



2025 AOGC AGM MINUTES

Monday, January 27, 6:30 PM

The Westin Hotel, Devonian Room and via Zoom

Attendees: 17 producers in-person, 5 producers online and 9 industry and Government representatives

Dylan Robinson welcomed everyone and provided instructions to those joining online and directed them to use the chat for questions or to submit questions to info@poga.ca. Robinson also provided voting instructions to online participants.

Robinson stated that quorum for this meeting is 15 producers. AOGC had 16 producers in-person and 5 producers online, therefore AOGC have achieved quorum (note, one producer walked in as the meeting was called to order making the total in-person producer count 17).

Robinson called the meeting to order at 6:35 PM.

Approval of the 2025 AGM Agenda: no additions were brought forward.

Motion: Raymond Phillips/Dan Majeau to approve the agenda as presented. Carried.

Approval of 2024 AGM Minutes: Robinson noted that the minutes for the AOGC AGM, held January 22, 2024 are posted online and available to those in the room.

Motion: Meeting minutes: Nick Jonk/Raymond Phillips to approve the 2024 AOGC AGM Minutes as presented. Carried.

Robinson then introduced the current board members: Jason Wiese from Camrose County, and also the Vice-Chair; Brad Boettger, producer from Beaver County; Anthony Van Rootselaar producer from Spirit River (online); Darwin Trenholm, producer from Newbrook; Greg Bott whose family farms near Eckville and he is the AOGC Audit Chair, and also the Co-Chair for POGA.

Robinson asked members who are interested in joining the board are encouraged to express interest.

Robinson stated AOGC has a maximum term limit of three, 3-year terms for board members. As a result, Brad Boettger has reached the end of his third term after serving for nine years. During his tenure, Brad held several key roles, including six years as Chair of AOGC and one year as Chair of POGA. He also represented oat growers at meetings across North America and contributed to numerous committees. Robinson shared the board and staff's appreciation for his leadership, strategic thinking, dedication and sense of humour. A token of appreciation was presented to Brad in recognition of his contributions.

Elections and acclamation: Robinson shared that elections were held to fill two vacant board seats. Nominations closed in December 2024, and one candidate submitted their name for consideration. Jason Wiese agreed to stand for re-election and has been acclaimed for another three-year term. Following the election, Jordan Schmaus, from Bruce, AB expressed interest in joining the board. His appointment has been approved by the Marketing Council of Alberta, and he is now appointed to serve a three-year AOGC term. The board extends its appreciation to Jason for his continued service and welcomes Jordan to the team.

Introduction of POGA staff: Robinson also introduced the AOGC/POGA staff: Shawna Mathieson, Executive Director; Pam Yule (attending online), working part-time on research and special projects; and Kaitlyn Kitzan (attending online), part-time Marketing Coordinator.

Resolutions and Motions: Robinson stated that a 30-day notice must be provided to the Commission before any resolution or new business can be brought forward at a AOGC producer meeting. No resolutions were brought forward.

Robinson welcomed Shawna Mathieson, AOGC/POGA Executive Director, to present the 2023-24 financial statements and 2024-2025 budget.

Review of the 2023-2024 Financial Statements: Mathieson stated AOGC realized a net gain of just over \$900 for the 2023-24 fiscal year. The budget had projected a deficit of \$38,500, based on forecasted revenue of \$164,000. However, actual revenue reached \$214,000, resulting in a more favorable financial outcome.

Producer refunds accounted for 1.7% of levy income collected, which is below AOGC's five-year average of 2.2% and significantly lower than the industry average of 6%.

Expenses increased by 7.9% compared to the previous year, primarily due to research investments through the Prairie Oat Growers Association (POGA). The five-year federal funding cycle led to the conclusion of multiple projects as of March 31, 2023, with new projects approved and funded in the 2023-24 fiscal year, aligning research expenses more closely with the five-year average.

POGA projects are designed to benefit all oat growers across Western Canada, providing a unified voice and representation that enhances access to government funding and industry partnerships.

In 2023-24, AOGC contributed 20% of the POGA budget, an increase from 17% in the prior year. This contribution fluctuates annually based on the proportion of levy dollars collected, minus any refund requests, by each provincial organization.

Review of the 2024-2025 Budget: The 2024-25 budget is forecasted to result in excess revenue of approximately \$32,000. With the recent levy increase, the board is discussing the establishment of a reserve fund equivalent to one year of revenue. This reserve would ensure the board can fulfill all contractual obligations and pursue additional initiatives beneficial to oat growers in the event of a crop failure. Building such a reserve aligns with best practices in the industry.

The financial statements also reflect investment income, as AOGC now has sufficient reserves to invest in GICs. As of the end of the fiscal year, \$95,000 has been allocated to GICs, representing a strong start toward achieving a one-year reserve target.

Mathieson asked if there were any questions. There were none.

Project Overview and Spending and Priorities: Mathieson noted the 2024 growing season has presented significant challenges for farmers across Western Canada. Extreme heat in July, combined with minimal moisture, had a considerable impact on crop conditions. Additionally, oat prices have been highly volatile, fluctuating between \$3.50 and \$4.75 per bushel—a variance of over 35%. This volatility underscores the importance of effective oat marketing, particularly compared to crops with more stable pricing. Mathieson said that looking ahead, there is optimism that oat prices and supply will stabilize, ensuring continued profitability for producers. However, ongoing tariff concerns remain a challenge. Mathieson shared that despite these difficulties, the resilience of producers and the broader food system continues to be commendable.

Mathieson noted AOGC priorities for funding: 45% for market development, 35% for research, 10% for communications, 5% for advocacy and 5% for building partnerships.

Mathieson shared that Canada's international market development efforts continue to produce strong results. Canada remains the dominant exporter of oats to Mexico, holding 87% of the overall market share. In 2024, Canadian oat exports to Mexico totaled over 177,000 tonnes, an increase of 44,656 tonnes from the previous year and surpassing 2021 export levels. While total oat imports into Mexico from all suppliers reached just over 204,000 tonnes—slightly below the record high of 237,000 tonnes in 2023—this marks the fourth-highest year on record for Canadian oat exports to Mexico. Australia is no longer a significant exporter to Mexico and has no recorded oat exports to the country in 2024. Other notable exporters include the United States (10%) and Chile (2%).

Regarding the Japanese market, Mathieson noted in 2024 Canada and Australia remain the primary oat exporters to Japan. Canada holds the largest share of the market at 53%, with over 29,000 tonnes of oats exported—an increase of nearly 1,000 tonnes from 2023. Total oat imports into Japan from all suppliers reached approximately 56,000 tonnes, a slight decrease from the nearly 63,000 tonnes imported in 2023. Australia remains a key competitor in the market, ranking as the second-largest exporter with a 33% market share.

In addition, Mathieson said with support from the Saskatchewan Government, POGA has expanded market development efforts in Latin America, beginning with Peru, where Canada holds 56% of the market share, and more recently, as of November, in Ecuador, where Canada accounts for 41.5% of the market. There is further potential for expansion into Costa Rica and Guatemala. Reports from 2018 to 2024 indicate a growing demand for oats in Peru, with Canada firmly established as a key exporter. POGA also participated in a Team Canada Mission to South Korea to assess market opportunities.

Domestically, initiatives such as OatsEveryday.com continue to promote Canadian oats through videos, recipes, and consumer engagement. Stakeholders are encouraged to explore the platform for additional resources and promotional content.

Mathieson also shared that AOGC, both independently and through POGA, supports approximately 30 projects, funded by nine different provincial and federal agencies, as well as industry partners. A full list of all projects can be found in the provided Annual Report and on the POGA/AOGC website. In addition to ongoing projects, oat growers are funding nine new initiatives, with two more awaiting external funding approval. Mathieson said the increase in research proposals is particularly encouraging, with nearly 20 proposals submitted in each of the past two years, a significant rise from the usual 5–7 proposals. This trend signals a promising future for the oat industry.

AOGC has also been actively advocating for the industry. Although POGA chose not to hold an Ottawa mission this year due to limited returns from past federal meetings under the current government, the board has continued its efforts in meeting with government officials and working on policy. The AOGC Board met with the Minister of Agriculture in January 2024 and again earlier today. Additionally, Mathieson said the other provincial oat commissions have engaged with their respective ministers' multiple times. POGA also met with Agri-Marketing leaders to discuss funding and the positive results seen in the marketing projects funded. Through these advocacy efforts, Prairie oat growers—through the three provincial associations—have leveraged \$5.7 million in levy dollars to secure \$42.8 million in funding, achieving an impressive return on investment of less than 14 cents on the dollar. This outcome reflects a remarkable achievement for the oat industry.

Mathieson asked if there were any questions. There were none.

Mathieson passed the meeting back to Robinson.

Motion: Bruno Wiskel/Raymond Phillips to accept the 2023-2024 AOGC Financial Statements and the 2024-2025 Budget as presented. Carried.

Motion: Jordan Schmaus/Brad Boettger to appoint Baker Tilly of Yorkton, SK as AOGC Accountant for 2024-2025 year. Carried.

Robinson asked if there were any questions. There were none.

Robinson requested a motion to adjourn.

Motion: Brad Boettger to adjourn at 6:56 PM. Carried.

Robinson introduced the next speaker, Susanne Leclerc, Market Master LTD, to deliver her presentation, as well as Matt Hamill, Red Shed Malting, and Matt Toews, Grain Purchaser, Sweet Grass Contracting LTD who was the final speaker.