



## **Oats in New Zealand: Introducing Adrian Russell and Plant Research (NZ) Ltd.**

Adrian Russell owns a plant breeding company based in New Zealand named [Plant Research \(NZ\) Ltd.](#) The company has been developing forage and milling oats for over ten years, and its genetics now comprise 95% of the milling market and 100% of the beverage market (oat 'milk') in New Zealand.

A group called the New Zealand Oat Industry Group represents a collaboration between the growers, millers, and Plant Research (NZ) Ltd.. Levies are collected from the varieties the company develops and these are matched by the millers. The funds are then used to help Plant Research (NZ) Ltd. develop varieties.

Adrian and his colleagues are reaching out to make new connections in New Zealand and elsewhere. They are available to assist other breeders with nurseries in the Southern Hemisphere and welcome collaboration!