

ALBERTA OATS GROWERS ASSOCIATION
10824 - 48th ST.
EDMONTON, ALBERTA
T6A 2B8

... protect your industry

A VOICE FOR ALBERTA OATS

Today Canadian oats dominate North American milling markets but there are forces in North America and Europe which constantly threaten our ability to export oats. U.S. Interests annually lobby their government for more dollar commitments to oat research.

Alberta growers can support a strong, persistent voice to advance the unique interests of Canadian prairie-grown oats. Alberta Oat Growers Association directors will become the Alberta representatives on the board of the Prairie Oat Growers Association.

WHAT'S BEING DONE NOW?

These are just a few of the initiatives which have been enabled by check-off funds from Saskatchewan and Manitoba in only 2 years!

- Prairie Oat Breeding Consortium, Cereal Research Centre, MB**
- World Oat Market Study by Ag Commodity Research**
- U.S. Equine Study by Ag Commodity Research**
 - Grains Innovation Laboratory**
 - Feed Innovations Institute**
- Independent Study of Root Patterns in Oats**
- Row Spacing Study-What's Optimum for Oats**
- Fungicide in Oats for Disease Control (study)**
 - Grain Growers of Canada, membership**
- Collaboration with Western Grains Research Foundation**
- World Oat Research Conference**

In addition to the above, oat check-off funds have flowed to educational efforts (such as Ag in the classroom) and enabled participation in industry and trade events.

MAKE A DIFFERENCE IN ALBERTA

By supporting a 50cents/tonne check-off, Alberta Oat Growers will join forces with their Saskatchewan and Manitoba neighbours - **Alberta dollars would fund Alberta projects, but jointly the three provinces could multiply individual leverage up to 20,000 times** - creating a huge potential to impact both provincial and federal politicians! Please fill out the adjoining survey and return it either by mail, or fax, or scan it into email.



**PROPOSES
A PLAN FOR**

OATS

... in Alberta

... protect your industry

OAT PRODUCER UPDATE

AN ALBERTA OAT COMMISSION

At oat producer meetings held in Alberta in April 2008 (at Grande Prairie, Barrhead and Vegreville) growers indicated near-unanimous support for an Alberta Oat Growers Commission. As a result, the Prairie Oat Growers Association (POGA) now is working with a core group of Alberta oat growers to take the next step. An Alberta Oat Grower Commission would set up and administer a 50 cents per tonne (about 3/4 cent per bushel) refundable check-off on oats grown in Alberta and sold for milling or feed uses.

ALBERTA FARMERS LEAD THE WAY!

The Prairie Oat Growers Association, founded by concerned oat growers in 1998 was strongly supported with dollars and time, by Alberta farmers. Since then POGA has successfully organized oat grower associations in Saskatchewan (2006) and Manitoba (2008). They are authorized to administer the check off, providing sustainable funding for production and marketing research, extension, and education initiatives for the benefit of oat growers.

Before the check-offs were implemented in Saskatchewan and Manitoba the only **major stakeholders in the oat industry that did not provide funding or direction for oat research was – OAT PRODUCERS!!**

YOU CAN HELP!

POGA believes that if the oat industry is to continue to grow, producers must help fund and direct production and market research. Oat production in western Canada has doubled in the last 10 years. Milling capacity has increased substantially with the building of new mills and the expansion of existing facilities. POGA believes oats have tremendous potential in the far east and in the U.S. Horse market, but it will be up to producers to take the initiative to develop these markets. **Imagine the leverage oat growers can have if we can truthfully say to provincial and federal politicians that the Prairie Oat Growers Association represents over 20,000 constituents.**

The Alberta Agricultural Products Marketing Council has directed us to attempt to measure oat producer support for this initiative. Will you please take a minute to complete the questionnaire and mail it back to the Alberta Oat Growers Association?

... farmers are asking

WHAT'S IN IT FOR ME?

PRAIRIE OAT GROWERS have identified several areas to enhance profitability to farmers and value to our customers:

•**INCREASED PROFITABILITY** through oat agronomy, including more efficient fertilizer and chemical use and through developing more “farmer - friendly” varieties.

E.g. - shorter straw, potential enhanced root development?

•**RESEARCH** on continued varietal development and disease resistance.

•**ENHANCED MARKET OPPORTUNITY** in livestock feed and forage oats as well as potential development of oat products in areas such as healthy food, nutraceuticals, functional foods.

•**OAT MARKETING EXTENSION** through the association newsletter, other publications and grower meetings.

•**DEVELOPMENT OF PARTNERSHIPS** to ensure benefits of value added processing accrue to oat growers.

•**ALBERTA OAT GROWERS** members will have a direct influence on the future of their industry by electing and providing input to farmer directors. Members will also share in the decision making process to set marketing and research priorities at the annual general meeting.

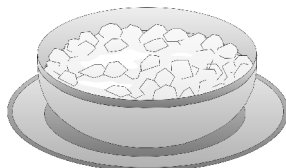
Under this plan...

- oats can be both

heart - healthy

& farmer -

profitable



... your turn

REGISTER TO WIN

Please complete and return the Survey by November 15, 2009

Mail to address on reverse or fax to : 306-744-2770 (or leave with an oat buyer)

This questionnaire will help gauge interest in a check-off. POGA will keep information only for the purpose of informing the government about producer feed back.

The Prairie Oat Growers Association has taken the initiative to involve western Canadian oat producers in funding and directing research and market development for their benefit. Oat producers in Saskatchewan and Manitoba have committed to providing sustainable funding for this initiative by approving a check-off on oats.

Will you support the formation of an Alberta Oat Growers Commission to represent Alberta oat growers and implement a refundable check-off of 50 cents per tonne of oats produced in Alberta and sold for milling or feed?

Yes _____ No _____

I seeded _____ acres of oats in 2009.

My 3 year average oat acreage _____

Provide your name and address to receive POGA's newsletter "THE OAT SCOOP" and enter the draw for a free jacket!

Name: _____

Address: _____

Town: _____

Postal Code: _____

Phone: _____

Email: _____

NOTE: YOU MAY COMPLETE THIS SURVEY ONLINE

VISIT POGA'S WEBSITE AT www.POGA.ca

Deadline for Receipt is November 15, 2009