



9th International Oat Conference

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Development of New Oat Products in Austria

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Plant breeding since 1903

More than 100 years...

... on service for agriculture





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Cereal breeding

Wheat

Barley

Oats

Rye





Development of new Oat Products in Austria

1. Project Order
2. Situation in Austria
3. New Products and testing in focus groups
4. Conclusions





1. Project aim

Development of innovative oat-based products in order to create or boost the demand on oats in Austria





2. Situation



Examining the aspects of oats
in customer`s perception

Questionnaires



Environmental analysis

- SWOT analysis of oats
- Market analysis - national
- Market analysis - international
- Trend analysis



Economic added value

- Food retailing chain
- Compound feed industry chain
- Seed producers chain

Negative aspects:

- Lack of information about health advantages of oats
- Small range of products
- Bad image as a horse feed
- Bad image as a diet
- Low price for farmers
- Danger of toxins
- No explicit information for lactose-intolerant people

Lack of information on consumer`s side

►REJECTION



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Negative aspects - farmers:

- Small market and demand -> therefor low price
- High content of crude-fibre
- Danger of toxins





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Positive aspects - mothers feeding their children with oat products

- High health issue of oats
- Good taste





Positive aspects - farmers

- Well adapted to regional climate
- Robustness in growing
- Positive effects in crop rotation
- Stimulates fertility
- Less care requirements especially in regions with extensive conditions



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Which products do we find (Austria, Germany)?

Oat kernels, flakes, bran, mark, flour

Cookies with oat flakes

Breakfast cereals with oat flakes

Cereal bars with oat flakes

Pap, baby food, oatmeal

Soup noodles

Crisp bread

Green oats tea

Oat drink

Bird seed

Conclusion:

**oat is mainly ingredient -
rarely advertised itself**

(except on Company





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Customer perception for „oats“

- Horse
- Animal feed
- Cereal
- Oat flakes
- Breakfast cereals
- Healthy
- Oat gruel



www.cavallo.de



www.brennr.de



Store & consumer checks (Austria, Germany)

- Only limited range of product choice
- Together with insufficient claims of oats in general
- And lack of innovative products
- leads to little awareness of people
- Consumers have lack of information on oats and its ranking of ingredients



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Conclusion

1. Wider range of oats products is necessary
2. Oats must be promoted with an image campaign



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Trends identified in European trend-scouting on consumer markets

(Zukunftsinstitut 2010 – Konsument 2020)

- Regionality
- Authenticity
- Simplicity
- Originality
- Products with additional value



Trends are called

- Neo-Nature
- Body & Health
- Sense-markets



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3. New products

Long way from idea to prototype:

Ideas

- evaluation
 - verbal concepts
 - focus groups
 - revised concept
 - prototype in laboratory
- focus groups
- **optimized product!!!**



Huge pool of ideas

Oat-poppy-cream

Oat-jam

Oat²-cereal

Salad-dressing

Oat-pap

spread

Oat-sausage

Oat-potatoe-bread-stick

Dumplings



ice cream

beer

malt drink

pralinés

waffle

tea capsules

Herb cube for soups

pancake-dough



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Decision to go on with

- Desserts: ice cream
pralines
brioche
- Beverages: malt drink for children
smoothie
beer
- Based on oat ingredients like oat flakes, oat drink, oat malt, oat malt extract and oat flour





Focus groups

- Persons with lactose intolerance
 - General consumers
 - Mothers
 - Children
- ...tested the new developed products
- ...gave input and
- ...showed the consumer`s attitude





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4. Conclusions

I. Lactose-intolerant people:

- oats are a welcome alternative in daily menu
- Very interested in convenience food on oat basis





II. General consumers...

...must be convinced by information about the point of sale of oat products

III. Mothers

- Wish a public offer of reward of oats in the single product
- They are convinced of the high value of oats anyway



Conclusions IV

- Oats need a fundamental change of image and should be seen as innovative.
- The health advantages as well as the additional benefits must come to the fore
- Oats need an intensive public offer of a reward to be appreciated through consumers in Austria

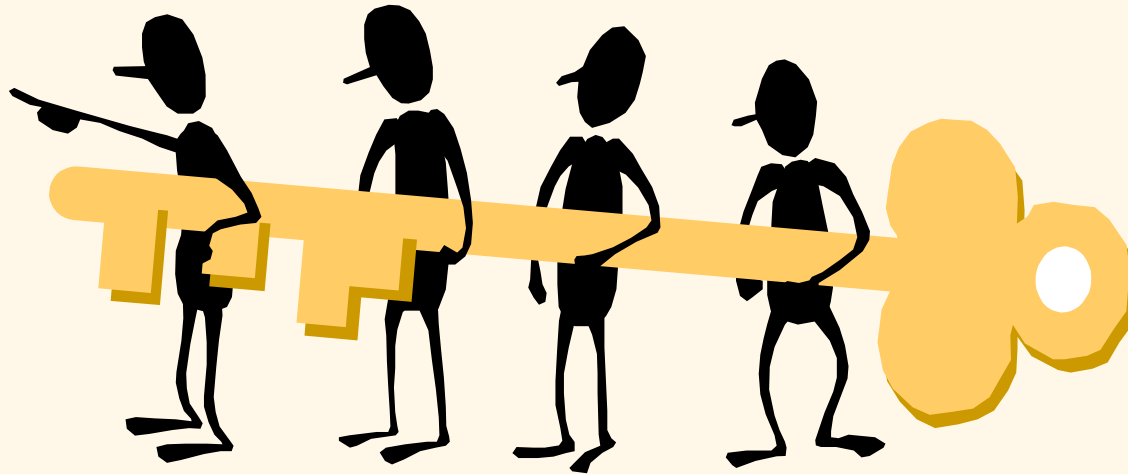


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Key to success



our partners: breeder - science -
business companies - farmers



Partners

- FH Campus Wieselburg/ Austrian Marketing University of Applied Sciences www.wieselburg.fhwn.ac.at
- Saatzucht LFS Edelhof www.saatzucht.edelhof.at
- Verein zur Förderung der Mohn- und Getreidezüchtung www.saatzuchtverein.at
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Thanks to the team!



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