



the **Oat Scoop**

NOVEMBER 2013

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Oats... South of the Border?

A popular milk-based drink in Mexico could be a good starting point for expanded Canadian oat export to that country. Consultant to the Prairie Oat Growers Association, Robynne Anderson of Emerging Ag Inc. says "helada" is a "milkshake-like" drink made with oats steeped in hot milk. Once the drink cools and cinnamon is added, it becomes a delicious and refreshing beverage, she says (recipe available at poga.ca).

POGA President Art Enns led a six day mission along with Board members Keith Gilchrist and Barbara Podhorodeski. They were accompanied by two other industry representatives as well as Ms. Anderson and one of her Mexican team members.

She notes that human consumption of oats in Mexico has been consistent over the past five years and Mexico is the third largest oat importer in the world. "Although not part of traditional Mexican cuisine, oats increasingly are used for granola, for fibre and a strong, growing role in drinks like helada."

Other uses for oats there would be in livestock and horse feed, as well as cosmetics. The country imported 140,000 MT of oats, and oat products such as rolled or flaked oats and groats in 2012. Research by Emerging Ag Inc. indicates that after 30 years of growth, Mexico's own oat production has become erratic, or at best "somewhat unstable," decreasing by about 55%. Much of that production, as well, is of lower quality, which ends up as livestock feed.

That scenario of course leaves the door open for oat imports, often from Australia and Chile, leaving an open opportunity to increase the use of Canadian oats on a more consistent basis. "We should be able to compete with the Australians," Anderson says wryly, adding as well that Quaker Oats and other industry players have launched significant promotion of oats in Mexico.

The translator on this mission was busy as the group held more than 17 meetings, including meetings with officials, market tours and grocery store tours. The group also hosted a major reception with the equine sector, all in just six days!

This project is funded in part by Western Economic Diversification Canada



POGA mission visits Grupo Vida headquarters in Guadalajara. Grupo Vida is the second largest oat company in the world. Front row from the left: Keith Gilchrist (POGA, AB), Barbara Podhorodeski (POGA, SK), Paulina Ceballos (Emerging Ag Inc), LJ Gomez (Grupo Vida); back row: Robynne Anderson (Emerging Ag Inc), Edwin Podhorodeski (Saskatchewan farmer), Real Tetrault (Emerson Milling, MB), and Art Enns (POGA President, MB).

Moving Oats

In Canada, it has been noted that "grain transportation is like the weather. Everyone talks about it, but no one does anything about it." While not entirely true, that statement may well echo the thoughts of growers as they market and move the 2013 bumper crop.

Robynne Anderson of Emerging Ag, Inc says that while there have been important changes to grain transportation legislation, oats appears to be getting pushed to the bottom of the priority list. Her company has been hired by POGA to listen to farmers and the industry and work towards a solution. It's clear, she says, that there are "limiting factors", especially in the movement of oats south to the USA and beyond.

A survey was conducted with shippers of oats to better understand the challenges they face. It became clear that oats (and other grains) for south-bound destinations are too often given much lower priority than units headed to west coast Canadian ports, especially by the railways. And for that reason alone, Anderson says, truck movement is becoming a more important part of oat shipments.

With the over-flowing 2012 harvest now behind us, the transportation issues became daily discussion, she notes, although a rail strike was at least temporarily shelved by a tentative rail agreement just prior to Halloween.

POGA has also teamed up with pulse, forage, and canola grower's organizations to work on the transportation file – through the Supply Chain Innovation Committee.

In addition, the commodity groups and shippers hope to put their heads together during the CropSphere conference this coming January – a companion piece to the annual Crop Week show and seminars in Saskatoon.

This project is funded in part by Western Economic Diversification Canada



SODC joins with other commodity groups to host CropSphere

Did you know that The Saskatchewan Oat Development Commission (SODC) will now be holding their annual general meeting at CropSphere? You may be asking what CropSphere is and why SODC decided to change so here's a little more information:

CropSphere is a brand new agricultural conference that will take place at TCU place in Saskatoon on January 14 and 15, 2014, during Crop Production Week (CPW).

SODC realizes that farmers grow many different crops and that their needs are changing so we must change too. This new format will feature sessions on market outlook, research, agronomy, business planning, and technology use just to name a few. This information will be in addition to sessions specific to each crop.

Breakout sessions throughout the day will ensure growers can pick and choose which sessions to attend in order to support and grow their business operations. There will also be keynote speakers, networking opportunities during the day, and evening events.

Organizers are expecting more than 1,000 to attend the event. Registering early (at www.cropsphere.com) allows participants to ensure they get a spot, as well as save \$50 off the event price. Early registrants also have the option to get a discount on a second registration purchased at the same time.

As an added incentive to register early, anyone who registers before November 30 will be entered to win a \$150 gift card for the Keg.

Six different commodity groups have joined together to present the event. CropSphere 2014 is a production of Saskatchewan Canola Development Commission (SaskCanola), Saskatchewan Flax Development Commission (SaskFlax), Saskatchewan Oat Development Commission (SODC), Saskatchewan Pulse Growers (SPG), Saskatchewan Wheat Development Commission and Saskatchewan Barley Development Commission. For more information or to register for CropSphere, please visit www.cropsphere.com.

Changing of the Guard

Among the events at the 2103 POGA annual meeting Dec. 5 will be the hand-over of the reigns at Prairie Oat Growers Association from outgoing President Bill Wilton to incoming President Art Enns.

Wilton is completing a second four year term as a Manitoba director and has been president through most of those years. Bill farms at Isles des Chenes, just south of Winnipeg.

On the "Wilton watch" POGA has realized a major part of its original vision with the establishment of oat commissions in the three prairie provinces – Saskatchewan in 2006, Manitoba in 2008 and Alberta in 2012.

As the umbrella organization for the three prairie provinces, POGA launched into several major priority areas to fund research and market development. (See article elsewhere in this publication.)

Bill literally "took the bit in his teeth" on the equine oats file as POGA established EFOP – the Equine Feed Oats Project – which has linked with millers, feed processors and industry officials to re-capture market share in the US feed oat sector.

Art Enns farms at Morris, MB and he came on board as Manitoba Oat Growers Association director in 2012. Art is well versed in ag policy, having served as director with the Grain Growers of Canada and many other industry organizations such as the flax growers and wheat growers and related committees. He is also a contributor to a local Canadian food grains bank project in the Morris area. The POGA annual meeting is scheduled in Winnipeg Dec 5, 2013. Please see agenda on the last page.



*Top photo: Outgoing POGA President Bill Wilton at Regina announcement of funding for equine oat project, a major project during Wilton's tenure as president.
Bottom photo: incoming President Art Enns, left, and MOGA president Bob Anderson.*



Alberta Oat Growers 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 commissions' projects and committees.

Deadline for nominations is January 8, 2014
Alberta producers must have sold oats after July 31, 2012 to be eligible

For nomination forms and further information contact:
AOGC Administration Office, PO Box 20106, Regina, SK S4P 4J7
Telephone (306) 530-8545; Fax (306) 546-2999; Email info@poga.ca

POGA has increased producer investment by 500%!

Many of you who read the Oat Scoop probably realize that POGA puts some money into agronomy, market development and policy but you may not realize exactly how many different projects your grower money goes into and how much it allows our organization to generate other funds from the government and industry. Here are just a few of the highlights:

- Since 2008 POGA has turned about \$1,500,000 of grower funds into approximately \$7,500,000 (\$4,300,000 of this industry and government funding has occurred since January 2012.) That's a return of 500%!
- POGA, through the Manitoba Oat Growers Association and the Saskatchewan Oat Development Commission, provides funding to the Cereal Research Centre in Winnipeg and The Crop Development Centre in Saskatoon. In addition, The Alberta Oat Growers Association is working with the University of Alberta to secure additional research.
- Part of the research fund has been used to determine if feeding oats to horses has the same positive effect that it does on humans (since it has been shown to reduce cholesterol in humans). We currently have a project at one of the top equine facilities in the US, The University of Kentucky, to see if oats can reduce or prevent the onset of Colic in horses (the #1 killer of horses behind old age and accidents).
- In addition to the research we've also pulled together 23 of the top researchers, millers, equine media and horse feed manufacturers to look at any proposed research before it is approved to ensure that money is spent in the best way possible and confirm that if oats are shown to be superior in nature that feed companies will add more oats to their rations.

- POGA realizes that oats need more markets since about 90% of our oat exports go to the US. Mexico is the third largest importer in the world, therefore, we hired a consultant and conducted a trade mission to meet with the Mexican companies to determine how we can get a more consistent demand in that country. In the past 10 years, Canada's portion of the Mexican import market has fluctuated from as little as 5% to as much as 75%. We hope over the next two years to secure a substantial portion of this business for Canada.
- Transportation is also a key issue for our producers and our millers. As farmers we realize what a struggle it is when you can't deliver any of your crops to the elevators and frankly, the millers are frustrated that they can't seem to get oats from Canada. We have put together a task force, with the help of a consultant, to work with some of the oat exporters, handlers, and millers. They will be meeting with transportation companies, specifically the railroads, to see what can be done to get more oats moving.
- New markets are always something POGA looks to invest in. Therefore when Ceapro, Inc., a company out of Edmonton, came to us with a project to look at drying the beta glucan from oats for cosmetic, nutrition and pharmaceutical applications we were glad to help. This project intends to use a novel "green" drying technology to use a liquid oat beta glucan product and convert it into a high purity dried powder product produced without any preservatives (making it more "green"). This will allow people to consume 3 grams of beta glucan in an easy to consume format - 3 grams is the amount required to get a health claim.

These are a few of our larger projects but there's still more! The oat grower check-off is the lowest amount of any crop in all three of the Prairie Provinces and we strive to keep overhead low with only one staff person between all four organizations.

We appreciate your support of our organization and are committed to continuing the good work in the oat market.

Please don't hesitate to email info@poga.ca with any questions.

These projects are all partially funded by one of the following:

1. Western Economic Diversification Canada
2. Agriculture Development Fund (ADF) through the Saskatchewan Ministry of Agriculture and Growing Forward
3. Agriculture Demonstration of Practices and Technologies (ADOPT) program through the Saskatchewan Ministry of Agriculture and Growing Forward
4. Canadian Agricultural Adaptation Program (CAAP)
5. Industry participants include: AustGrains, Emerson Milling, Grain Millers Canada, General Mills, FP Genetics, PepsiCo Quaker, Richardson Milling and SeCan

POGA has also received funding from the AgriMarketing Program and Developing Innovative Agricultural Products (DIAP), both through the Government of Canada.

Please note that not all the money listed has been spent to date but it has been committed to by POGA as well as the government programs listed.

Oats in Mexico: Did you know?

- According to Emerging Ag, Inc, "Oats are the fourth most produced grain in Mexico, but represent only 0.5% of total cereal production." Corn dominates at 81.7%, wheat at 16.7% and rice at 1.1%.
- Mexican oat production is about half the country's domestic need, but knowledge and acceptance of oats is widespread, and no doubt a positive for potentially increasing consumption there.
- In 2011, nearby neighbour Chile was Mexico's main oat provider. In the past decade, Australia ranked first as the oat supplier to Mexico except in 2003, 2005, 2007 and 2011.



Photos by Peter Baran

Grain Millers: One More Time

Expansion has become a regular occurrence for the Grain Millers Canada plant at Yorkton, Saskatchewan.

When Grain Millers Inc purchased Popowich Milling of Yorkton in 2001, the plant had recently undergone an expansion phase. Under Grain Millers, more growth soon followed, and in September of 2013, the latest phase began, increasing annual output capacity of oat flakes by 25% (from about 80,000 tonnes to 100,000 tonnes) and obviously requiring more bin space and processing.

Operations Manager Ian Slimmon, photo at right, says one phase – the feed mill – will deal with additional hulls and screenings created in the capacity upgrade. Other flaking, storage and packing equipment will complete the project expected March 1 of 2014, although the mill's receiving end likely will be refined soon afterwards.



What makes it even more interesting on the inside, says Slimmon, is that the new equipment must be installed as the current machinery is operating, requiring exact logistics planning and execution. It might be added that the company mills both "organic" and conventional oats. It can lay claim as the world's largest organic oat processor and second largest industrial oat processor, behind General Mills.

A processing plant like the Grain Miller's Yorkton facility requires lots of steam, so a fourth boiler also will be brought on line.

Besides Yorkton, two other company plants (at St. Ansgar, Iowa and Eugene, Oregon) run at maximum capacity, all of this driven, says Ian Slimmon, by the fact that a "health-conscious consumer demand" keeps growing by double digits annually.

Slimmon explains that Yorkton is an "origin mill" taking raw oats to flake stage, and shipping some unprocessed oats on to other plant sites. Grain Millers Yorkton draws regularly from a 100 mile radius but goes beyond, from time to time, says Slimmon. Obviously, the customer base is located at some distance, creating high transportation costs.

As an "industrial ingredients supplier" Grain Millers customer base includes a line up, virtually of many in the "who's who?" of food supply – ranging from Quaker Oats to Subway, with brand names like Heinz, Kashi and Sara Lee in between. These folks constantly demand "higher and higher quality standards that continue to grow on a regular basis." Packaging at the Yorkton plant is largely 50 pound bags or 2000 pound "totes", although some limited "retail" packaging happens here as well.

While oats is the sole "raw" input at Yorkton, elsewhere the company buys wheat, rye, triticale, barley, corn and flax. Earlier this year Grain Millers Inc entered an agreement with Pizzey's Milling of Angusville, MB which will take it into flax-derived beverages and other consumer products.

Six to ten new staff will come on board for packaging, lab, sanitation and maintenance, pushing the fulltime complement to over 100 employees. Grain Millers employ about 500 people at their various locations.

Grain Millers and Harvest Showdown

Grain Millers buys thousands of tonnes of oats in the Yorkton area every year, and every year the company makes a major contribution to the area through the annual Harvest Showdown. In fact, the Yorkton Exhibition Association calls its annual post-harvest entertainment The Grain Millers Harvest Showdown.

The four-day event includes a trade show, commercial cattle show and sale, rodeo, heavy horse pulls and other entertainment, such as "mounted shooting" and this year, crowd-thrilling "Full Metal Jousting" (yes, guys on horseback running at each other with wicked looking weapons!).

Grain Millers Harvest Showdown also includes one of the last commercial and pedigreed seed shows in Canada. This year the Grand Champion oats was submitted by Chad Liebrecht of Rhein, SK. Chad won the commercial oats class sponsored by Parkland Labs of Melville.

Chad was also awarded the Grand Championship Globe sponsored annually by the Saskatchewan Oat Development Commission. Each Showdown championship class and variety globe (containing a sample of the winning grain) is later auctioned off.

Grain Millers beat out several other eager bidders to buy that sample for \$900!

The organic Cereals Oat Class sponsored by Sunrise Foods of Saskatoon was won by Jeff and Fred Odgers of Spy Hill.

The Pedigreed Oat Class was won by Sorgard Seeds of Churchbridge, SK, with sponsor Hudye Soil Services of Norquay, SK.

January 14 & 15, 2014
TCU Place | Saskatoon, SK

The **brand-new two-day conference** that will take place for the first time during Crop Production Week 2014 in Saskatoon.

Featuring keynote addresses from:
Bruce Croxon, Dragon's Den judge/ co-founder of dating website Lavalife
Glen Hodgson, Chief Economist, Conference Board of Canada
Michele Payn-Knoper, Cause Matters Corp./ author of *No More Food Fights!*
Steve Peterson, Director of Sourcing and Sustainability, General Mills

Sessions on **marketing, agronomy, best farming practices, innovation, and leadership.**

Register by **November 30** to be entered to win a **\$150 gift card to the Keg!** www.cropsphere.com

Brought to you in partnership by SaskCanola, Saskatchewan Pulse Growers, Sask Flax, Saskatchewan Oat Development Commission, the Saskatchewan Wheat Development Commission, and the Saskatchewan Barley Development Commission

Annual General Meeting Agendas

Times and agenda topics are subject to change. Please check www.poga.ca for updates



What's Happening with the Oat Market?

Tuesday, January 14, 2014
TCU Place (as part of CropSphere),
Saskatoon SK
Free admission

Agenda:

- 2:45 pm Opening remarks from SODC chairman, Dwayne Anderson
- 2:50 pm Robynne Anderson, President, Emerging Ag, addressing the impediments in oat transportation to key international markets and developing a plan to increase oat exports to Mexico
- 3:10 pm SODC Annual Business Meeting, Dwayne Anderson of Fosston, Chair
- 3:30 pm Chris Willenborg, Assistant Professor, U of S: Integrated weed management in oat
- 3:45 pm Adjourn



What's Going On with the Oat Market?

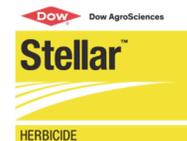
Wednesday, January 22, 2014
Keystone Centre, Upstairs in Curling Club
Brandon MB
Free admission

Agenda:

- 11:30 am Free lunch and registration (lunch is co-sponsored by DOW Stellar)
- 12:00 pm Welcome from MOGA Vice President, Bill Wilton
- 12:05 pm MOGA Annual Business Meeting including a vote of removing the Overcap refund
- 12:25 pm Market Outlook: David Drozd, President & Senior Grain Marketing Analyst, Ag-Chieve Corporation
- 1:30 pm Adjourn

Lunch co-sponsored by Stellar™ herbicide, the top performing annual broadleaf product for oats. It provides superior performance on the toughest weeds plus multi-mode of action, resistance management, rotational freedom and crop safety.

MOGA and POGA do not endorse any products; this is for information only.



What's Going On with the Oat Market?

Tuesday, March 4, 2014
Ramada Edmonton International Airport
8340 Sparrow Crescent, Hwy 2 Edmonton Intl Airport Exit,
Leduc, AB

Agenda

- 1:30 pm Welcome from the Alberta Oat Growers Commission
- 1:35 pm Oat Agronomics, an Alberta Perspective: Dennis Galbraith, Richardson Milling
- 2:00 pm AOGC Business meeting
- 2:15 pm Director Elections (if necessary)
- 2:35 pm Coffee Break
- 2:50 pm Announcement of AOGC Board of Directors
- 3:00 pm Market Overview and Information on Canadian Oats and Their Processes; Tracy Bush, Director of Sales and Marketing, Canadian Oats
- 3:45 pm Adjourn

A meeting of the newly elected directors will follow the AGM the evening of March 4, 2014

A Tidal Wave: Filling the Oat Research Tool Box Exponentially (With 9000 Tools!)

Before last year, there were only a few genetic “wrenches” in the oat breeding toolbox. Prior to that time, leading oat researchers had been advancing with genetic “markers” and related technology, but a break-through was badly needed, says Eric Jackson, who at the time was a scientist with the United States Department of Agriculture.

Today Eric is principal scientist with General Mills, and The Oat Scoop asked him to look back at CORE – the Collaborative Oat Research Enterprise – founded in 2009, with the goal to develop badly need tools and construct a road map to navigate the oat genome.

CORE was a collaboration of growers (POGA), industry partners, government research entities (both USDA and Agriculture and Agrifood Canada), and universities in about a dozen countries.

Jackson begins by noting that research (or any industry) which takes a “linear” approach is likely to die, eventually giving way to research which takes an “exponential” growth path.

“Look at any crop and I think you would see that classical plant breeding would be defined as linear”. By explanation, he adds, “Classically you identify your best lines, cross them together and hope for improvement (a step by step process). But if you look at molecular technologies and the sequencing of genomes, this has ushered in a whole new way of breeding, one that sees the unseen and allows the breeder to make informed crosses that maximize improvement at an exponent rate.”

The oat genome, it turns out, is five or six times larger than the human genome which has about three billion “base pairs” of chromosomes, while the oat genome contains about 16 billion base pairs.

The first step, says Jackson, was to make use of technology that had been developed for crops like maize or rice, and develop a set of maps for the 21 chromosomes of oat. His analogy compares the 21 oat chromosomes to highways with “mile markers” replaced by genetic markers. “We don’t have a genetic marker every mile on all 21 chromosomes yet,” he says, “but we’re pretty close.”

The goal is for this resource is to be used by breeders just like a family uses a map on a road trip. When hungry, you look at a map and it tells you to take exit X at mile marker Y to find your favourite doughnut and coffee place. A genome map tells you where to find a certain genetic trait!

Beginning with about 700 (oat) lines at over 30 institutions around the world, CORE measured and catalogued nearly 200 thousand “data points” consisting of key trait information such as yield, lodging, disease resistance and much more.

With CORE, the team set out to find perhaps 3000 markers, but to this point already has exceeded 9000, says Jackson, “In other words the research community delivered three times what was promised (from the investment provided), but the problem is, like everything else, when you deliver on a promise people always want more!” Still, he says, “That is exponential growth!”

In “classical” plant breeding, the breeder would not be able to identify breeding lines with high beta glucan, or avenanthramides, for example, in early generation trials. (See previous Oat Scoop articles on avenanthramides). But with marker technology and genome mapping, desirable oat lines can be selected. Molecular technologies also allow breeders to target the desirable traits in the highest yielding lines using techniques like marker-assisted backcrossing – this is how “exponential” growth occurs in both variety development and basic research, Jackson explains.

Four years ago, exclaims Jackson, “we were asked by leading cereal chemist, Bill Collins, how avenanthramides are created in the oats. Now we know!”

The Stem and Crown Rust resistance programs run by Drs. Tom and Jennifer Mitchell Fetch from the Cereal Research Centre in Winnipeg is a good example of how CORE worked, says Jackson. Much was known previously about both diseases, but the technology did not exist to quickly identify susceptible or resistant lines. Thanks to CORE, it's there now.

"You've changed my life"

That is a quote from University of Illinois plant pathologist and breeder Fred Kolb, who has toiled on barley yellow-dwarf virus for years. Referring to the "toolbox" developed from the CORE program, Jackson relates, "They identified two key drivers of barley yellow-dwarf virus! And when you think about the ability these oat breeders have now to jump into this exponential phase of growth in the oat market, to move yield, disease resistance, to improve the quality of the oats, now conversations can be had by the oat community about what are the potentials that never could be had before."

"There's no doubt," Jackson concludes, "In four or five years you're going to see oat varieties in Canada whose yield is growing at an exponential rate and the other benefits that come along with it."

Tectonic Shift

Eric Jackson loves to draw larger-than-life comparisons to illustrate his points. He offers this analogy on the impact of CORE and the genetic-level research on oats: "We (the CORE community) had to create a tectonic shift in the deep recesses of the ocean that would then trigger a tidal wave. The tidal wave has been created. It might be four or more years before that wave hits the coast, but it's going to with great force if we keep up the amazing work we're doing."

CORE has created that tectonic shift, says Jackson, and the wave is moving. Now it is up to investors and breeders to guide this wave through investment to application. Then it will "hit" some of the big "coastal cities" – the "cities" of soybeans, corn and other crop commodities that dominate the world.

Oat Supporter Recognized

A long-time supporter of the Prairie Oat Growers has been inducted into the Saskatchewan Agriculture Hall of Fame. Zenneth Faye of West Bend/Foam Lake district was among four people inducted August 4 at a ceremony in Saskatoon.

Zenneth is known widely for his work with canola, especially in the bio-fuels field, and he was lauded for his pioneering work to help found Milligan BioTech (now Milligan Bio Fuels) at Foam Lake.

However, he was also one of the founding members of the Foam Lake and Kelleher marketing clubs, which in 1998 hosted a meeting of oat growers from Manitoba, Saskatchewan and Alberta. That meeting hammered out the initial agreement which created The Prairie Oat Growers Association (POGA), now the umbrella organization for the three oat commissions.

As part of the induction, the Ag Hall of Fame noted that, "Zenneth has been a community leaders and progressive farmer playing a leading role in promoting no-till seeding, launching North East Terminal -- a farmer-owned grain handling facility at Wadena, and adopting new sprayer technology."

POGA President Bill Wilton sent congratulations on behalf of growers and the oat industry.

“Not bullish about anything right now”

Wide cash basis offerings from the major Western Canadian grain handlers is a sure sign that the industry is trying to “swallow the big pill” that was this year’s prairie grain crop and that the industry is straining to slow down the big rush of grain.

That from Mike Jubenville of ProFarmer, as he spoke to farmers at the Harvest Showdown in Yorkton November 6. Jubenville noted that a year ago everyone was “getting accustomed to \$3.00 (per bushel) or \$3.50 cash oats bids” but \$2.50 to \$2.60 is now much more common.

“I’m not bullish about anything right now, including oats, because we go through cyclical patterns, we are at the lower ebb right now and it’s just going to take some time to work our way through it.”

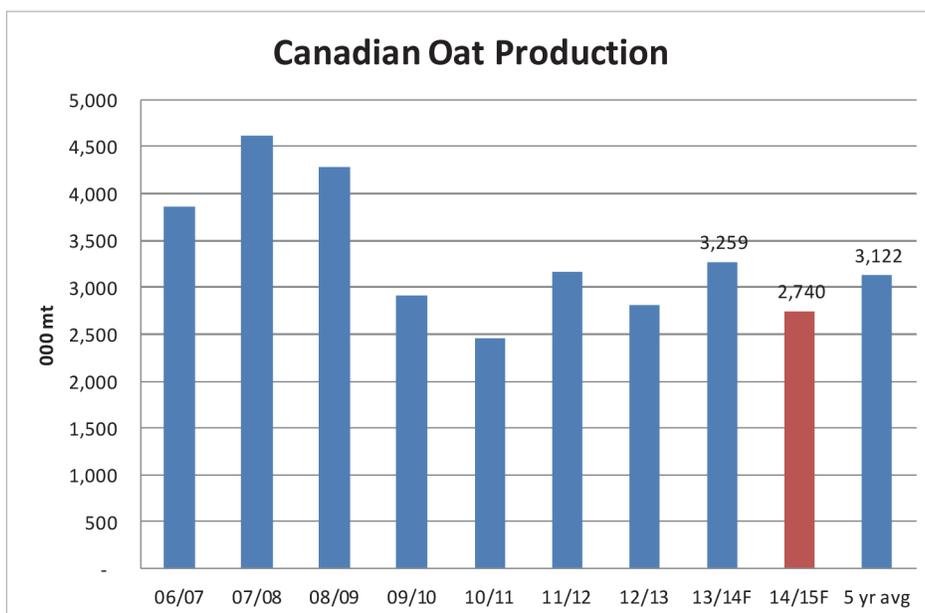
With a larger crop than anyone anticipated, it’s not clear that farmers even want to sell into the current market, he said. “There are cash flow needs, but we don’t have unlimited capacity either for storage in the commercial portion or for grain transportation”.

In his OatInsight commentary, Randy Strychar pointed to reports out of southern Manitoba that many farmers were turning to a local farmer-operated short line railway to haul producer cars into the United States.

Boundary Trail Railway Company (BRTC) President Don McLaren was quoted on Golden West Radio that farmers were finding a premium over local high throughput concrete elevators, to move (mostly) wheat and some oats via producer cars pulled by BRTC into US markets. McLaren was quoted as saying producers are trying to avoid wide basis locally and to avoid logistics slowdowns. Obviously other prairie shortlines will be reporting the same effects from the big harvest.

In the meantime, Strychar notes that the outlook is “not positive for the 2014 oat production. There’s a high probability that oat production will fall sharply compared to 2013 levels and the five year average.”

Strychar calculates that based on unchanged oat planting, average area abandonment and yields, 2014 Canadian oat production could fall to 2.740 MMT – down 17% from 2013 and well below the five year average. Making it worse, Strychar notes, “oat returns are still near the bottom compared with other major grains and oilseeds.”



Canadian oat production historical data and forecast, courtesy Randy Strychar and OatInsight

Oh, What a Difference a Year Can Make!

POGA'S 16th ANNUAL CONFERENCE

Thursday, December 5, 2013

Clarion Polo Park, 1445 Portage Ave., Winnipeg, MB R3G 3P4



Agenda *

- 8:00 am **Registration and free breakfast** available.
Meet our sponsors and enter the draw for \$100 worth of FREE OAT GROCERIES
- 8:45 am **Welcome and Introduction** - Bill Wilton, POGA President
- 8:50 am **Honourable Ron Kostyshyn, Manitoba Agriculture Minister**
Greetings from Manitoba Agriculture, Food and Rural Initiatives
- 9:00 am **The Largest Oat Miller in Canada and Its Expectations for Oats in the Future**
Pat VanOsch, Senior Vice President, Richardson International
- 9:45 am **Influence of Consumer Trends on Oat Quality Throughout the Value Chain**
Dr. Nancy Ames, AAFC Research Scientist
- 10:30 am Coffee Break
- 11:00 am **World Demand, Future Risk and Where Food Use Is Going**
Randy Strychar, President, Ag Commodity Research
- 11:45 am **Soup and Sandwich Lunch** Tour the sponsor's displays
- 12:45 pm **Assessing North America Crop Weather Trends for 2014**
Drew Lerner, President, World Weather, Inc.
- 1:30 pm **Oat Varieties for the Future**
Erin Armstrong, Director of Research and Product Development, CANTERRA SEEDS
- 2:00 pm **New Opportunities for Novel food and Non-food Uses and the Potential Impact on Oats** Dr. Paul Moquin, Director, Research and Development, Ceapro Inc.
- 2:30 pm **POGA Annual General Meeting**
- 2:50 pm Coffee Break
- 3:10 pm **Heading South: Transportation Impediments and Emerging Markets in Mexico** Robynne Anderson, President, Emerging Ag
- 4:00 pm **Oat Market Outlook** Mike Jubinville, ProFarmer Canada
- 4:45 pm **Wrap-up and Adjourn** Bill Wilton, POGA President
- 5:45 pm **Social Hour** at the Clarion Inn, Polo Park
- 6:30 pm **Dinner and Speaker** *The Future of Oats and Consumer Packaged Goods*
John Wiebold, General Mills Vice President, Commodities and Grain
- 7:30pm Adjourn
Daytime seminars and lunch \$20.00, Optional evening banquet \$30.00

**Times and agenda topics subject to change.*

For updates, pre-registration and credit card payments visit www.poga.ca

For those arriving on Wednesday Dec. 4 there will be a meet and greet at 8 pm at the Clarion Inn

This newsletter with all illustrations in colour can be seen at www.poga.ca.

The Oat Scoop
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Regina, SK
S4P 4J7

