

# SECTOR PROFILE AT A GLANCE

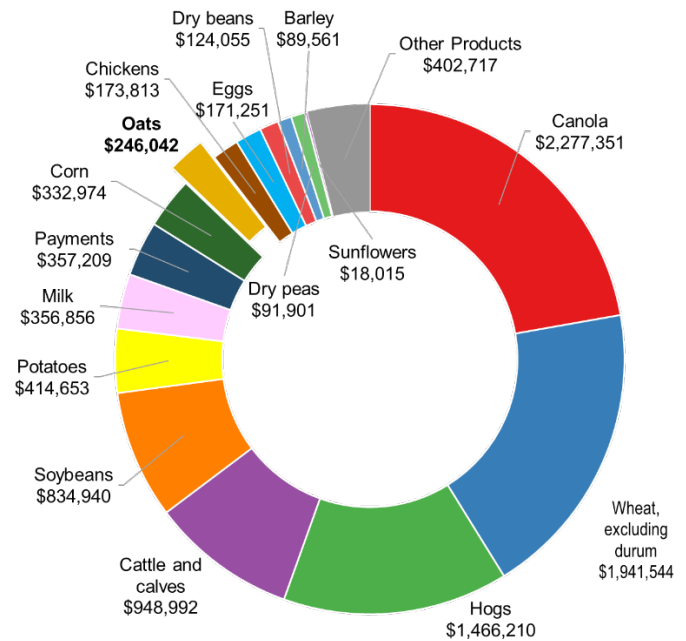
## Oats



### Highlights

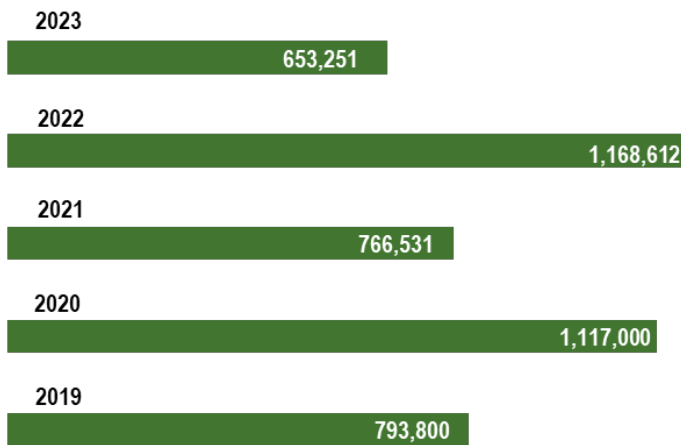
- Manitoba planted 528,700 acres to oats in 2024, making it the province's fourth largest crop by seeded area.
- Over 18 per cent of Canada's oat area was planted in Manitoba for 2024.
- The record yield of 116.7 bushels per acre was achieved for oats in Manitoba in 2022.
- Manitoba is the second-largest oat-producing province in Canada, after Saskatchewan.
- There is a long and successful history of oat processing in Manitoba, with a number of plants in operation producing oat products for human and animal consumption markets.
- In 2023, Manitoba exported almost \$382 million of oats and oat products.

### Farm Cash Receipts (2023, '000 of dollars)



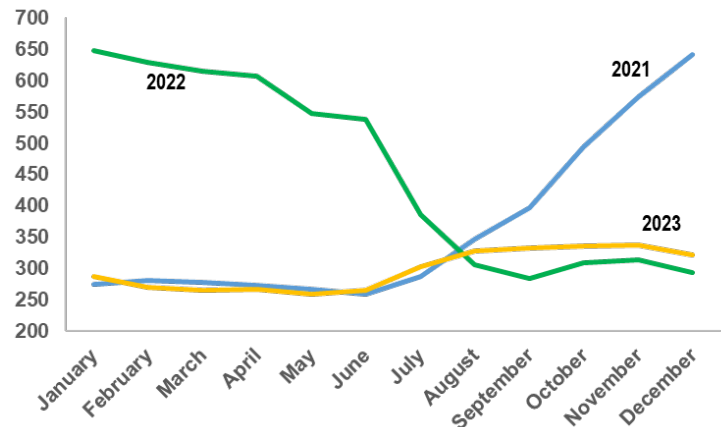
Source: Statistics Canada

### Production (metric tonnes)



Source: Statistics Canada

### Prices (dollars per metric tonne)



Source: Foresight and Analysis

## 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, a subsidiary of Paterson GlobalFoods, began processing oats in 2022. It produces groats, rolled oats and oat flour for human consumption.
- 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 used as cattle feed.

## Marketing and Trade

- The price of oats rose sharply in 2021 due to the drought-reduced crop, but strong production for the 2022 season brought prices back down and 2023 prices held stable.
- 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.
- By farm cash receipts, oats are Manitoba's sixth largest crop for 2023.
- Oats are one of Manitoba's first crops as they are well-suited to cool and shorter growing seasons.
- Oats are a popular ingredient for gluten-free foods including pastas and pastries.
- Manitoba's oat producers are represented by the Manitoba Oat Growers Association (MOGA) and Prairie Oat Growers Association (POGA) who focus on promoting profitability, sustainability and market promotion of oats.

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## Contact us

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