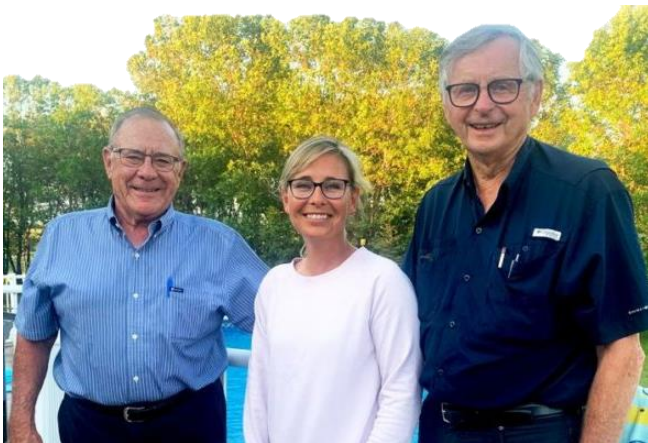


The Prairie Oat Growers Association (POGA)

WHO WE ARE

The Prairie Oat Growers Association (POGA) was formed in 1998 by a group of oat producers from Saskatchewan, Alberta and Manitoba. POGA is a voluntary organization of prairie oat growers established to promote the interests of oat growers. POGA represents nearly 10,000 oat producers in Western Canada.

POGA's mission is to optimize oats as a competitive crop and increase grower profitability through the grower supported levy in Alberta, Manitoba and Saskatchewan which directs and funds research, helps develop new markets for oats and influences policy which directly impacts western Canadian oat growers.



Each of the three Prairie Provinces has created its own oat producer association which are funded through the collection of per tonne check offs or levies. The Alberta Oat Grower Commission (AOGC), the Manitoba Oat Growers Association (MOGA) and the Saskatchewan Oat Development Commission (SaskOats) all collect a \$0.50/tonne levy on oats grown within each province.

POGA ACTIVITIES FOCUS ON:

- **Increasing Net Return:** Work to increase supply and demand of Canadian oats to encourage favorable pricing for growers and therefore maximizing the oat grower's net return.
- **Partnerships:** Develop and support partnerships that will enhance the profitability of oats for Western Canadian oat growers while increasing consumer demand.
- **Communication:** Communicate effectively with, and be a trusted advisor to, growers, consumers, government and industry.
- **Market Diversity:** Expand opportunities for raw and processed Canadian oats to new and growing markets within Canada and abroad.
- **Policy:** Develop meaningful relationships with provincial governments, the Government of Canada, transportation companies and industry associations to help influence positive policy decisions on behalf of growers in Western Canada.

WHAT WE DO

The Prairie Oat Growers Association represents oat growers at major industry, federal and provincial government meetings. These meetings are where many decisions are made influencing how funding models are established, laws are created and where producers can influence the most pressing issues in agriculture. If oat growers are to get their share of consideration with financial assistance or want to be heard when the rules are being changed, oat growers must be at the table for these events.

That's why POGA uses valuable grower money to participate. Obviously, it's working. POGA has leveraged \$3.9M of producer levies to support research projects totaling \$28.1M; this means producers pay less than \$.15 of every dollar spent on research projects through the oat grower commissions. Research and market development are two of the fundamental activities critical to meeting POGA's objectives. This work is critical because, unlike larger acre crops like wheat and canola, major companies don't typically fund oat research.



Here are just a few examples of POGA funded research and development, and marketing projects:

DEVELOPMENT OF THE MEXICAN & JAPANESE OAT MARKET

Mexico is the 3rd largest importer of oats globally and several other Latin American countries who import oats could offer additional opportunity for Canadian exports. A long-term strategy for POGA is to make use of the proximity to these markets and build on the strong Canadian reputation for products in Mexico which would support the efforts to differentiate Canadian oats. Japan is the 4th largest importer of agri-food in the world, and Canada is a key supply country. The consumer-facing marketing project focuses on diversification of Canadian oat exports to Mexico and Japan. The project aims to increase per capita consumption of oats; increase Canadian oat exports to Mexico and Japan and increase consumer awareness of the health benefits of oats.



POGA also applies through the Government of Canada for Market Access when needed. In 2015, POGA applied for access to China for feed and food use and applied for market access to India in 2016 to eliminate the requirement for fumigation with methyl bromine. These countries have the #1 and #2 largest populations in the world and an increasing appetite for oats. Therefore, these could be key markets for Canadian oat growers if these restrictions are eliminated.

In order to keep raising awareness of the oat industry, POGA has presented to the House and Senate Standing Committees on important issues, ensuring producer voices are heard on national committees. POGA also consistently meets with provincial and federal agricultural leaders to drive positive change on important ag issues like programs and program funding, transportation and encouraging trade agreements.

OAT BREEDING

POGA, through the Manitoba Oat Growers Association, the Saskatchewan Oat Development Commission and the Alberta Oat Growers Association, provides funding to every oat breeding program in Western Canada: the Brandon Research Centre in Brandon, MB, The Crop Development Centre in Saskatoon and Oat Advantage (private oat breeding) in Saskatoon.

OAT RESEARCH

Other research is being conducted at The Crop Development Centre, The University of Alberta, AgriARM sites around Saskatchewan, McGill University and others. These researchers are working on everything from determining the best seeding rate, date and crop rotation for profitability, identifying root and stem traits to reduce lodging in future varieties, combining oats with pulses to create better plant-based foods, working with dairy researchers to determine if increasing oats in the feeding ratios of dairy cows will increase the feed milk value, plus so much more!