The future for oats – a market analyst’s perspective

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UK consumption of oats has grown steadily over the past 20 years, driven primarily by an expansion of milling demand. The amount of oats used for human and industrial purposes has nearly doubled since 1995/96, with around half a million tonnes now milled annually. However, the area planted to oats and production did not follow the same pattern – tightening supplies. Exceptional weather conditions led to a spike in the oat area, and thus, production in 2013, but the area has been contracting again in the two years since. This presentation explores the implications for the UK oat market, should demand continue to grow.

Notes