

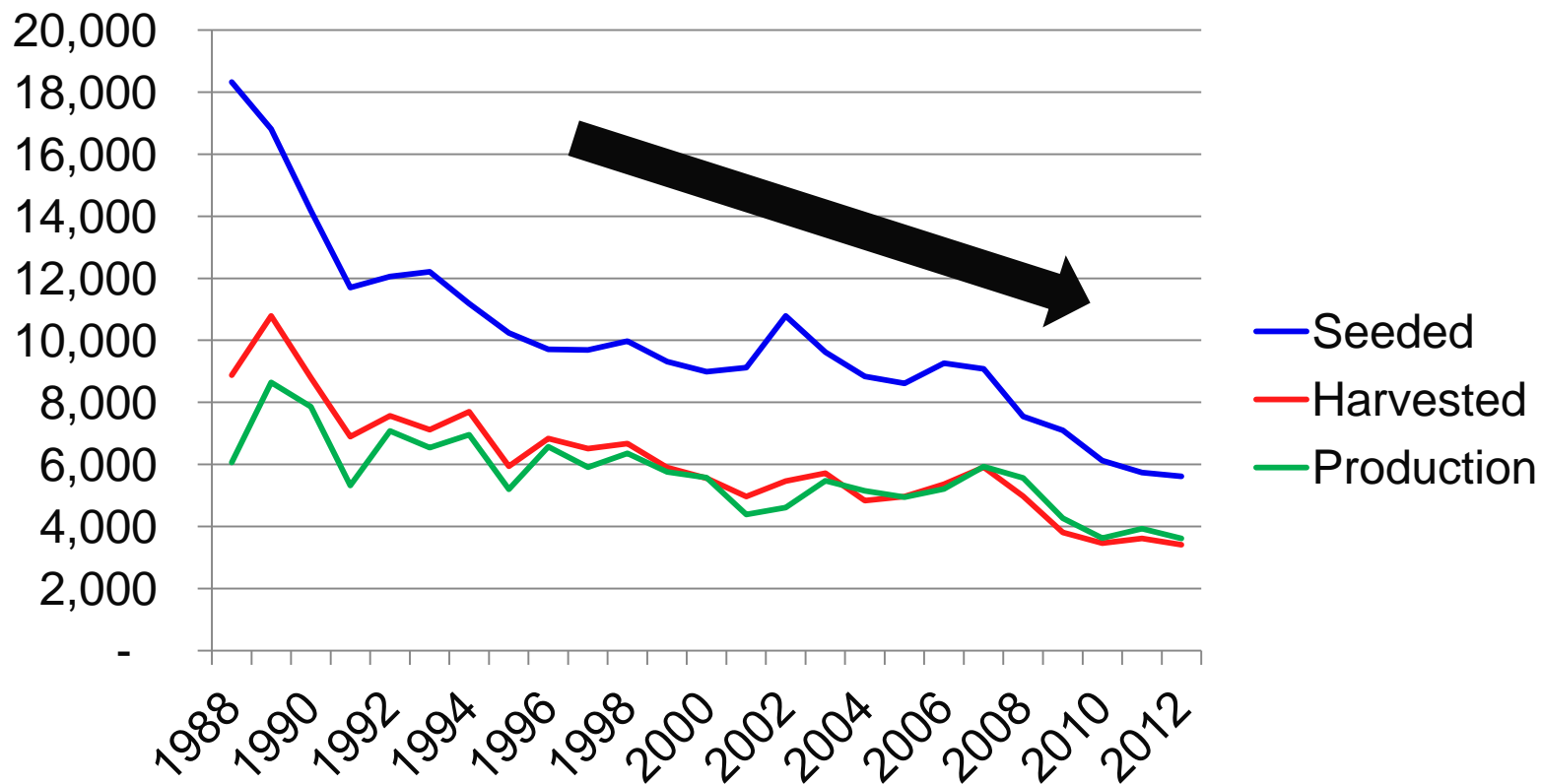
Equine Feed Oat Project

**An Initiative of the
Prairie Oat Growers Association**

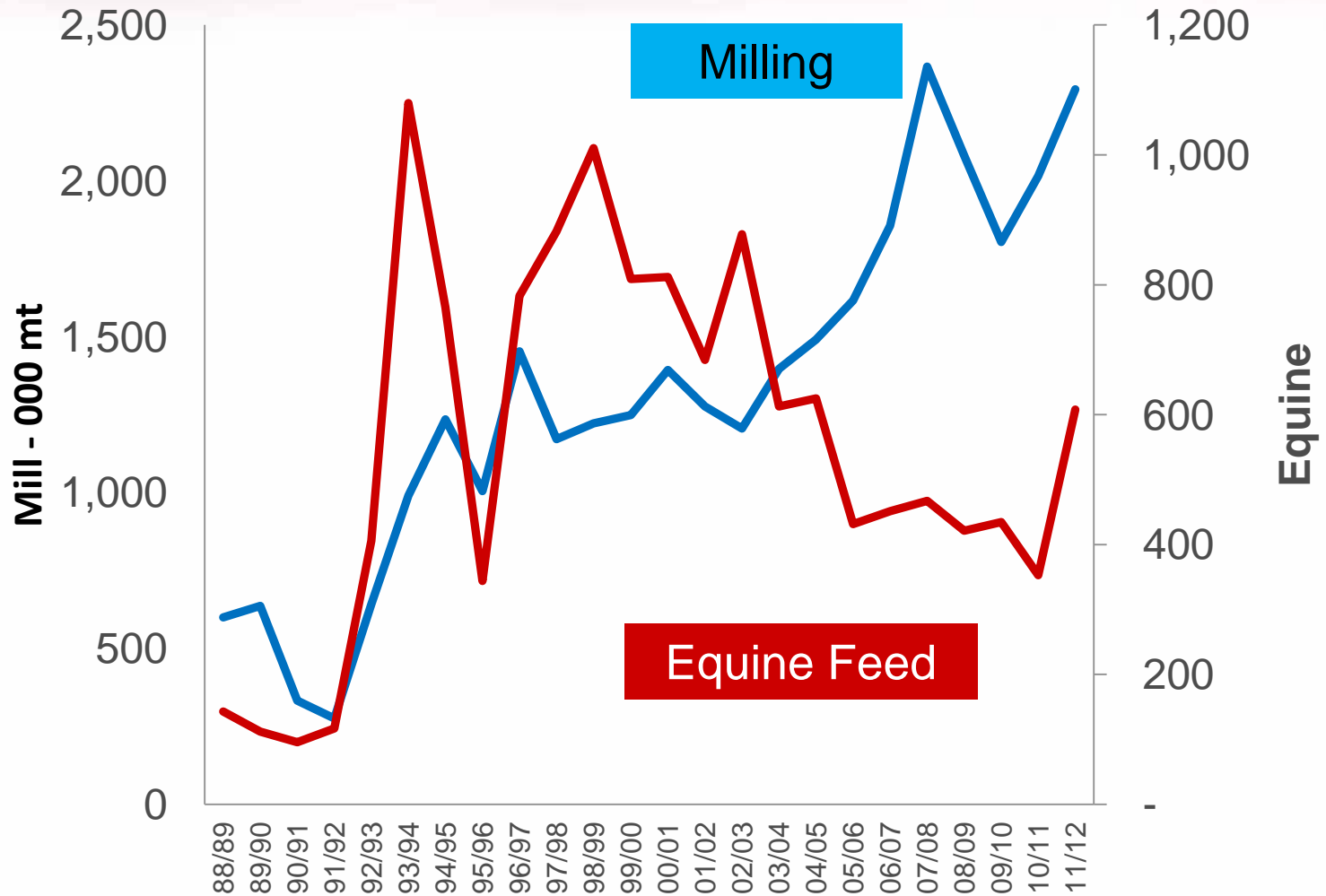




North American Oat Stats



Implied US Milling and Equine Oat Use



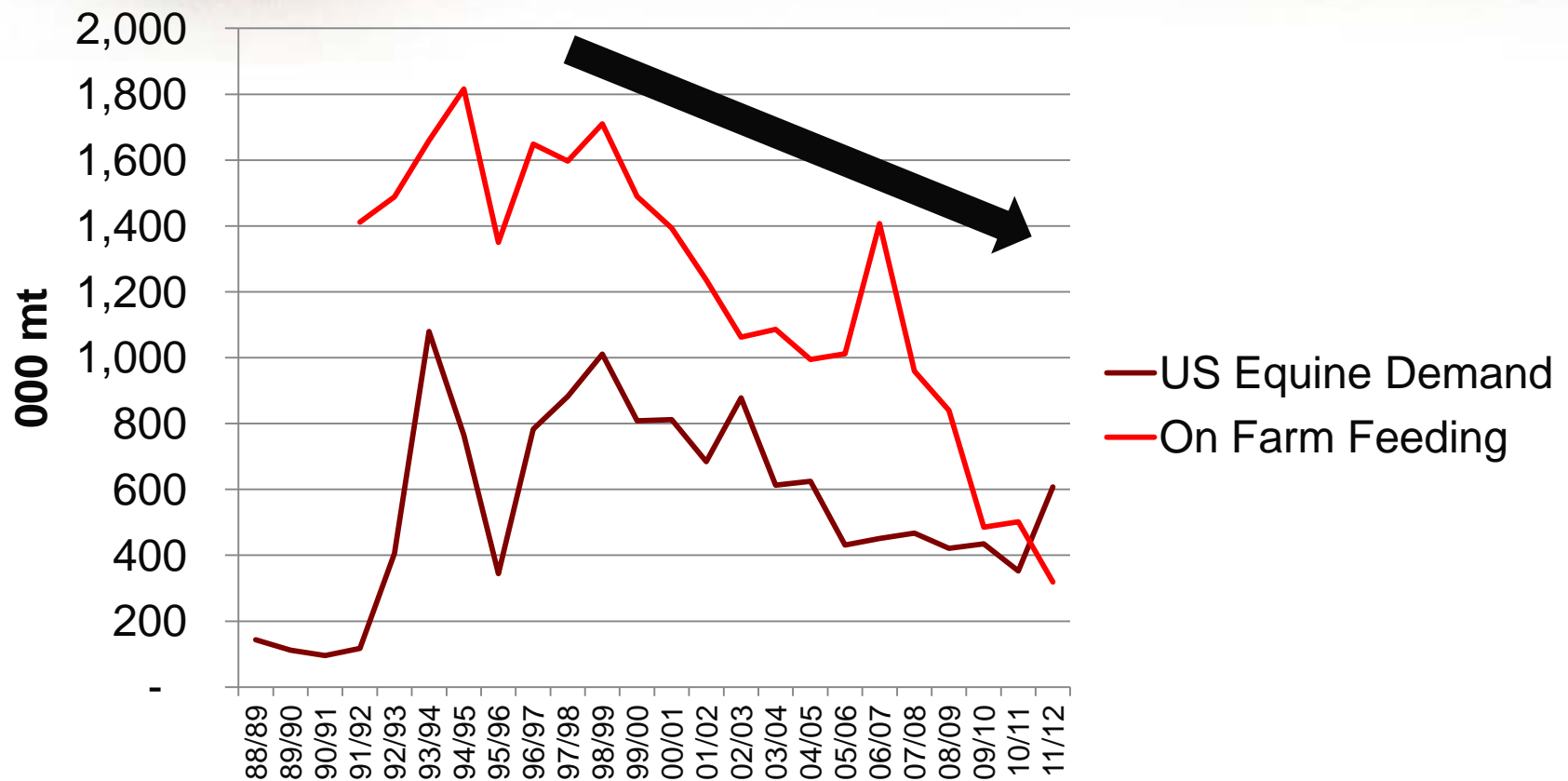


What Reduced Equine Demand

- Oat prices increased relative to corn, barley, wheat midds and rice bran
- Push towards pelleted/complete feeds
- Over emphasises on reducing starch in healthy horses
- No advocate for oats

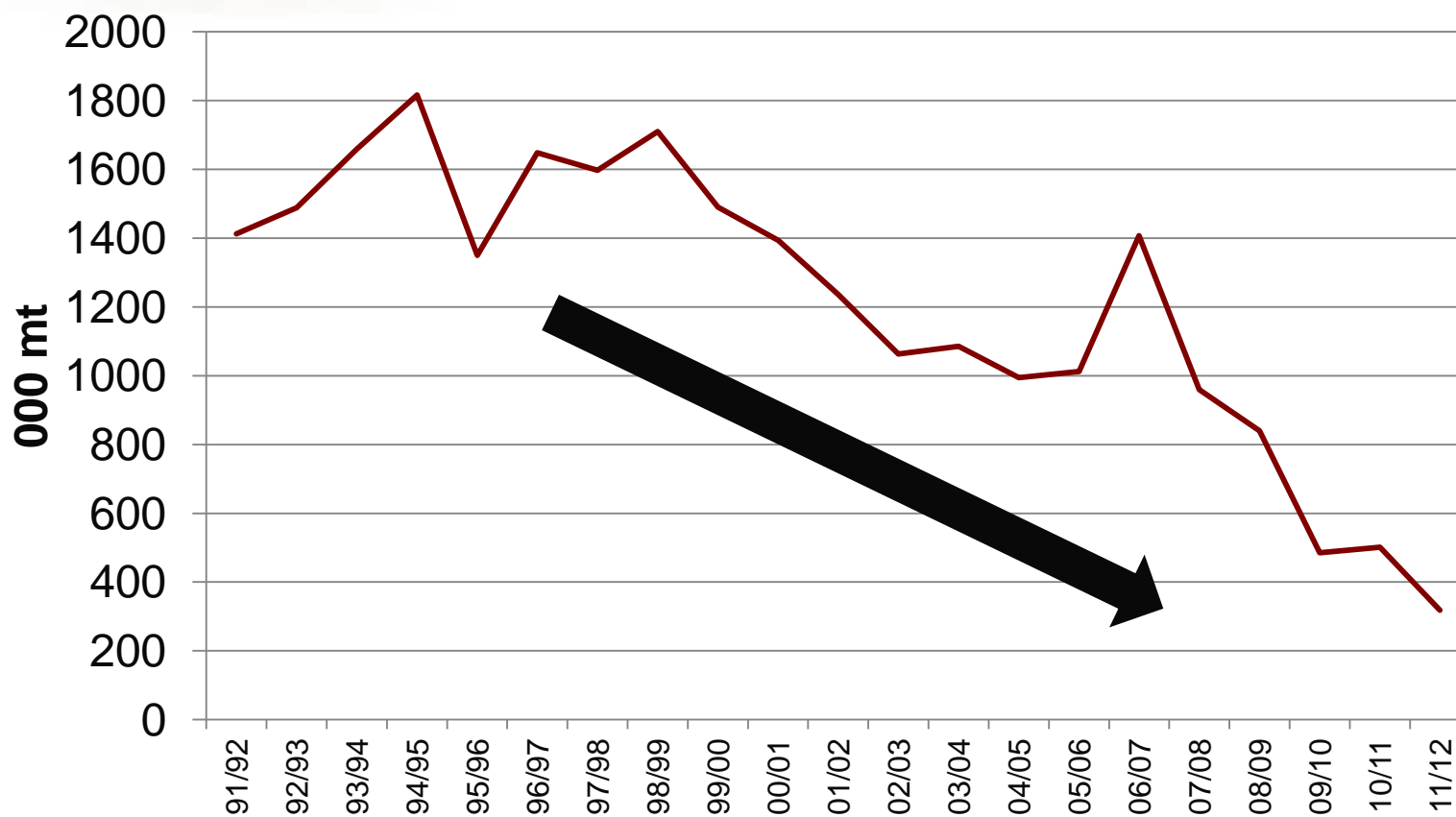


Total Canadian Feed Use





W. Canada On-Farm Feed Use





EFOP Objectives

- **Increase consumption of oats in Equine Markets**
- **Push the “Price Envelope”**



Near term EFOP Objectives

- Strategic imperative - Stem the long-term decline in Canadian oat area and production.
- Medium term - Increase oat demand in U.S. equine markets---which will increase oat area/production.
- Increased predictability of oat supply and price.
- Create more robust oat demand market.
- Improve oat nutritional value for human and equine markets.
- Increase value of oats for growers, food companies and equine feed manufacturers.



Who are Oat Growers Targeting?

Equine
Feed Oat
Project

Equine
Owner



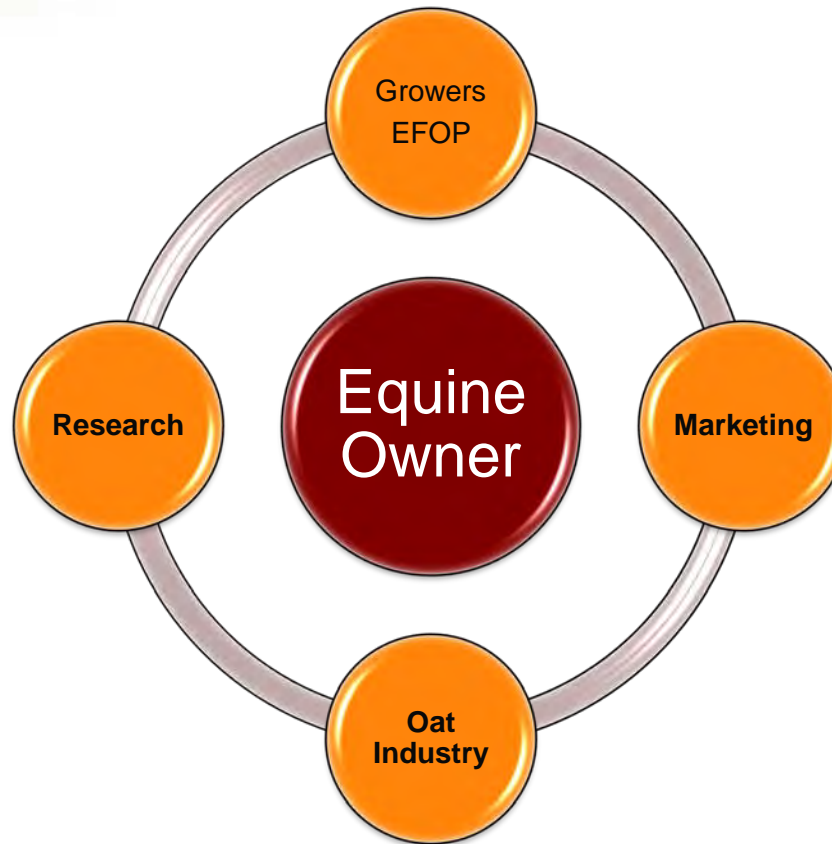
Reaching Equine Owners

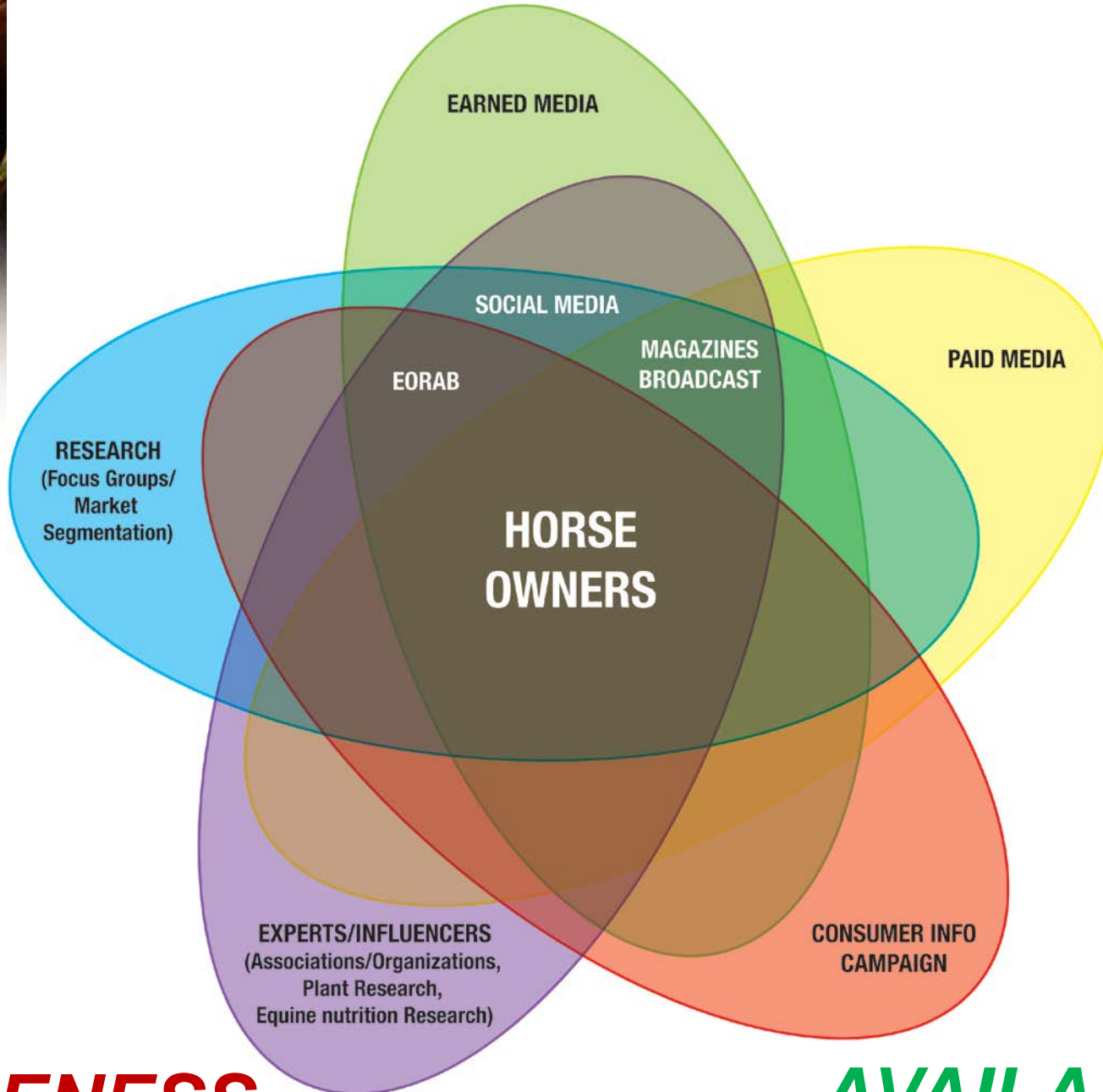
Marketing the
benefits

Research to
develop a horse
healthy oat



Targeting Equine Owners





AWARENESS

AVAILABILITY



Research

- Nutritional and plant breeding research
- Will provide long term growth for oats in equine markets
- Equine Oat Research Advisory Board
 - **23 members from across the equine industry**
 - **Determine research to be funded**
- Working with oat millers to ensure continuity

Working with Industry

- Working with Expert Influencers
 - **Veterinarians**
 - **Farriers**
 - **Equine Feed manufactures**
 - **Equine Nutritional Researchers**
 - **Grain Companies**
 - **Oat Millers**



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REGISTER
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EQUINE FEED
OAT PROJECT

OATS: The Horse-Healthy Grain

www.EQUINEOATS.org

EQUINE FEED
OAT PROJECT





NET WT. 50 LBS. NET WT. 22.68 KG.
**ALL NATURAL
OATS**



PRODUCED BY
**THE HORSE-HEALTHY
GRAIN**

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PRODUCT OF CANADA

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How Much Gain Can We Expect?

	Forecasted	Long term objective
Total US Horses (USDA 2005)	9,000,000	9,000,000
"Half Rule"	4,500,000	4,500,000
Additional oats per day (lbs)	0.25	2.2
Total oats consumed		
Pounds	1,125,000	9,918,000
Metric tonnes	186,256	1,642,036

W. Canada's 3rd largest export





EFOP Funding Objectives

- Fund fully the objectives in 2012 EFOP Business Plan
 - **2012- \$1.23 million, 2013 - \$1.32 & 2014 - \$1.18**
- Obtain funding from oat industry and governments.
- Three-year commitment
- Spread the cost of funding the EFOP on an equitable basis, across the industry
- Engage entire oat industry in EFOP and develop synergies with food/feed companies, equine nutritional research, equine veterinarians and oat plant breeders

Keys to the Future of Oats

- Higher oat yields could help but not without increased physical demand
- Without volume, oat area slides into a “contract crop” status – Equine is that volume
- Need to innovate
- “Critical Mass” and Momentum
- Growers need take control of their oat market through POGA



Do We Really Need an Expanded Oat Market?

- Canada is THE major oat market
- Low input/risk, good returns
- Needed diversity
 - Disease issues
- Markets are cyclical
 - Need to develop synergies
- EU-Canada free trade agreement



Giddy up!

I eat Canadian oats

Equine Feed Oat Project

