



The Oat Scoop

April 2010

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Oats in the Superbowl! Prairie Oat Growers Association director Lorne Floyd of Arborg, left, was one of a virtual squad of volunteers who donned hair nets and grabbed the giant "spirtle", as they helped stir up a new Guinness World Record for the largest pot of cooked oatmeal, March 19 at The Forks in Winnipeg. The oatmeal version of the superbowl attracted large media attention and resulted in a great feed of oatmeal for thousands of Winnipeg residents.



World Record Set

Here's a recipe for you. Pour 265 litres of water into a 400-litre pot. Bring water to a boil, which takes almost three hours. Add 68 kilograms of oat flakes made from Manitoba-grown oats. Let cook and thicken for about 15 minutes. The result: 327.5 kg of oatmeal porridge. Serves thousands.

What have you got? A world record.

Agriculture in the City organizers cooked up the world's biggest bowl of oatmeal on March 19th, shattering the previous record of 171.9 kg set September 2009 in Manchester, England. The information has been forwarded to the Guinness Book of World Records for verification. It was the high point of the three-day event held at The Forks Market in Winnipeg to increase agricultural awareness among city dwellers.

And if you think it was gimmicky, not at all. It was a serious attempt to demonstrate agronomy, nutrition and economics to urbanites all in one go, according to Dr. Nancy Ames, an Agriculture and Agri-Food Canada cereal research scientist. For example, did you know that Manitoba-milled oatmeal is 6.5 per cent beta-glucan, a soluble fibre which helps lower blood cholesterol levels?

That's the kind of information Ames provided at the AAFC booth, talking to people about plant and food science while their children played enthusiastically at earth moving, using loose oatmeal and toy dump trucks. There was lots more information about agriculture at the 22 other booths located in The Forks centre court March 19 to 21.

Oat Scoop editor's note: the above is an excerpt from a story in the Manitoba Co-operator, March 25, 2010, by Ron Friesen (ron@fbcpublishing.com)

Ag Minister “Stirred” by Oatmeal? Of course it was the other way round, as Manitoba Agriculture Minister Stan Struthers took his turn with celebrities, volunteers and oat industry people to help establish a new world record for cooking oatmeal, March 19, in Winnipeg. From the right (at the podium) Joanne Ross of *Ag In the Classroom*, AAFC Research Scientist Dr. Nancy Ames, Ag Minister Stan Struthers; Jon Gerarrd (Manitoba Liberal Leader); Cliff Graydon (MLA, Emerson). In the background is Scott Van Alstyne of Viterra, who is a board member of *Ag in the Classroom*.



So Goldilocks, You Want Porridge “Just Right”!

As the Oat Scoop goes to press there's been no official confirmation, but it appears that a new oat milestone was in fact reached on March 19, 2010 at the confluence of the Red and Assiniboine Rivers in Winnipeg – known as The Forks. As explained above, the event was called Agriculture in the City.

Cereal chemist and oat researcher Dr. Nancy Ames knew a lot about cooking oatmeal but to set a world record took quite a to-do list: "...note taking, videotaping the entire event, weighing ingredients and equipment using a certified scale (500 lb floor scale -- that's how much the scale itself weighed) and a certified official (Weights and Measures Canada), making the oatmeal from scratch in a 400 litre bowl including boiling the water (265 kg takes 2.5 hours) and cooking 68 kg of high beta glucan oat flakes without lumps (lots of stirring) and of course finally weighing the final product which had to be lifted by a forklift onto the scale."

All in a day's work, no doubt, but not to be undertaken without some prior thought and experience. For example, because of her past research experience, Nancy chose to use a combination of different sized oat flakes in order for the oatmeal to cook in the minimum time, but still maintain what she refers to as "flake integrity". To soak up any excess water, a small amount of instant oat flakes was also added. The result was a no-lump, smoothly textured (giant) bowl of porridge.

"We didn't want this just to be making the big bowl of oatmeal. We had some of the best oatmeal experts around, making that oatmeal and eating it so it had to be good."

She knew in advance from experimentation, that the thickness and size of the flake plays a role in maintaining the oatmeal integrity over lengthy cooking time.

"There was some science involved including heat transfer considerations - you even have to stir the water itself to get it to a boil faster."

Also taken into account was the conductivity of the metal stand holding the pot, all fired by three large propane heaters beneath. And so, after boiling water 2 ½ hours – 15 minutes of stirring in the oatmeal finished the job!

Media reported 300 or more sampled the world record oatmeal, but there's more: "The final result was a great bowl of oatmeal enjoyed by all the spectators at the event. The remainder (over 3000

servings) was quickly packed up in food containers supplied by the Siloam Mission and Agape Table and whisked off to their kitchen facilities to provide oatmeal, muffins and bread to many hungry people in Winnipeg."

Dr. Ames says you don't set a world record all on your own. "I could not have accomplished this without support from Ag In the Classroom, AAFC technical and media staff, POGA (supplied Biggest Bowl of Oatmeal aprons to use during oatmeal prep, cooking and for "celebrity stirrers" to wear; also helpers wore them around the Forks as advertisement during the event), Viterra Food Processing (formerly Can Oat) provided the oats and helped with cooking, Superior Technologies provided the large floor scale, Crystal Springs and Blue Clay Colonies helped with the heating elements and bowl stand, Corpells provided the water. There are others too but these are the main ones. At the information booth, Quaker provided steel cut oats which we put into sample packages and added a recipe to each."

To Steel Cut or Not?

At least 50% of the people who stopped at the AAFC booth, which was part of the Agriculture in the City March event in Winnipeg, wanted to ask about "steel cut oats", says oat researcher and cereal scientist Dr. Nancy Ames. Many came with the notion that "steel cut" is somehow better for you than regular oat flakes.

Dr. Ames explains that "steel cut" oats are "really just the whole oat kernels (called groats) that have been 'kilned', or conditioned with heat and steam, and then cut into small pieces. They can either be packaged and sold as steel cut oatmeal or further steamed and flaked to make instant or 'quick-cooking' type oatmeal, depending on the thickness."

In other words, a steel cut oat is really just the grain itself cut into pieces and is the "starting material" used to make small oat flakes. However the chunky format does mean that steel cut oats will take longer to cook, Dr. Ames notes, and it does tend to have a nutty, grainy taste because it has not been flaked. "It's very delicious but it can take some time to cook. A number of processors are finding ways to cook it faster but in general, it could take 15 or 20 minutes."

Nancy Ames thinks part of the gaining popularity in steel cut oats is due to the interest in healthy whole grain food choices. "But as much as an oat flake is whole grain, some people have the perception that when it looks more like grain (therefore not flaked) it may be healthier."

She notes that processors and packagers of steel cut oats normally give directions for the ratio of water to oats for best-practice cooking of steel cuts. Sometimes pre-soaking is recommended, for quicker cooking the next day.

Dr. Ames sees the renewed interest as a positive development, since the steel cuts do have a unique texture and enjoyable flavour. "I like to eat steel cut oats as an alternative, when I have a little more time." So what about any potential health claims that steel cut oats may be better for you?

"We don't have any evidence to indicate that yet, with respect to effect on cholesterol. In the end, if you are using steel cut or flaked they still contain the same nutrient components, so they should have the same ability to lower cholesterol." Dr. Ames does acknowledge that "proper clinical trials" need to be conducted to prove if the different processing (i.e. steel cut versus flaked) has any impact on cholesterol lowering or glycemic response, but for now that evidence is lacking. These are questions she would like to pursue in her research.

However, she appreciates the popularity of steel cut simply because it adds diversity to available oat products. "It's nice just to have a variety of products, and I think there are some opportunities to really market steel cut oats on the idea that it has a unique texture. The real challenge here is being able to cook steel cut oats in a reasonable amount of time and have some kind of continuity in the quality of the end product."



A Thousand Words: This photo tells a story, but possibly not the whole story from India and Bangladesh. POGA Director Lorne Floyd of Arborg reports from a Canadian Food Grains Bank tour that while this ancient farm technology remains popular in these third-world countries, tremendous change has taken place. Lorne says current seed, fertilizer and chemical technology – including GMO seed – have made it possible for many rural residents to become better fed and better educated. “They use the same technology as we do,” he notes. “They are right up there with us, as far as agronomy is concerned. The result of that is those areas are not lacking in food any more. They now have enough food to survive, avoiding those (previous) years of famine”. Lorne believes support from the Food Grains Bank initiatives have greatly aided the process of improvement. Part of the end-user program in India included an educational component which taught people how to lobby their governments, while also providing noon meals for children. There were also opportunities for farmers to learn how to use new technologies. In Bangladesh they saw innovative programs to help people raise and increase their livestock herds.

Grains Industry Building World Stocks

Not Pretty for Near Term Oats

“The outlook for higher prices for Canadian oat growers remains very limited. Barring a major Northern Hemisphere weather threat or lower than expected Canadian oat plantings this spring, prices are going to find strong overhead resistance.”

--Randy Strychar – OatInsight.Com

When Vancouver-based oat industry analysis Randy Strychar got off the plane in Saskatoon this past January to speak to growers, his lap top was set to burst open with a bullish market outlook for 2010/11. At the time, oat prices had fought their way back, at least somewhat, from the big crash of 2008, and there was talk that three dollar oats might once again become a reality.

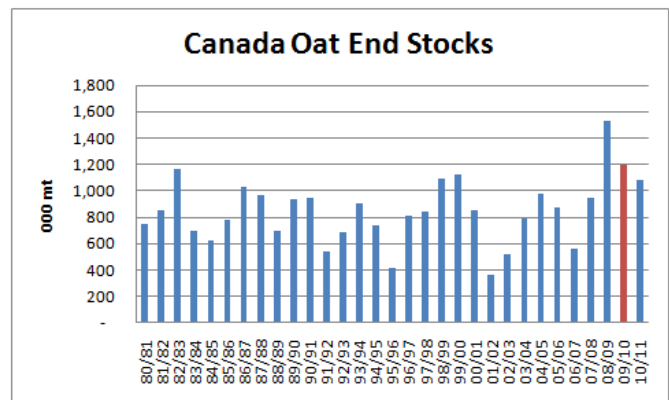
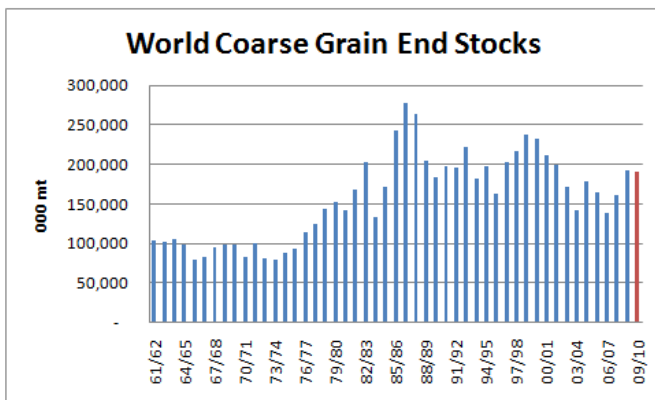
But before Strychar could deliver his message to a Crop Week audience, attending the Saskatchewan Oat Development Commission annual meeting, an extremely bearish USDA report triggered a major sell off by funds/large specs in all Ag commodities, including oats, which has not been entirely corrected, up to mid April. In his weekend summation of April 10, for his website OatInsight.Com, Strychar wrote:

"Barring major selling by Canadian grower's oat prices will continue to track corn whose outlook remains steady to lower. Canadian grower selling looks to have slowed and will likely remain so through to the end of seeding in June unless oat prices post a sharp rally."

Strychar noted that selling by the large commodity traders continue to influence the oat pit and oat prices in Chicago, where the "Managed Money" holds a record short oat position for futures and option. Adding to the negative outlook is the unexpected slow pace of Canadian oat exports to the US and a recent USDA report that is calling for higher US corn plantings and increasing US and world corn supplies.

"There was virtually nothing in the April USDA report that would provide any incentive for grain prices to move higher in the coming months. At this point, higher grain prices, including oats, will only result from a significant weather/crop problem surfacing somewhere in the Northern Hemisphere or Australia, or short covering by funds large specs. The problem is, there is no significant weather threat at the moment and the funds/large specs continue to hold tight on their large net short positions in corn, wheat, and oats. In the case of oats, a record large short."

"World coarse grain ending stocks while down slightly from last year, are still more than ample to meet current demand forecasts. We are clearly in a cycle of building stocks with demand at best steady. Expectations of higher grain imports into China could be diminished by the potential for an appreciation of the Yuan by the Chinese government. With oat stocks again building in North America and demand remaining slow for oat food products, including breakfast cereals and snack bars, oat prices will have to depend on corn and outside macro markets to see any significant price appreciation in the coming months."



It's not all gloom though. Strychar expects that if the commodity funds move into "short covering" mode, there could be a spike in prices to be capitalized on by sharp-penciled oat marketers. But to reverse the current lower trending prices, Mother Nature's help will be required. He writes: "However a sustained reversal of the current downtrend in prices will require a significant weather threat somewhere in the Northern Hemisphere."

It's very unlikely that anyone would complain about moisture provided from a huge Colorado low which swept the western grain belt April 10 and following. But from a market strength perspective, potentially better growing conditions have to be viewed as bearish for the markets: "This region constituted the only serious weather threat to world oat production. Early planting of oat crops is expected in Manitoba and parts of southern Saskatchewan and will be near normal in most other regions. The pace of Canadian grower selling of oats is the only other factor that we can see that

would influence oat prices to the upside. That is if Canadian growers collectively slowed sales once seeding is completed in June.

"So, much will depend on this year's final oat planting numbers: "If Canadian oat plantings are 10% or higher this spring we expect grower sales to be larger than normal in the post-seeding period (June/July) and oat stocks to be burdensome. However, if oat plantings are unchanged or lower we expect Canadian growers to be tighter holders of cash oats on expectations of lower oat supplies and potentially higher oat prices in the 2010/11 crop year."

Oat Planting 101 – Ask Kevin

The POGA office often receives inquires about purchasing and marketing oats, and from time to time we get interesting farm agronomy questions – such as the following:

"I've neighbours who are getting 150-160 bu oats on a regular basis, when I'm getting say 120 - still pretty good I think, but I have to ask myself why the difference? I am growing latest varieties, 2009 Weaver and Jordan, using 70 lbs plus N, 30P 35K, spraying with fungicide, 3 1/2 bu acre seed. These other guys are growing Morgan in the main. N rates are (1 guy) only 45 lbs and 15 P on canola stubble. Others around 60-65 lbs. Could be seeding date difference as one of the guys seeds early, whereas I'm at the end of cereals and canola around 22 May. I read once that oat yields (are) less affected by seeding date than other crops. One of the guys who seeds early and only 45 lbs N seeding 5 -5 1/2 bu acre (170 lbs) is getting up to 170 bu/acre in 2009. My row spacing is 7 1/2". These other guys 8-10". Any comments and am I doing wrong or missing something?"

Well, as we often do in these cases, we put the question to Kevin Elmy of Friendly Acres Seed Farm at Saltcoats, SK, a practicing agronomist, who is a partner in a family farming business. He responds:

My first question is the 150; is it actual weighed out or estimated bin yield? Oats are nasty to estimate until you weigh them out. 120 is still an awesome oat yield. Morgan is one of the highest yielding varieties out there. Bit late, but so are Weaver and Jordan. Your seeding rates sound good (25 plants per square foot). Fertility looks good and your date. Rotation may influence your yields. Do you do any seed treatments or micros? What kind of openers do you use vs. other people?

You cannot trust people's estimates (or) yield monitors either (to give you the most accurate information). If they (yield monitors) haven't calibrated on each crop, they will tell you relative yields, but not necessarily absolute numbers.

Editor's note: We welcome your questions about any topic related to oats and will publish them with answers in future issues. Email poga@imagewireless.ca.

Oats "Down Under"

Good growing weather is where you find it. Need we say that there is none to be found on our Canadian Prairies come late January or into February? And this year folks around Palmerston, New Zealand (North Island) wouldn't have said the weather was ideal, but oat crops set out for winter seed increase by plant breeder teams were well headed out.

The Oat Scoop asked Dr. Fetch:

In general what can we say about the plots this year?

The nursery this year was about 10 days to 2 weeks later than last year, or the “normal” years because the Palmerston North area suffered with a similar summer to what we experienced last summer in Manitoba...cool and wet.

What varieties were growing?

The lines that are grown in the winter nursery are the early-generation lines, F3, F5 and F7.

Why this site?

This site has been used as a winter nursery since the mid-seventies when Ron McKenzie (AAFC oat breeder) formed a relationship with a wheat breeder, Dr. McEwan, from DSIRO in Palmerston North.

Who does the hands-on?

The nursery manager is currently Andy Hay, who is located at Lincoln, on the South Island, but Ian Mandahl does a lot of the hands on work at Palmerston North with some assistance from another person, Kevin Sinclair. Ian has worked with us in the nursery for about 15 years, first just during the summers, but he is now employed year round with the winter/off-season nursery work.

Is this site owned by AAFC?

No, the site is actually owned by Ag Research New Zealand, and paddocks for growing our nurseries are leased by Plant and Food Research New Zealand from Ag Research.



Research Scientist-Oat Breeder Dr. Jennifer Mitchell-Fetch of the AAFC in Winnipeg spent several weeks at Palmerston working with field technician Ian Mandahl (centre) of Planted Food Research and Warren Hannam, Managing Director of AusGrains Research in Australia, a seed supply company and one of the industry partners of the Prairie Oat Breeding Consortium, of which POGA is a member. The Nursery is operated by a New Zealand-based group called Planted Food Research.

Are special permits required to get the seed in/out?

Yes, currently we are required to have the crop inspected in the field in Canada to ensure that the grain is free of *Xanthomonas campestris* and *Xanthomonas translucens* which are prohibited pests in New Zealand. The wheat must be inspected in New Zealand to ensure it is free of Flag Smut before it can be imported into Canada. Plant and Food (and the other nursery companies in New Zealand) have import permits for bringing the seed into New Zealand, we need phytosanitary certificates for sending the seed to NZ and we have import permits for bringing the seed into Canada from NZ.

What amounts are involved?

We typically ship several tonnes of grain from New Zealand to Canada. On the other hand, we send about 4 photocopy paper boxes of planting seed from Winnipeg to New Zealand in October every year.

Possibly the most important – why do you do this?

The off-season nursery allows a plant breeder to shorten the development time for a cultivar by about 3 years. As well, in New Zealand, to a large extent we are able to select for resistance to BYDV and to crown rust (the races there are similar to those found in Canada). If the stem rust comes into the nursery at an early enough stage, we can also utilize that for making selection decisions.

For more information, try these links: www.crop.cri.nz/home/business/breeding.php and www.austgrains.com.au.



It's a tall world after all! Stony Plain Seed Cleaning Plant manager Chris Newberger (left) says all those augers and towers have a fit in the diversified world of seed cleaning and marketing these days. He was hosting Prairie Oat Growers Association President Bill Wilton (centre) and Westlock, AB farmer Keith Gilchrist April 7. Stony Plain has diversified its seed cleaning business with substantial pony oat markets in California.

Mark Your Calendars:

July 27, 2010

Manitoba Oat Growers Annual Meeting & Summer Meet

Kelburn Farms (South of Winnipeg)

December 3, 2010

Prairie Oat Growers Association Annual Conference

Yorkton, Saskatchewan

January 11, 2011

Saskatchewan Oat Development Commission Annual Conference and Crop Week

Saskatoon

Alberta oat growers, watch the POGA web site at www.POGA.ca for announcements of upcoming events.

Your opportunity to learn more and meet the people who make oats one of the great profit potentials.

WWW.POGA.CA

Assessing Seed Quality: Important For Farmer Tool Boxes

As Prairie people we know that every spring seeding and every fall harvest is unique in some way. That fact was supremely evident for the 2009 planting and harvest seasons. From the start a cool and lingering spring eventually gave way to some (relatively) warmer late summer weather. September was a phenomenon, and then....

And then reality hit home. Warm sunny days gave way to wet, cold...yuk! Harvest became, for many, a November nightmare.

The result of those two distinct harvest periods, says Bruce Carriere of Discovery Seed Labs in Saskatoon, was significant to this year's seed supply. Bruce has tested seed professionally for many years – Discovery Seed Labs alone for 17 years. He says 2009/2010 crop year was open of the best reasons to be doing both germ tests and vigour tests.

"Harvest #1" was completed by the end of September, producing samples with some green seed, says Bruce, but nothing out of the ordinary. Harvest #2, through the end of November – all cereal crops suffered badly.

Oats, being a relatively shorter season crop, generally comes off in good condition, he notes. But last year spring germination was generally poor for oats and countless acres went in too late for harvest, meaning the crop sat out in some of "the worst weather we've seen in the fall in many, many years."

With its light dormancy, oats is easily tested right off the combine, "...and we can predict what the germination is going to be quite accurately in spring time" – if storage is proper."

With 17 years of data observed at Discovery seed Labs, the average germ on oats is about 93 per cent. This year's samples from harvest #1 fell into that 92-93% range. But harvest #2 falls well down into the sixties – a near-30% drop!

(Canola is harder to estimate because so much canola seed is registered seed grown elsewhere – but Bruce knows for sure that many canola samples are lower this year, some into the low seventies. Peas appear to be "ok unless they are sprouting." Similarly wheat from the second harvest is averaging germination in the low 70 per cent range, as compared to harvest #1 samples averaging in the high nineties – as much as a 28% differential for wheat germination. Startlingly, some rate as zero, which may skew the averages, but which also makes a stronger case for seed testing.)

In context, the Saskatoon lab sees 600 to 900 samples submitted for germ test, but for obvious reasons numbers were higher this year. The methodology is used around the world and is prescribed in Canada by the Canadian Food Inspection Agency (CFIA).

There is a "blotter test", but a chemical solution may be used to "break dormancy" or a cold/wet period. In a year like we just experienced, with high moisture present in many samples, chemical treatment is the way to go, he says. Freezing has no factor in seed dormancy performance.

Actual seed counts must be done by human hands. But it is also important to note that, "Just because it puts out a short little leaf...does not necessarily mean that is germinated seed capable of producing a mature plant. We look at the leaf system, we look at the root system, we look at the two combined (and ask the question) is one of them large enough to carry the other type of thing."

The test sample uses 250 seeds in four replications of 50 seeds each. Then, because the entire seed lot cannot practically be tested (or would anyone want to pay for it!) statistical analysis is used to determine the actual reported germination average. If the numbers don't jibe, the lab will often do a re-test, cost of which is absorbed by the lab (unless, for example, there is a glyphosate

residue, what is called a "soil germination", along with the blotter germination, must be done, and the farmer/customer is charged extra). A disease test would be an entirely separate protocol, with the sample "plated" on an agar growing medium, under proper light and temperature conditions.

Pay attention to the kernel

To ensure that farmers make the best use of their test results, Discovery has, for about seven years, been promoting the "Thousand kernel weight" method of seeding, which involves actual seed counting.

Let's say you want, for oats 26 plants per square foot. But if you are using the old two-and-a-half bushels per acre "rule of thumb" you face a problem, says Bruce Carrierre.

"A bushel is nothing more than a volume measurement and you don't know if you have a bushel of grapefruit or a bushel of golf balls. There's a way more golf balls in that bushel than there are grapefruit. So in a year where you have small seeds, you might be vastly over-populating your field, and there's no economic benefit by over seeding...you don't get extra bushels by putting in an extra half pound of seed per acre, type of thing."

So, when we know the weight of 1000 kernels, we can then use a tested and prepared equation that will allow you to take the germination figure, combine it with the 1000 kernel weight, and be able to know how many pounds per acre of seed are required.

At first there wasn't much uptake on the kernel weight concept, but response has grown and there are specific examples of thousands of dollars in saving because of combining germ tests with kernel weight seeding counts.

How much seed is tested in a year? "Probably not enough, or even close to what you think it should be!" From a long-term data base of 10,000 farms prairie wide, Discovery gets on average 2000 to 3000 samples per year – this year being an exception with multiple samples from many producers.

"For the cost of a germ test (\$23.00 at Discovery), that pays for a lot of good nights of sleep!"

Manitoba Oat Growers Association Annual meeting

July 27, 2010 starting at 9:30 a.m.

**Oat plot tours * Oat Market Outlook *Update MOGA/POGA programs*

**Mycotoxin in Oats – Should Manitoba growers be concerned?*

**Update on 2010 Crop Research Centre trials*

** Lunch provided *Meet the people who buy your oats*

**Kelburn Farms (5 minutes south of Winnipeg on Highway 75)
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or email poga@imagewireless.ca

Oat Cooking 101

Is there a “best practice” secret to cooking oatmeal? Not likely, but like any fancier of oatmeal, Nancy Ames has her own personal method – a rice cooker! Her Black & Decker model has a timer which brings the water to a boil and then holds the temperature for a set period of time – allowing the rice (or oatmeal) to simmer. She exclaims, “It’s almost like this thing was made for oatmeal!”

As well as being a professional food researcher and plant scientist, Nancy Ames is a mother of two busy and active teenagers. So she likes the fact that with her “rice” cooker she can simply set the timer, zip off for one chore or another and return to perfect oatmeal – in this case enhanced by the fact that the unit comes equipped with a Teflon quick-rinse pot!

So how about a great recipe with oats?

Oat Pancakes

Ingredients

- 1 2/3 cup oat flour*
- ½ cup oat bran
- 2 tbsp. sugar
- 3 tsp. baking powder
- ½ tsp. salt
- 1 cup milk
- 2/3 cup buttermilk
- 1 egg
- 3 tbsp. melted shortening or salad oil

Directions

1. Measure dry ingredients into a mixing bowl. Stir well to blend.
2. In a separate bowl, combine milk, buttermilk, egg and melted shortening or oil. Beat with a whisk.
3. Add liquid ingredients all at once to dry ingredients. Mix just until all ingredients are moistened.
4. Grease hot griddle lightly for first pancakes only.
5. Pour batter by ¼ cupfuls onto griddle. Bake until puffy and bubbly. Turn and bake other side. Serve hot with butter and maple syrup.

*Note: To create your own oat flour, grind rolled oats (large or quick flakes) using a blender. Grind ½ to 1 cup of flakes at a time and re-measure the resulting flour into your recipe.

Yield: 20 fluffy 4” diameter pancakes.



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in black and white.

To see the Oat Scoop with all photos in full colour, go to www.poga.ca and view,
download or print the PDF file of this issue.

*While you are there, look around on our web site to see what else is new in the world of
oats.*



All about gluten-free oats: Mary-Ellen Carlson, CEO of Avena Foods of Regina (formerly Farm Pure Foods), was a keynote speaker at the Saskatchewan Oat Development Commission annual meeting in Saskatoon January 12, 2010. Ms. Carlson noted significant oat industry growth following the 1989 USDA label claim for beta glucan, which allows oats to be promoted for its healthy fibre content. But she says it's time to go beyond that health claim into new and growing consumer markets, which include the gluten-free oats required by those with gluten intolerance. The gluten-intolerant market is estimated to be as much as one in seven people. The 2011 SODC annual meeting will return to the Saskatoon Inn Tuesday, January 11.

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