



2023 MOGA AGM MINUTES
Wednesday, February 16, 2023
Vitoria Inn & Conference Centre, Winnipeg

Present: 53 attendees including 25 growers (10 attendees chose not to sign in)

Chair Yves Lapointe called the meeting to order at 12:25pm, and welcomed everyone to the Manitoba Oat Growers Association's (MOGA) AGM. Lapointe noted that the AGM materials are posted on the POGA website at www.poga.ca, and also are available at the registration table.

Motion: Jenneth Johanson/Ray Mazinke to approve the agenda as presented. Carried.

Motion: Bob Lepischak/Edgar Scheurer to approve the minutes from February 16, 2022, Manitoba Oat Growers Association 2022 AGM. Carried.

Introductions: Lapointe introduced the MOGA Board of Directors: Ray Mazinke from Morris, MB, and also the Vice-Chair; Bob Lepischak, from Rosburn/Neepawa and the Audit Chair; Jenneth Johanson, from Lac du Bonnet and also the President of the Prairie Oat Growers Association which MOGA is part of; Brittany Vinck, from Virden; and Edgar Scheurer, from Dugald.

Resolutions: No resolutions were brought forward for this meeting.

Review of 2021-2022 Financial Statements: Mathieson reviewed the 2021-2022 income and expenses, stating that MOGA realized a net loss of just over \$54,000 for the year. 2021 oat production in Manitoba was down by around 46%, and this resulted in a decrease in MOGA producer check-off revenue of around \$166,00, or about 35% less than the previous year. MOGA did budget for this deficit though, and has enough reserves to remain financially healthy.

Producer refund requests in 2021-2022 were 4.2% of dollars collected up, which is below the industry standard of around 6% of dollars collected.

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. As such, the bulk of Manitoba's spend is to POGA, as nearly every project is funded by POGA and all staffing, outreach work, policy work, etc. is shared with POGA. Over 30 projects are underway at this time.

Mathieson highlighted MOGA's priorities for funding, noting that the allocation is 45% for market development, 35% for research, 10% for communications, 15% for advocacy, and 5% for building partnerships which was updated at the board meeting the day prior so it differed from the provided handouts.

POGA continued work on the marketing campaigns in Mexico and Japan with funding support from Agriculture and Agri-Food Canada. POGA also began a Canadian campaign in 2020, and while the metrics are different, with no export numbers, consumption data shows that it has increased since the project began. A portion of the total amount needed for the Canadian campaign was provided under Ag Action

Manitoba, which was greatly appreciated especially since federal funding does not typically apply to domestic projects.

Mathieson highlighted the Keep It Clean Program, through Cereals 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 directions.

Ottawa Mission: MOGA directors were, once again, part of the POGA Ottawa mission, which was held virtually due to continued limitations around COVID. These meetings were with government and elected officials to discuss various issues including market access, transportation, research, funding and the benefits of oats. These discussions help provide insight and can alter government legislation, so MOGA is pleased to continue developing and maintaining these important relationships.

Breeding: Manitoba, along with the commissions in Alberta and Saskatchewan, continues 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. This work benefits all oat producers in Western Canada.

Consumer demand for oats has increased substantially, and MOGA is optimistic that this will continue. It appears oats, oat milk and other related oat products are of strong interest to consumers and will continue to be for the foreseeable future.

Prairie oat growers, through the three provincial associations, have turned \$3.9 M of levy dollars into \$28.1 million, which means growers in Western Canada have contributed less than 15 cents of every dollar spent on research and marketing.

Motion: Doyle Penner/Lorne Boundy to accept the 2021-2022 Manitoba Oat Growers Association Financial Reports as presented. Carried.

Motion: Lorne Boundy/Bob Lepischak to appoint Baker Tilly of Yorkton, SK as accountant for the Manitoba Oat Growers Association for the 2022-2023 fiscal year. Carried.

Chair, Yves Lapointe thanked everyone for attending, and adjourned the business portion of the 2023 MOGA AGM at 12:35 pm. He welcomed the guest speaker Chris Marsh, Brew master at Lake of the Woods Brewery located in Winnipeg. Chris has several brewing certifications and we look forward to hearing more about how oats - our favorite crop, makes their beer better.