



2022 MOGA AGM MINUTES
Wednesday, February 16, 2022
Held via Zoom; 1-2 PM

Attendees: 14 attendees on webinar (including 11 registered producers), as well as those watching the live stream link.

Chair Doyle Penner noted that all meeting materials were posted on the POGA website, and will remain there for anyone wishing to view them later. He welcomed everyone to the Manitoba Oat Growers Association's 2022 Annual General Meeting, and called the meeting to order at 1:01 pm.

MOTION: Jenneth Johanson/Yves Lapointe to approve the 2022 MOGA AGM agenda as presented. Carried.

MOTION: Ray Mazinke/Brittany Vinck to approve the February 10, 2021 MOGA AGM minutes as presented. Carried.

Elections: Doyle Penner introduced the MOGA board of directors that are joining today:

- Yves Lapointe, producer from Ste-Agathe, and also the Vice-Chair;
- Bob Lepischak, producer from Rosburn/Neepawa and the Audit Chair for MOGA;
- Jenneth Johanson, producer from Lac du Bonnet and also the President of the Prairie Oat Growers Association which MOGA is part of;
- Brittany Vinck, producer from Virden, and
- Ray Mazinke from Morris, MB.

MOGA held an election for three vacant seats that closed in November 2021 and three people put their names forward. Bob Lepischak and Ray Mazinke are returning to the board. MOGA is pleased to welcome a familiar face, Edgar Scheurer, a producer from Dugald, MB, back to the MOGA Board as well.

Penner officially acclaimed Bob Lepischak, Ray Mazinke and Edgar Scheurer to the Manitoba Oat Growers Board of Directors.

Penner also introduced the POGA staff: Shawna Mathieson, Executive Director; Dawn Popescul, from Saskatchewan; Cyndee Holdnick, POGA Marketing Coordinator in Manitoba.

Shawna Mathieson thanked Doyle Penner for his time and efforts in the oat industry, specifically for his time on the Board, and presented a small token of appreciation to him on behalf of MOGA.

Resolutions: A 30-day notice is required before any resolutions or new business can be brought forward to the AGM meeting. No resolutions were brought forward for this meeting.

Review of 2020-2021 Financial Statements: Shawna Mathieson reviewed the 2020-2021 financial statements with the group, noting that MOGA realized a net gain of around \$171,000 due to: an almost \$118,00 dollar increase in producer check-off revenues; producer refunds were down from last year and as a percentage of levy income collected, they were at 3.6%, well below the industry average of 6%; and reduced spending on research and in-person meetings due to COVID.

MOGA is a member of the Prairie Oat Growers Association (POGA), as are both other provincial oat bodies from Alberta and Saskatchewan. All three associations pay a proportionate amount of their levy revenue into projects funded by POGA. POGA projects are focused to benefit all oat growers, and a Western Canadian voice and representation allows for more access to government funding and industry partnerships, as opposed to each province on their own.

In 2020-2021, MOGA's financial support was 32% of the POGA budget. This amount changes each year based on the percentage of dollars collected by each provincial organization. As seen in the financials, the bulk of Manitoba's spend is to POGA as nearly every project is funded by POGA, as well as all staffing, outreach work, policy work, etc. is shared with POGA.

MOGA is forecasting a deficit of \$105,000 for this fiscal year, due to the poor crop. However, due to the income this past year, MOGA has adequate assets to cover this deficit and remain financially healthy.

Project Overview MOGA Priorities and Funding: Mathieson noted MOGA's priorities for funding, which are: 40% for market development, 35% for research, 10% for communications, 10% for advocacy, and 5% for building partnerships. Through POGA, MOGA supports about 30 different projects currently, with 7 different provincial and federal partners, plus industry support. A full list of projects is available in the MOGA Annual Report and on POGA's website.

Mathieson highlighted the marketing campaigns in Mexico, Japan, and Canada. Both international programs have seen success, and it is encouraging to see both flourishing and expanding in reach. The domestic project has also seen success, although federal funding is limited for these efforts. MOGA is thankful and encouraged by the provincial government's support, and successfully gained traction in this market.

Mathieson noted the poorer oat crop this season, which resulted in Australia filling some of the Mexican market. Relationships in the Mexican market remain strong, and MOGA is confident exports will rise again when Canadian oat supplies rebound.

Mathieson noted MOGA/POGA's involvement in the Keep It Clean Program through Cereals Canada and the Barley Council of Canada, which works to ensure Canadian producers are aware of which products might create issues in export markets and reminds producers to read labels and to use products according to label directions. The goal is to ensure international buyers, and well as all consumers, have confidence in Canadian agricultural products.

Mathieson noted that MOGA/POGA continue to support every Western Canadian oat breeder including Dr. Aaron Beattie at the Crop Development Centre in Saskatoon, Jim Dyck with Oat Advantage out of Saskatoon as well, and Dr. Kirby Nilsen at the AAFC program in Brandon.

Mathieson highlighted MOGA's ongoing commitment to connect with policy makers. The 2021 Ottawa mission was held virtually, and the team met with 62 key contacts over 16 meetings. The topics included research and development funding, National Food Policy, Canadian Agricultural Partnership (CAP), market development programs, oat exports, sustainability, business risk management, best management practices, climate change/carbon tax, transportation, importance of oats, crop diversity and the contribution of agriculture to the economic re-set post COVID.

The Manitoba Association has successfully contributed to the profile, representation, and profit of Manitoba oat growers. Prairie oat growers have turned \$3.9 million levy dollars into \$27.4 million dollars, which means that growers in Western Canada have contributed less than 15 cents of every dollar spent on research and marketing.

MOTION: Lorne Boundy/Ray Mazinke to accept the Manitoba Oat Growers Association 2020-21 Financial Reports as presented. Carried.

MOTION: Edgar Scheurer/Lorne Boundy to appoint Baker Tilly of Yorkton, SK as accountant for the Manitoba Oat Growers Association for the 2021-2022 fiscal year. Carried.

Doyle Penner thanked everyone for attending, and adjourned the business portion of the 2022 MOGA AGM at 1:25 pm. He welcomed the guest speakers: Richard de Kievit, Vice President of O Foods and Lorne Boundy, Merchandiser with Paterson Grain. O Foods is the new oat processing mill being built by Paterson Global Foods, located close to Winnipeg, and slated to be operational by late 2022.