

POGA Marketing Campaigns Update for 2024 Mexico, Peru, Japan and Canada Projects



These very successful marketing campaigns have been renewed for another three years (Apr/23-Mar/26). At the close of the first year (March 2024), the campaigns continue to exceed expectations.

An exciting item of note: In late 2023, POGA expanded its campaign reach to **Latin America (beginning with Peru)**. This is a new project, but is being conducted through the Mexico platforms, which enables POGA to take advantage of previously created material for the Spanish-speaking market. (Details of the Peru campaign are nestled within the Avena Canadiense section.)

We have provided links to the most popular recipes below. The Oats Everyday recipes are in English, but if you want to try the others and don't speak Spanish or Japanese, use the link and translate to English in your browser. They will be worth the effort to prepare them—the popularity with users proves that!

(Definitions of terms you will see throughout this article: **'Engagement'**—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'**—the number of people who have seen a piece of social media relating to the campaign. **'KPI'**—Key Performance Indicator, or engagement targets set at the project start. **'Impressions'**—the reach figure -plus- the number of times a post appeared in a user's timeline.)



The **Mexico–Avena Canadiense** continues to achieve strong user interest. This campaign term, POGA is now including activity to connect with Latin American (LATAM) countries; efforts are currently focused on Peru (see below for the positive results to date), but plans are to extend outreach to Ecuador, starting in 2024 October.

The Facebook page (targeting Mexico and Peru) now has more than 428K followers (a 9% increase from 2023). The average monthly reach was **just under 3M** consumers each month. The KPI for engagement rate was **exceeded by 288%**, which indicates that the social media community developed over the years is loyal, engaged and excited with the campaign's material.

YouTube impressions reached over 391K (a **242% increase** from 2022/23); this reach now **includes 64% of the audience located in Peru** (and reveals how worthwhile it has been to extend the reach to Peruvian consumers).

Additional metrics specific to the new Peru marketing component: Within the first year, the campaign exceeded the KPI for **engagement rate (over 13,200%)**, making this campaign the fastest growing POGA marketing campaign to date. The first post shared to this audience was the best performing post of all markets we have entered into, with **over 1M impressions**.

This term's most popular recipe in the Mexico campaign was *Five-Minute Oat Chocolate Cake*. With the help of Canadian blogger Fariha Ekra (IG: @Lifewithfarihaa), this recipe reached **2M users and had 2.1M impressions and 133K engagements**. You can find the recipe in English on Oats Everyday:

<https://oatseveryday.com/blog/5-minute-oat-chocolate-cake/>



For the Peru campaign, a recipe for *Stove Top Granola*

(<https://oatseveryday.com/recipes/wprm-stovetop-granola/>, originally create for the Oats Everyday campaign) was translated to Spanish. When launched to Peru, it reached **2.8M**, and had **4.1M impressions and more than 13K engagements**.

Two Mexico events were held this year:

- **Virtual Diabetes Cooking Workshop**, live streamed from the Facebook page (Nov 21/23) (<https://www.facebook.com/Avena.Canadiense/videos/6892287817496495>). There were 170 live Zoom attendees and nearly 29K views. The reach was over 36K. Another event will be held in 2024.



- **9th Recipe Contest**, live streamed from the Facebook page (Jun 30/23) (<https://www.facebook.com/Avena.Canadiense/videos/1648833792286292>). The event garnered over 124K views, and reached nearly 141K. The next recipe contest will be held in 2025, celebrating the 10th and final year of the contest.

Export statistics (for Mexico):

In 2022 Canada reestablished its position as the main exporter to Mexico and accounted for 42% of the market share. Canada’s oat supply to Mexico has experienced a significant upturn in comparison to the previous year, signifying a recovery from the adverse effects of the severe drought in 2021 that led to low yields, and therefore exports, in 2022. Based on this information, Canada is not only the lead exporter, but in 2023 it has returned to holding over 56% of the market.

Probably the most important aspect is that the Mexican market also exceeded prior record volume levels, reaching more than 230K MT of imported oats in 2023. Canada’s contribution to 2023 oat imports to Mexico was over 132K MT.

Export statistics (for LATAM) and Opportunities for Growth in this Market:

From 2021 to 2023, data sourced from the Global Trade Tracker (GTT) reveals significant trends in oat trade across Latin America. Currently, the market trade statistics for 2024 are only available up to February, lacking sufficient data for a comprehensive report.

In Peru, Chile and Canada emerge as main oat exporters. In 2023, Canada leads with a 66% market share, mainly supplying *oats other than seed*, with Chile closely following. Reports indicate a growing demand for oats in Peru, with Canada firmly established as a key exporter.

Similarly, in Ecuador, Chile dominates oat exports, but Canada's presence has been steadily growing, holding 34% market share in 2023. Since 2016, when Canada entered the Ecuadorian market, it has consistently held 33-40% of the market share with around 14K MT of oats imported annually. Most of Canada's exports are *oats other than seed*, comprising 99% of all exports in this category. This suggests growing opportunities for Canada's oat exports to Ecuador.

Guatemala also presents a growing market for oat exports, primarily led by Chile. There is potential for Canadian oat exports to Guatemala, given the increasing demand for oats there.

Chile itself imports oats from Canada, with fluctuating volumes from 2018 to 2023. Canada consistently leads in exports, holding 99.85% market share in 2023.

Costa Rica's oat imports remain stable, mainly sourced from Chile. Canada's minimal market share in 2023 suggests there is room for growth here.

Overall, there are promising prospects for Canada to expand its oat exports to Peru, Ecuador, Costa Rica, and Guatemala.



The **Japan–Kanadanootsumugi** campaign, in just the first year of the current term, has **surpassed all set KPIs for the entire campaign**. It now has **about 6K** Facebook followers (compared to about 4K last year). The average monthly reach is **over 1M** users. The target engagement rate has been exceeded by **over 1,000% of the KPI**.

YouTube views reached over 107K—a **7,080% increase!** YouTube impressions **increased by 56%**.

The best-performing recipe in this term was *Tuna Croquettes with Vegetables*. The recipe was created by Karla Hernandez, a Mexican blogger (<https://www.pizcadesabor.com/>) whose recipes are translated into multiple language for cross-promotion on all campaigns. This recipe is also posted to the Kanadanootsumugi. It reached **nearly 54K**, and had **over 72K** impressions and **over 38K**



engagements. You can find the recipe in English on the Oats Everyday site: <https://oatseveryday.com/recipes/wprm-tuna-croquettes-with-vegetables/>.

Just as in Mexico and Peru, 2023, data was obtained from the Global Trade Tracker (GTT) (comprehensive 2024 data was not available at printing time). As expected and hoped for, Canada's oat supply to Japan has experienced a significant upturn in comparison to the previous year, signifying a recovery from the adverse effects of the severe drought in 2021 that led to low yields and, therefore, exports in 2022. In the Japan market, Canada and Australia stand out as the primary exporters, jointly commanding an impressive 42% of the market share each. Canada is the leading exporter of raw oats, accounting for 65% of all exports in this category. Australia is the lead exporter of oat flakes/rolled oats, accounting for 53% of all exports in this category. Finland, China, UK, Latvia and USA all remain relevant players in the market. Oat exports to Japan have experienced a notable increase in recent years, highlighting the sustained growth of this market. Canada has successfully reestablished itself as a key player in oat exports to Japan since 2022, now sharing the top exporter position with Australia.



The **Canada–Oats Everyday** campaign is set to achieve and/or exceed KPI targets, thanks to additional funding from the Saskatchewan government (see acknowledgement at the end of this section).

Facebook followers **now exceed 78K**, with an average monthly reach of **over 261K**. The engagement rate target has been surpassed **by a whopping 117%**! YouTube views reached **more than 573K, a 455% increase** from the previous period. Other metrics are on track to reach, or exceed, targets during the campaign term.

The most popular Oats Everyday recipe this term was *Avocado, Banana and Oats Smoothie* (<https://oatseveryday.com/recipes/wprm-avocado-banana-and-oats-smoothie/>). It reached **more than 177K** people, with **271K** impressions and **over 9.5K** engagements.



There is an up-coming event planned in 2025, directed at Saskatchewan nutritionists and dietitians in collaboration with Spark Nutrition Communication (sparknutritioncommunications.com).

The Oats Everyday website was created to increase Canadian consumer demand for home-grown, Canadian oats, by promoting the health benefits and the various, appetizing ways oats can be prepared. Go to <https://oatseveryday.com/> to discover exciting, new ways to prepare your own oat-based dishes.

The campaign also includes the Facebook page (<https://www.facebook.com/OatsEverydayCA>); YouTube channel (<https://www.youtube.com/@OatsEveryday>); Instagram (https://www.instagram.com/oats_everyday/) and Pinterest (https://www.pinterest.ca/oats_everyday/) accounts. For instructions on how to use some of these platforms and to help spread the word, please go to the March 2024 Oat Scoop (page 12): <https://poga.ca/communication-advocacy/oat-scoop-newsletter/>. Oat producers' involvement will help to make this campaign even more successful, by sharing the goodness of the oats you grow with friends and family!

All of these projects are supported by the Prairie Oat Growers Association (POGA) and was funded in part by the AgriMarketing Program under the Sustainable Canadian Agricultural Partnership. In addition, the Canada-Oats Everyday campaign is supported by the Government of Saskatchewan through the Sustainable Canadian Agricultural Partnership, a federal-provincial-territorial initiative.