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# Oats



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## What are Oats?



- The oat is a species of cereal grain.
  - It is used for human and animal consumption.
  - There are many products made from oats that are popular all over the world and contribute to different successful companies.
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# Where are oats grown?

- Oats are grown in cool temperate climates (67% from the northern hemisphere )
- The top locations: **Russia, Canada, the US, Finland, and Poland.**
- Countries from the southern hemisphere include: **Australia, Argentina, Chile, and Brazil**



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# Trade

In 2018, the global oats market reached a volume of 23.5 Million tons with 1.5 mil going to the US.

The volume within the next few years is projected to reach 28 Million tons

Trading in the oats market can be very profitable.

Prices are influenced by supply or usage

Contract size: 5,000 bushels

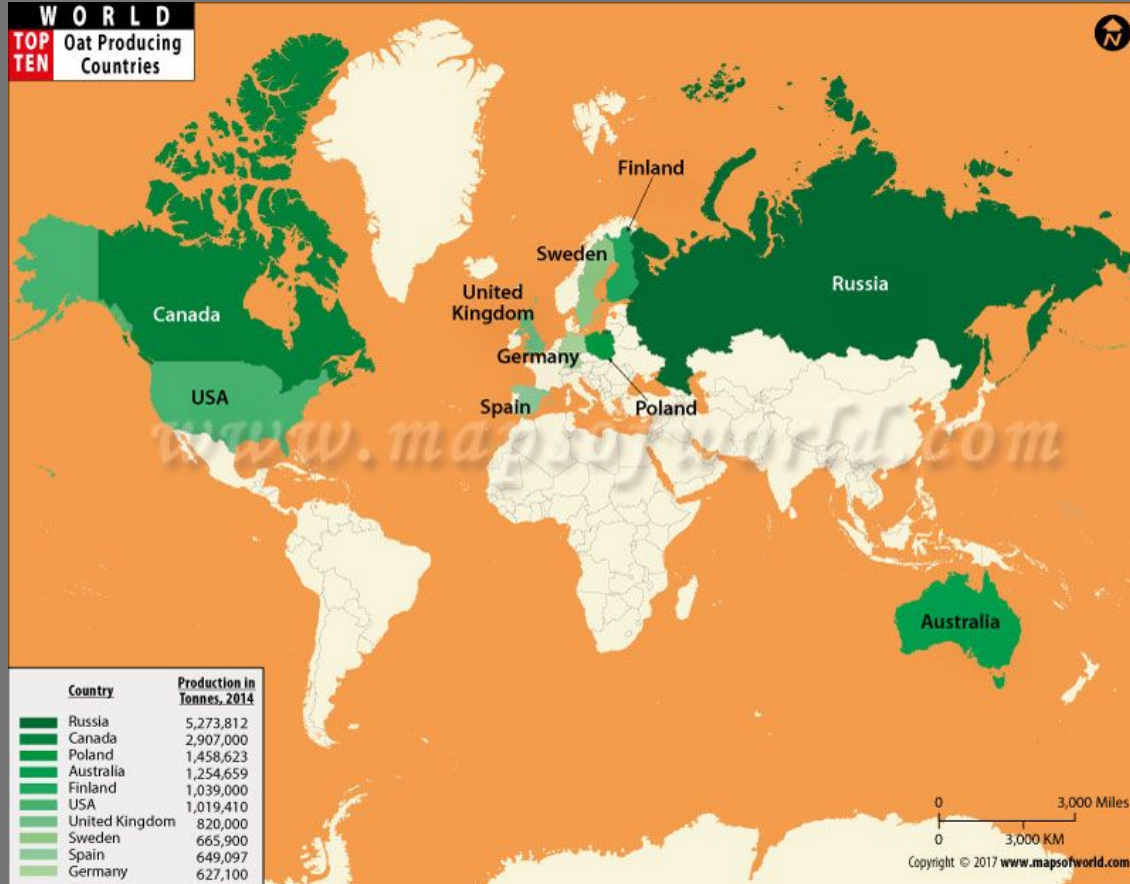
Contract months: March, May, July, September, and December.

Minimum \$0.0025 per bushel , \$12.50 per contract

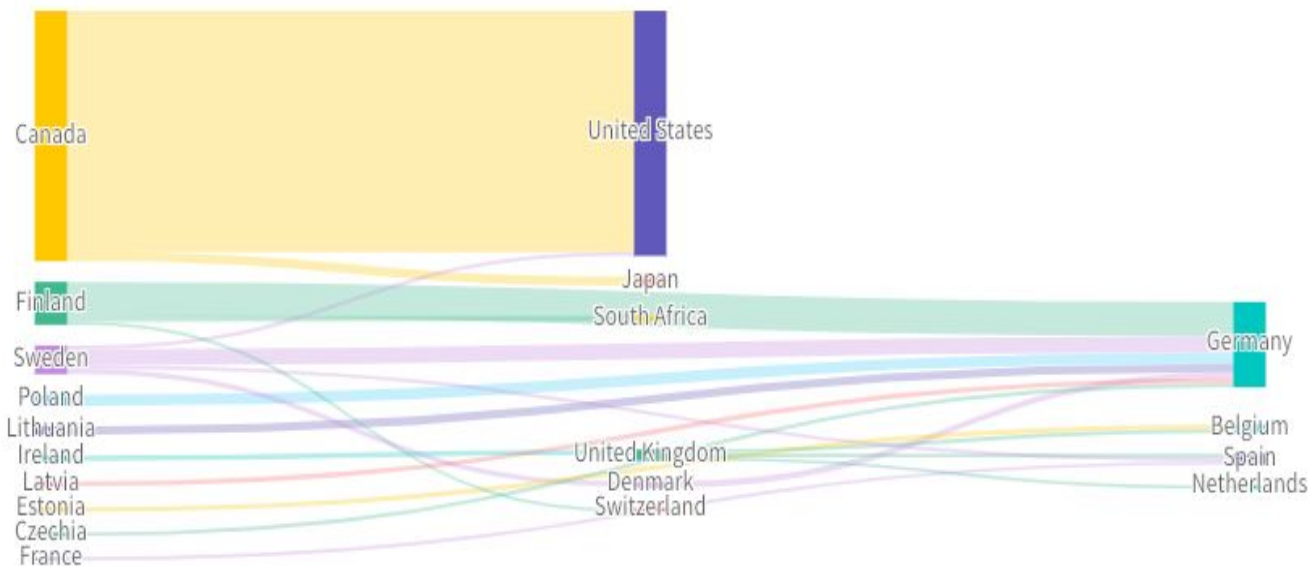
Limit \$0.20 per bushel , \$1,000 per contract



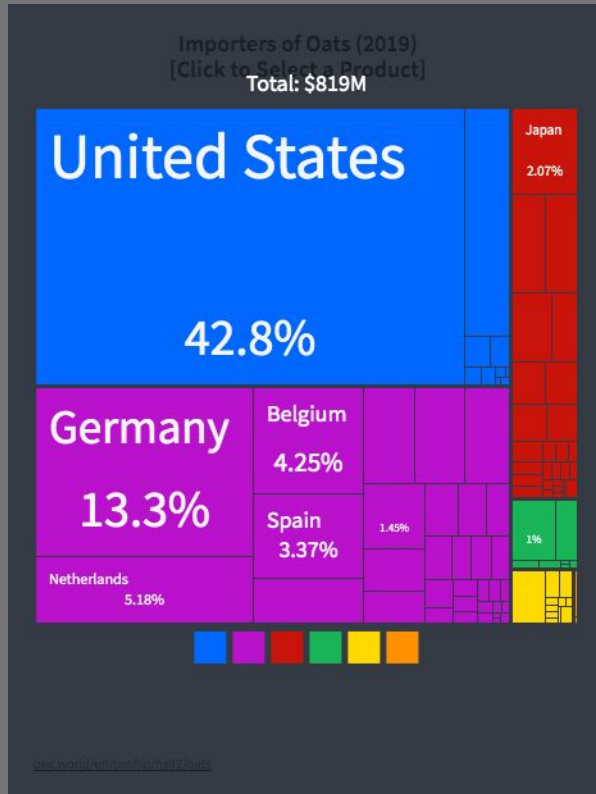
# – Map Flows







# Imports and Exports



# Top global Corporations



- Avena foods Limited (est 2006)
    - Canada
  - Blue Lake Milling (est 1973)
    - Australia
  - Genereal Mills, Inc (est 1928)
    - United States
  - Mornning Foods, Limited (est 1675)
    - United Kingdom
  - Quaker Oats COmpany (est 1877)
    - United States
  - Richardson International (est 1857)
    - Canada
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# Blue Lake Milling (Australia)

Headquarters located in South Eastern Australia

178 employees at this location

Generates about \$2.77 billion (USD) in sales

Conscious of social and environmental responsibilities

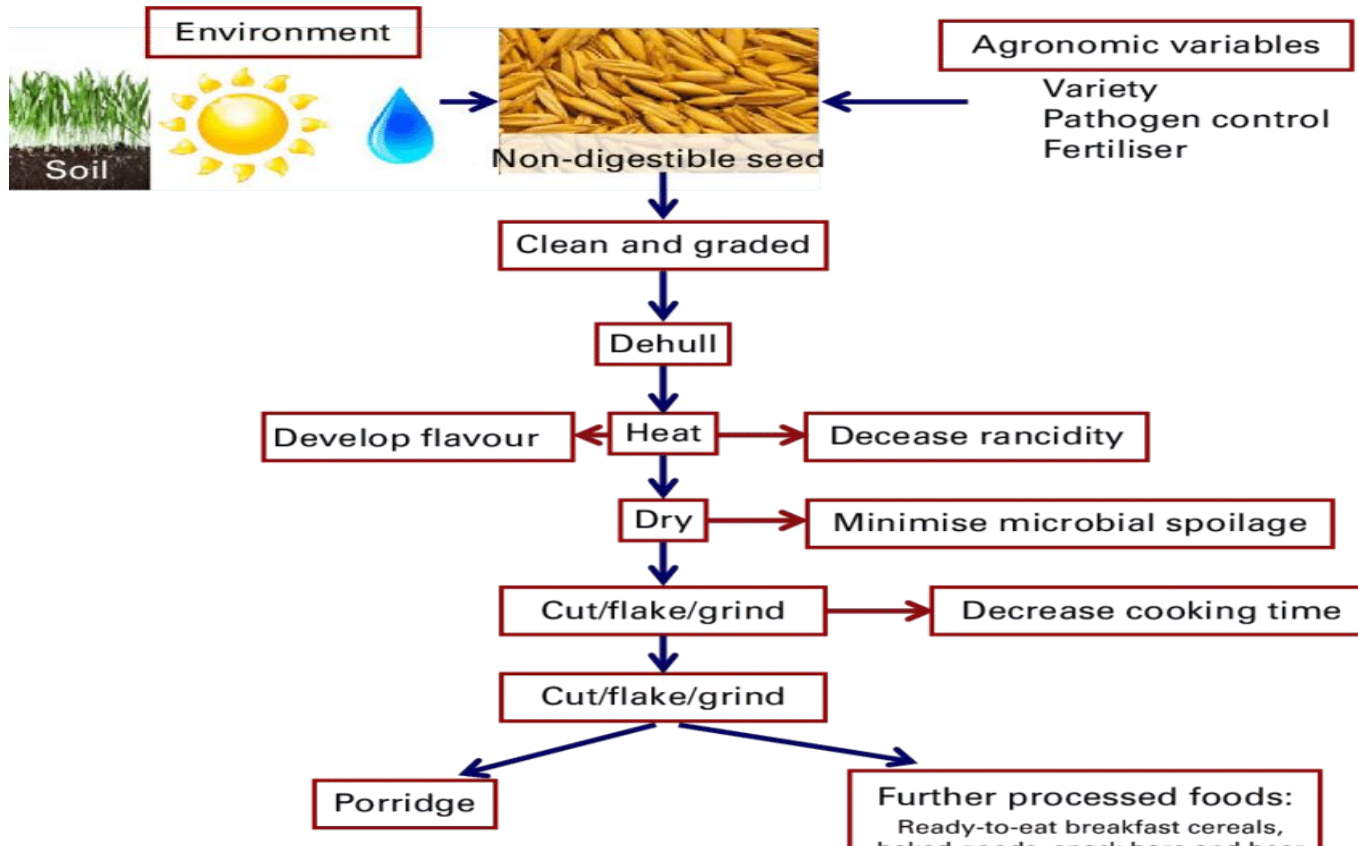
**Compay Mission:** “Dedicated and motivated personnel, traditional and innovative milling techniques teamed with a comprehensive, highly regarded quality management system is the basis for the present and future success of Blue Lake Milling.”



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# Production Process at Blue Lakes

- Grown in prime environments of Australia with rich, fertile soil year round in fields .
  - High quality clean air for better oats and for workers healthy.
  - Transported to production sites.
  - Immediately weighed and examined to pass quality checks.
  - Stored in husks to prevent moisture and dust.
  - Tested in internal labs: dehulled, cleaned, steamed, rolled, and packaged.
  - Stored in warehouse and distributed world wide
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# Why chose oat?

Going against dairy products



Oats provide products that can substitute dairy products (e.g. oatmilk)

Worldwide about 270 million cows are used for milk production.

Impacting the environment (feed, water, etc) manure and toxins harming air and water (agricultural runoff)

Argument: Unnatural to consume past infancy

Cows suffer on dairy farms

Switch4good organization

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# Commodity fetishism

Many people use oat products as an alternative to dairy products.

It is argued that dairy alternatives use up large amounts of water land and resources harming the environment and creating a larger carbon footprint (oats, almonds, soy etc)

The issues of dairy products have been overlooked and hidden from the public. (health and environment)

The production process of making cow milk is completely inhuman and is not of public knowledge. Documentaries have been surfacing to mainstream media showcasing the issues of the dairy industry.

Dairy industries advertise that their products include necessary nutrients to include in your everyday life but exclude to provide the public with information on the negative affects their products have on the environment and health of consumers .



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# On the environment



Oats have a lower environmental impact when compared to cow, almond, soy and other alternatives.

One pound of oats takes 1/6th the amount of water and resources needed for one pound of almonds

Oats use 80% less land than dairy farms

Oats are responsible for less greenhouse gas emission than the other leading dairy alternatives.







# On health

1. Lower cholesterol, regulate blood sugar, and stabilize energy
  2. Naturally gluten free
  3. Gut health “nutritional powerhouse full of fiber”
  4. Includes essential vitamins and minerals
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# On the dairy industry

- According to food availability data, Americans have been drinking less cow's milk on a per person basis since the mid-1940s.
  - The rate of decline has increased recently: the per-person U.S. supply of cow's milk available for consumption
  - From 1995-2009 falling at an average annual rate of 1.0 percent.
  - From 2010 to 2017, per capita availability fell at an average rate of almost 2.5 percent a year.
  - Researchers confirmed that cow's milk remains a staple food item with 92 percent of American households continue to buy cow's milk.
  - Researchers also found that sales of cow's milk fell over time, while sales of plant-based options rose.
  - As alternatives rise and become more common the dairy industry will continue to take a hit on annual sales
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# Protests and Campaigns



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# Take action

- Make the switch
    - Switch out dairy products for alternatives like oat milk
  - Educate yourself
    - [https://www.youtube.com/watch?v=u80\\_IrSILl4](https://www.youtube.com/watch?v=u80_IrSILl4)
    - “The dark side of dairy”
    - <https://www.youtube.com/watch?v=7uJLXldvs40>
    - “What happens when you start eating oats everyday”
  - Educate others
    - Tell your family about the benefits that come with choosing to include oats and oat products into you daily life.
  - Better the environment and reduce your carbon footprint
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# Sources

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