

SECTOR PROFILE AT A GLANCE

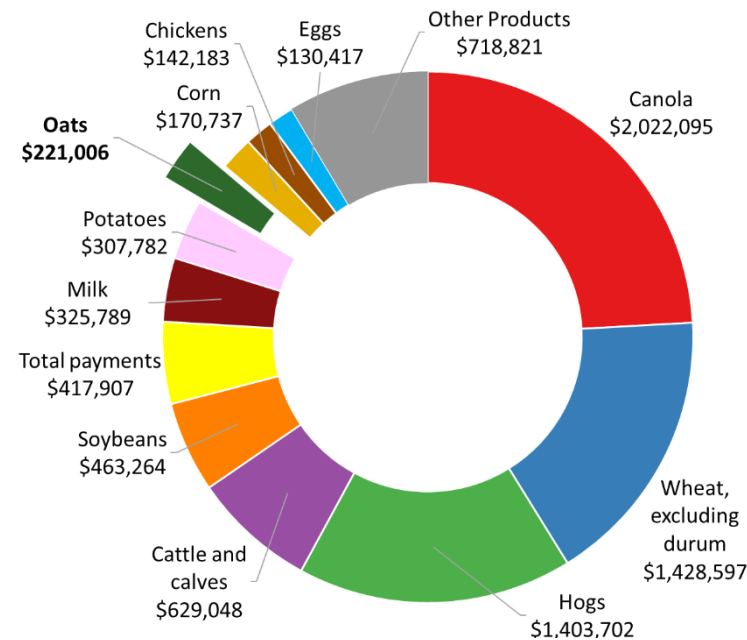
Oats



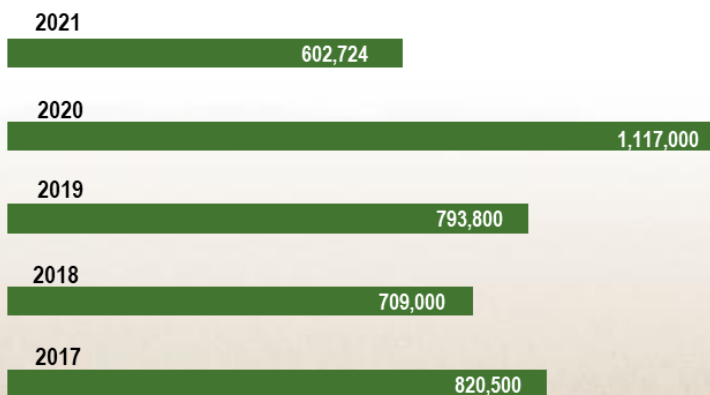
Highlights

- Manitoba accounted for 23 per cent of Canada's oat production in 2021, making it the second largest producer of oats in Canada after Saskatchewan.
- Manitoba produced an average of close to 800,000 tonnes of oats per year between 2017 and 2019. Production increased sharply to over 1.1 million tonnes in 2020, then fell back to just 600,000 tonnes in 2021 due to severe dry conditions.
- There is a long history of oat processing in Manitoba with two large plants in operation and a third one under construction to begin operations in late 2022.
- In 2021, Manitoba exported almost \$290 million of oats and oat products.

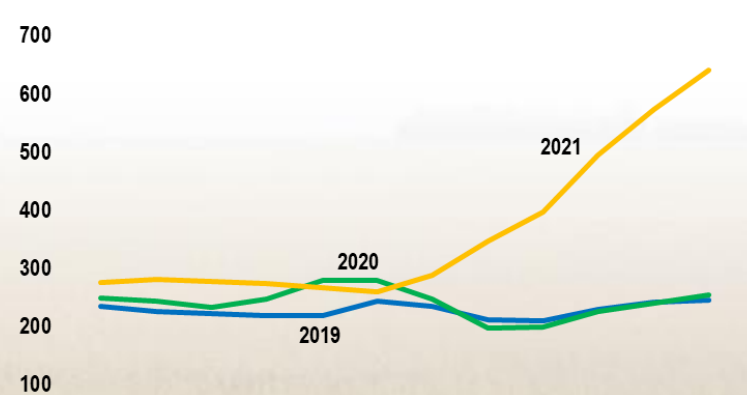
Farm Cash Receipts (2021, '000 of dollars)



Production (metric tonnes)



Prices (dollars per metric tonne)



Processing

- Oats are milled to produce oat groats, thick oats, and steel-cut oats. Oat groats, which are oat kernels without the hulls are further processed into various types of rolled oats or chopped to make steel-cut oats.
- In Portage la Prairie, Richardson Milling is Manitoba's largest oat miller producing oat products for human consumption such as oat flour, rolled oats and oat bran.
- Located in Emerson, Manitoba's second largest oat miller is Emerson Milling producing processed oat products for animal feed.
- The O Foods Ltd oat processing plant is under construction in the RM of Rosser, scheduled to begin processing oats for human consumption following the 2022 harvest.
- Buffalo Creek Mills in Altona produces oat flour and oat groats for human consumption and groats, oat flour and oat pellets specifically for the pet food market.
- Crushed oat hulls are commonly used for horse feed, while whole oats or ground oats (milled into a coarse flour with a roller mill, burr mill or hammer mill) are often consumed as cattle feed.

Marketing and Trade

- The price of oats began rising in mid-2021 as supplies began to run short and prices have held strong since as the 2021 harvest was much smaller than normal due to extreme dryness.
- The United States is consistently Manitoba's biggest export market for both processed and raw oats. Raw oats are also exported to many other markets.
- In 2015, Health Canada gave marketing authorization to label pure oats as gluten free, which was key to expanding oats into the market of consumers seeking gluten-free foods.

DID YOU KNOW?

- Oats are considered a heart-healthy food as they are high in dietary fibre, beta-glucans, protein, unsaturated fatty acids as well as vitamins, minerals and antioxidants.
- Measured by farm cash receipts, oats are Manitoba's fifth largest crop for 2021.
- Oats are one of Manitoba's first crops as they are naturally suited to cool temperatures and shorter growing seasons.
- Oats are a popular ingredient for gluten-free foods including pastas and pastries.
- Manitoba's oat farmers are represented by the Prairie Oat Growers Association (POGA) who focus on promoting profitability, sustainability and market promotion of oats.

Updated April 2022

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