

# Rocking the oat in China

**NEW MARKET**

## Opportunity



China is Australia's largest oat market. Chinese consumers are increasingly health-conscious, and demand for innovative, nutritious products is growing fast.

High quality milling oats can attract a premium of around \$20/tonne, and the opportunity exists to grow Australia's share of this expanding market.

## Response



AEGIC established a dedicated oats laboratory and is using Australian oats to create innovative, novel products, such as oat noodles with a significantly higher % of oat flour than current products.

Other emerging oat products being tested include oat 'rice' and oat milk.

## Industry impact



Capitalising on this opportunity could create significant value. If Australia can capture 50% of the expected future market growth, this could generate an extra \$20 million each year for the Australian oats industry\*.

\*Estimation — assumes a milling oats price of \$250/tonne