



OAT 2020

International Oat Conference



GIWA

Grain Industry Association
of Western Australia



International Oat Conference

Perth, Western Australia

11th – 15th October 2020

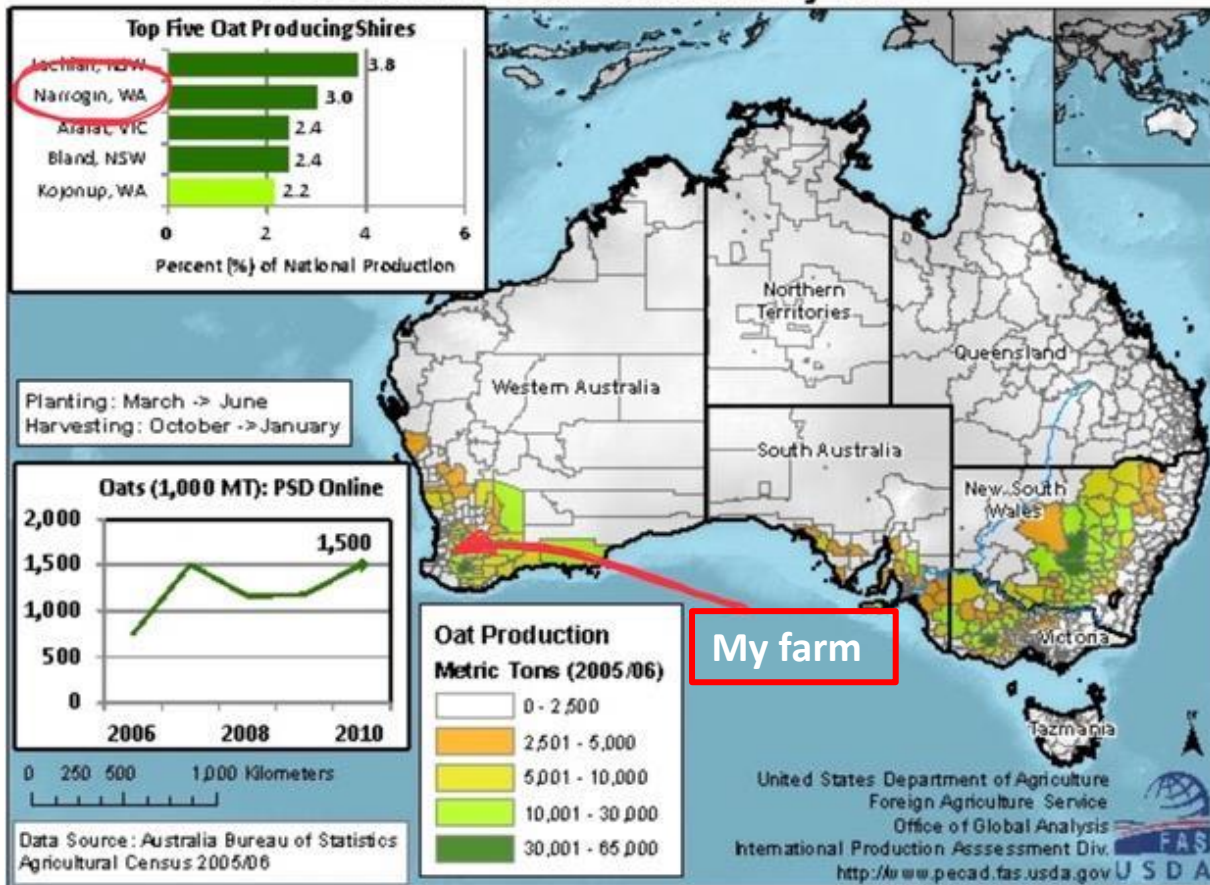
www.internationaloat.org

www.giwa.org.au



Hello. I am Ashley Wiese, an oat grower and the Chairman of the Oat Council for the Grain Industry of Western Australia (GIWA). I invite you to attend the International Oat Conference in sunny Perth, Western Australia, in October 2020.

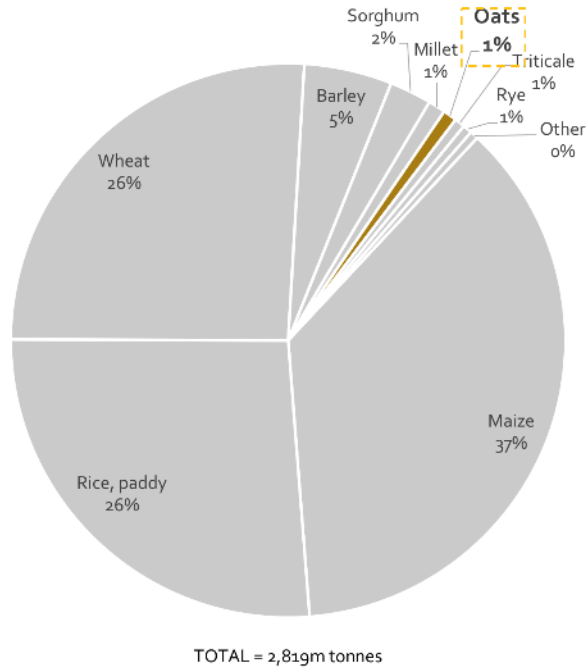
AUSTRALIA: Oat Production by Shire



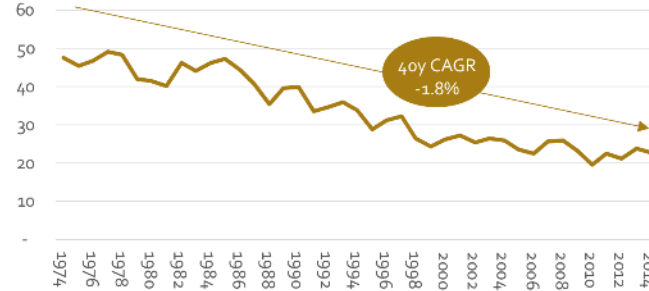
The Western Australian Oat Industry



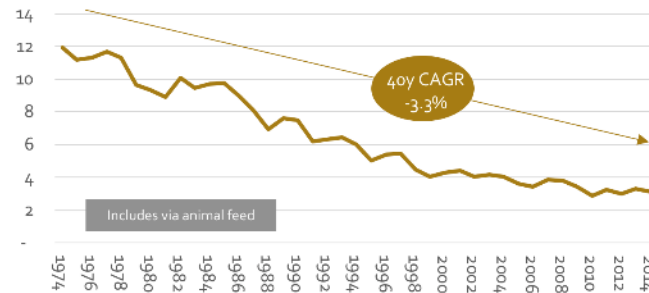
Global grain production by type (t; m; 2014)



Global oat production by type (t; m; 74-14)

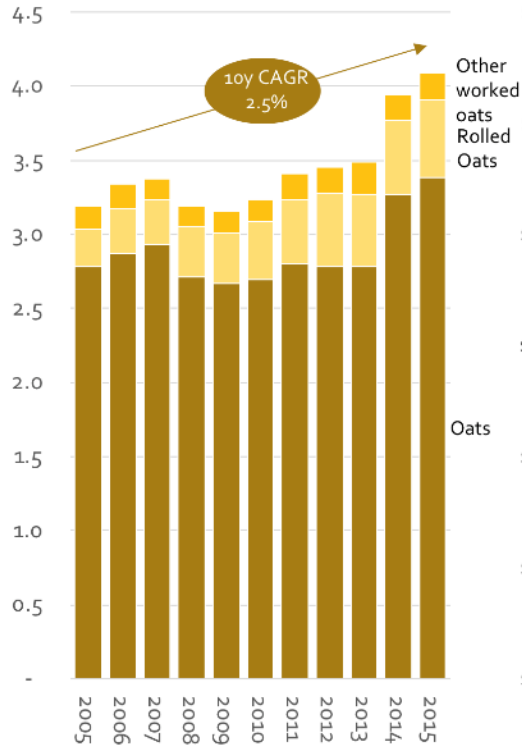


Global oat consumption per capita; all forms (kg; 74-14)

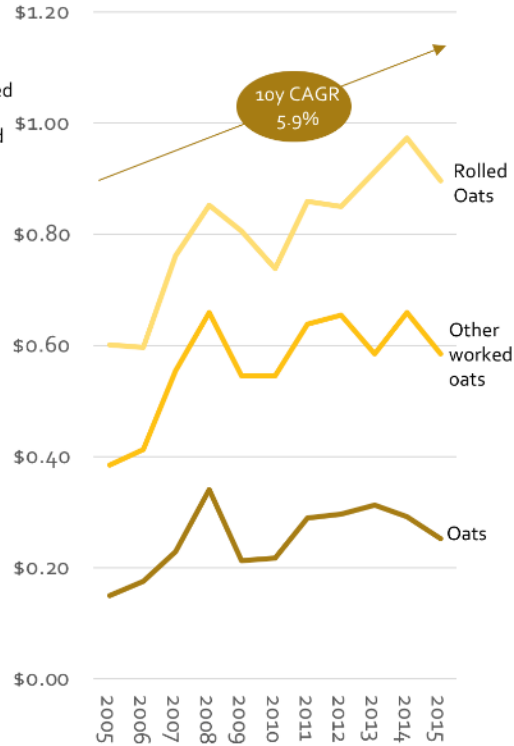


CORIOLIS

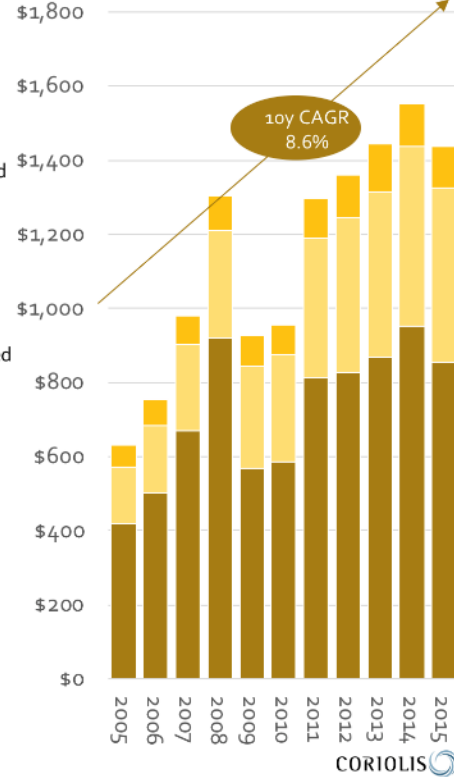
Global export volume (t; m; 05-15)



Average global price (US\$/kg; 05-15)



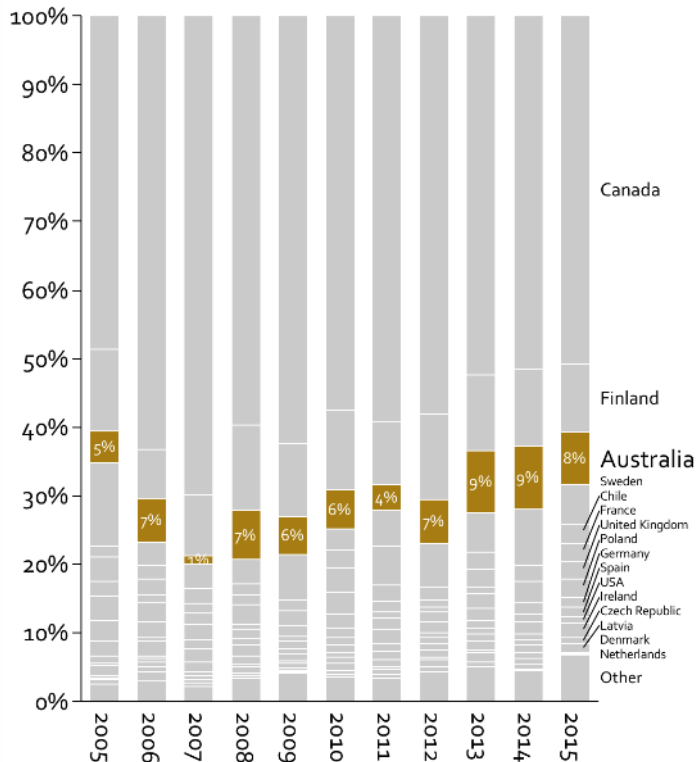
Global export value (US\$, m; 05-15)



Source: FAO; Coriolis analysis

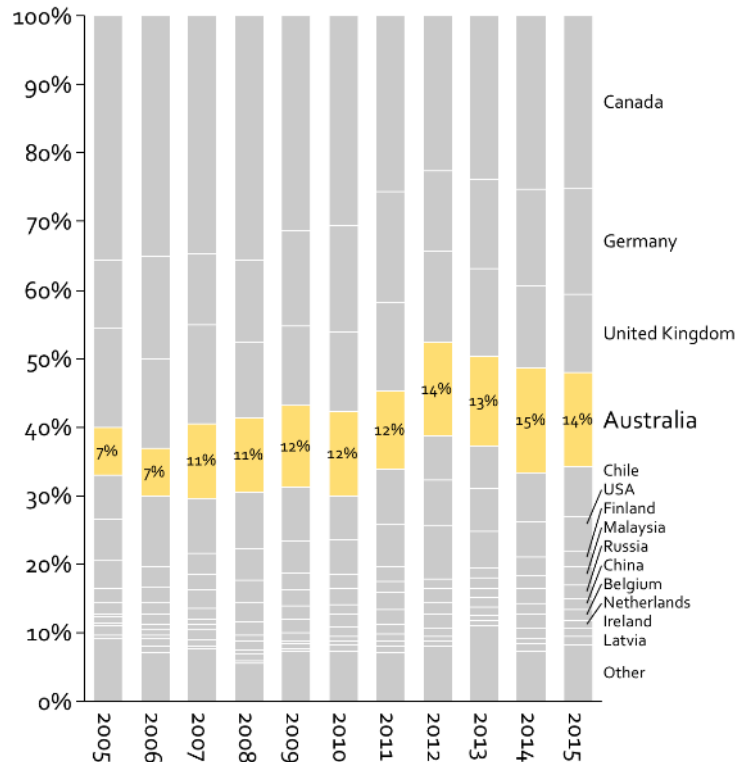


Share of global grain oat export volume (% of \$; 2005-2015)



Source: Comtrade; Coriolis analysis

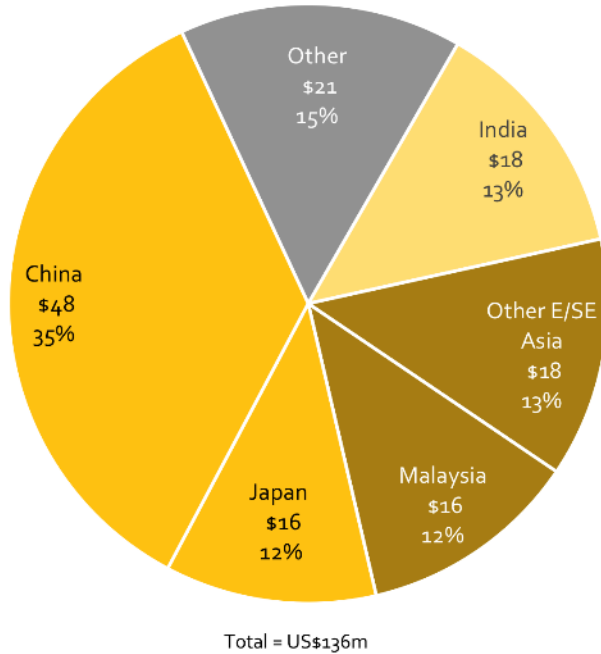
Share of global rolled oats export volume (% of \$; 2005-2015)



CORIOLIS

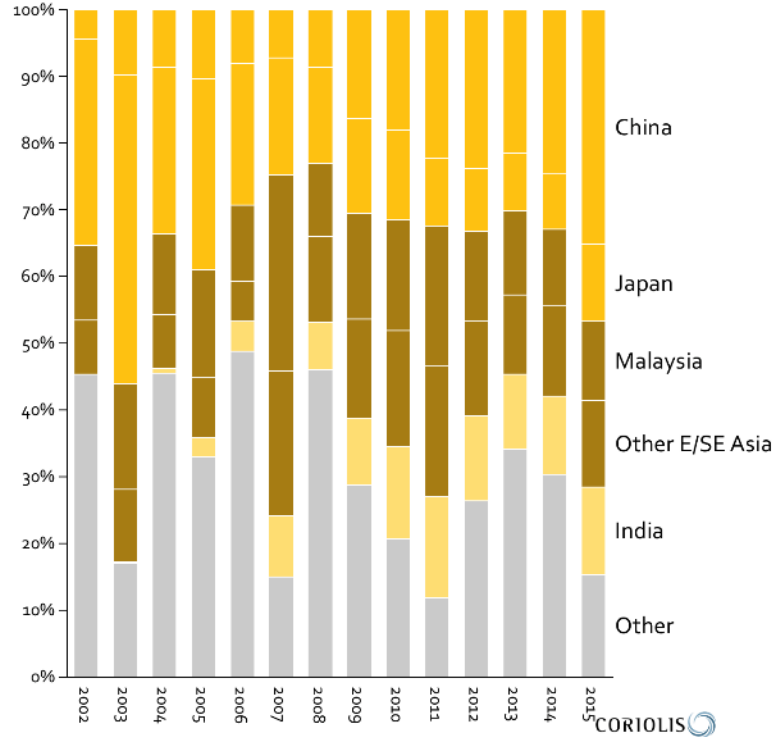
Australian oat exports by destination (US\$; m; CIF; 2015)

Data is total Australia as reported CIF by receiving country
 Australian reported data has confidentiality issues



Source: United Nations Comtrade: Coriolis analysis

Australian oat exports by destination (% US\$; CIF; 02-15)



The Western Australian oat industry has made a conscious decision over the last decade to focus on oat grain for human consumption. We have retired our feed grade varieties, and our bulk grain handling system now only accepts milling oat varieties.

The Western Australian Oat Industry



- Significant investment in Oat Processing Capacity
- Approximately 30% of WA oats processed in Western Australia and exported as finished product into Asia.
- Quaker Oats, UniGrain and farmer owned cooperative CBH heavily invested in oat processing
- Western Australian oats attract premium into Asian markets - trusted “green and clean” image
- Rolled oats processed in Western Australia attract additional premium into Asian markets.
- This is main driver for processing investment in Western Australia despite high cost of domestic processing compared to processing offshore.

Funding our industry



All Australian farmers contribute a research levy based on tonnes of grain and fodder produced. This levy goes to a central statutory body called the Grains Research and Development Corporation. The Australian Government then contributes further funding to this body. This organisation is managed by growers who allocate funds to research projects across Australia. State Governments also contribute to research by supporting State based Departments of Agriculture.



Oat breeding in Australia is centralised in South Australia at the South Australian Research and Development Institute (SARDI). Pamela Zwer and Peter McCormack, our plant breeders, are members of our Oat Council. Although plant breeding is centralised, trials of new varieties are part of the National Variety Trial program and are tested across the oat growing regions of Australia. Oat breeding focuses on Milling Varieties and also varieties for Oaten hay production, but Milling oat varieties are also trialled for hay production as some growers will plant crops which are dual purpose.

GIWA Oat Council

- Oat Farmers
- Storage and Handling sector
- Domestic Oat Processors (such as Quaker)
- Oaten hay processors and exporters
- Oat Traders and Exporters
- Oat Breeders
- The Grains Research and Development Corporation
- Western Australian Department of Agriculture including the Technical staff who work on Oats and Oat trials
- Seed companies who own oat seed varieties
- Australian Export Grains Innovation Centre (AEGIC)



Take a look at our video!

(https://oatnews.org/oatnews_pdfs/2018etc/AOWC2018_30_Wiese_video.mp4)





One thing we need to understand is that it is a privilege to have shelf space in a supermarket. Ultimately, it is the customer who decides what products deserve the right to be there. We need to give our customers a good value product if oats are going to compete against other foods. We can do that by producing more, driving the price down and making oats a cheaper product to buy. Or we can do that by improving the value of the product in a consumer's eyes and driving the value up. We can achieve this by improving quality in the taste experience, or by giving a consumer a greater health experience.



Oats is a fantastic food. It has the potential to significantly improve the health of people around the world, especially in countries where rice has been the foundation of their diet. Working on the Health Benefits of Oats will allow oats to have its place in a customer's shopping basket well into the future. Because of this we have decided to have a focus on Health and Nutrition at the 2020 International Oat Conference.



Perth is a wonderful city. We are blessed to have the beautiful Swan River winding through our city and the 2020 International Oat Conference will be held on the banks of the Swan River. October is Spring. The days will be warm and still. Oats will be out in head. Hay cutting will be in full swing, and our famous beaches will be inviting.
We would love to see you all in 2020.



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CONFERENCE HOST:

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