

POGA Marketing Campaigns Update

Mexico, Peru, Ecuador, Japan and Canada Projects Apr/24-Mar/25



At the close of Year Two (of the three-year projects), these successful campaigns continue to exceed expectations.

Spanish and Japanese recipes from the Mexico/Latin America and Japan campaigns have been included in English on the Oats Everyday website. We have included links to the recipes in English here.

(Definitions of terms you will see throughout this article: ‘Click-Through Rate’—the number of people who click through to the site via links within other social media ads. ‘Unique Website Visits’—an individual person visiting the site during a specified period of time. ‘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. ‘Impressions’—the reach figure -plus- the number of times a post appeared in a user’s timeline. ‘KPI’—Key Performance Indicator, or engagement targets set at the project start.)



During the last campaign term of the **Mexico–Avena Canadiense**, POGA expanded its activity to include Latin American (LATAM) countries; last year, activity began with Peru and this year, Ecuador was added to the outreach list.

The Facebook page now has more than 428K followers (a 10% increase from 2024). Within this two-year period, this project has exceeded all assigned KPIs. **Reaching a monthly average of 3.2M Mexican consumers**, the campaign exceeded the **click-through rate by 114%** and **unique website visits by 115%**. The KPI set for **engagements was exceeded by an unprecedented 1,300%**!

The LATAM component of the campaign, now including Peru and Ecuador, has already exceeded the **three-year target engagement rate by over 28,500%**! This means an **average monthly reach of 1.4M LATAM consumers** and demonstrates LATAM consumers’ interest in oat-based recipes.

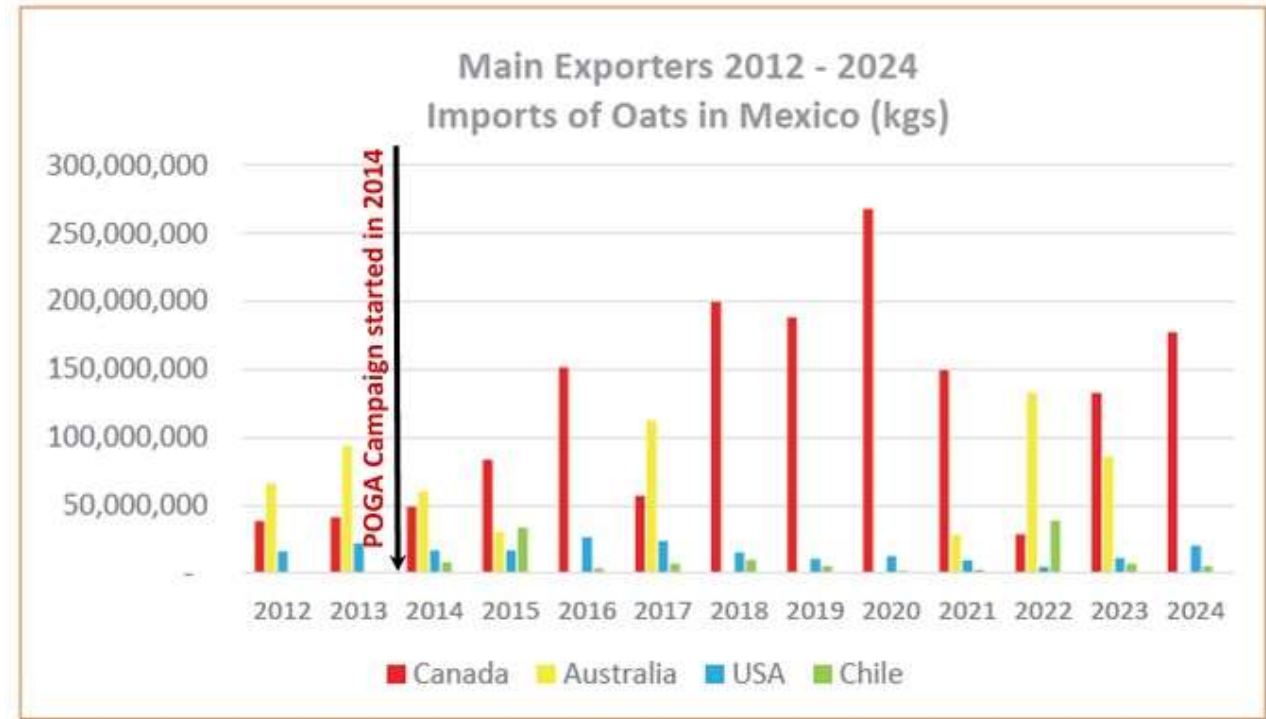
This term’s most popular recipe in the Mexico/LATAM campaign was *Oatmeal Cookies-crème pies* (with a yogurt filling). Developed by Karla Hernandez, Pizca de Sabor, the recipe **reached over 500K users** and received **over 800k views**. You can find the English recipe on Oats Everyday: <https://oatseveryday.com/recipes/wprm-oatmeal-cookies-creme-pies/>



Two Mexican and one Mexican/Peruvian events were held this year:

- **The 10th and Final Recipe Contest** was launched in May 2024 and was a huge success, attracting 54 entries and presenting a diverse array of innovative and delicious oat-based recipes. On July 1, the award ceremony was broadcast on Facebook, **reaching over 140,770 people** and garnering **44,688 engagements**. In 2025, this activity will shift to an *Oat Champions Interview* series, hosting interviews with recipe developers, athletes, and nutritionists about cooking with oats and their many benefits. The first video will be launched in July 2025.
- We hosted a [workshop](#) with the Mexican Diabetes Federation (FMD), in November which focused on oat consumption and wellbeing. The workshop has received over **88.8K views**, **reached over 44.5K people** and garnered over **53.7K engagements**.
- As part of the engagement across Mexican and Peruvian markets, a July **Cooking Workshop** event was held in collaboration with the Federación Mexicana de Diabetes (FMD) and the Diabetes Association of Peru. The event was promoted during the month of August, and has garnered over **159,000 in reach**, **over 23,000 engagements**, and **over 37,000 video views**. Following the event, a 2024 recipe booklet (which included diabetes-friendly, oat-based recipes), developed by FMD, was published to the website and shared to Facebook. This booklet has garnered a **reach of 62.8K** and **over 7.3K engagements**. All traffic has been achieved through promotions to Mexican and Peruvian audiences.

Export statistics (for Mexico):



Overall, Canada continues to maintain its position as the main exporter to Mexico and accounts for 87% of the overall market share. In 2024, Canada exported over 177,000 tonnes of oats to Mexico, exceeding its total oat exports from the previous year by 44,656 tonnes. Total oat imports into Mexico (from all suppliers) have reached just over 204,000 tonnes, which is down slightly from 2023 when the Mexican market reached a record high of over 237,000 tonnes of oats imported.

Australia is no longer a leading exporter to Mexico and does not have any recorded oat exports to Mexico in 2024. Other notable players include the USA and Chile, accounting for 10% and 2% of the market share in Mexico respectively.

Export statistics (for LATAM) (source: Global Trade Tracker):

Oat Imports to Peru

Partner Countries	2024				
	Total		Oats other than seed (raw oats)	Oat flakes or rolled oats	Worked grain of oats
	KG	%	KG	KG	KG
Canada	42,782,000	55.62%	42,782,000		
Chile	34,095,116	44.32%		17,876,006	16,219,110
Germany	38,148	0.05%		38,148	
United States	6,072	0.01%		6,072	
Total Imports	76,921,336	100.00%	42,782,000	17,920,226	16,219,110

In 2024, Canada exported nearly 43,000 tonnes of oats to Peru, which is down from the previous year by 13,000 tonnes. Total oat imports into Peru (from all suppliers) reached nearly 77,000 tonnes, which is down slightly from 2023 where nearly 90,000 tonnes of oats were imported.

Reports from 2018-2024 indicate that there is a growing demand for oats in Peru, with Canada firmly establishing itself as one of the key exporters.

Oat Imports to Ecuador

Partner countries	2024					
	Total		100490	110319	110412	110422
	KG	%	KG	KG	KG	KG
Chile	20,737,330	65.16%	106,000	-	19,020,520	1,610,810
Canada	10,990,000	34.53%	10,990,000	-	-	-
Finland	90,920	0.29%	-	-	90,920	-
United States	7,714	0.02%	-	-	6,804	910
Russian Federation	197	0.00%	-	157	40	-
Belgium	100	0.00%	-	-	100	-
Germany	6	0.00%	-	1	5	-
Total Imports	31,826,267	100.00%	11,096,000	158	19,118,389	1,611,720

In 2024, Canada exported nearly 11,000 tonnes of oats to Ecuador, which is comparable to the previous year. Total oat imports into Ecuador (from all suppliers) reached nearly 32,000 tonnes, which is comparable to 2023 where 34,400 tonnes of oats were imported. This campaign began late in 2024.

Overall, the demand for oats appears relatively stable in Ecuador, with an average of 34,000 tonnes of oats imported each year. While Chile has been historically positioned as the main exporter of oats to Ecuador, there is a broad potential for Canada to increase its oat exports to this market. Additionally, it is likely that a significant portion of Chile's oat exports to other Latin American markets, including Ecuador, consists of processed Canadian oats.



The Japan–Kananootsumugi campaign, in the first year, had already **surpassed all set KPIs for the entire campaign and exceptional activity continued throughout Year 2**. It increased to **over 6.6K** Facebook followers (10% from last year). The **average monthly reach is over 558K** users. The **target engagement rate** has been exceeded by **over 3,800%**, and **click through rate by over 102%**, of the KPI.

The website received over 2K visitors. The YouTube channel generated **just under 600K impressions** and **over 3.3K video views**.

The best-performing recipe in this term was *Sweet Oatmeal Pizza*, created by Mexican blogger Karla Hernandez, Piaca de Sabor. It reached **over 66K** and had **over 95K** views. This recipe is posted to the Kananootsumugi website and Facebook page, but you can find it in English on Oats Everyday: <https://oatseveryday.com/recipes/wprm-sweet-oatmeal-pizza/>.

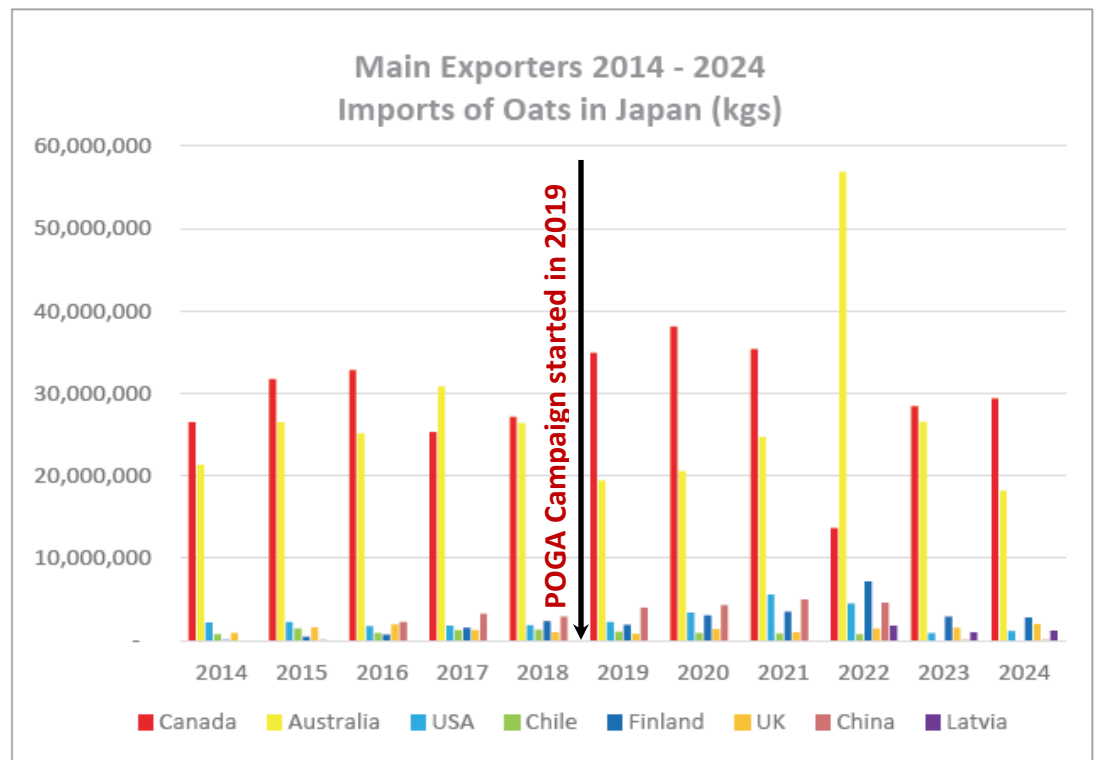


Export statistics for Japan (source: Global Trade Tracker):

With over 29,000 tonnes exported this year, Canada has surpassed its total oat exports to Japan from 2023 by approximately 1,000 tonnes. Total oat imports into Japan (from all suppliers) reached nearly 56,000 tonnes, which is down slightly from 2023 where nearly 63,000 tonnes of oats were imported. Australia continues to be a competitive player in the market and is the second largest exporter with 33% of the market share.

Finland, UK, Latvia, and the US remain relevant players in the market.

Total oat exports to Japan, from all suppliers, were down slightly in 2023 and 2024 from recent years, however, since the 2021 drought, which limited supply, Canada has successfully reestablished itself as a key player in oat exports to Japan. With a stable oat supply from Canada, there exists a promising opportunity to further expand and enrich this market.



The **Canadian Oats Everyday** campaign has exceeded several three-year KPI targets in Year Two, with a focus on Facebook and Instagram. Additional funding from the Saskatchewan government has focused on increasing performance of videos and website sessions through Google advertising (see acknowledgement at the end of this article).

Facebook followers **now exceed 81K**, with an average monthly reach of **over 211K**. The engagement rate target has been surpassed **by over 386%**. The **click through rate has exceeded KPI by over 96%** and the campaign has achieved **over 75% of the target unique website visits** and is on track to exceed this KPI within Year Three.

The YouTube channel has over **9.5K followers** and the Oats Everyday website received **just under 14.8 visitors**.

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 most popular Oats Everyday recipe this term was *Blueberry Oat Bake* <https://oatseveryday.com/recipes/wprm-blueberry-oat-bake/>. It received **just under 148K views** and **reached over 97.5K Canadians**.



Using additional funding from the Government of Saskatchewan, Spark Nutrition Communication worked with POGA to develop a Recipe Development Training session. This session promoted Canadian Oats while also building trust in modern agriculture amongst nutrition professionals and future Saskatchewan registered dietitians. Included in the printed toolkit were three oat-based recipes and key messages around culinary use of, nutritional and health benefits of, and oat-related farming practices.

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!

Tool Kit Results



• The tool kit was downloaded 347 times

This is an amazing resource! Thanks!
-Registered Dietitian

Great resource idea. Thank you!
-Registered Dietitian

WOW! This is awesome. Thank you!
-Registered Dietitian

All of these projects are supported by the Prairie Oat Growers Association (POGA) and funded in part by Agriculture and Agri-Food Canada's AgriMarketing Program under the Sustainable Canadian Agricultural Partnership. In addition, the Canadian Oats Everyday campaign is supported by the Government of Saskatchewan Market Development Grant, Sustainable Canadian Agricultural Partnership, cost-shared by the federal and provincial governments, and co-funded by POGA and Saskmilk.