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Market Outlook - "Sell a good percentage?"

Farmers looking for a good offer from the oat industry for next year's pricing likely will have to keep on looking. That seemed to be the after-harvest picture across the prairie oat belt, farmers said – even though they had just come through a relatively high run of oat commodity prices.

Analyst Randy Strychar of OatInsight.com (as of early November,) was advising farmers to sell "a good percentage" of their oat inventory right now. That's because of the usual situation with corn being the price leader for oats – and although there are some bullish signals for corn, "the outlook for higher corn prices is in doubt right now."

In his November 4th news letter Strychar notes that "Corn analysts are still calling for substantially higher corn prices into the new year, to stem US and global corn demand." He goes on to state that, "There is ample evidence to support this, but CBOT corn prices are finding little traction".

Furthermore, Strychar does not believe corn basis can "do all the work" to ration supplies, so the CBOT corn futures would have to rise to support prices – and again, Strychar sees that as being "in doubt"

On the other hand early November Stats Can filing suggest exports of Canadian oats are on a strong pace at 468 thousand metric tonnes for the crop year to date – and just under the five year average pace. Stats Can calculations off-farm movements of 110 thousand metric tonnes year-to-date, if correct, would be the largest off-farm movement of any crop year to date. (Last year at the same time the off-farm number was .053 MMT – the five year average being .032MMT.)

If the off-farm and export movement trends hold true, Strychar writes, implied Canadian ending stocks by next July 31 could be relatively low – 700MMT, "which would suggest higher oat prices are needed to ration tightening supplies."

But again – while the market forces and the stats appear to be supporting some oat price increases, rising corn prices "seem to be in doubt"

One further note – Oatinformation.com confirms, if corn (and wheat midds) rises, equine feed ration preparers may turn to cheaper oats – creating additional demand for oats.

Meanwhile, the president of the Saskatchewan Seed Growers Association thinks that seed oats may be in tight supply for spring 2013. Les Trowell farms at Saltcoats, SK. With lower oat acreage and evidence of lower than normal yields, caused by weather anomalies (such as drought in Manitoba this year) Trowell thinks quality oat seed will be scarce.



Horse Health and Feed Markets May Intertwine

The Prairie Oat Growers Association (POGA) hopes to see research which may show that oats are “heart healthy” not only for humans but also for horses.

POGA President Bill Wilton says (cereal chemist) Dr. Nancy Ames at the Cereal Research Centre and University of Manitoba in Winnipeg confirms a relationship between higher beta glucan levels in oats and ‘glycemic response’ in humans – “the higher the beta glucan, the lower the ‘glycemic response’”.

Dr Ames is not an equine specialist, but Wilton says he discussed with her, the possibility there may be a health benefit to horses, similar to the human and oats factor, that has not yet been well understood. For that reason he is hopeful that under its Equine Feed Oat Project (EFOP) POGA may be able to stir interest in some actual research on the topic.

“One of the concerns has been, and we’ve heard it time and time again,” says Wilton, “ has been that when I feed my horse oats, the starch in oats makes the horse ‘hot’, jumpy, or over-active – but (we wonder) really all it is, is just a glycemic response in the horse to the starch being converted into the digestive system and giving the horse the extra energy, so if we can make that link that higher Beta Glucan is also good for horses in their oat feed, I think it would be a real boost for our equine feed oat programs.”

The equine market has become ever more important as an offset, or companion to, the oat milling market, Wilton notes. “The equine oat market has gone from somewhere around a million tonnes about 10 years ago, to the low 200 thousand tonnes this year. Basically, it’s a market we think, after some considerable study, that we can get back. We think the ultimate consumer – not the horse but the person who buys the feed for the horse - in our research, sees oats as a safe, natural and healthy feed for their horses, and in most cases they are concerned that, apparently, they are not getting the quantity of oats in their prepared rations that they thought they were getting..”

Wilton goes on to note that, “the merchandising people (for oats) believe this is a great opportunity because we’re ‘half way home’ on this. The consumers believe in the product, there are no negatives about the product (oats), so what we have to do is convince the consumers and the feed preparers to get more oats into their feed preparations.”

Wilton calculates that if horses in the US ate just a half pound of oats per day on average, “I think it would increase our exports to the states something like 400 thousand tonnes. It’s big numbers and it’s important that we get this, because if we don’t get it and don’t get an increased consumption base for the oats we’re in danger of going to a contracted supply for individual millers.”

The Millers, says Wilton, don’t want that to happen. “It would present them with a logistical nightmare and all kinds of personnel problems and probably cost them a lot of money. So if you ask why a miller would be interested in an equine oat project, they’re interested from the point of view of increasing the supply of oats, from a bigger pool of oats, a bigger supply for everybody to draw from.”

(editor’s note) On June 29, 2012 the Equine Oat Research Advisory Board issued a call for research pre-proposals. The EORAB invited researchers to submit pre-proposals that address one or more of the following questions: 1. How do oats contribute to the health of the horse? 2. How do oats contribute to the performance of the horse? 3. How can oats be used to prevent or manage a clinical disorder(s)?

Proposals are currently being reviewed.



What's Happening with the Oat Market?

POGA'S 15th ANNUAL CONFERENCE

Thursday, December 6, 2012
Ramada Inn and Conference Centre
806 Idylwyld Drive North, Saskatoon, SK
1-306-665-6500

Agenda

8:00am	Registration and free breakfast available: oatmeal pancakes, fruit, sausage, juice, tea and coffee. Meet our sponsors and enter the draw for \$100 worth of FREE OAT GROCERIES
8:45am	Welcome and Introduction , Bill Wilton, POGA President
9:00am	North American Millers' Association (NAMA) , Jim Bair, Vice President of NAMA
9:15am	Where's your check-off money going? Randy Strychar, Ag Commodity Research: Equine Feed Oat Project, how POGA is claiming back oats as equine feed and increasing market share
10:15am	Coffee Break
10:30am	Collaborative Oat Research Enterprise Project. A project funded through POGA and the federal funding approved through POGA. Dr. Emir Islamovic, USDA.
11:00am	New oat varieties & research at the Crop Development Centre , Brian Rossnagel, CDC
11:20am	Crown rust and Fungicides, their effect on yield and quality; Bill May, AAFC
Noon	Soup and sandwich lunch – tour the sponsor's displays
1:00pm	Oats as feed; John Orr, Hansen - Mueller, why have oats been replaced in feed, are some oat varieties better for feed than others
1:20pm	Equine Feed Market and how oats can, and should, play a role; Dr. Lori Warren, University of Florida
2:00pm	New varieties at the Cereal Research Centre; Jennifer Mitchell-Fetch, AAFC
2:20pm	POGA Annual General Meeting; Bill Wilton, POGA President
2:35pm	Coffee Break
2:50pm	Saskatchewan Minister of Agriculture, Honourable Lyle Stewart
3:05pm	Common oat diseases, how to prevent, spot and treat them; Randy Kutcher, U of S
3:45pm	Oat Market Outlook; Randy Strychar, Ag Commodity Research
4:45pm	Bill Wilton, Wrap-up and Adjourn
5:45pm	Social Hour at the Ramada Inn, Saskatoon
6:30pm	Dinner and speaker, Bruce Roskens, oat expert, and Director of Crop Sciences for Grain Millers Inc., will give you "Roskens' Top 10 List of Oat Price Influencers." (cost of \$30 not included in seminar fee package)
7:30pm	Adjourn

Daytime seminars and lunch \$20.00 Optional Evening Banquet \$30.00

**Times and agenda topics subject to change, check poga.ca for updates*

Note: For those arriving on Wednesday December 5th, there will be a meet and greet sponsored by

 at 8pm in the Wheatland Room, Ramada Inn.

Comparing Oats to Oats

Oat growers soon will get a new way to evaluate oat varieties which are tested by the Manitoba Crop Variety Evaluation Team (MCVET). Cereal specialist for Manitoba Agriculture, Pam de Rocquigny, is editor of the Manitoba Seed Guide and a member of MCVET, who says oats are tested at 12 or 13 sites across Manitoba each year, as part of the trials.

Each entry is tested in three replicated plots at each site. de Rocquigny explains that two major sets of tables are presented to the grower. One is the Variety Description Table which lists all the varieties tested in the province, providing agronomic information such as maturity, height, (for oats) test weight and hull percentage, hull colour, plus disease resistance ratings – resistance to smut, crown and stem rust, and barley yellow dwarf. Long term yield and protein data is also included.

In the past, the Variety Descriptions Table only compared to Leggett - "So everything was always expressed as a percentage of Leggett, but that only allowed producers to make direct comparisons between an individual variety, for example Pinnacle, as compared to Leggett.. But you couldn't make direct comparisons between, say Souris and Pinnacle."

The new statistical method is called "mixed model analysis". This analysis will allow direct comparisons to be made between any two varieties within the Variety Descriptions table. At the bottom of the table, "grand mean" or summary bushels per acre value for all varieties tested will be provided. Also instead of yield being expressed as a percent of the check variety, yields for each variety will be presented in bushels per acre. Along with the grand mean, an LSD value – "least significant difference"- is provided which allows producers to determine if performance between any two varieties is significantly different.

In the Yield Comparisons Table which provides the yearly site information, yields will again be expressed in bushels per acre and not as a percent of the check. For each site, the grand mean and LSD value will be provided to once again allow producers to make direct comparisons between any two varieties in that table – which isn't any different from previous years.

The new format will show up in the 2013 Manitoba Seed Guide - set for launch December 6 at the Manitoba Seed Growers Association Annual general meeting in Brandon.

de Rocquigny thinks the new format will be well accepted but notes, "Of course this is only one source of information. Obviously there are other sources of information out there that producers should use to evaluate when they are selecting a variety, but (this system) should allow producers more 'freedom' in making any comparisons they want to make." In other words, should growers want to compare any registered variety grown on their farm to some other – the tools are at hand.

According to the seed guide, MCVET's core crops include wheat (spring & winter), barley, oats, field peas and flax. MCVET also assists Manitoba commodity organizations in testing field beans, sunflowers, soybeans, and grain corn. The number of trials and the specific locations depend on the crop – for some crops testing occurs at up to 14 sites annually, while others at only a few sites. Not all varieties are tested in all years."

Ten sites for oats will be published in Seed Manitoba 2013.



Hot Day In July (for oats)

Dr. Jennifer Mitchell Fetch with MCVET Trial oat plots – on tour at Portage la Prairie, MB in July 2012. Plots were advancing rapidly in hot weather but were already showing signs of drought. A new system has been developed to compare different varieties.

Food Production in Canada is Safe

Food production in Canada is safe. That's the message that goes along with Canadian on-farm food safety (OFFS) programs, including ExcelGrains Canada which oversees safety accreditation of grains and oilseeds production in Canada. Canadian farmers have a reputation worldwide for the high quality and safe production of their crops but along with that consumers are increasingly asking for verification. This Canadian-made, farmer-developed ExcelGrains program provides that.



Over a dozen years ago the Canada Grains Council decided that a pro-active approach was best. With funding from Agriculture & Agri-Food Canada's (AAFC) Growing Forward initiative, they brought together farmers, including representatives from the Prairie Oat Growers, and industry to develop a program to serve the need for verification when market pull arose. Over a number of years the HACCP-based program was developed and tested by farmers. They sought recognition from the Canadian Food Inspection Agency and now have a program accepted across Canada and internationally; ready for use.

The non-profit, voluntary ExcelGrains Canada program serves to inform, educate and train, and certify farmers so they may access the food safety niche market. There are currently hundreds of farmers on the prairies who have taken OFFS training and in March 2012 the first farmers attained certification in Saskatchewan and Manitoba. This training and certification was also partially funded through Growing Forward, a federal / provincial initiative.

AAFC is now showing further support of this initiative by providing funding in 2012-13 for information sessions on OFFS trends, the ExcelGrains Canada program and how farmers can get involved. Any agriculture-related group, organization, commercial enterprise or marketer interested in hosting an information session can contact ExcelGrains Canada to assess the merit of holding a one.

On the provincial level, the Saskatchewan Ministry of Agriculture is providing funding for free farmer training on the ExcelGrains Canada program. A training session is currently planned for early to mid-December. For more information please call Janis Arnold at (204) 818-6812 or e-mail janis.arnold@mymts.net

For more information on ExcelGrains Canada, certification or to access the Producer Manual which lays out requirements of the program, visit the ExcelGrains Canada web site at www.excelgrainscanada.ca



Saskatchewan
Ministry of
Agriculture



What's Going on with the Oat Market?

Tuesday, January 8, 2013

Courtyard Room – Saskatoon Inn, Saskatoon SK

- 1:15 pm – Greetings from Honourable Lyle Stewart
- 1:30 pm – Oat Variety Trials for Saskatchewan Oats- learn which varieties will work for you in your region, John Ippolito, Ministry of Agriculture
- 1:50 pm – Where are you oat check-off dollars going, how SODC is helping to regain the US Equine market for oat producers – Randy Strychar, OatInsight.com
- 2:45 pm – Coffee and oatmeal cookies
- 3:00 pm – SODC Annual Business Meeting, Dwayne Anderson of Fosston, Chair
- 3:20 pm – Oat market outlook by Randy Strychar, OatInsight.com
- 4:00 pm – Adjourn

**Times and agenda topics subject to change, check poga.ca for updates*

Avenanthramides – Bigger Than Beta Glucan?

So when Gramma said “Eat your oats son – they’re good for you” – she may have been right, but did she really know why? Well back in the eighties it became popularly known that oats contain something called beta glucan – which in turn became the basis for currently accepted health claims and which allow certain oat products to carry a “heart-healthy” claim. Beta glucan, as it turns out is a source of dietary fibre which we now know is good for us – and yes can help lower the bad cholesterol, which in turn is related to heart and other circulatory system disorder.

But it turns out that oats also contain a powerful source of another compound, known as avenanthramides. One of the scientific name for oats is ‘avena sativa’.) And, near Edmonton, a company called Ceapro has carved out a niche extracting avenanthramides from oats, which it then supplies to the skin care/cosmetic industry, and which in turn, markets the beneficial and soothing effects of certain skin creams – all thanks again, yes, to avenanthramides. But Ceapro’s lead scientist David Fielder says it doesn’t stop there.

Fielder declines to use the term “silver bullet” for oats but he told The Scoop that practice now has proved that oats/avenanthramides may not only play a role in prevention of atherosclerosis (cardiovascular disease) but also are considerations in certain aspects of colon cancer and inflammatory bowel disease. Several research entities (such as university hospitals) in Canada and the US are studying the avenanthramide effect – including the category of “cellular oxidation in the body as one ages.”

All of these aspects appear to rotate around the concept of inflammation, Fielder says, and explains further that early stages of atherosclerosis include inflammation of the arterial walls. “Avenanthramides work very effectively” in that area, says Fielder. In fact, he believes there likely would be strong evidence that avenanthramides, because of their anti-inflammatory properties, may prove to have a high value in equine rations – another source of interest to the oat industry.

Other studies show the potency of avenanthramides. Ceapro has the ability to produce a supplement or other food ingredient carrying the power of refined oat/avenanthramide, which of course has huge implications for nutrition.

“I truly believe that avenanthramides are going to be probably bigger than beta glucan was back in the eighties,” Fielder states.

In fact food-giant Quaker Oats (a division of PepsiCo Frito Lay) has petitioned the US Food and Drug Authority for approval to make health benefit claims for the avenanthramide content of oats – a claim which earlier had been approved in Europe.

“I think it’s very exciting, says Fielder,” Because while we’re focused on the cosmetic and personal care industry right now – dermatology specifically – we see lots of new potential markets opening up for us.”

Ceapro signed an agreement with Agriculture Canada earlier this year to use an avenanthramide extraction process developed by now retired scientist Bill Collins and is in the midst of a pilot project application. If that proves successful, Fielder can see Ceapro moving into food industry applications.

Ceapro technology may cross over to other applications – such as extractions from different plant sources. For example, The company has done extraction from a mint plant variety, as well as from a sweet blue lupin, also for the cosmetic industry. In other words the company grows, Ceapro may well branch out into other botanical ingredients – particularly those with “actives” which may have beneficial therapeutic benefits.

Compared to the food industry, Ceapro actually processes a relatively small amount of oat material, so they work mostly with “niche growers” for very specific varieties But the technology has great potential for work in the area of functional foods, Fielder says. Many companies that produce nutraceuticals and supplements may use oat extract in their products because the overwhelming

health benefits, Fielder explains. At some point, having the right strategic partner in the food industry could create opportunity for larger volumes from Ceapro.

Ceapro has found that hull less oats works best for its application and to date has largely imported the raw product it uses.

On the business side, Fielder says Ceapro is a small company but doing well "one of the few that is cash positive and profitable over the last few years." Annual sales for 2011 exceeded \$5.7 million.

Ceapro trades on the Toronto Stock Exchange Venture division as CZO.

As the Oat Scoop has often reported, POGA is actively working to re-capture equine feed opportunities for oats in the USA. POGA is interested in promoting the now well-known beta glucan/fibre benefits from oats, to horse owners. Chief Scientific officer with Edmonton-based Ceapro Inc, David Fielder, agrees that's a good idea, but notes there may be even more benefits for equines found in avenanthramides and their anti-inflammatory properties.

Fielder says Ceapro has been part of a study examining "cellular oxidation", which relates to how the body expels or repels what are called "free radicals" – potent entities which are harmful to human health. He explains that as we exercise or otherwise produce exertions in our bodies, free radicals are formed within the tissues. These free radicals may cause muscle and tissue damage and may even break down DNA.

"When you are young your body can more or less 'quench' those free radicals and get them out of your system fairly effectively, through a number of mechanisms, but as you get older the propensity for your body to be able to do that decreases...so that as you get older, after a bout of good exercise it takes your body longer to recuperate and your muscles feel fatigued."

Ceapro provided oats with high level of avenanthramides for a university rat study. In the study an assortment of "elderly" rats were placed on a specific exercise regime. The researchers were able to show that the biomarkers for inflammation were decreased quite considerably in the rats that consumed avenanthramides in oats. "Actual damage to the muscle tissue was also reduced quite significantly," Fielder says. A follow up study with post-menopausal women who consumed a granola bar (presumably with oats containing avenanthramides) found a similar result. Not only did the women have less inflammation in the muscle tissue but there was much less damage.

With new extraction technology it will be possible to place concentrated avenanthramide material in capsules which could find a place in the nutraceutical or supplement market.

Fielder believes the same outcome could be effected with companion animals and/or horses.

University of Guelph, he says, has corroborated that idea by reducing inflammation in horses with a mint extract.

"We've certainly been able to prove that out very effectively, both with Ag Canada technology and with our own extraction and purification process, that you then could produce an oat, post-harvest, that would be very high (in avenanthramides) and it would have a physiological dose for an animal the size of a horse."



Future Farm: Avoid the Mistakes farmers Typically Make



Editor's note: This article by Manitoba farm consultant Elaine Froese is reprinted here by permission. It was published originally in Grainews February 7, 2012.

I smile knowingly as I read the farmer's checklist, he wants to "avoid the mistakes farmers typically make" in succession planning. I don't pretend to have the exhaustive list, but in 8 years of coaching I have seen many scenarios that you don't want to repeat.

What mistakes?

Poor self care. Your body is not a machine yet you ignore the things your body is telling you. Headaches and gut pains may be a signal that you are not dealing with conflict well, you continue to avoid the crucial conversations the younger generation is begging you for.

Poor marriage care. You've noticed that your spouse is a bit more distant lately, but you just shrug it off and go out to the shop. She's been showing you some house designs and real estate deals in town, but you are not the least bit interested in talking or considering moving off the home place. You've been here 42 years, so why move now? The big mistake here is that you really have no respect for your spouse's needs and changing goals.

Need for power and control. My oldest client is past 95. This is not a happy tale, because it means they have had a hard time relinquishing title to the land, and giving up power and control. The mistake here is that the next generation has not been compensated for sweat equity, and has no leverage of assets for their own debt decisions for growth and security.

Lack of appreciation. When each generation takes the other for granted a lot of hurt and resentment clouds good decision making. Tom Hubler, a family business coach from Minnesota, counts lack of appreciation as one of his top 3 stumbling blocks for good succession planning.

Fear of failure or greed. It's a very sad day when the legacy of the farm business can't carry on to the next willing generation because the founder is so bound up with fear of failure or greediness. I've seen great operations wind down because the founder is hanging on too tightly to his net worth and not understanding that he certainly has enough for his future well-being. There's a money attitude script here that is playing out when someone has built a business with the help of a successor, yet refuses to share the wealth or acknowledge who helped create and keep the wealth.

No personal wealth bubble. This is the term Merle Good of Alberta uses to describe the assets outside of the farm business that help out non-farm income streams and add flexibility to dealing with non-business heirs. The farm families that have kept pouring all the cash back into the farm and have not put anything in a personal wealth plan are strapped, unless they like the thought of living frugally on their meager government pensions, and being at the mercy of their children's financial help. Or some farm assets will need to be sold to generate cash for living.

Shelle Rose Charvet who is a master of NLP, neuro-linguistic programming, talks about avoidance or "away from" behaviour, and "toward" behaviour. We are all moving away from things, or moving toward goals that excite us. Most farmers resonate with the "avoid mistakes" phrase because farmers are wired to solve problems and avoid disasters. When you live your life from a perspective of "avoidance", is that a really positive motivator for you? Or do you prefer to move "toward" something?

I think that many farmers are not making plans for transferring management and ownership to the next generation because they have nothing to move toward.

Being the "hired man again" as a semi-retired farmer is only exiting if you have a great working relationship with your successor, clear boundaries and role expectations, and a spouse who is aligned with your desire to never retire. An Iowa study found that less than 30% of farmers ever retire. Most folks want to stay active to some degree, the difficulty is having communication and conflict resolution systems in place to keep that clear with both the founders and successors.

So where do you start to be more pro-active and less reactive to mistakes?

Take good care of yourself emotionally, physically, mentally and spiritually.

Reward yourself with things that you find pleasurable and enjoyable in the present moment rather than saying "When I am 65 I will do this..." You are more likely to take action and change your behaviour when you have something to look forward to. For your marriage care this may mean some marriage time discussion about what is fun for you both as a couple, and how you may have to do things with friends while your partner stays home to do what they want to do. Most farm moms that I meet are very tired of their very over-active roles, and they want to know that their needs for less activity ,and more recreation are going to be met...in the proper seasons.

Ask your son and daughter and their spouses about their timelines for agreements and transition. Giving up power and control to a well trained successor who is groomed and ready should not have to be that hard, if you have done a good job of teaching, training, and sharing responsibilities. Remember what it felt like when you took over from your dad. Why is it so hard to think that your successor doesn't need the same chance to prove them and do well? The "letting go" can be done in stages, not all at once, but it does need to happen, otherwise your successors are going to pack up and move out in frustration with "nothing ever changes around here."

Make a conscious effort to show appreciation to all of your farm team in many different ways. Talking may not be your thing, but no one can read minds, so it really helps to use words and good listening skills. One huge mistake is fathers and sons who only work together no longer have any memory of having a friendship or fun together beyond the farm work gate. Can you find some time to play together this winter?

Elaine Froese coaches farm families through the tough issues by creating a safe place to talk in a family meeting and create workable timelines for agreements.

Visit www.elainefroese.com or call 1-866-848-8311.

Come see Elaine Froese present at the MOGA AGM- Wednesday, January 16th, 7:30am at the Victoria Inn, Brandon, MB (during Ag Days). Full agenda available below.



What's Going on with the Oat Market?

Wednesday, January 16, 2013

Victoria Inn
3550 Victoria Avenue, Brandon, MB
Salon 1

- 7:00 am – Free Breakfast and registration
- 7:30 am – Welcome from MOGA Vice President, Bill Wilton
- 7:35 am – Elaine Froese; Who gets the farm... and when?
Farm Succession Planning Tools for Action
- 8:45am – MOGA Annual Business Meeting
- 9:00am – John De Pape, owner of FARMCo; Risk Management Tools and Techniques
- 10:00am – Adjourn

**Times and agenda topics subject to change, check poga.ca for updates*



Alberta Oat Growers Commission Director Nominations Open

Are you interested in becoming a director or do you know someone who is? Here's just a few of the benefits:

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

To be eligible, a producer must have sold oats after July 31, 2012.

Deadline for nominations is January 10, 2013

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



What is the new oat commission going to do with the new service fee and who's going to sit on the AOGC board?

Get answers and determine who will represent Alberta Oat Growers at the first Annual General Meeting to be held at:
The Ramada Inn, 8340 Sparrow Crescent, Leduc, AB,
1:30pm, Thursday, February 28, 2013

Share your opinion and help shape the future
of the new Alberta Oat Growers Commission!

If you grow oats you don't want to miss it!

Mark your calendars and check poga.ca for full agenda (coming soon).



Oat Showdown

SODC Director Michael Spilchuk, left, of Ituna with Harvest Showdown Oat Class winner Ed Bomers of Sheho, SK. Harvest Showdown seed show is one of the last of its kind on the prairies. Local growers submit bin-run seed for judging each year at the Harvest Showdown – a November post-harvest show hosted by the Yorkton Exhibition Association. Ed Bomer's sample won the oat class – sponsored by Richardson Pioneer and went on to be named Oat Champion – the event sponsored by the Saskatchewan Oat Development Commission.



Oatmeal Champions

Grain Millers of Yorkton grain buyer Terry Tyson gives last minute instructions to the troops as four teams prepare to compete in the oatmeal "chow down" competition at Harvest Showdown in Yorkton, November 9th.

Four teams competed, with the Yorkton Chamber of Commerce coming out on top. Each of four team members is timed as they devour a bowl of "more or less two cups" of hot oatmeal, says Tyson. The team with the lowest combined time is the winner. The event is truly "hotly contested" says Tyson. The show's full name is Grain Millers Harvest Showdown – since the company is the major event sponsor.

How Sweet It Is!

An oat-based sweetener product was set to “stir things up” in Vegas earlier this month. A US company called OatTech was due to show off its “OatSweet” nutritive sweetener at a Las Vegas trade show November 6 and 7.

The company says Oatsweet is “functionally similar” to brown rice syrup and its taste is described as having a “subtle carmel and honey” flavours. OatTech says the product can be used in everything from beverages, to candy to cereal.

Earlier this year OatSweet won an editor’s choice award for “best ingredient for food”. That was at the Natural Products Expo West trade show in California last March.

A by-lined article in the Rapid City Journal (Rapid City,SD) credits a food scientist named Paul Whalen with developing OatSweet. Whalen, a veteran of 25 years in the food industry, including a stint with General Mills, is said to have developed an oat-based ice cream. The ice cream idea appears to have melted for now but Whelan saw the potential in the oat syrup ingredient.

The OatSweet syrup is claimed to be more healthful than most refined sugar products and works as a binder, which works well for holding together the ingredients in a granola bar.

Editor’s Note: *The Oat Scoop is researched and written by Jack Dawes. While it is reviewed by directors wherever possible, Jack takes responsibility for veracity and accuracy in accordance with the best journalistic practices. If there are omissions or errors, they are Jack’s. If there is good stuff you like, thank POGA! JD*

A version of this newsletter can be seen at www.POGA.ca.

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