



**2025 MOGA AGM MINUTES**  
**Wednesday, February 12, 12:15 PM**  
**Victoria Inn Hotel and Convention Centre**

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**Attendees:** 45 attendees including 22 growers.

Ray Mazinke welcomed everyone to the AGM.

Mazinke called the meeting to order at 12:31 PM.

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

Motion: Edgar Scheurer/Brad Myskiw to approve the agenda as presented. Carried.

**Approval of 2024 AGM Minutes:** Mazinke noted that the minutes for the MOGA AGM, held February 14, 2024 are posted online and available to those in the room.

Motion: Meeting minutes: Lorne Boundy/Derek Penner to approve the 2024 MOGA AGM Minutes as presented. Carried.

Mazinke then introduced the current board members: Bob Lepischak from Neepawa, and also the Audit Chair; Emily Laudin, producer from Grosse Isle; Griffin Smith, producer from Oakbank; Edgar Scheurer, producer from Dugald; and John Bergen, producer from Carman. Yves Lapointe, Chair, was unable to attend the AGM.

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

Mazinke welcomed Shawna Mathieson, MOGA/POGA Executive Director, presented the 2023-24 financial statements and 2024-2025 budget.

**Review of the 2023-2024 Financial Report:** Mathieson stated MOGA realized a net loss of just over \$82,000 for the 2023-24 fiscal year which was due to oat acres being down significantly.

For the 2024-2025 fiscal year, a profit of just over \$261,000 is projected. Producer levy income is forecasted at approximately \$625,000, based on Statistics Canada projections. This represents a significant increase compared to last year's revenue of \$307,000, attributed to the rebound in oat acreage and the increase in the oat levy as approved last year at the AGM. Mathieson mentioned MOGA is a member of the Prairie Oat Growers Association, alongside the provincial oat bodies from Alberta

and Saskatchewan. Each association contributes a proportionate share of its levy revenue to POGA-funded projects, with MOGA contributing 28% in 2023-2024, compared to 31% in 2022-2023. POGA projects are designed to benefit all oat growers, and a collective Western Canadian approach enhances access to government funding and industry partnerships. As reflected in the financials, the majority of Manitoba's expenditures are directed to POGA, as nearly all projects, staffing, outreach efforts, and policy initiatives are coordinated through POGA.

Mathieson asked if there were any questions. Mathieson was asked the refund request rate for Manitoba which was 5.5% this year but the average for MOGA is less than 4%.

**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 \$3.75 and \$5.00 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 MOGA 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 MOGA, 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 MOGA website. In addition to ongoing projects, oat growers are funding nine new initiatives. 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.

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

Mathieson passed the meeting back to Mazinke.

Motion: Bob Lepischak/Daniel Sanders to accept the 2023-2024 MOGA Financial Report as presented. Carried.

Motion: Lorne Boundy/Ryan Hueging to appoint Baker Tilly of Yorkton, SK as MOGA Accountant for 2024-2025 year. Carried.

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

Mazinke requested a motion to adjourn.

Motion: Rick Rutherford to adjourn at 12:48 PM. Carried.

Mazinke introduced the final speaker, Jenessa Peristerakis, sales manager with Cargill to provide the oat market outlook.