



AOGC AGM Minutes
January 23, 2023
Edmonton Westin & Virtual

Present: 25 oat growers (5 online) and 27 guests (13 guests online)

Chair, Brad Boettger, called the meeting to order at 6:37 pm. He thanked Minister Horner for bringing greetings to the group. Boettger gave instructions to the virtual participants, and welcomed everyone to the meeting.

Boettger noted the materials posted on the POGA website, and provided on-site, for the AGM which included the meeting agenda, the 2022 AGM minutes, the 2021-22 Financial Statements, and the 2021-22 Annual Report.

Motion: Neil Gorda/Darwin Trenholm to approve the agenda as presented. Carried.

Motion: Dylan Robinson/Greg Bott to accept the minutes from the January 24, 2022 meeting as presented. Carried.

Directors: Boettger introduced the other AOGC board of directors joining him: Darwin Trenholm (Vice-Chair) producer from Newbrook; Greg Bott (Audit Chair) producer from Eckville; Anthony Van Rootselaar producer from Spirit River (online); Dylan Robinson producer from Waskatenau; and Jason Wiese, producer from Camrose County.

AOGC held elections for two vacant seats. Nominations closed in December 2022 and two people, Anthony Van Rootselaar and Darwin Trenholm, agreed to let their names stand for re-election. They are now officially acclaimed to the board of AOGC.

Resolutions: AOGC requires a 30-day notice to be provided to the Commission before any resolutions or new business can be brought forward to the AGM meeting. No resolutions were brought forward for this meeting.

Review of 2021-2022 Financial Statements: Mathieson highlighted that, in 2021-22 fiscal year, the Alberta Oat Growers Commission realized a net loss of just over \$39,000, and this was less than budgeted for, thanks to a better crop than expected despite the drought.

As well producer refunds were down to 1.4% of levy income collected, which is less than the prior year of 2.9%, and well below the industry average of 6%.

Expenses were up in 2022 and this is largely due to an increase in transfers to POGA due to projects starting up again post-covid. In 2021-2022, AOGC provided financial support for 16% of the POGA budget. This amount changes each year based on the percentage of dollars collected by each provincial organization.

The bulk of Alberta'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. This not only reduces the cost to all oat growers in Western Canada it also ensures there is no duplication across provinces for research, marketing or staffing.

Forecasted AOGC Budget for 2022-2023: The Budget for 2022-23 is forecasted at a deficit of ~\$8,000, as AOGC moves back to a more normal crop year. Fortunately, since SK and MB did allow AB to build a reserve, AOGC has almost \$200,000 in the bank, so this small deficit is manageable. As well, the Commission has \$50,000 in a GIC.

Project Overview & Slide of Spending Priorities Pie Chart: Mathieson highlighted the funding priorities chart which shows: 45% for market development, 35% for research, 10% for communications, 5% for advocacy, and 5% for building partnerships.

She noted that the percentage is slightly different than the one in the Annual report, because today the board voted today to move 5% from advocacy to market development which is reflected here.

Through POGA, AOGC supports about 30 different projects, with eight different provincial and federal partners, plus industry support. A full list of projects is available in the Annual Report as well as the on the POGA website.

Alberta Projects: Mathieson noted a few projects that are specific to Alberta. These include:

- The Alberta Variety Trials;
- The Alberta Regional Variety Advisory Committee (ARVAC) oat variety trials;
- Export Ready Alberta Oats: An expansion and tailoring of Oat Advantage's oat variety development platform to adapt to Alberta's climate, and to meet Alberta's next level oat industry needs (Jim Dyck, Oat Advantage);
- Development of a nutritionally enhanced plant-based milk alternative beverage from Canadian oats and study of its hypoglycemic effects - Dr. Chen, University of Alberta;
- Development of healthy food products by combining proteins and dietary fibers from oats and pulse – Dr. Chen, University of Alberta;
- Oat Breeding at Lacombe with Dr. Kirby Nilsen based at the Brandon, MB, AAFC.

Mexico/Japan: Mathieson noted POGA's continued work on the marketing campaigns in Mexico and Japan with funding support from Agriculture and Agri-Food Canada. Throughout the years, the Mexico marketing project has produced very good results for Canadian oat exports. However, due to the 2021 drought, the reduced oat supplies resulted in market share loss in Mexico, with Australia filling that demand.

A similar marketing project is underway in Japan to increase consumption and Canadian oat exports. Between 2018 and 2020 Canada exports to Japan increased by 40%.

Canadian Project: The marketing campaign in Canada targeted at Canadian consumers is being well received and results are surpassing expectations. Results show oat consumption in Canada has increased from 1.7MMT in 2014/2015 to about 2.4MMT through September of 2022.

Keep It Clean: Mathieson highlighted the Keep It Clean Program, through Cereals Canada, which started eight years ago. The program works to ensure Canadian producers are aware of which products might create issues in export markets, reminds producers to read labels and to use products according to directions and reassures international buyers of the safety measures producers take.

Ottawa Mission: Alberta Commission directors were, once again, part of the POGA Ottawa mission, which was held virtually due to continued COVID limitations. The board met with government and elected officials to discuss issues including market access, funding, transportation, research, and the benefits of oats. POGA, once again, plans to have a virtual meeting with Ottawa delegates in 2023.

Other highlights:

- Alberta, along with the commissions in Manitoba and Saskatchewan, continues to support every Western Canadian oat breeder including Dr. Aaron Beattie at the Crop Development Centre and Jim Dyck with Oat Advantage both out of Saskatoon, and Dr. Kirby Nilsen at the AAFC program in Brandon.
- POGA continues to fund genomic research work in Ottawa, as well as research on oat fractions, oat beverages and oats for dairy feed.
- AOGC meets with the Minister of Agriculture in Alberta annually to discuss oat specific and general agriculture issues and is excited to meet with him tomorrow.

Mathieson noted that POGA, through the three provincial associations, have turned \$3.9 M of levy dollars into \$28.1 M. Therefore, growers in Western Canada have contributed less than 15 cents of every dollar spent on research and marketing.

Motion: Darwin Trenholm/Jason Wiese to accept the Alberta Oat Growers Commission 2021-22 Financial Reports and 2022-23 budget as presented. Carried.

Motion: Raymond Philips/Bruno Wiskel to appoint Baker Tilly of Yorkton, SK as accountant for the Alberta Oat Growers Commission for the 2022-2023 fiscal year. Carried.

Motion: Neil Gorda to adjourn at 7:02 pm.