

POGA Marketing Campaigns Exceed All Targets Mexico, Japan and Canada Projects

At the close of the two-year project term in March 2023, all three markets greatly exceeded their target goals. POGA will work to continue to expand the online community of oat consumers in the coming years!

(Definitions of terms you will see throughout this article: “**Engagement**” refers to users who have seen the campaign and taken action across the social media channels: e.g., liked, commented, viewed the website, watched the video, etc. “**Reach**” refers to the number of people who have seen a piece of social media relating the campaign. “**KPI**”—Key Performance Indicator, or engagement targets set at the project start.)



As of 2023 March, the **Mexico–Avena Canadiense** continues to achieve strong user activity. The Facebook page now has >393K followers (growth of >57.4K followers over the project term). The average monthly reach also increased >175%, reaching >3.5M Mexican consumers each month.

An *Oat-carrot cake* recipe shared in 2023 March reached >69K people and received >46.9K engagements—the highest volume of single-post engagements to date. A recipe from the Eighth Recipe Contest, *Roles de canela de avena* (Cinnamon oat rolls) reached >45K people and garnered >29.1K engagements—the second-most-engaged post of the year. The regular food blogger entries, as well as the featured recipes from the recipe contest, continue to engage followers and introduce new food cultures to different markets.



The Avena Canadiense website receives abundant activity and the YouTube channel continues to grow organically.

The entire Avena Canadiense Facebook campaign has surpassed the reach, circulation, or readership KPI by 105%. The KPIs for website and social media views surpassed KPIs >119%. This shows that the Facebook community developed over the past years is loyal, engaged, and excited with the new content.

Three events were held across the project term, including two virtual cooking workshops with a combined reach of >72.8K and combined views of >20.4K. Cooking workshops were held in collaboration with the Mexican Diabetes Federation (FMD) and attained high-engagement levels with the Avena Canadiense Facebook community.

The third event—the virtual ceremony—followed the Eighth Recipe Contest. This event exceeded all expectations, achieving >230.8K in reach and >145.4K views. Virtual-event viewership and engagement continue to engage higher participation than in-person events.

From 2015-2021, Canada was the largest exporter of oats in Mexico and reached a dominant position in the market with >90% of the market shares. However, in recent years, the overall demand for oats has remained stable and in 2022, Canada lost its position as the main exporter due to supply issues resulting from the 2021 drought. Canada’s oat production volume is recovering and POGA will work to re-establish the industry’s hold in the Mexican market in the coming years.

This project is supported by the Prairie Oat Growers Association (POGA) and funded through the AgriMarketing Program under the Canadian Agricultural Partnership, a federal, provincial, territorial initiative.



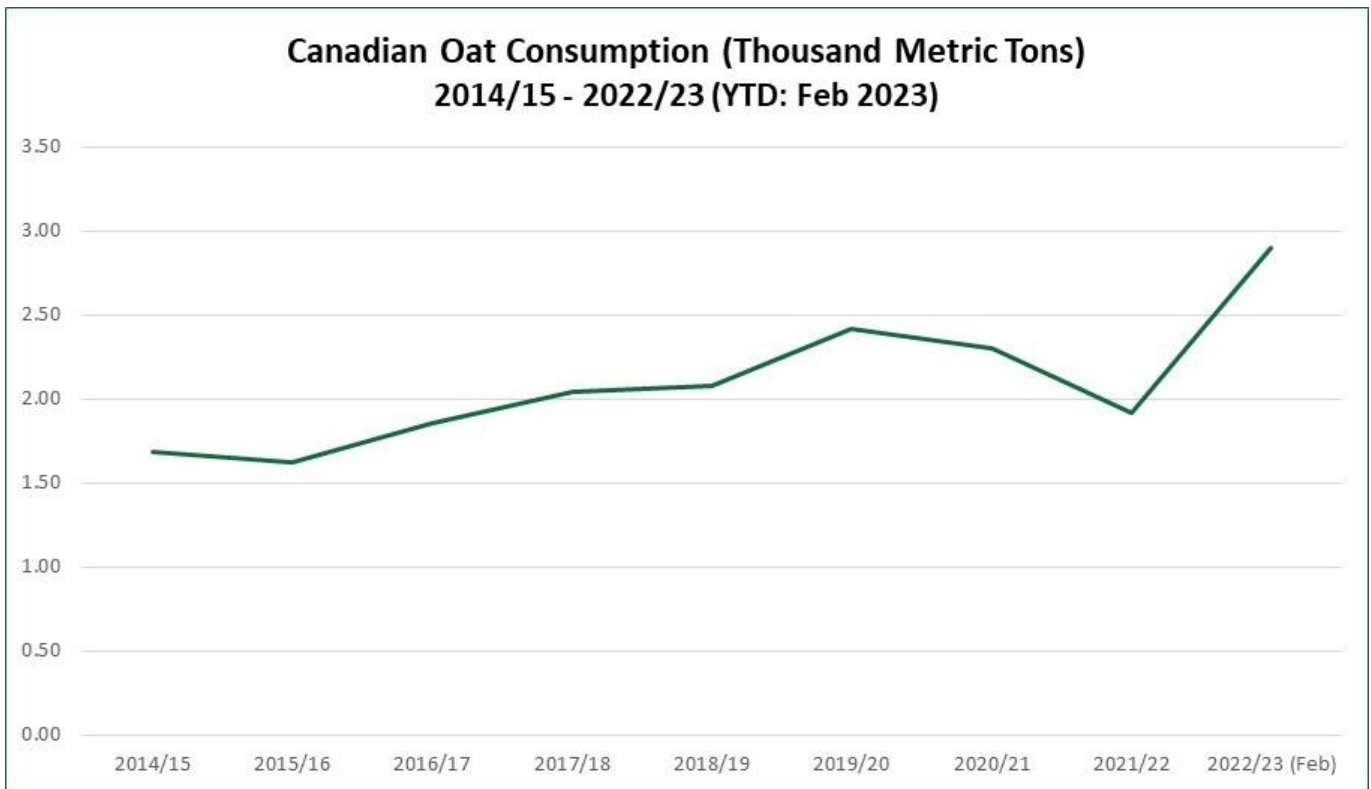
The **Canada–Oats Everyday** campaign exceeded all KPI targets, following 2022 January funding approval from the Ag Action Manitoba Program for Industry Organizations (funded by the governments of Canada and Manitoba). This resulted in massive KPI increases: the average monthly reach increased 733% from 2021 to >2.6M views each month in 2022.

Top-performing content included *Carrot-ginger*

oat cakes with cream cheese filling, accumulating >106.4K in reach and >8.8K engagements. An *Apple salad with oatmeal* recipe garnered >98.3 in reach and >7.7K engagements. Content is shared in English and French and receives extremely positive feedback from the consumer audience.



Consumption rates also increased through the period of the campaign. Canadians were reported to have consumed 1.9 MT of oats in 2021/22, compared to most recent reports from March 2023 which indicate that Canadians consumed 2.9 MT of oats in 2022/23. Consumer demand for oats within Canada has grown 66% since the launch of this campaign.



Source: USDA **World Markets and Trade, March 2023**

This project is supported by the Prairie Oat Growers Association (POGA) and was funded by 1) the AgriMarketing Program under the Canadian Agricultural Partnership, a federal, provincial, territorial initiative and 2) the Canadian Agricultural Partnership, Ag Action Manitoba—Industry Development Program.



Once again, the **Japan–Kanadanootsumugi** social media component of this campaign garnered excellent results. Social media views for the Facebook and website campaign exceeded the 2023 KPI for Website & Social Media Views (10M) within the first year of the campaign! By the end of the two-year project term, the target was exceeded by 305% with an average monthly reach of >1.2M Japanese consumers. Followers increased by 280%, finishing with just under 4K followers.

New recipes were developed by project bloggers based in Canada, Mexico and Japan and translated into multiple languages for use across all three markets. The most recent highlights include a recipe for *Otomiru no kyarottokeki* (Oat-carrot cake), which received >32K in reach and >2.7K engagements. A recipe created by Japanese food journalist Takanori Nakamura for *Otsu mugii no kanta n kama-yakifu pitsua* (Easy oven-baked pizza) garnered >20.7K in reach and >1.7K engagements.



Japan is one of the largest importers of oats globally. Canada has been the leading exporter of oats in recent years, followed by Australia and other countries. While Canada is the largest supplier of raw oats, especially for feed purposes, Australia and other countries target value-added products, supplying mainly processed oats for food consumption. Demand for oats is expected to increase significantly among senior and young consumers due to the growing request for healthy products and alternatives to traditional ingredients. POGA's work to increase market share proved successful when Canadian oat supplies were sufficient to meet market demand (pre 2021 drought).

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