



2024 AOGC AGM MINUTES
Monday, January 22, 6:30 PM
The Edmonton Westin and online via Zoom

Attendees: 59 total attendees, including 30 registered voters (Virtual and in-person)

Dylan Robinson, AOGC Chair welcomed everyone and introduced RJ Sigurdson, Alberta Minister of Agriculture and Irrigation.

Robinson called the business portion of the meeting to order at 6:45 PM.

Robinson highlighted the voting instructions for those joining virtually.

Approval of 2024 AGM Agenda: no additions were brought forward.

Motion: Darwin Trenholm and Tom Eppinga to approve the agenda as presented. Carried.

Approval of 2023 AGM Minutes: Robinson noted the minutes from AOGC 2023 AGM held January 23, 2023 as well as all the other documents for the meeting were posted on the POGA website, and provide at the registration table to those in the room.

Motion: Neil Gorda/Anthony Van Rootselaar to approve the 2023 AGM Minutes as presented. Carried.

Robinson introduced current Board members: Jason Wiese, from Camrose County, AB and the AOGC Vice-Chair; Greg Bott from Eckville, AB and the AOGC Audit Chair; Anthony Van Rootselaar from Spirit River, AB; Darwin Trenholm from Newbrook, AB; and Brad Boettger from Beaver County and the Chair of Prairie Oat Growers Association who was unable to attend.

Robinson mentioned that AOGC held an election this year. There were two positions up for election and two people put their name forward. Robinson announced the acclamation of himself and Greg Bott for another 3-year term.

Robinson also introduced the POGA staff – Executive Director Shawna Mathieson; Pam Yule working part-time on special projects (online); and Kaitlyn Kitzan, POGA part-time Marketing Coordinator (online).

Resolutions: Robinson noted that no resolutions had been brought forward for discussion as per the 30-day notice deadline of December 21, 2023.

Service Charge Increase Motion: Robinson shared that along with the other Western Canadian Oat Commissions, AOGC is asking for an increase in the oat service charge to \$0.75 per tonne, up from \$0.50 per

tonne. Robinson shared that this increase would mean that AOGC would be able to do more research projects that have merit that are currently not feasible, look at additional markets to expand to, and assist the oat breeders more as federal funds continue to erode. Oats currently has the lowest service charge of any crop in Western Canada and this service charge increase would put oats closer to par. Robinson also shared with only 1.5 staff spread between four organizations there's no cost cutting that can be done there. With this increase AOGC can fund long-term worthwhile projects and do more work to continue to make oats a viable crop to grow on your farms.

Neil Gorda did comment, that while supportive of the motion, he believes that government needs to fund research as he does not believe private companies should have to pick up the bill.

The following motion was made:

Motion: Raymond Phillips/Scott Stauffer to increase the Alberta Oat Growers Commission (AOGC) levy from \$0.50 per tonne to \$0.75 per tonne effective August 1, 2024. Carried.

Director Per Diem Motion: Robinson noted that the second motion was discussed by the board more than a year ago as AOGC has the lowest director per diem of any commission in Western Canada and the board wants to make sure that's not a deterrent to attract new directors, and that there is more adequate compensation for director's time. However, in light of the board's request to increase the oat levy the AOGC board has decided not to make this motion themselves.

Motion: Neil Gorda/Raymond Phillips to increase the Alberta Oat Growers Commission (AOGC) director remuneration to \$300 per day and for the chairman to \$350 per day effective March 1, 2024. Carried.

Robinson welcomed Mathieson to the podium.

Mathieson thanked Dylan Robinson for stepping into the Chair role this year and for being willing to put his name forward for another 3-year term.

Review of 2022-2023 Financial Statements: Mathieson, Executive Director, reviewed the 2023 audited AOGC Financial Statements and presented the 2023-2024 AOGC Budget. Mathieson noted that, for the year ending July 31, 2023, AOGC realized a net gain of just over \$46,000. As well producer refunds were down to 1.5% of levy income collected, which is less than the AOGC 5-year average of 2.7% well below the industry average of 6%. Mathieson shared that producer check-off revenue was up almost 49% from the previous year since the prior year was low due to the drought. Mathieson noted that expenses were flat compared to the prior year with about a 2% change.

Mathieson explained that AOGC is a member of the Prairie Oat Growers Association (POGA) which includes the other provincial oat associations from Saskatchewan and Manitoba, and all three Prairie commissions pay a proportionate amount of their levy revenue, into projects funded by POGA. POGA projects are focused to benefit all oat growers. POGA has a Western Canadian voice and representation which allows for more access to government funding as opposed to each province doing projects alone and allows for one central office reducing staff and costs. In 2022-2023, AOGC provided financial support for 17% of the POGA

budget. This amount changes each year based on the percentage of dollars collected by each provincial organization.

Review of the 2023-2024 Budget: For 2023-24, Mathieson stated that the Canadian oat acres were down significantly, or nearly 50% vs. last year according to the last Statistics Canada report. This will certainly impact the AOGC budget next year in terms of revenue from producer levies. For 2023-2024 a deficit of just over \$38,500 is projected. AOGC has about \$200,000 in the bank right now, so this deficit is manageable. As well, AOGC has \$90,000 in a GIC. AOGC will remain financially healthy. Mathieson noted the budget does not historically include accounting for carry out stock. This year, the projected carry out in both Alberta and Saskatchewan was so high that 40% of it was included in the forecasted revenue for Alberta.

Neil Gorda asked if the increase service charge would affect this budget. Mathieson said no as this budget is till July 31st, 2024, and the increase would take effect on August 1st, 2024.

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

Mathieson also indicated that AOGC, independently and through POGA supports over 30 projects with eight different provincial and federal funders, plus industry support. Through these partnerships, POGA, through the three provincial associations, have turned \$5.6 M of levy dollars into \$36.3 M which is about 15 cents of every dollar paid by producers for this work.

Mathieson noted a few highlights from the past year, including continued work on the marketing campaigns in Mexico, Japan, and Canada. POGA also started a small Latin American project with Peru being the initial main target. It was noted that more information on all the marketing campaigns and missions can be found in recent Oat Scoops, which were mailed to all oat producers, and it is also available on-line at poga.ca.

AOGC, Mathieson noted, 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, Jim Dyck with Oat Advantage of Saskatoon, and Dr. Kirby Nilsen at the AAFC Brandon program.

AOGC provided support for Ag for Life this year to promote oats and give funding to 10 schools throughout Alberta to provide breakfast to those kids and talk about where oats are grown and their healthy nature. Mathieson added that AOGC also supported Alberta on the Plate this year where chefs from restaurants around the province take local ingredients and make special meals for a few weeks in August. Oats were promoted at a few of their restaurants in unique ways and it was a great opportunity to highlight the health benefits but also the many ways to use oats.

Mathieson shared the passing of GRO Research Manager, San Deep Nain. SanDeep was the Manager of Gateway Research Organization for nearly eight years before his passing and presented at four different AOGC AGMs on the variety trial work he was conducting near WestLock and his work to secure a location in Falher (Peace Country). SanDeep will continue to be missed by the oat community!

No further questions were noted.

Robinson thanked Mathieson for the report.

Motion: Darwin Trenholm/Greg Bott to accept the audited 2022-2023 AOGC Financial Statements and approve the 2023-2024 Budget as presented. Carried.

Motion: Nick Jonk/Greg Bott to appoint Baker Tilly of Yorkton, SK as AOGC Accountant for 2023-2024 year. Carried.

Motion: Raymond Phillips to adjourn at 7:20 PM

Robison thanked everyone for attending, and introduced the next speakers: Dr. Linda Gormin, Jim Dyck and Tracy Bush.