting developments in prairie oat food products at their facility.

Gibson first provided examples of how they work and how they help clients solve problems:

- food product development;
- ingredient validation;
- redesigning foods to make them more nutritious, allergen- or gluten-free (depending on the target customer);
- taste panels;
- video reports;
- applied research; and
- student researchers.

Consumers have made it clear: they want more oat products to address their demand for gluten- and allergen-free, high-protein, plant-based foods. Some of those factors rest with the industry (e.g., clean label requirements) and some with food manufacturers (to listen to consumers and come up with product possibilities). The CCI steps into action to assist manufacturers develop ideas into great-tasting foods.

They work with these companies to create a wide variety of products. Gibson states, "Consumers are looking for more than rolled- and groat-oat products. They want more oat-based foods due to the health-related reputation of oats."

Chef Kolskog worked in restaurants before moving over to NAIT as an instructor, where he developed an interest in molecular gastronomy (a modern form of food science which focuses on industrial food production, nutrition and safety but also considers texture, flavour and other more pleasure-related attributes that make food gratifying).

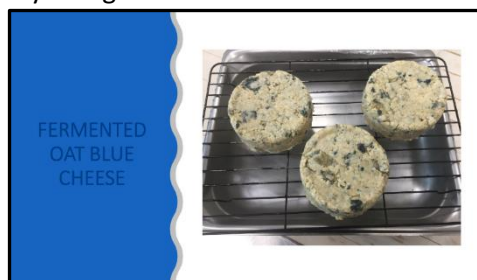
Kolskog shares, "I moved away from the 'traditional chef' approach to food preparation toward a product-development mindset and now, looking at the possibilities for food development from a research perspective seems normal to me. The more I work with it, the more I develop a passion for working with oats and all its possibilities."

Some of the oat-based products Kolskog's team has worked on include:

- soft ice cream;
- high-protein ice cream;
- oat-cream liqueur;
- oat yogurt;
- fermented-oat blue and gouda cheese;
- fermented-oat cream cheese and slices;
- oat miso*; and
- oat and chick-pea tofu.

(*a traditional Japanese fermented flavouring paste)

Kolskog speaks to a few of these products: "Cashew cheese was already being done. We wondered if we could do the same with the leftover oats from oat-milk production. We mix the leftovers with bacteria, salt and pro-biotics and it was very good! We also



made Gouda cheese with miso and yeast for flavouring, and then smoked it. It, too, was a very nice cheese. The aged cheeses don't melt because they are made with oat solids, but I have made melting cheeses with cultured oat milk and starches.

He continues, "We have made miso with pulses, too, but the first we made was with oats. From it, we made a koji (barley inoculated with *Aspergillus oryzae*) and it was delicious! The ice cream has a good mouth feel and is very stable, but it also melts just like dairy ice cream. It has another advantage for consumers of non-dairy ice cream: it is comparatively quite high in protein."

The team is hoping to continue work on the miso project because it has been so successful to date. While some consider oats to be a bland-tasting food, this quality works well for food developers to spread their wings without strong taste interference.

Of course, in spite of all these success stories, there must be some challenges for oat product developers. For instance, the oat yogurt posed some problems, but now the team better understands the functional properties of Beta glucan and how that might have affected the texture and smoothness. So, they can revisit that and work on those properties.

A questioner at the AGM asked whether certain oat varieties work better than others in the food products. The team does not get an option as to the varieties to use, but now that the question has been asked, they are interested in investigating to see what might be possible for the future.

When manufacturers approach the CCI team, proprietary agreements are put in place. At that time, the team may not even know what the manufacturer's intention is for the product. Their goal is to help these manufacturers get one step closer to commercialization (i.e., being sold in grocery stores and at restaurants).

Student researchers are paid positions at CCI. Their training and work experience qualifies them for positions as researchers in food companies. NAIT is currently developing a product development course that will be offered to Culinary Students in their fourth semester. They hope to have it launched for students who are starting their program in 2022 Fall.

POGA is always happy to hear stories of new oat-product development and positive consumer response. Who knows—maybe producers will see more newly-developed oat products being shared at the next POGA AGM, and one won't know if they like oat miso, or blue cheese (on oat crackers), until they try it!

Readers can find a copy of the NAIT-CCI presentation (with additional pictures of some of the developed foods) at www.poga.ca/poga/agm-conference.

Oatly—Producing Oat Milk Since 1995[◆]

2021 December POGA AGM presentation

Tomas Wennerholm, Oatly Global Oat Supply Manager, has been with the company since the mid-1990s. In the early days, the company (born in Sweden) tested various plant-based milks. The first oat milk product was patented in 1994 and launched in 1995 in the UK. Wennerholm shares, “The Oatly brand was created in 2001 and the raw material is the company’s identity: We Only Do Oats.”

Over the years, the company has achieved an impressive global market reach and number of production facilities. The growth continues as Oatly’s expansion plans are increasing in North America and beyond. As well as oat milk (including barista-style), products include: soft serve ice cream mix, other frozen desserts and ‘oatgurt’ (oat milk yogurt).

“Today, society is demanding products that promote sustainability and health. Oatly was fortunate to be producing and selling these products very early. We are well-established and intend to continue expansion to take advantage of increasing consumer demand,” states Wennerholm.

Oats are sourced from: the Nordic countries (mainly Sweden), Canada, and western Australia; they will also be sourcing from the UK for a plant planned for the future. Oatly purchases milled oats and their requirements are: non-desiccated and certified gluten-free (GF label is only required in North America; the millers are able to clean them in-mill, so oats don’t need to leave ‘certified’ from the farm.).

In the future, they will work to obtain always-evolving, food-sustainability recognition (incentivizing—at the farm level— ways to address soil health, greenhouse gas emissions, biodiversity, land-use efficiency and energy use. Traceability and social/economic factors will also be included). They will focus on building two-way relationships: connecting farmers and customers to their brand.

Wennerholm boasts, “We are proud of the ‘culture*’ of our company. Oatly values include: great-tasting products; a healthy nutritional profile; an emotional connection to our brand; and, authentic sustainability credentials.” *[oatgurt-related pun intended]

Oatly also operates an oat-genome-library breeding program to craft the most functional oat variety for: climate resilience, productivity, processing and nutrition.

Go to www.poga.ca/poga/agm-conference to access the presentation and more information on Oatly market and production sites, and office locations.

Save the Date!

POGA AGM

Thursday, December 1, 2022 at the
Sheraton Cavalier in Saskatoon, SK.

Keep an eye out for the next Oat Scoop
and a Preliminary Agenda.

Kevin Stewart: Dealing with the News—Fake or Otherwise[◆]

2021 December POGA AGM presentation

Kevin Stewart is founder of AGVISION Media (which produced a weekly television series) and The Forward Factors (media and leadership training). AGVISION was started in 1997, when online and wireless technology was just beginning to take off. The series focused on opportunities this technology would bring to the ag-industry.



Kevin Stewart: 2021 POGA AGM

In his presentation, *The Influence Factor: How Fake News Impacts Our Perceptions of Food and Our Choices as Leaders*, Stewart offers information and tools to become thoughtful consumers of news. The following are just some of the points from Stewart’s presentation.

News content has moved away from processing raw data for public debate. It now most often presents negative statements designed to inflame the audience and create controversy.

Often, news items focus on negative stories that affect the least number of people, instead of risks and/or events that affect the most people. Why? Stories appear more exciting when focused on sensational topics. Important topics, such as heart disease, are typically ‘just statistics’ which don’t lend themselves to a visual or sensational presentation.

A 2020 Edelman Trust Barometer survey statement (agree/disagree): *The media is purposely trying to mislead people, saying things they know are false or a gross exaggeration.* Only 49% of responders agreed with this statement; however, the undesirable effect the vast quantity of news has on people might indicate otherwise.

According to Stewart, the more news people consume, the more their perception of reality is skewed. The sheer volume of accessible news overwhelms people. Many experts agree that news affects people negatively (sadness, anxiety, feelings of hopelessness and depression).

Stewart explains, “When consuming news, I focus on two questions. 1) Does news leave me more focused on what’s important or does it represent mental clutter? 2) Does news create a focus on progress or excuses?”

Media outlets are aware of the illusory nature of the news they present. However, readers are complicit in this: outlets who present only facts and information to their followers often experience significant decreases in their audience numbers. The popularity of inflammatory news items keeps media outlets (even good ones) creating more of the same.

Stewart encourages people to ask themselves: “After watching news, am I more rigid and opinionated in my views or more open and curious?” To develop a broad view of any news topic, he advises audiences to use

Continued...

...Stewart continued

various sources of news and ones you might not always agree with. He recommends searching for 'media bias charts' and: "Look for sources representing reliable reporting from a 'center' position."

Most importantly, learn to manage the news you consume—these days especially, mental and physical health depend upon this. Stewart's own personal experience attests to how even a savvy media expert can lose themselves in the media tidal wave. In 2020, he started feeling something was physically wrong with him and things just progressed.

After 31 medical appointments and tests, his doctor determined the cause and explained to Stewart: "The brain responds to stressful events and [interprets] negative news information as a threat and our nervous system kicks into fight-or-flight mode. You overwhelmed your mental health with negative, stress-filled information and it crumbled under the weight of it all."

The information Stewart shared at the POGA AGM was so helpful that the Oat Scoop reached out to ask him a few more questions about ways to help producers deal with media in general.

Question: Individuals and industries can find themselves the topic/subject of false or inflammatory news. What advice do you have for people as to how to handle it (or when to leave things alone)? *Answer: There is no 'one right answer' here. In some cases the best way to reduce the impact of fake or inflammatory statements is to ignore them. When you come across false information online, it is natural to want to discredit it. While this might have been a good idea years ago, in the online space this approach might do more harm than good. Engaging with false information increases the likelihood that other people will see it. Even just reacting with an angry face emoji will make it more likely that the social media platforms will show the material to others. In this way, false information spreads even farther and faster. It might seem counterintuitive but when you argue with a message, you are actually spreading that message.*

I typically tell farmers that, where possible, try to ignore online battles. According to the National Academy of Sciences, "People treat subjective experiences as truer than objective facts." Similarly author Mark Manson suggests, "There's something about evidence; it changes nothing. Evidence belongs to the thinking brain whereas values belong to the feeling brain. Values cannot be changed by reason, only through experience."

Part of the reason facts are not compelling is the perception that these are easily manipulated. Experiences, on the other hand, increase persuasion's effectiveness because they're viewed as authentic—something that cannot be challenged. When you share experiences of working in your industry, it has the effect of disarming people—making them more willing to consider a new viewpoint. This is why I tell people that: "The truth about your industry doesn't stand a chance without you." People are much more likely to listen to your experiences than your facts.

What kinds of experiences should you share? Again, the National Academy of Sciences reveals that stories of

personal suffering are the most compelling. This isn't an invitation to complain. Just be real. Present yourself as a rational, feeling, sometimes-struggling human being. A farmer might explain how a crop failure impacts their family, or how it feels when it doesn't rain for weeks or when it does rain after a long drought.

Question: Farmers have one of the highest suicide and depression rates of any profession. If fake media is playing a role in that, can you recommend a few more strategies for producers to reduce the negative impact of this? *Answer: News tends to skew our view of reality. Security technologist Bruce Schneier explains, "People overestimate risks that are being talked about and remain an object of public scrutiny." The result is that the more news we consume, the more our views of the world tend to mirror media depictions.*

Here are examples of things I do to protect my mental wellbeing from negative news information:

- *Reduce media influence by spending time with people or reading books about people who make headlines that matter—people that inspire you and those that are doing great things in your community and for you and your family.*
- *When COVID began, I contacted about eight business colleagues and suggested we meet virtually every couple weeks to discuss challenges, relevant news events and leadership lessons. It's been such a valuable source of perspective and learning. Nearly two years later, we still meet virtually every week.*

What this approach does is help you avoid looking at the world through the eyes of the 24/7 news cycle. You gain valuable perspective about information that matters and not just a fire hose of sensationalized tidbits in the news. Here are some additional tips I find helpful:

- *Schedule media-free days.*
- *Turn off all notifications and/or put your phone in airplane mode for the first part of your day and focus solely on your industry work to give yourself time to take care of business.*
- *Switch your phone to 'do not disturb' when you need to focus or sleep.*
- *Avoid the news before bed. Reading about negative events right before you sleep keeps your mind racing and impacts the quality of your rest.*

You have the power to turn off the TV or computer, mute the phone, leave a website, or change the station. Don't let yourself be passive when you feel media is overwhelming you. A ship doesn't sink because of the water that surrounds it, it sinks because of the water that gets inside.

Stewart closed his presentation with this important advice: "I was always tuned in and dealing with negative news. Don't do as I did; when you feel something 'isn't right inside' don't assume you can plow through and your mental health will be okay. Get professional help when you need it and early on. Always look for ways to chisel down: only consume the oats and let the cattle eat the chaff."

For more in-depth recommendations, information and news sources, readers can access Stewart's AGM presentation at www.poga.ca/poga/agm-conference.

Your MOGA Board at Work

Keystone Agricultural Producers (KAP) 38th annual KAP meeting – January 25/26, 2022.

The meeting focused on collaboration and safety in agriculture, the environment, and updates on the past year. MOGA (seconded by the Manitoba Crop Alliance) brought forward the same two resolutions that were approved at the APAS meeting and they were approved at the KAP meeting (see page 4 to read the resolutions).

Ray Mazinke, Manitoba director, attended.

O Foods: New Paterson GlobalFoods (PGF) Mill Devoted Exclusively to Oats

2022 February MOGA AGM Held Virtually

Richard de Kievit, Vice President of the new O Foods mill, presented at the Manitoba Oat Growers Association AGM to share the construction phase to date and their planned mill operations.

PGF has many reasons for building an oat processing mill in Manitoba, chief among them:

- the existing relationship they have with excellent growers who have proven themselves to be willing to collaborate on sourcing initiatives;
- extremely strong demand associated with beverages and coffee creamer alternatives; and
- the market trend for plant-based foods and beverages will benefit the oat market.

O Foods six-floor mill is located northwest of Winnipeg, strategically located close to other Paterson Grain operations (elevators, research farm and NutraGrow). The mill features high-capacity grain receiving and storage (similar to the elevators).

Richard shares, “O Foods aims to be a leader in sustainability (e.g., grower sourcing programs; research farm development work; and efficient, automated milling process). We have also set a goal to use 100% renewable fuels, including the use of oat hulls to fuel high-pressure steam boilers for use in heating and processing.”

O Foods partnered with Buhler Industries to establish the process flow and equipment, and Richard reports they are very pleased with the outcome.

The mill location offers excellent truck and rail logistics (Canadian Pacific, Canadian National and Burlington Northern).

The target date for the initial phase of operations is 2023 and processing capacity will be 125K MT annually (50% of the future, projected total capability of 250K MT annually).

The mill will produce kilned groats and steel-cut feed (in 50-lb bags and tote packages), and whole oat flour (in bulk and packaged). They also have the ability to process both gluten-free and organic product. Oats will be procured through Paterson Grain and Growers International Organic Sales Inc. (GIOSI).

Paterson Grain Merchandiser Lorne Boundy was also in attendance to answer questions on the influence the mill will have on oat sales and deliveries.

Questions and comments from the floor: *Q: Will you be sourcing oats locally?* A: First and foremost, yes. However, when we have the capacity to process more than local producers can provide, we may have to look further afield. *Q: Will you be offering a premium if oats are sold straight to the mill?* A: Should we have the need to source outside the locale, there may be times we will offer premiums. *Q: Considering less than 20% of Manitoba oats are organic, what is the anticipated volume you will be needing?* A: There is strong demand for organic products. Our goal for organic production is 25% mill capacity. We will be looking to work with producers to increase the amount of organic product we can source. *Q: Have local markets been receptive to the products you will be offering?* A: All products will be processed for the industrial ingredient and manufacturing market; they have been very receptive. You won't see an O Foods label on any food at the grocery store and we have no plans to manufacture private label foods for grocery store shelves. *Q: Will you be buying #2 or #3 oats?* A: We will continue to buy #3 oats. *Q: At harvest time, unloading deliveries at Paterson can get quite back-logged. Will the mill help speed things up?* A: The new mill will be able to take in loads at good speed, which will relieve the line-up pressure at both the elevator and mill. There will be more carry structure¹ built into prices, which is another opportunity for producers. (¹POGA note: Increased pricing for producers holding their grain on farm longer.) *Q: Will the mill be sourcing all types of oats (traditional, gluten- and desiccant-free)?* A: We will continue to present bids for what we are looking for at any given time, based on demand. When sourcing gluten- and desiccant-free oats, it might be similar to the current Identity Preserved (IP) program. Things will not change significantly for producers; we have added more flexibility to the mill and opportunity for producers to move grain from all over Manitoba.

Final comments regarding the trend for non-desiccated oats: Richard mentioned that, like all other buyers, they will be following demand and market trends. Lorne added that they still have some markets for desiccated oats.

To learn more, go to www.poga.ca/moga-agm-conference to access the full presentation.

Your AOGC Board and POGA Staff at Work

Chops and Crops in Edmonton – November 15, 2021. Greg Bott, AOGC director; Nick Jonk, former director (term expired January 2022); and, Cyndee Holdnick POGA staff member, attended the in-person event.

New CGC Grain Delivery Declaration Form ...Continued from Page 1

- Any and all statutory variety declaration requirements must be provided as a separate document and receive a separate signature. (The reason: with only one signature required on the form, farmers may perceive that they are required to sign the declaration when, in reality, the CGC declaration is required but the terms of the grain company declaration can be negotiated between the buyer and the seller.)
- The Canada Grain Act should be adjusted to ensure that the statutory variety declarations only apply to farmers' wheat deliveries.
- The CGC should make mandatory the farmers' right to retain an agreed-upon grain sample from each delivery.

The CGC states they are presently considering requests to separate the combined statutory and commercial declarations. It also acknowledges that sample retention is an issue that has been raised by producer groups in several contexts. The CGC will consider this as it: "evaluates feedback for the CGC consultations on grain grading dispute resolution and as part of the Canada Grain Act review process."

If you are frustrated by the CGC's lack of consultation and lack of communication with western Canadian farmers, you are not alone! That is why the western Canadian oat grower commissions continue to push for the action items listed above even though CUSMA has been signed and changes at this point, beyond possibly having the declarations separated into two separate forms and farmers having the right to an agreed-upon grain sample, is incredibly unlikely.

It is important to note that a resolution was presented and passed at Agricultural Producers Association of Saskatchewan (APAS) annual meeting in January of 2022 asking for, "the Canadian Grain Commission to require grain companies to separate the statutory declarations from company specific commercial declarations." Clearly, there is support from many organizations to make changes to the current CGC declarations in order to protect western Canadian farmers.

Western Canadian oat commissions want you to know that, as a producer, you have the right to ask the buyers of your grain to provide two separate declarations. One declaration is federally mandated and the other one is negotiable.

Subject to Variety Registration (VR); Part 1		Subject to VR; Parts 2 & 3	Not Subject to VR
Merit Criteria Applies		No Merit Criteria	n/a
<ul style="list-style-type: none"> • barley • beans • buckwheat • canola • <u>fababeans</u> • flaxseed • lentils • mustard seed 		<ul style="list-style-type: none"> • <u>canaryseed</u> • safflower • soybeans (oilseed) • sunflower 	<ul style="list-style-type: none"> • chick peas • corn • soybeans (food grade)
DECLARATION APPLIES		NO DECLARATION	

Proposed Declaration Eligibility Chart provided by the CGC in a January 2022 presentation.

We also want producers to know that we will continue advocating for these changes on your behalf!

Note: This article was sent to the CGC in advance of publication for their review.

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