Oats Everyday: Expanding the Canadian Oat Market

POGA AGM

December 1, 2022

www.emergingag.com

ESPRESSO OAT SHAKE

Online Marketing Campaign - Canada

Average monthly reach: 2,463,943

Description	KPI (April 1, 2021 – March 31, 2023)	Campaign to date (April 1, 2021 – October 31, 2022)
Size of Reach /Circulation/ Readership	50,000	57,968
Website & Social Media Views (Pageviews and Reach)	36,000,000	47,339,645

Online Marketing Campaign - Canada

Impressions: 5,035,192

Followers: 3,936

Impressions: 58,854

Website Pageviews: 55,079

CORN AND OAT
tamales

Online Marketing Campaign - Mexico

Average monthly reach: 3,233,981

Description	KPI (April 1, 2021 – March 31, 2023)	Campaign to date (April 1, 2021 – October 31, 2022)
Size of Reach/ Circulation/ Readership	375,000	382,711
Website & Social Media Views (Pageviews and Reach)	70,000,000	63,674,739

Online Marketing Campaign - Mexico

Impressions: 4,788,193

Bloggers (Instagram & Facebook) Reach: 62,425

Impressions: 58,852

Website Pageviews: 460,773

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Online Marketing Campaign - Japan

Average monthly reach: 1,386,226

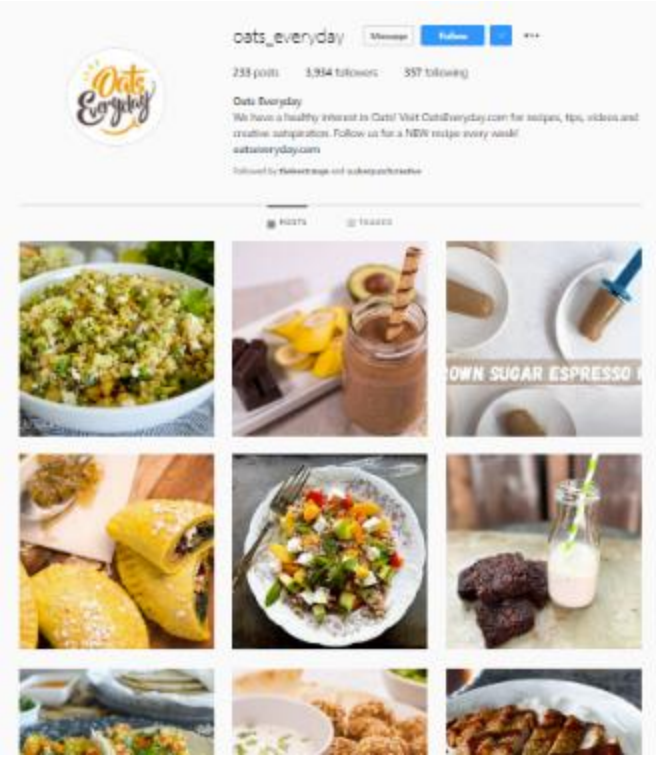
Description	KPI (April 1, 2021 – March 31, 2023)	Campaign to date (April 1, 2021 – October 31, 2022)
Size of Reach/ Circulation/ Readership	3,000	3,176
Website & Social Media Views (Pageviews and Reach)	10,000,000	26,351,169

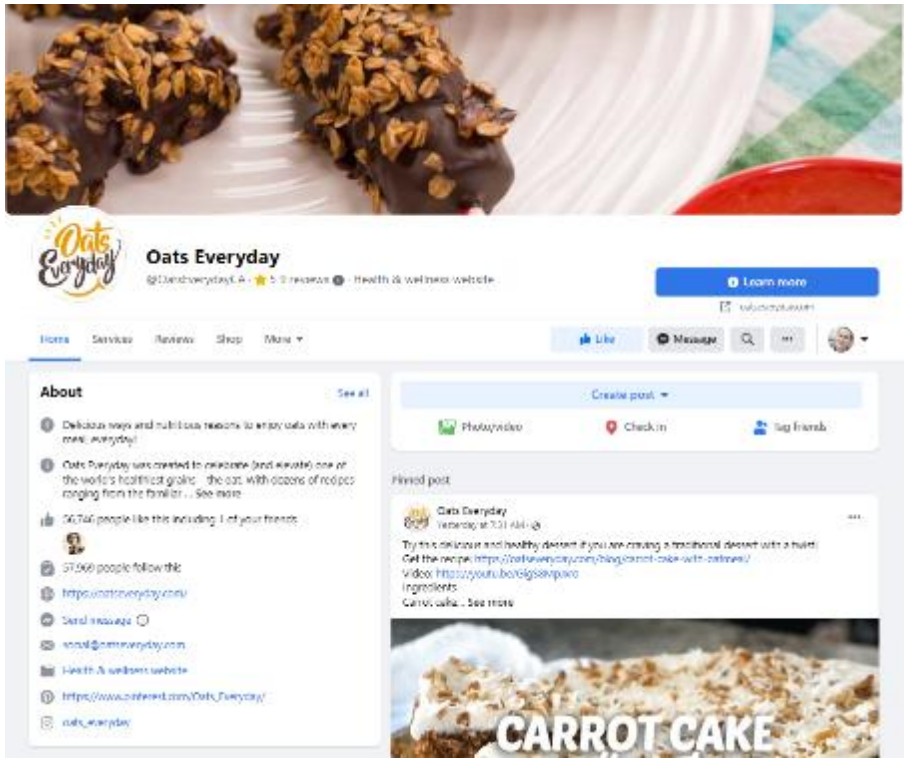
Online Marketing Campaign - Japan

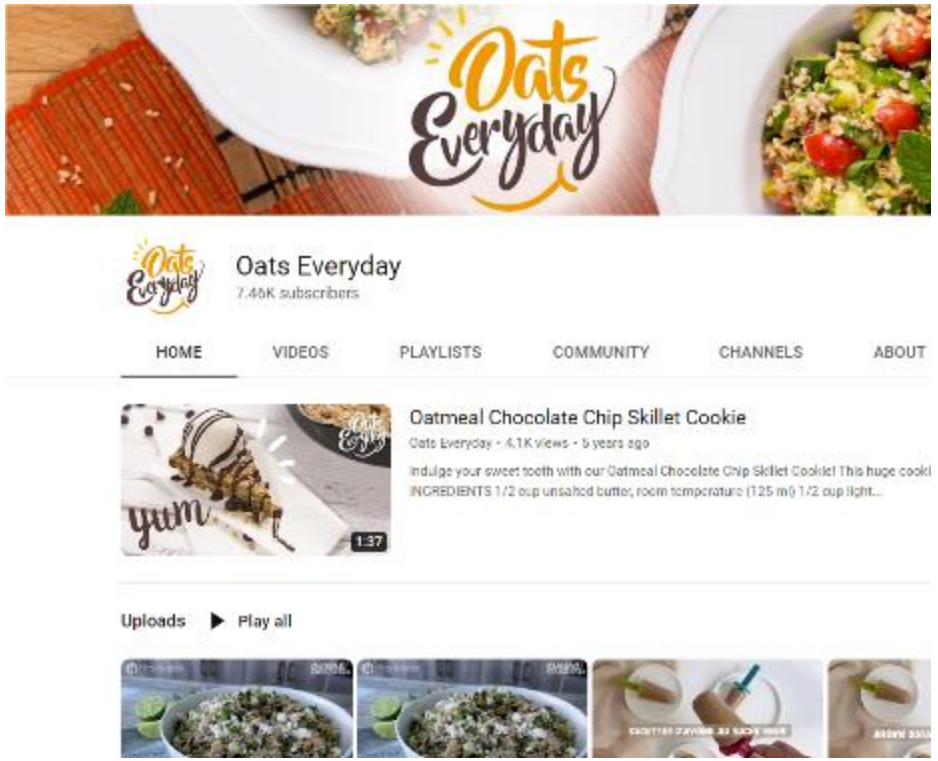
Impressions: 2,504,977

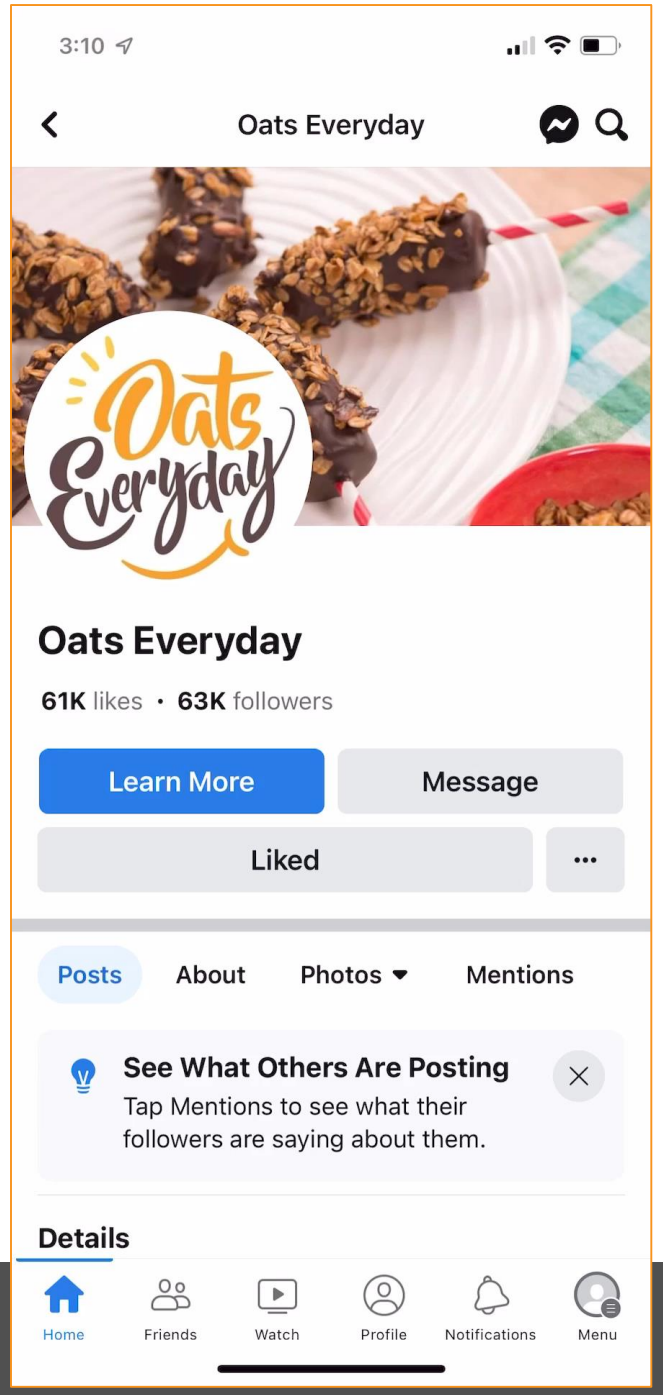
Website Pageviews: 1,477

Social Media Amplification





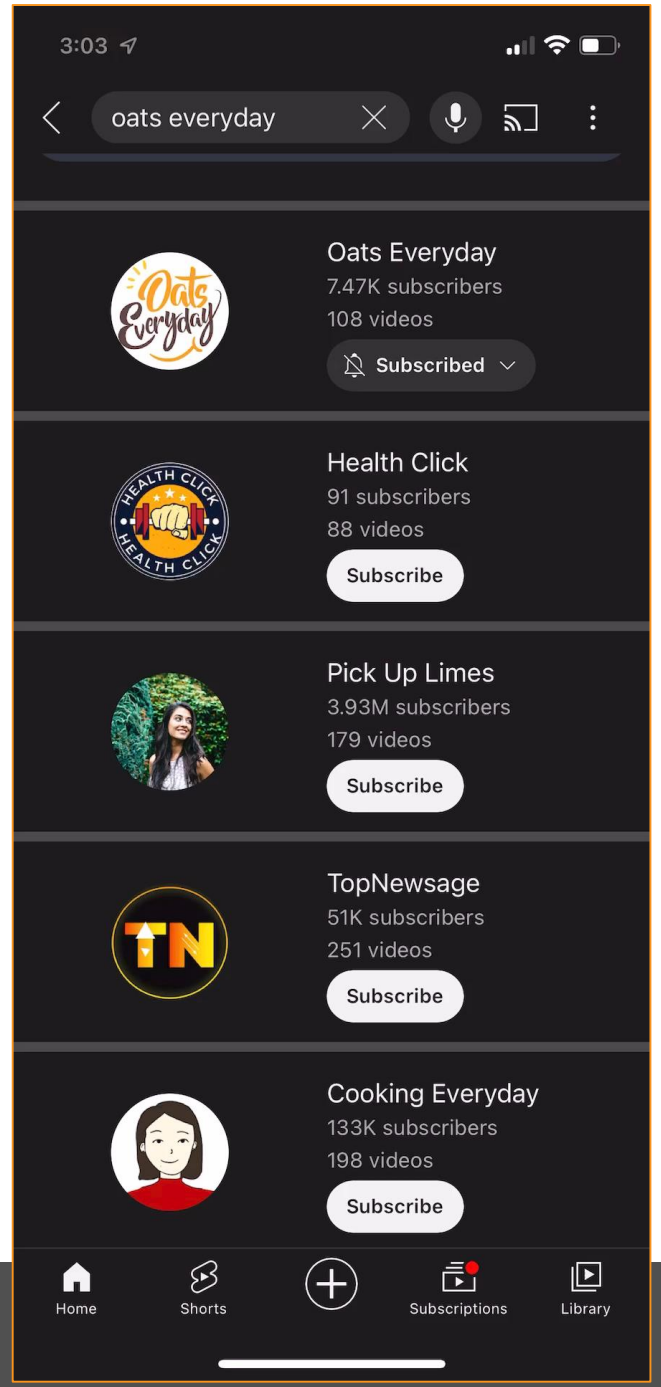




Facebook Sharing

Sharing content from Facebook on your mobile is simple:

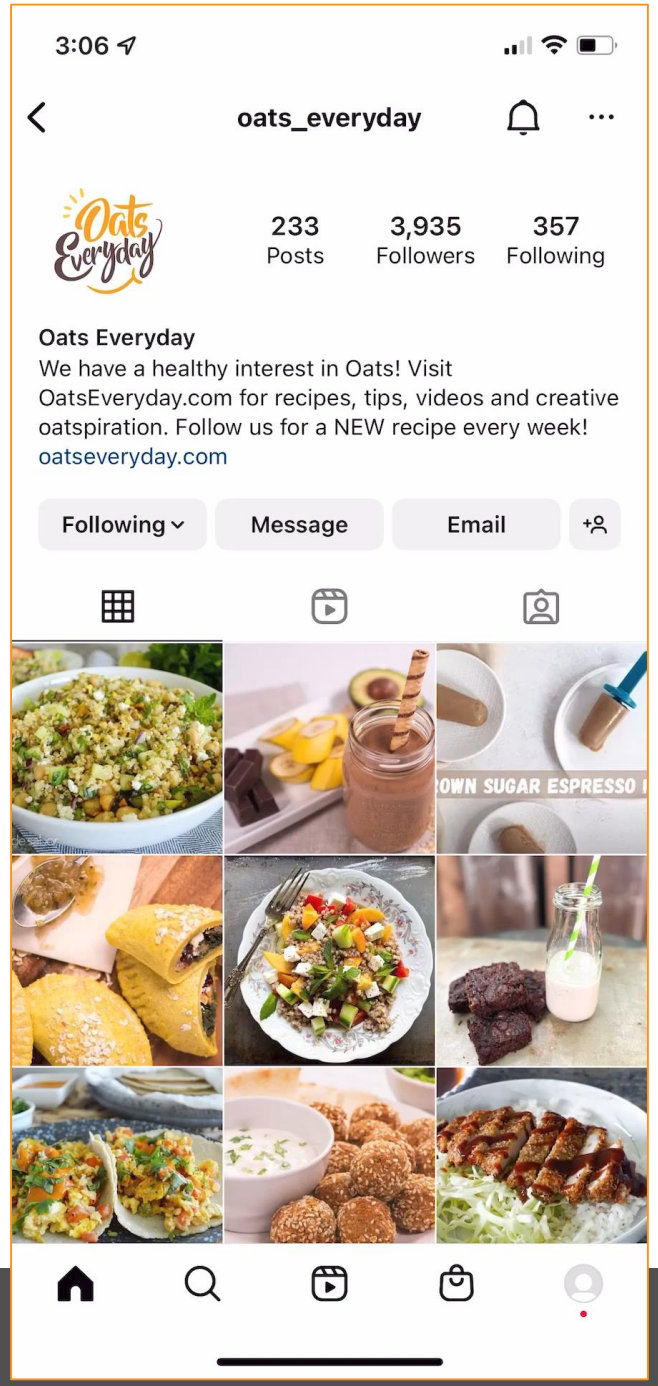
1. Visit the Facebook profile (@OatsEverydayCA)
2. Find a post worth resharing to your own followers
3. Click "Share" to either:
    - Share to your profile/Newsfeed
    - Share to your Facebook Story
    - Send in Messenger to friends
    - Share a link to the post via text messaging or email



YouTube Sharing

Sharing content from YouTube on your mobile is simple:

1. Visit the YouTube profile (@OatsEveryday)
2. Find a video worth sharing within your network
3. Click "Share" to either:
    - Share to a social media platform of your choice
    - Copy and share a link to the video via text messaging or email



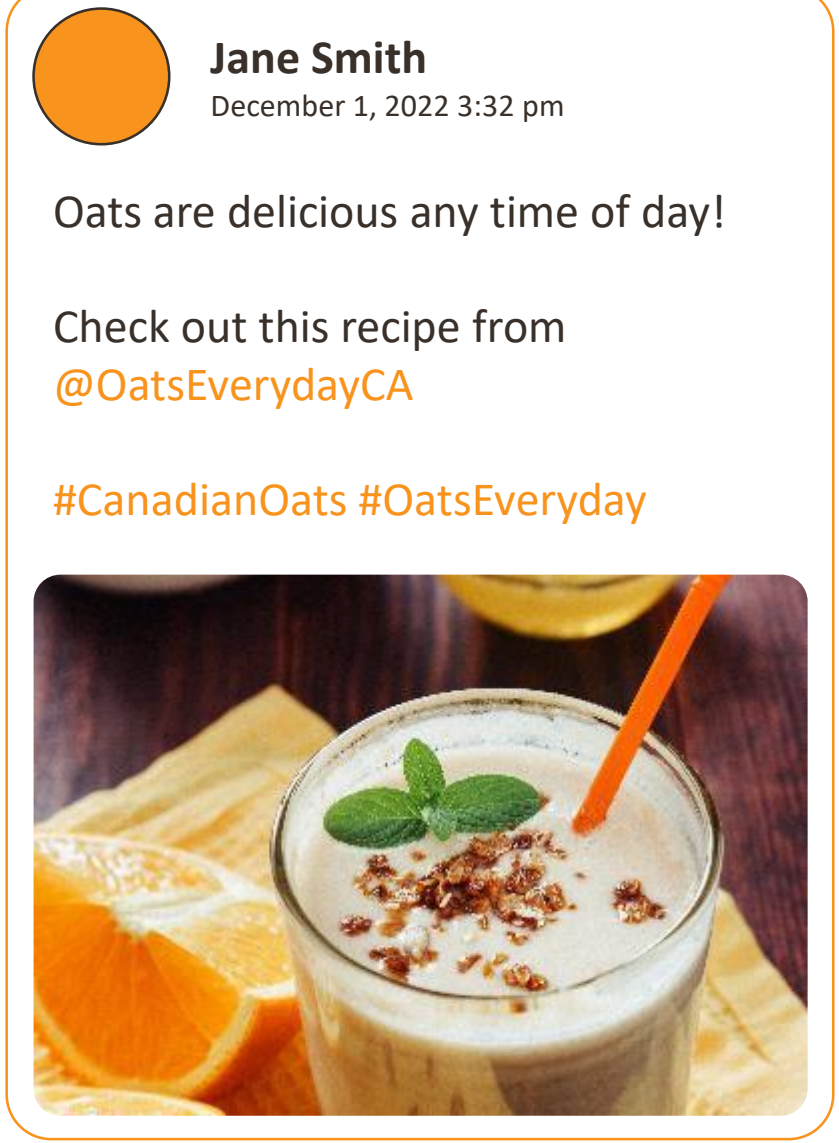
Instagram Sharing

Sharing content from Instagram on your mobile is simple:

1. Visit the Instagram profile (@Oats_Everyday)
2. Find a post worth sharing
3. Click the "paper plane" icon to either:
   - Add the post to your story
   - Share a post directly with your friends
4. Click the ellipsis "…" to either:
   - Share the Instagram post via iMessage, WhatsApp or Email

Share your own content!

- Choose a video or recipe for sharing on **Instagram, Facebook or YouTube**
- Compose a message to accompany your video or recipe
- Tag relevant accounts within your post:
  Instagram: **@Oats_Everyday**
  Facebook: **@OatsEverydayCA**
- Include relevant hashtags within your post:
  #CanadianOats #OatsEveryday



Your turn!

Share a recipe video to the social network of your choosing.

- Visit the **Oats Everyday YouTube channel (@OatsEveryday)**
- Use the "**Share**" option on a **YouTube Video** to amplify on **Facebook or Twitter**
- Visit **Instagram (@Oats_Everyday)** to share a post or video to your **Story**
- **Tag** the Oats Everyday Accounts!

  Note: Oats Everyday does not have Twitter for tagging

  - **Instagram:** @Oats_Everyday
  - **Facebook:** @OatsEverydayCA

YouTube

@OatsEveryday

URL:
https://www.youtube.com/@OatsEveryday

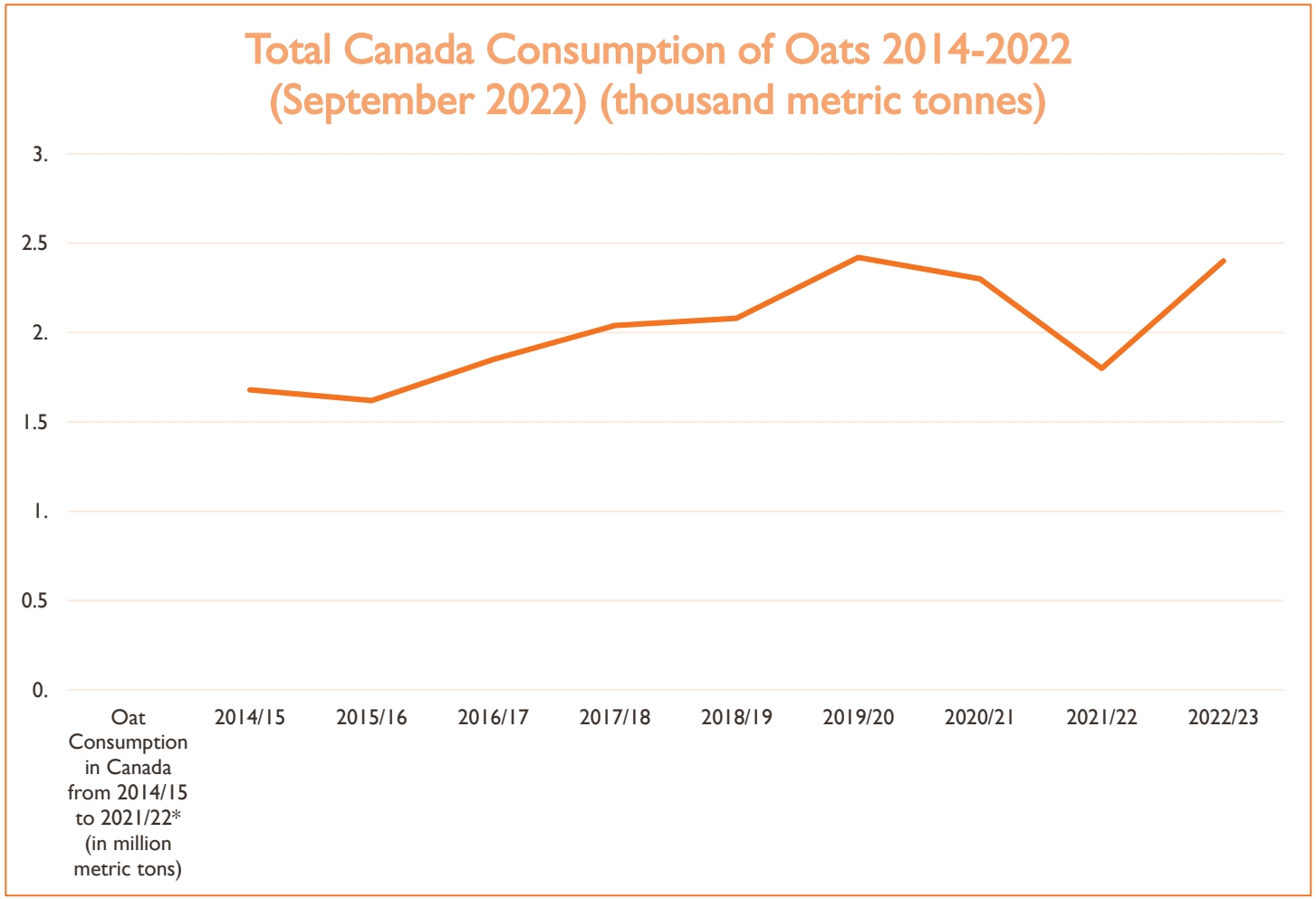
Instagram

@Oats_Everyday

Canadian Consumption of Oats

Canada Trade Data YTD: January – September 2022

The volume of oats consumed in Canada increased steadily from 1.7 MT in 2014/15 to a high of 2.4 MT in 2019/20. In 2020/21 there was a slight decline in the consumption of oats and in 2021/22 there is a further decline with only 1.8 MT of oats consumed. Fortunately, in 2022/23, reports until September 2022 indicate that oats consumption in Canada has increased to as high as 2.4 MT.



Source: USDA World Markets and Trade, October 2022

Kayombo Chicken Project

Funded by the Art Enns Ag Leadership Fund

- The Kayombo Chicken Project encourages students to raise chickens.
- The success of the project has resulted in students being fed twice a week
- The school has been operational for 7 years and is recognised by the Government of Zambia as a *School of Excellence*.
- Art Enns recognized the need to support agricultural education in Africa and collaborated with individuals from the village of Kayombo to discuss the creation of a chicken project.
- The ability to produce food locally in this remote village is a big advantage for the school:
    - Student involvement is required, responsible for care and maintenance.
    - Helps to improve nutrition levels amongst students.
    - The wide demand for chickens generates income and can feed and pay for workers monthly allowance.
    - Chicken manure is highly beneficial for the soil and used in the school gardens.

Farmers Abroad Canada

Farmers Abroad Canada

- A not-for-profit charitable organization focused on supporting agricultural education in developing African countries.

- Formerly known as the Manyinga Project, Farmers Abroad Canada is a broader-based organization with a larger footprint than the Manyinga District of Zambia.

- The Art Enns Ag Leadership Fund has been possible by the generous donations of the late Art Enns, his family, friends, and agricultural colleagues.

Website: Support — Farmers Abroad Canada
www.farmersabroad.ca/

Twitter @FarmerAbroad

Thank You

Robynne Anderson, President

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