

# **Equine Feed Oat Project**

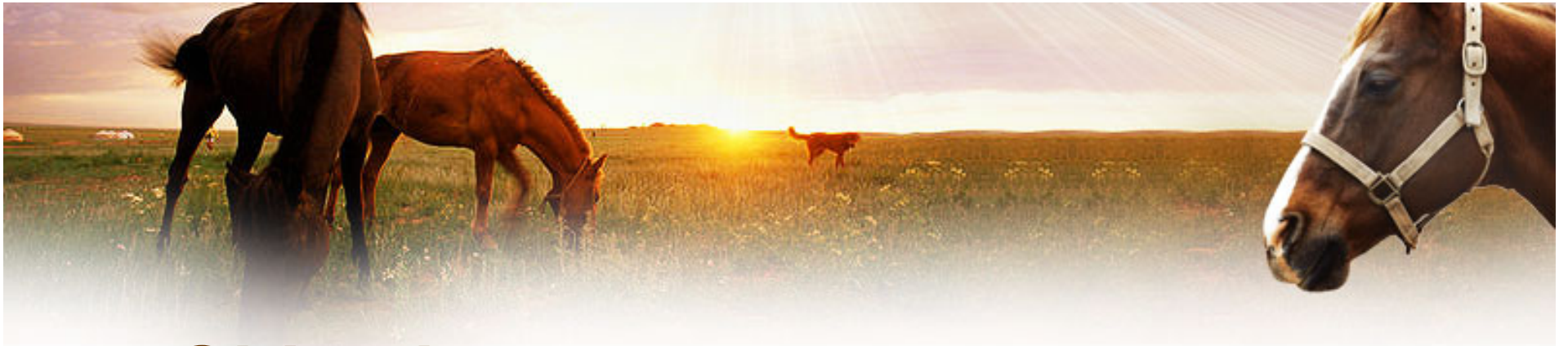
**An Initiative of the  
Prairie Oat Growers Association**





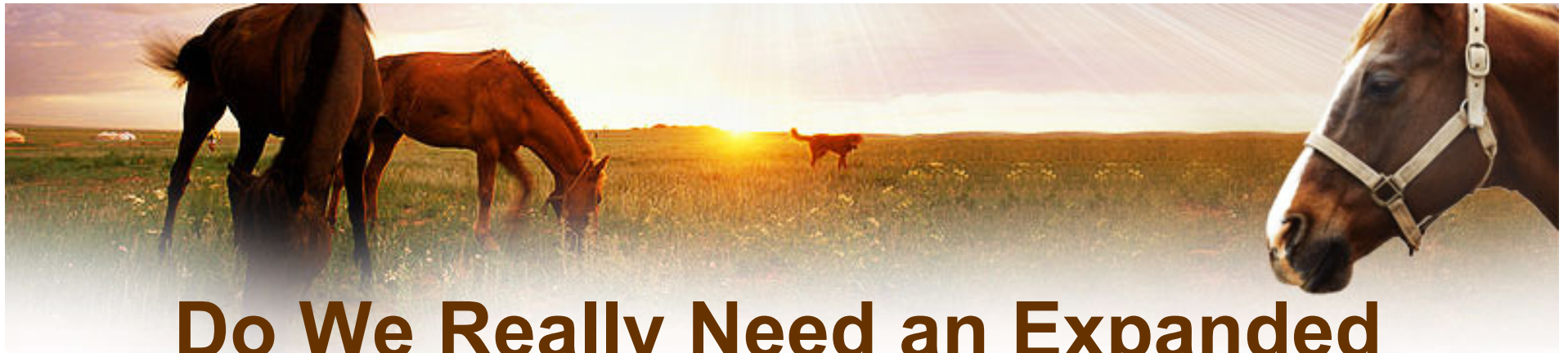
# Keys to the Future of Oats

- Higher yields could help but not without increased physical demand
- Without volume, oat area slides into a “contract crop” status – Equine is that volume
- Need to innovate
- “Critical Mass” and Momentum
- Growers need take control of their oat market through POGA



## Objectives

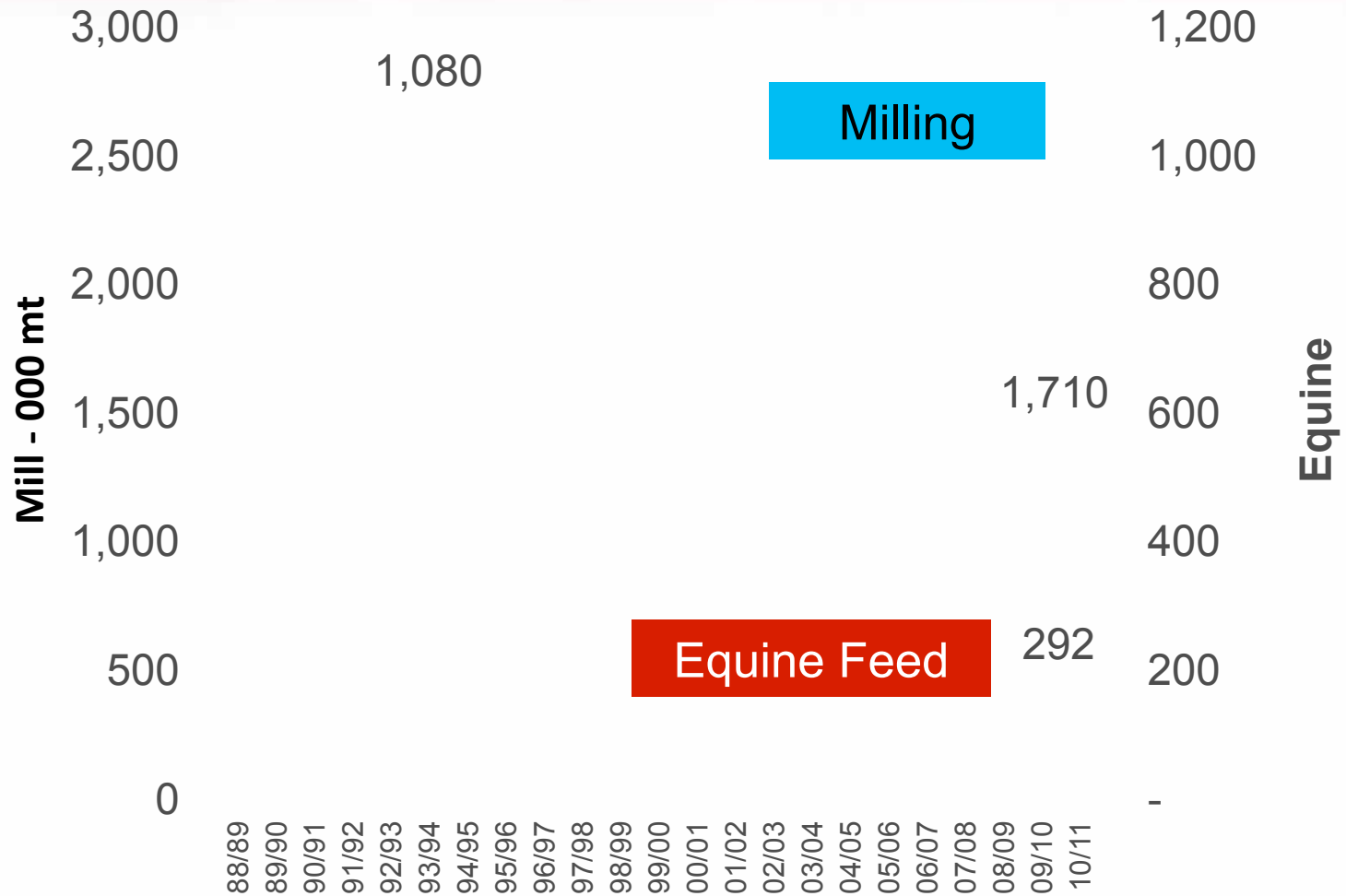
- **Increase consumption of oats in Equine Markets**
- **Push the “Price Envelope”**



## Do We Really Need an Expanded Oat Market?

- Canada is THE major oat market
- Low input/risk, good returns
- Needed diversity
  - Disease issues
- Markets are cyclical
  - Need to develop synergies
- EU-Canada free trade agreement

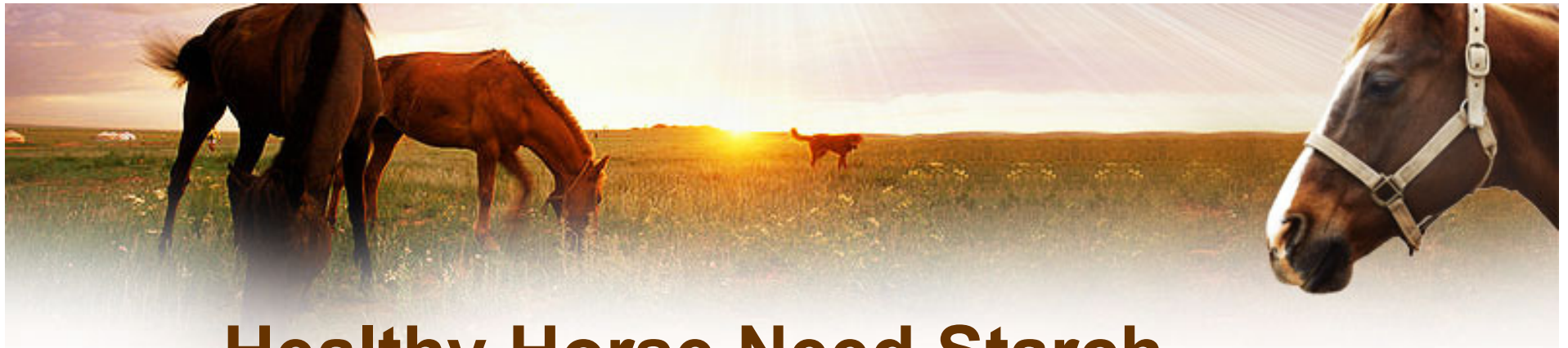
# Implied US Milling and Equine Oat Use





## What Reduced Equine Demand

- Oat prices increased relative to corn, barley, wheat midds and rice bran
- Over emphasises on reducing starch in healthy horses
- Push towards pelleted/complete feeds
- No advocate for oats

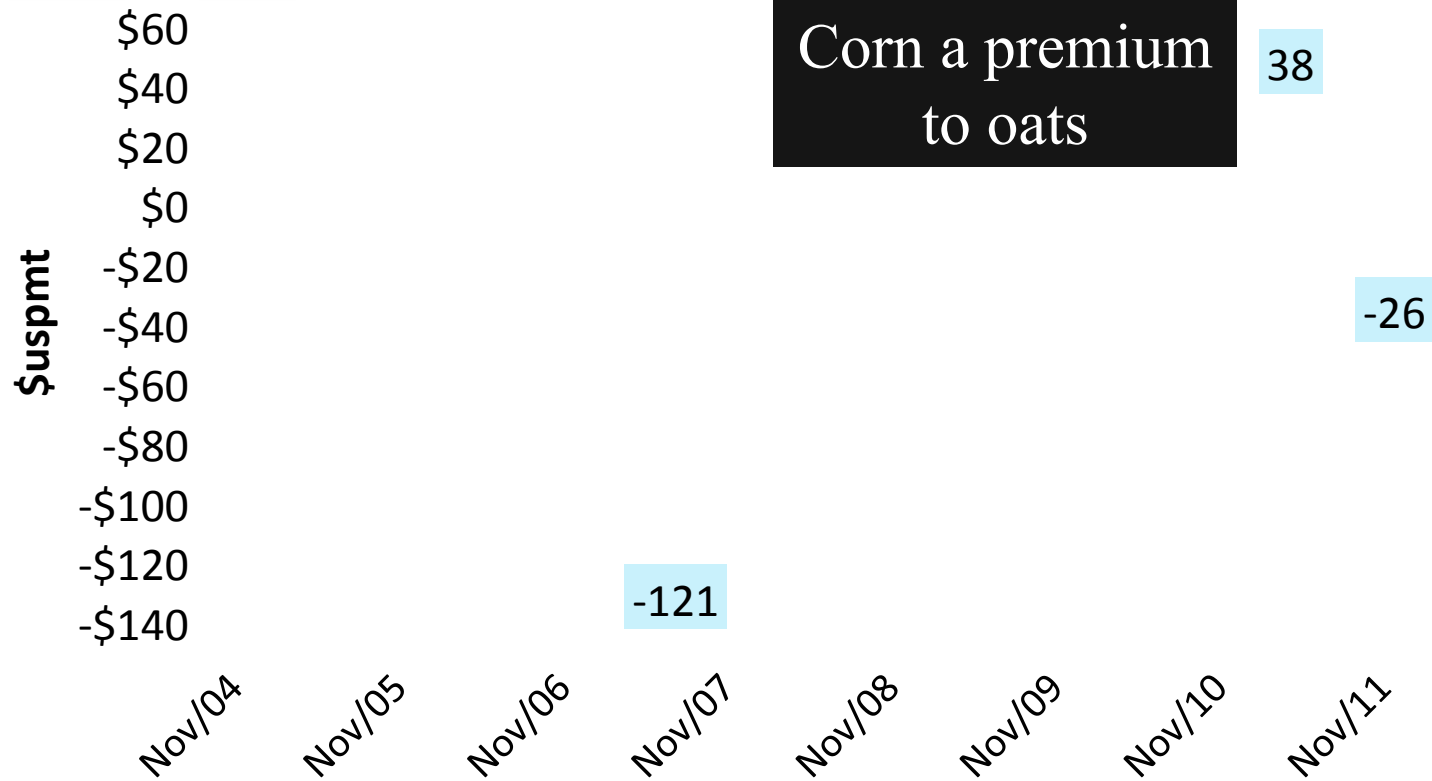


## Healthy Horse Need Starch

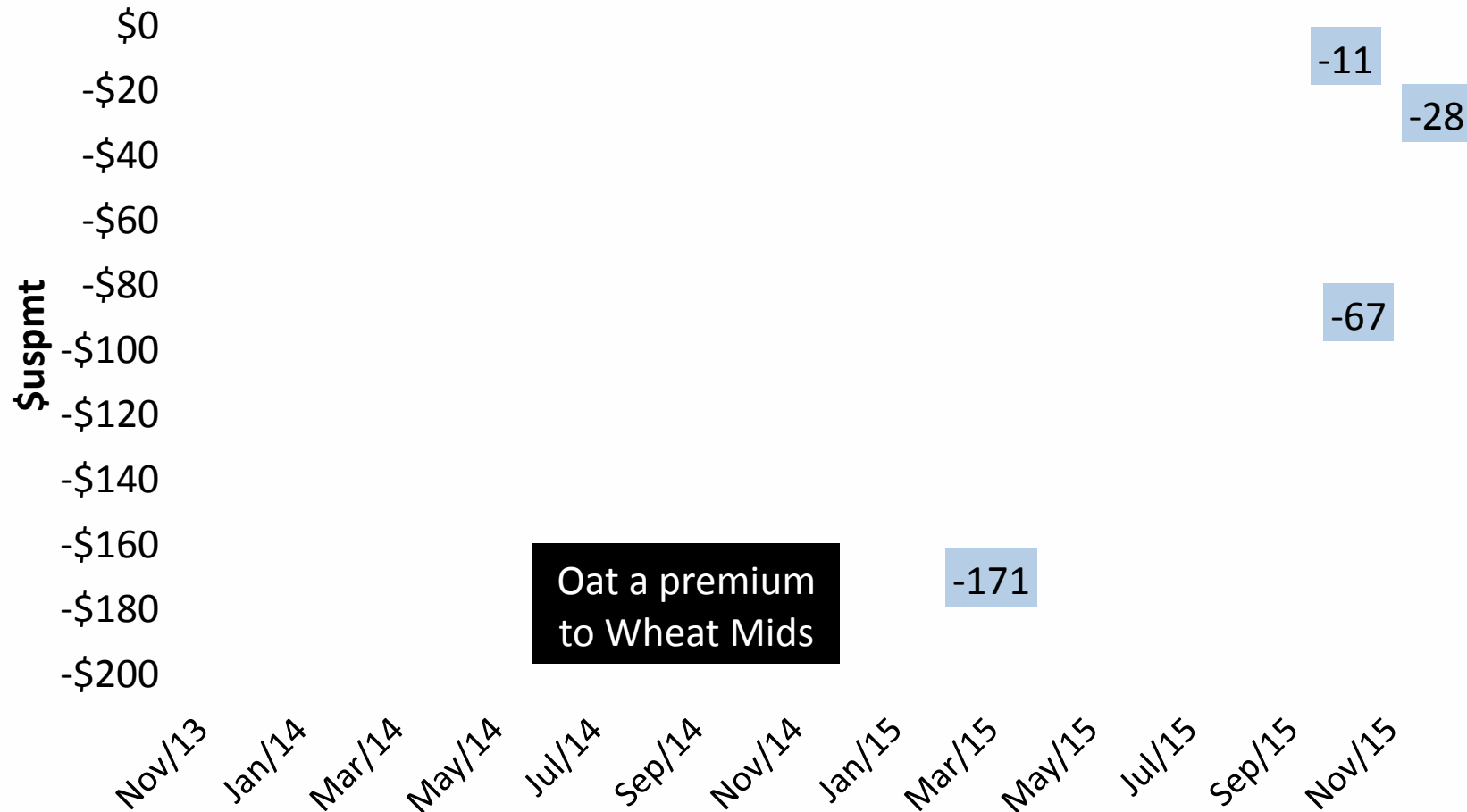
- 90s study suggested lower starch for older horses and ones with metabolic issues - **not healthy ones**
- Faddish industry
- Limited/sketchy research
- The “Internet Express”
- Feed manufacturers looked for edge
- Move is back towards good starch



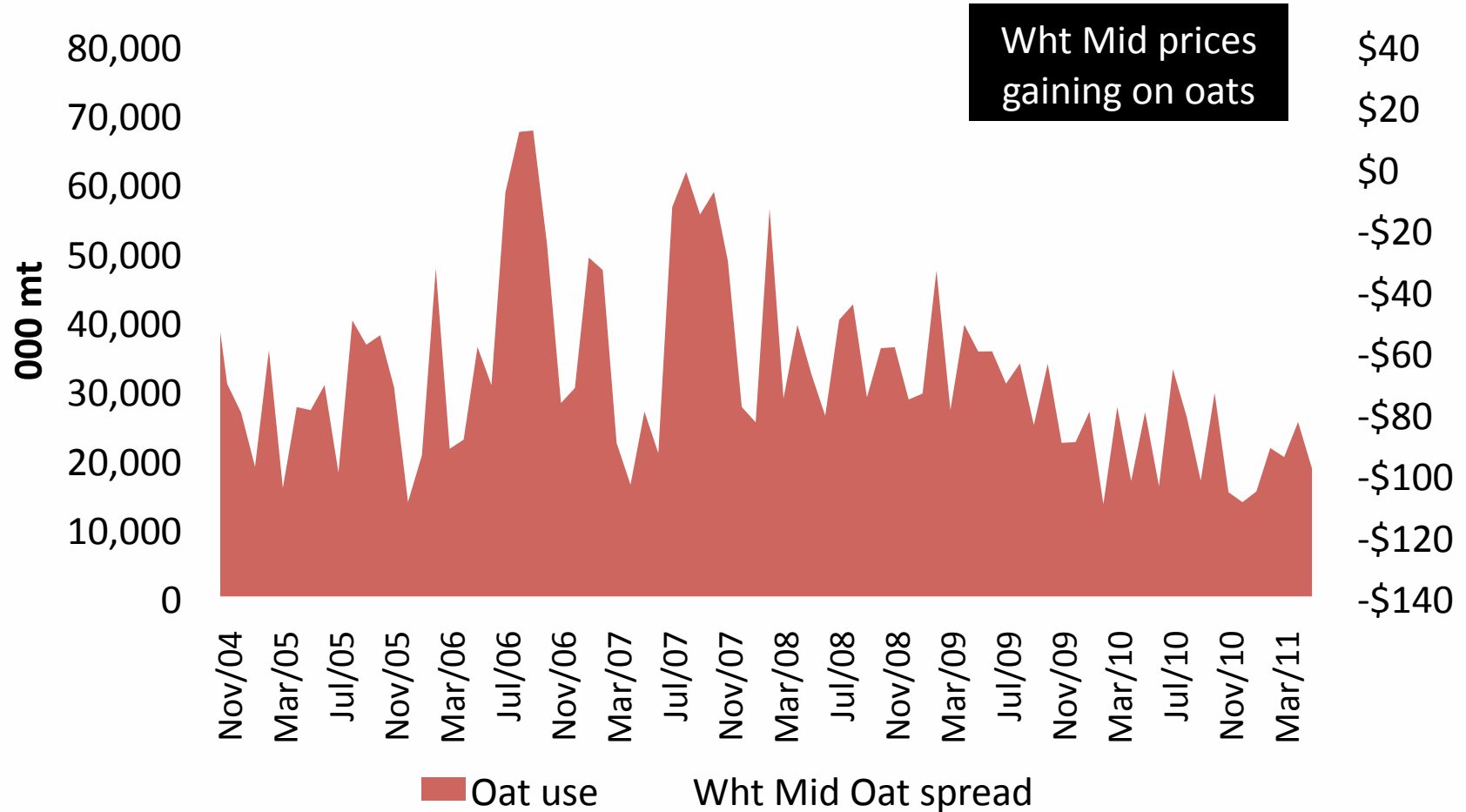
## Cash Corn-Oat Spread Toledo

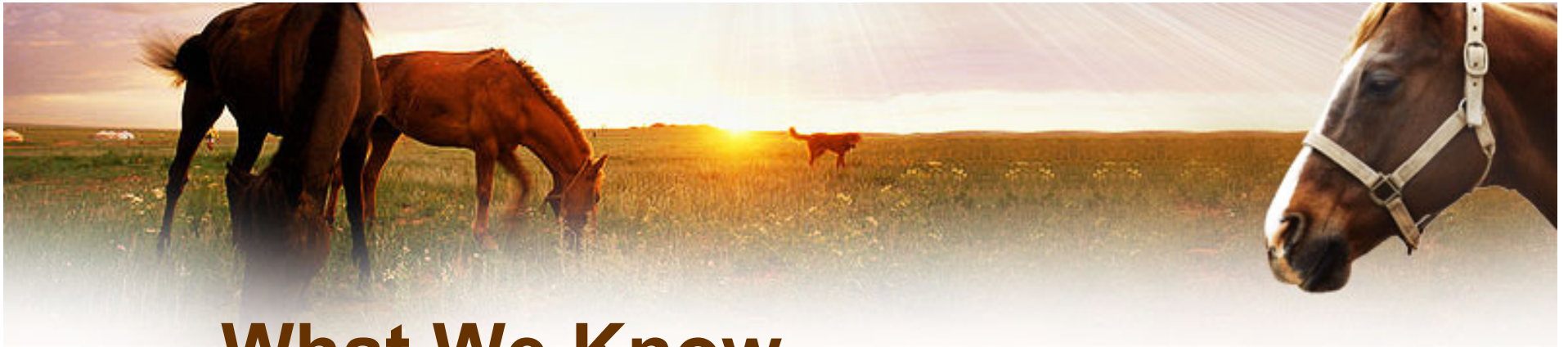


# Wheat Mids Memphis, TN – Louisville Cash Oat Spread



# Oat/Wheat Mid Spread & Equine Oat Use





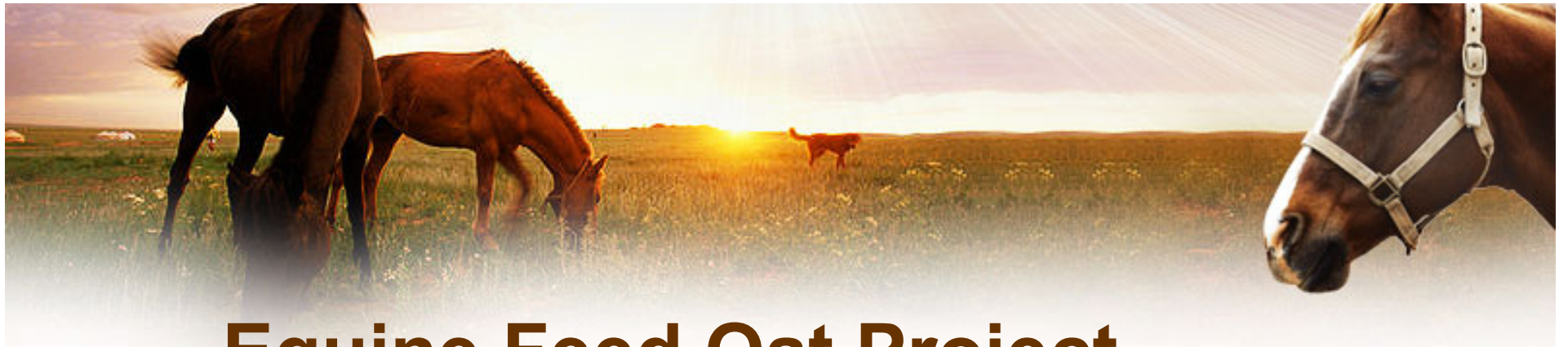
## What We Know

- Science **clearly** shows oats are still one of the best feeds for equine.
- Current research however does not give oats a major edge over other grains or feed ingredients.
- Equine owners view oats as a good, natural, healthy feed, they don't however demand it.
- Equine owners lack nutritional information.
  - **Labelling a concern**
- Feed manufactures controlling formulations.
- Most horses are **“family pets”**



## What Do The Equine Experts Say

- All eight leading US Equine Nutritional Research Programs support oat use for equine
- All have said “starch reduction” went too far
- Nutrena and Purina concur and would include more oats if “customers” demand it
- Leading private equine nutritional consultants also concur
- Evidence oats may reduce incidence of “Colic”



# **Equine Feed Oat Project**

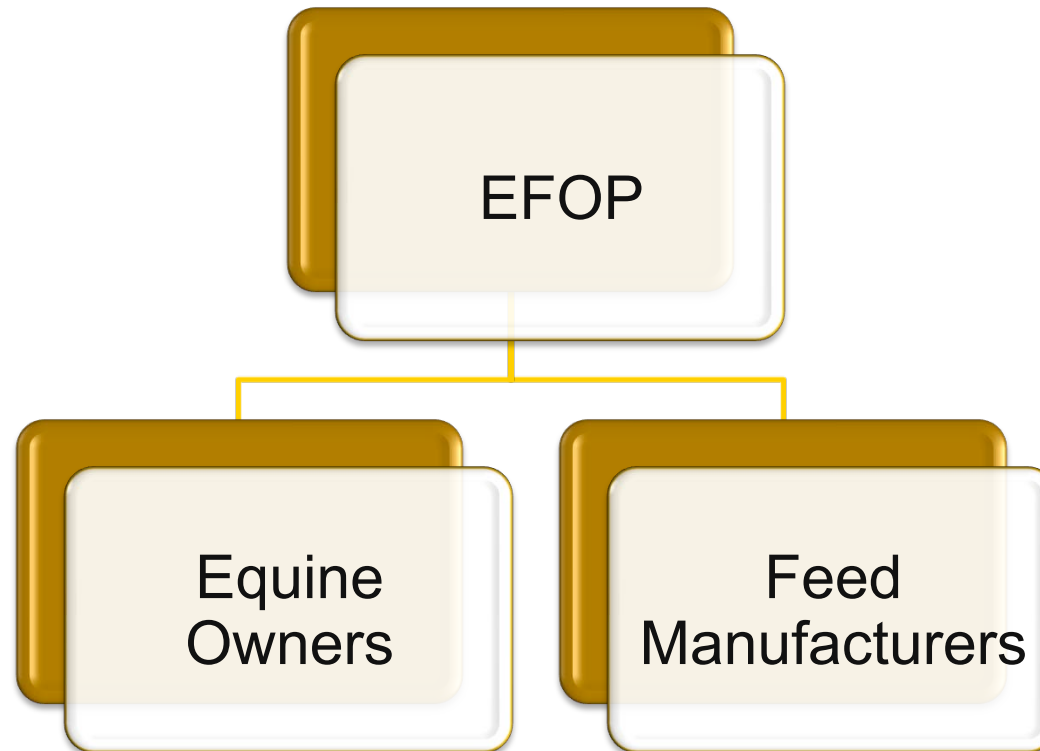
## **What Has Been Done To-Date**



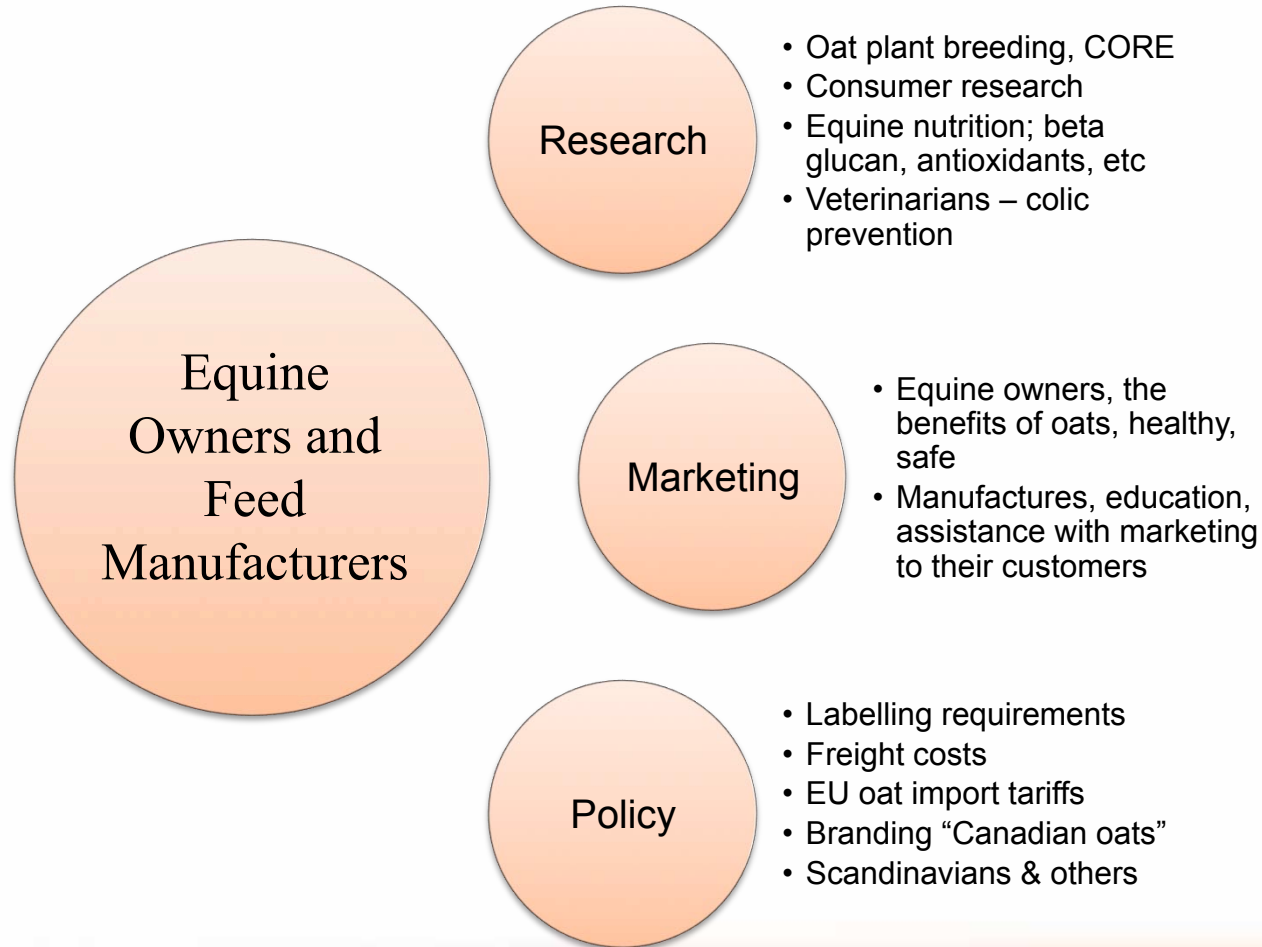
- Interviews with leading equine industry participants to gather an understanding of equine issues 2010-11
- Lawrence study - spring of 2010
- Engaged Peritus - January 2011
- EFOP Website Launched - April 2011
- Equine Nutritional Researchers/Oat Millers meeting, CORE - June 2011
- Equine feed manufactures list - July 2011
- AAEP & ESS meeting – Summer 2011
- Meetings with over 30 groups within the equine industry - 2011
- Equine Owner Focus Group – July/November 2011
- AAEP annual convention – November 2011



## Primary Target Segments for EFOP



# EFOP Components





## General Feed Requirements

- As a general rule, a horse needs 2 to 2.2 pounds of feed for every 100 pounds of body weight.
- For example, an average 1000 lb horse would need 20 to 25 pounds of feed a day. Most of that should be hay.
- A typical diet for a horse being ridden for one hour five days a week would be 2 to 5 pounds of grain and 15 to 20 pounds of hay a day, split into at least two separate meals.

# How Much Gain Can We Expect?

	Forecasted	Long term objective
Total US Horses (USDA 2005)	9,000,000	9,000,000
"Half Rule"	4,500,000	4,500,000
Additional oats per day (lbs)	0.25	2.2
Total oats consumed		
Pounds	1,125,000	9,918,000
Metric tonnes	186,256	1,642,036

W. Canada's 3rd largest export

# Equine Feed Oat Project

- What is POGA doing with your money



# Near Term EFOP Priorities

- POGA taking a measured approach
- Stem demand declines, “stop the bleeding”
- Put in place systems for equine/oat long term market development and growth
  - **Research structure, criteria, submissions**
  - **Nutrition & Colic forum**
  - **Consumer research – equine owner**
  - **CORE and plant breeding**
  - **Develop synergies with equine owners, researchers, feed manufactures, importers/exporters**
- Maximize resources
  - **Consumer research, i.e. Purina/Others, Scans, Government/Industry funding**



# Near Term EFOP Action

- Development of Business plan
- Research initiatives
- Development of 3-year marketing plan
  - **Implementation of year one**
    - Equine owners - benefits of oats
    - Feed manufactures - assistance
- Funding from;
  - **Oat industry**
  - **Governments**



# Build a “Superior” Equine Feed....Oats

- CORE
  - Benefit from POGA investment
- “Designer oat”
  - Compatible for both milling & equine markets



**Giddy up!**

**I eat Canadian oats**



**Equine Feed Oat Project**