



# Processed Oat Partnership

- ✓ Industry-led
- ✓ Laying foundations for long-term growth
- ✓ Capturing growth opportunities

Kirsty Lawson – Project Manager

# Oat - the 'Cinderella' crop?

Oats



## Value of global oat industry

- \$9b in 2022
- \$16b by 2032



## Processed Oat Partnership (POP)



Barley

Wheat

Canola



# Growing awareness of health benefits

Oats have;

## 1. High beta glucan levels

*3g of beta glucan per day can -*

- Lower cholesterol
- Boost heart health
- Regulate blood sugar levels
- Decrease inflammation

## 2. High Fibre

## 3. High Protein



Neil McNeil turned 104 on Sunday, October 4 and puts his longevity down to eating porridge (Image: Andrew)

# Natural competitive advantages



## Competitive advantages of Western Australian oats

- 50% of Australia's oat crop is grown in Western Australia
- Western Australia oats are naturally sun ripened
- Western Australia's grain handling system has a clean and green reputation internationally
- The Australian oat breeding program is managed by WA-based company InterGrain
- Western Australia's dry harvest climate minimises crop fungal contamination

# Key themes – 2022 International Oat Conference

- Oat growers globally are paid as if they are producing animal food, not human food
- As a 'niche' crop, oat price is very sensitive to fluctuating market demand and this impacts prices
- Every country wants higher yielding crops and beta glucan levels, ideal oil content for local processors, finding varieties that are best suited to local environments, and the need for minimal inputs and chemical interventions.
  - Constrained by a lack of information on the impact of genetic, and environmental and management factors
- Massive growth opportunities
  - Oat Milk
  - Protein extracts
  - Oat whiskey and beer
  - Fermented oats in some markets.



# Processed Oat Partnership (POP)

- Aims
  - Increase grain yield and hectares sown
  - Increase WA production of processed oats
  - Capture a greater share of growing international demand for oat products
- Industry-led
- Managed by Steering Committee
- \$10.12m investment from State Government



# Major POP projects approved to-date

## Breeding Program

1. Genetic Solution to Septoria
2. Oat Pan-genome

## Production Capacity

1. Compositional Quality – beta glucan / fat content
2. Building Grain Yield



# Major POP projects approved to-date

## Supply Chain

1. Bespoke business development for oat processing projects in WA
2. Innovative husk waste solutions
3. International Oat Conference 2022

## Capturing the Market - AEGIC

1. Economic lens to capture increased market value for oats through industry innovation and better targeted industry investment
2. Strengthening the WA oat classification system
3. Novel innovation in oat processing and new product development





# POP Stars

- Kerry Regan – Director Grains DPIRD
- Blakely Paynter and his Northam crew – DPIRD
- Dr Manisha Shankar – DPIRD
- Dr Bob French – DPIRD
- Dr Darshan Sharma – DPIRD
- Dr Hamid Shirdelmoghanloo – DPIRD
- Dr Hammad Khan – DPIRD
- Dr Kylie Chambers – DPIRD
- Professor Chengdao Li – Murdoch Uni/WCGA
- Dr Allen Rattey – InterGrain
- AEGIC researchers
- GIWA staff
- WA oat processors and food manufacturers
- POP Steering Committee
- WA oat growers

And many more!!!

# More information

Go to [www.giwa.org.au](http://www.giwa.org.au) and click on Industry Projects

## **General enquiries**

[admin@giwa.org.au](mailto:admin@giwa.org.au)

[kirsty.lawson@dpird.wa.gov.au](mailto:kirsty.lawson@dpird.wa.gov.au)

## **Oat processing projects and support with grant applications**

[admin@giwa.org.au](mailto:admin@giwa.org.au)



# Thank you

[dpird.wa.gov.au](http://dpird.wa.gov.au)    

## **Important disclaimer**

The Chief Executive Officer of the Department of Primary Industries and Regional Development and the State of Western Australia accept no liability whatsoever by reason of negligence or otherwise arising from the use or release of this information or any part of it.

Copyright © State of Western Australia (Department of Primary Industries and Regional Development), 2022.