

The future of oats: Global trends & opportunities for Aussie oats

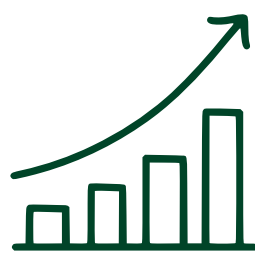


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Research Purpose

- Oats are undergoing a global transformation, from a traditional feed grain to a high-value food ingredient aligned with health, and sustainability trends.
- This Nuffield Scholarship explored global oat markets, production systems, consumer preferences and competitive dynamics to identify opportunities and risks for the Australian oat industry.

Key Learnings



Oats globally are experiencing the same surge in demand as we are here in Australia, driven by health benefits, versatility and growth in markets, taking oats from a feed product to a food product globally.



Gluten free oats have been a game changer for the Canadian oat industry. Demand for gluten free products are increasing domestically within Australia and across markets in the Middle East.



Strong customer and supply chain relationships are vital to the growth of our oat industry, and organisations like AEGIC play a key role in supporting them.

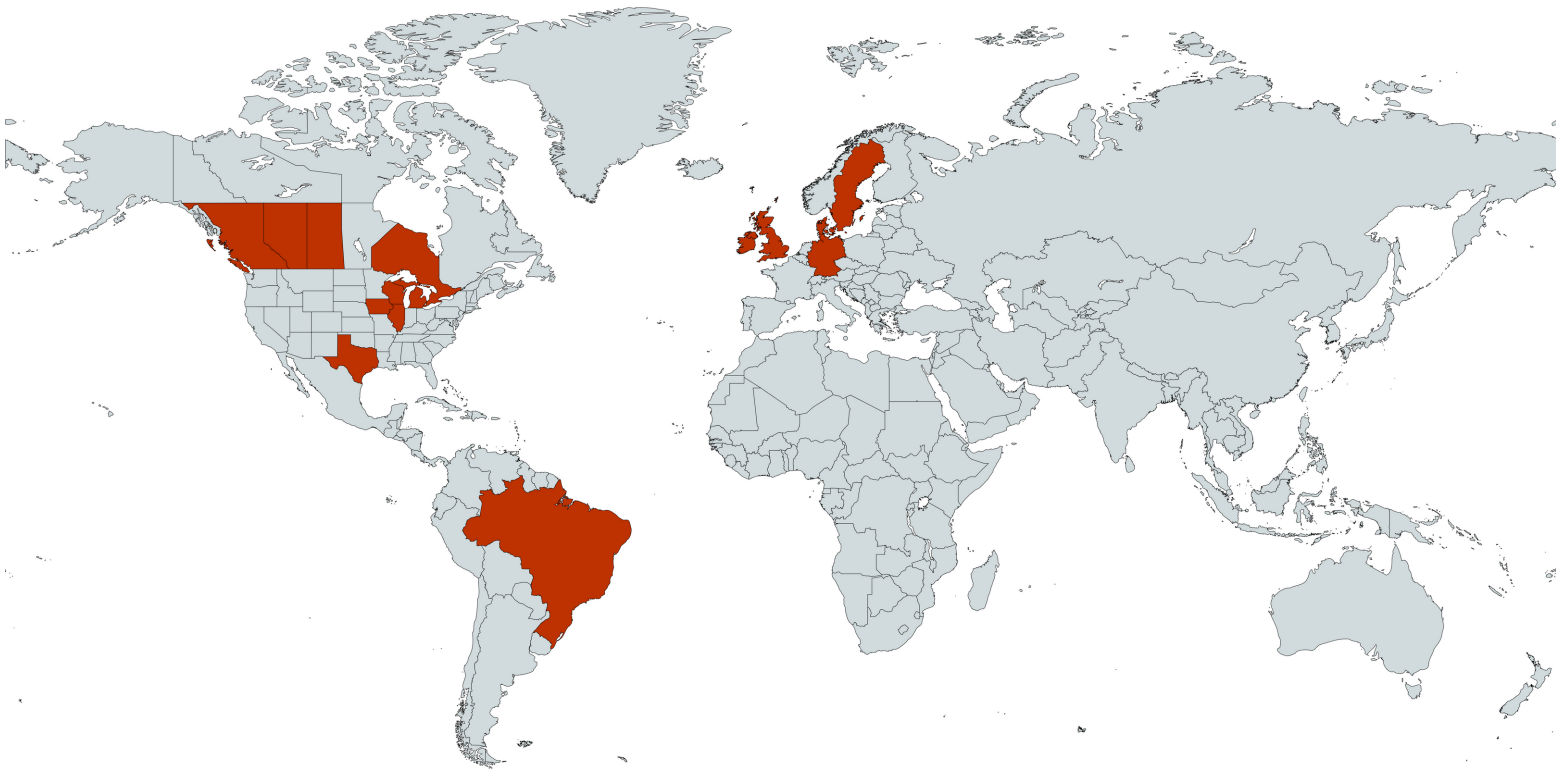


Sustainability is a rising priority for multinationals and sustainability schemes expand, offering premiums or market access, Australia's farming systems are well-placed but must back this with benchmarking, data and involvement in scheme design.



In countries such as Denmark and Sweden In Denmark, oats are being positioned alongside legumes in the plant-based protein space, with strong research and government backing for their role in meeting new dietary protein targets.

Travel



GFP 2, April 2024 in Germany.



Myself and husband Alex at Bairds Malt, Pencaitland, Scotland

Recommendations for Industry

- To advance the gluten-free oat market in Australia, the supply chain must proactively support clinical trials and advocate to FSANZ, using global regulatory benchmarks to highlight the need for updated standards that ensures Australia remains competitive.
- The Australian grains industry must stay ahead by actively shaping sustainability programs and telling our story with clarity and credibility, ensuring schemes reflect local farming realities.
- Avoid using glyphosate-free and sun-ripened as marketing claims for Australian oats, as they risk being misleading and are no longer accurate points of difference in global markets. Instead, focus on the role glyphosate plays in sustainable farming systems and invest in evidence-based messaging around grain quality and environmental credentials.
- Continue strengthening existing trade relationships while actively diversifying into emerging markets, supported by coordinated efforts through Grains Australia and AEGIC to enhance market access, customer engagement and become the preferred global oat producer.
- Oats should be actively included in Australia's plant protein strategy, with support for application-based research and product development that reflects growing consumer demand for high-protein, functional foods.

Thank you to my sponsor



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