

## OAT SWOT ANALYSIS

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*Over sixty International contributors provided their views on the status and prospects for global oats and this is contained in a new free publication.*

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Despite the dwindling global area of oats, opportunities abound for new markets in the human food and animal feed sectors. This was one of the conclusions of a new report "Oats SWOT Analysis" which is the compilation of over sixty international contributors and was edited and produced by Christopher Green of Oat Innovations.

"Contributions came from individuals across the global oat supply chain including breeders, agronomists, growers, millers and food companies and this provides a great insight to the status of the crop and its prospects" said Chris Green. "Whilst there is acceptance that the area may continue to decline the health delivering properties of oats are unique and cannot be directly substituted by other cereals". "The oat grain is the most nutritious of all cereals and should be the basis for humanitarian food aid programme" added Chris.

The loss of tonnage going into animal feeds is the largest contributing factor to the decline in acreage. Set against this is the opportunity to contract grow and produce oats for specific value added markets and this should translate into new markets for the hullless or naked oat. Added to this the consumers and food manufacturers envisaged innovative new oat products aimed at the health conscious market including the diabetic and gluten free sectors. "Threats to oats are there to be mitigated and the opportunities grasped and exploited" concluded Chris Green.

Copies of "Oats SWOT Analysis" are available free e mail [chris@oatinnovations.com](mailto:chris@oatinnovations.com)

12th February 2017

Notes to editor

The oat is arguably the most nutritious grain available and with its health delivering properties and easy digestion should be an option for humanitarian food aid projects but regrettably it is a minor crop without much of a voice in the global market.

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