



# AVENA FOODS IMPACT REPORT 2025





On the cover:  
Experimental  
Field plots tour at  
Customer and Farmer  
Appreciation Day,

Image above:  
Upper canopy of  
a pollinator strip trial,  
second year.

# TABLE OF CONTENTS

---

## Introduction 2

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## Partnering

|                                                              |    |
|--------------------------------------------------------------|----|
| Avena Sustainability Advisory Panel                          | 5  |
| Grower School                                                | 5  |
| Customer and Farmer Appreciation Day (CAFAD)                 | 6  |
| Sustainability Impact Projects (SIPs) Across the Value Chain | 8  |
| • Intercropping                                              | 8  |
| • Cover Cropping                                             | 8  |
| • Pollinator Strips                                          | 9  |
| Regina Food Bank and Gleanings for the Hungry                | 11 |
| South East Research Farm (SERF)                              | 11 |

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## For Safe, Healthy Diets

|                                |    |
|--------------------------------|----|
| Avena Regen Ag Protocol (ARAP) | 13 |
|--------------------------------|----|

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## A Sustainable World

|                                                    |    |
|----------------------------------------------------|----|
| Emissions                                          | 15 |
| The “Three Rs”                                     | 15 |
| • Reduce                                           | 15 |
| • Reuse                                            | 15 |
| • Recycle                                          | 15 |
| Sustainable Packaging                              | 15 |
| A Supportive and Transparent Workplace Environment | 15 |
| • Ethical Sourcing and Governance                  | 15 |
| • Diversity, Equity and Inclusion                  | 15 |
| • Digitization and Process Efficiency              | 15 |

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## Looking Forward – Avena’s Targets for 2026 and Beyond

|                                |    |
|--------------------------------|----|
| Avena Regen Ag Protocol (ARAP) | 16 |
| Scope 3 Assessment Tool        | 16 |
| High Protein Oats              | 16 |

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# INTRODUCTION

Field tour with Mike Gallais, Avena procurement,  
and Henry Ford, South East Research Farm

# Sustainability continues to be a core business driver for Avena and a key component of our vision: ‘Partnering for safe, healthy diets and a sustainable world.’

This year Avena expanded ‘Harnessing the power of regen ag partnerships’, a framework for enabling food and beverage companies, whatever their structure or size, to work directly with farmers on sustainability programs and goals.

Another key milestone was the debut of Avena Regen Ag Protocol ‘ARAP’ oat ingredients at the 2025 Customer and Farmer Appreciation Day. This new brand is anchored in the Avena Purity Protocol developed by the pedigreed seed farmers who founded Avena in 2008. These growers aimed to provide people

with celiac disease with clean, safe gluten-free oats. The Purity Protocol and Avena RegenAg Protocol both include full traceability to farmer and field, and build resilience through progressive farm practices, including crop rotation and conservation tillage.

Internally, Avena’s Sustainability Steering Group continues to drive sustainability initiatives. This cross-functional group with senior management from procurement, operations, sales and marketing, and sustainability, aims to move everyone in tandem on Avena’s sustainability journey.

## VISION

Partnering for safe, healthy diets and a sustainable world.

## MISSION

Avena is a specialty miller that provides food, pet food and nutraceutical manufacturers with sustainably grown and milled purity protocol oat and functional gluten-free pulse ingredients.





# PARTNERING

Regan Ferguson, Collective Impact Ag at  
Avena Customer and Farmer Appreciation Day

**Avena's value chain partnerships – from farmers, to manufacturers and the consumers whom they serve – are foundational to Avena's sustainability progress and innovation. These relationships empowered Avena to launch ARAP ingredients – oats and peas farmed with regenerative agricultural practices – as a direct response to consumer demand.**

### **Avena Sustainability Advisory Panel**

The Avena Sustainability Advisory Panel meets quarterly for presentations, lively debate, and discussion on sustainability topics – driving the scope and focus of Avena's sustainability initiatives.

The panel includes representation from across the value chain: farmers, customers (food and beverage manufacturers), academics, civil society representatives, and Avena's procurement, sales and marketing, and sustainability teams. This year we increased the diversity of the panel, adding a certified-organic farmer and a certified-organic food manufacturer.

### **Grower School**

In January 2025, Avena hosted its annual winter Grower School alongside the Crop Production Show in Saskatoon, Saskatchewan.

Originally held as an information session for new Avena Purity Protocol farmers, Grower School has evolved to include education on regenerative agriculture. While the coffee-shop atmosphere provides a relaxed environment for networking, the educational component has expanded to encourage links across the value chain.

Todd DeKryger, Regional Manager Sustainable Agricultural Development Nestlé North America, presented on the company's sustainability program for verifying and promoting measurable on-farm regenerative agricultural practices. The framework used for this is Sustainable Agricultural Initiative (SAI) Farm Sustainability Assessment (FSA) program.

Jim Dyck from Oat Advantage, a family-owned and operated plant breeding company, showcased a high protein oat variety.



Jim Dyck, second from left



Todd DeKryger presenting to Avena Grower School



Ryan Hutchison, South Country Equipment



Cody Ermel, organic Avena Purity Protocol producer, at CAFAD



Shenali Madhanaroopan and Taylor Stanley (left and centre) of Riverside Natural Foods and Dan Fedsin (right) of Avena Foods at CAFAD Marketplace.

## Central to Avena's 2025 CAFAD were 64 experimental field plots demonstrating intercropping, cover cropping and pollinator strips, and new oat and pulse varieties.

### Customer and Farmer Appreciation Day (CAFAD)

**CAFAD** was a full day of activities and training. Participants heard about innovations and industry highlights, toured fields and experimental plots showcasing best on-farm practices and saw demonstrations of new technology and regenerative agriculture in action.

Central to Avena's 2025 **CAFAD** were 64 experimental field plots demonstrating intercropping, cover cropping and pollinator strips, and new oat and pulse varieties. This remarkable display of everything from lentils, peas and oats to sunflowers, clover and turnips, was a refreshing experience for all, whether accustomed to spending days outdoors working in the fields or rarely stepping foot outside of an office or plant.

Avena collaborated with farmers, food and beverage manufacturers, agronomists and researchers on the plots, which were planted near our Rowatt, Saskatchewan facility.

South East Research Farm agronomist Henry Ford and Avena Procurement Director Mike Gallais led the plots tour. They answered questions from farmers comparing notes on how to introduce new regenerative ag practices and filled in the blanks for customers investigating how these practices can make their retail products more sustainable.

Regan Ferguson of Collective Impact Ag demonstrated a water infiltration test to the sound of buzzing bees on a pollinator strip filled with blooming annuals and perennials. This simple, but tricky test gives a good picture of how pollinator plants are affecting soil moisture by reducing runoff.

Ryan Hutchison of South Country Equipment demonstrated See and Seed, the latest high-tech precision ag technology from John Deere. When added to sprayers, boom-mounted cameras and onboard processors are able to scan over 2,500 square feet per second and activate individual nozzles to spray only the weeds. This technology allows farmers to apply up to 50% less herbicide.



## Sustainability Impact Projects (SIPs) Across the Value Chain

Avena's Sustainability Impact Projects (SIPs) continue to explore alternative farm practices enabled by partnerships across Avena's value chain.

Data from participating farms is collected and compiled into reports by qualified agronomists. By operating several projects, Avena can generate data from multiple farms and regions at the same time. This not only improves the validity of findings but supports the efficacy of these farm practices across different regions.

Avena, as the implementation partner, shares the results of the projects with the farming community at the annual Customer and Farmer Appreciation Day.

This year's projects include multiyear cover cropping, pollinator strips, and calculation of actual scope 3 emissions.

**“Working directly with farmers gives us valuable real-world insights into how regenerative practices perform over time. Partnerships like this help us better understand how we can support healthier soils, more resilient farming systems, and lower-impact ingredient sourcing.”**

Emma Detain, Senior Sustainability Manager, Huel Ltd. UK



Watt Acres early and mid-season Sustainability Impact Reports supported by HIPPEAS

### Intercropping

Peas intercropped with oats was the first crop planted in the 1930's by B.C. Pea Grower's Limited (later Best Cooking Pulses Inc.). The goal was for the pea vines to grow up the oats, lifting them off of the ground. Subsequent crops benefited from the nodes of nitrogen left in the soil by the peas. Best Cooking Pulses merged with Avena in 2018.

The story comes full circle when, in 2022, Avena initiated a partnership with growers and commercial customers to support and champion the intercropping of oats and peas.

### Cover Cropping

Like intercropping, cover cropping can be practiced in different forms. For one multi-year Avena SIPs project started in 2024, red clover was under-seeded with oats. Shaded by the taller oat canopy, the clover prevented weed growth from underneath. The clover continued to grow after the oats were harvested, overwintering and continuing to mature. At the end of the second growing season (fall 2025), it was harvested for seed. The field will continue to be tested and monitored until it is planted to oats again in 2026.



Oat/pea intercrop

**“On our mixed farm, we have found new ways to implement regenerative agriculture, integrating multi-species cover cropping and intercropping that provide nutrients and soil health benefits to our grain farming side as well as feed and grazing opportunities to the cattle production side. Industry support for regen ag practices helps us to ensure our soil remains productive and economically viable for generations to come.”**

Todd Gallais, Co-Owner, TNT Farms.



Todd Gallais in the oat field underseeded with clover



May 29, 2025 - Taproots on clover



Upper canopy of pollinator strip

**“Our mission is to drive systemic improvements in childhood nutrition for a happier, healthier, more equitable world. We know that we could not do that without the farmers and farm workers in our supply chain, from organic management to biodiversity experiments.”**

**Jane Kuhn, Senior Director, Strategic Sourcing and Sustainability, Once Upon a Farm, a pollinator strip project partner supporting Roughbark Acres.**

In addition to protecting soil structure, red clover ‘fixes’ nitrogen from the atmosphere, reducing the need for chemical fertilizer in subsequent crops. The flowers of the clover also encourage pollinators thereby improving biodiversity. This practice not only benefits the environment but can even improve profits via improved soil fertility.

### *Pollinator Strips*

The success of pollinator projects in 2024 encouraged farmers and customer partners to seed additional marginal or less productive land with pollinators. The blend, developed by the University of Manitoba, contains eleven varieties of annuals, perennials, and biennials, including clovers and grasses.

Avena pollinator strip projects support farmers in exploring practices that enhance the sustainability and biodiversity of their farms. Regan Ferguson, Agronomist with Collective Impact monitored and collected key data. She provided agronomic support, as well as commentary on the pollinator strips.

- Pollinator strips have been shown to improve insect diversity, to mitigate pest pressures, and to provide natural habitat for endangered species like the burrowing brown owl.
- The roots provide structure in the soil and enhance soil nutrients and microbiomes.
- When planted in low-lying wet areas or as buffer zones at the edge of fields, pollinator strips can reduce field runoff into water systems, protecting ecosystems and human health.



**Shannon Knibbs, Roughbark Acres (left), Jennifer Evancio, Avena, Ferguson Family, Collective Impact Ag**



**Avena donates oats and pulses for soup mixes to the US based food relief agency Gleanings for the Hungry. This charity shipped food aid to 24 countries in 2025. Since its founding in 1982, it has reached more than 100 countries.**



Recipients of Avena oats through  
Gleanings for the Hungry



Andy Rotunno of Gleanings with James Del Frari, Lindsey Roney, and Dennis Villaneuva of Avena



James Del Frari (left) and Andy Rotunno in Avena warehouse



Henry Ford, SERF

## Regina Food Bank and Gleanings for the Hungry

Avena and our farmers have partnered with the Regina Food Bank on the Farm2Kitchen project since 2022. The project began with packaged rolled oats and a 'Lentil & Oat' soup mix.

This year a pancake mix, using a blend of Avena's oat and decorticated red lentil flours, was added. These ready-to-cook food packets continue to be distributed throughout southern Saskatchewan, helping to feed over 17,000 people every month. They are also available at the Asahtowikamik Food Hub in Regina.

**"We're proud to partner with Saskatchewan farmers every day. Helping feed families in our own communities is part of being a good neighbor."**

Wayne Arsenault, Avena CEO

This year Avena and our farmers supplied 85,970 lbs of oats (flakes and flour) and 238,560 lbs of lentils (seeds and flour).

Avena also donates ingredients for soup mixes to the US based food relief agency Gleanings for the Hungry. This charity shipped food aid to 24 countries in 2025. Since its founding in 1982, it has reached more than 100 countries.

In 2025, Avena Foods donated 42,050 lbs of oats. The oats are served regularly to children through school meal programs. A single 3 lbs bag of oats can produce approximately 30 servings of oat drink. Avena's donation helped to generate 1.2 million servings of nutritious oat-based breakfasts that supported 5,000 individuals

## South East Research Farm (SERF)

Lana Shaw, Executive Director of SERF, worked with Avena in developing and reviewing the agronomic parameters for Avena RegenAg Protocol 'ARAP' oat ingredients. She continues to advise Avena on experimental regenerative agricultural field plots.

SERF is a non-profit, farmer-directed research and demonstration site in Redvers, Saskatchewan.

**"Food companies want to encourage farmers to try new practices. Grain is a commodity, but farm production methods are also being acknowledged by the food industry as a commodity as well. There are organizations incentivizing farmers to do more on the sustainability front and they're compensating farmers for the time, effort and risks being incurred by doing these things. That seems like a mutually beneficial situation to me."**

Lana Shaw, SERF



# FOR SAFE, HEALTHY DIETS

Oat field

# Avena Purity Protocol was founded by pedigreed seed farmers committed to growing safe, healthy gluten free oat ingredients for celiacs. The bedrock of Avena continues to be strong relationships with farmers and traceability right to the field.



This year Avena was inspired to launch ARAP ingredients – oats and pulses farmed with regenerative agricultural ‘regen ag’ practices – as a direct response to consumer demand and an opportunity to reward farmers for progressive farm practices.

## Avena RegenAg Protocol (ARAP) Oat Ingredients

ARAP was launched in 2025 as a data-driven sourcing program that works with farmers using defined regenerative agricultural practices to grow oats and peas.

The ARAP system is designed to support farmers in bringing verified conventional and certified-organic regenerative agriculture oat and pea ingredients to food and beverage manufacturers.

Through ARAP, growers implement practices that enhance soil health, increase crop diversity, preserve natural habitats, and strengthen climate resilience. The program also ensures a reliable supply of ingredients with full farm-to-table traceability, enabled by Avena’s strong grower relationships and comprehensive Avena Purity Protocol documentation system for gluten-free oats.

The ARAP program includes a logo which may be licensed by food and beverage manufacturers or retailers for use on websites, social media, packaging, and other marketing materials.

In late 2025 Avena was nominated to take part in the Sustainable Agriculture Initiative (SAI) pilot project for developing the Regenerating Together Framework of the Regenerating Together Program (RTP). In 2026, RTP will be formally launched, allowing ARAP ingredients to be third-party verified as grown using regenerative ag practices.



Milling and Baking News, Sept. 16, 2025

Avena Foods, Regina, Sask., this year introduced a regenerative agriculture protocol to help guide farmers.

## Seven Pillars of ARAP

Avena used three core areas of soil, biodiversity and water systems to identify seven pillars that underpin regenerative agriculture for Prairie crops and biomes:

-  **1 Crop Diversity**
-  **2 Minimal Tillage**
-  **3 Maximum Soil Cover**
-  **4 Smart Pesticide Use**
-  **5 Smart Fertilizer Use**
-  **6 Water System Protection**
-  **7 Habitat Preservation**

An aerial photograph of a rural landscape. In the foreground, a green field is partially visible. In the middle ground, a cluster of farm buildings, including two large metal grain silos and several smaller wooden structures, is surrounded by trees. To the right of the buildings, a long, narrow strip of land is divided into three distinct sections: a dark, dense strip of vegetation (the pollinator strip trial), a lighter green field (the oat field), and a yellowish-brown field. The background shows a vast, flat expanse of green fields stretching to a distant treeline under a clear sky.

# A SUSTAINABLE WORLD

Pollinator strip trial (centre) beside oat field (left)  
at Willmar Farms mid-season of the second year

## EMISSIONS

Last year, Avena committed to the development of a Scope 3 assessment tool. With full traceability from cradle to dock, Avena has the potential to provide customers with precise LCA (Life Cycle Assessment) analysis of oat and pea ingredients.

### Scope 3 Project

The 2025 project included Bob's Red Mill Natural Foods, Field to Market Canada, Avena, and six farms (conventional and certified-organic) with a total of 4,220 acres. This ambitious project provided far more questions than answers and our journey continues.

Current platforms do not incorporate some progressive farm practices. Therefore, these practices, like intercropping and cover cropping, are not reflected in the results.

The inclusion of certified-organic growers in a scope 3 emissions project was unprecedented. We learned that current systems for generating metrics do not accommodate all the practices in the organic farm toolbox, for example, summer fallow and manure use. Therefore, the resulting metrics could not accurately reflect the scope 3 emissions.

Tune in next year for an update on the next steps.



## THE “THREE Rs”

Avena diverts the majority of its waste from landfills, abiding by the ‘three Rs’ – Reduce, Reuse, and Recycle.



### Reduce

- In 2025 Avena had the goal of lowering net emissions through reduction of the volume of oats that went to animal feed. By improving production processes, this volume was lowered by 105,000 lbs per month. This resulted in an additional 1,260,000 lbs of oat ingredients for human consumption. This reduced net emissions by 343,000 kg/CO2 equivalent.
- Waste materials, like pea and oat hulls, are milled into functional, nutritional ingredients that are included in food and beverage products. Pea hull fibers and oat hull fiber were reviewed and are categorized as Upcycled Certified.

### Reuse

- As of this year, all purchased pallets, including unusable or unfixable, from all Avena plants (Regina and Rowatt, Saskatchewan and Portage la Prairie, Manitoba) are reused within the area local to each plant.

### Recycle

- Avena's totes are made of recyclable materials. These totes are donated to SARCAN, a local recycling facility where used totes are shredded, cleaned, and given new life in textiles, containers, and industrial applications.

## SUSTAINABLE PACKAGING

Since January 2025, we have sourced totes for oats from a supplier based in Southern India that is a zero-waste certified company.

In addition, as of September 2025, Avena completed transition of all 50 lbs oat ingredient polypropylene packaging to fully recyclable paper bags.

## A SUPPORTIVE AND TRANSPARENT WORKPLACE ENVIRONMENT

Avena is committed to fostering a welcoming work environment which caters to the diverse needs and identities of all Avena staff.

### Ethical Sourcing and Governance

We completed our 2025 assessment and report on Forced Labor and Child Labor risks, which reinforces our commitment to ethical sourcing and human rights across Avena's supply chain. This is supported by our Supplier Code of Conduct, Producer Code of Conduct, whistleblower policy, third-party audits, and hiring controls.

### Diversity, Equity and Inclusion

We continued advancing our accessibility plan and reported on 2025 progress under the Accessible Canada Act, which continues to guide our efforts to improve accessibility across all Avena facilities.

We also continued Truth and Reconciliation training, honoring Indigenous peoples' experiences and histories. Avena also continues to be committed to strengthening DEI across the organization.

### Digitization and Process Efficiency

We implemented the Nuvo customer onboarding system, which has helped move us away from manual, paper-based onboarding and improved consistency in the process. We also implemented DocuSign for approvals and agreements, SurveyMonkey for feedback collection, and transitioned a number of HR processes to digital formats.

# LOOKING FORWARD: AVENA'S TARGETS FOR 2026 AND BEYOND

Avena is challenged by our partners, farmers, customers and researchers, to develop projects and programs that place the health of the world front and center.

## Marketing ARAP oat and pea ingredients

ARAP oat ingredients will be included in food and beverage products, some with the new ARAP logo on packaging and in other marketing materials.

ARAP conventional and organic oat cropping systems will be supported by third party agronomic review and will be audited to confirm they meet the verification standards of SAI's Regenerating Together Program (RTP).



## Scope 3 Assessment Tool

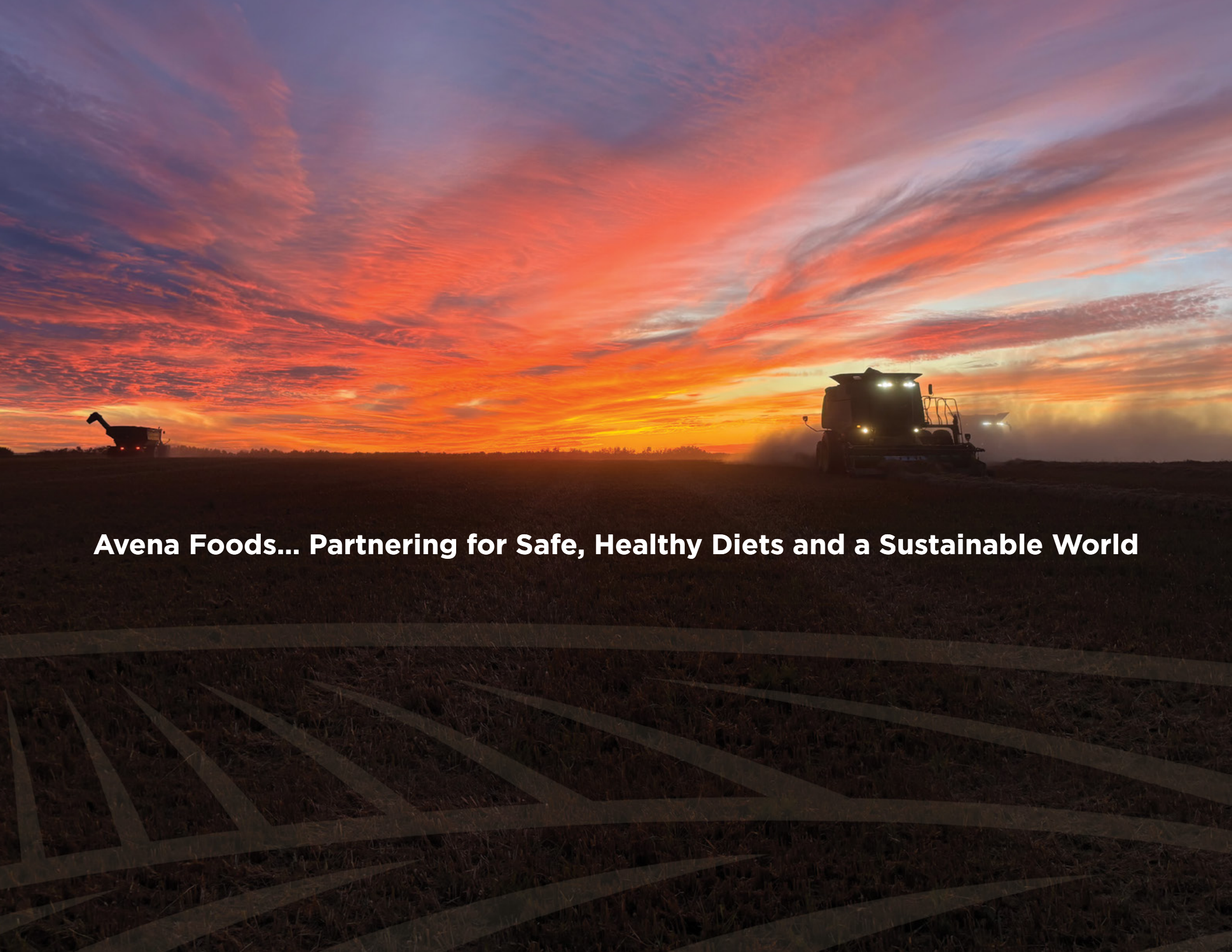
Avena continues to work on calculating scope 3 emissions metrics for conventional and certified-organic fully traceable back to the farm. The goal is to provide more accurate information than the current numbers used which are based on regional oat tables.

## High Protein Oats

This year, Avena committed to developing a high protein oat variety in partnership with Oat Advantage. Avena supported its registration approval by the Prairie Oat Growers Association and began multiplying in Saskatchewan and Manitoba.



Left to right, Wayne Arsenault and Mike Gallais of Avena, and Jim and Laura-Lee Dyck of Oat Advantage

A large combine harvester is harvesting a field at sunset. The sky is filled with vibrant orange, red, and purple clouds. A smaller truck is visible in the distance on the left. The foreground shows the dark, textured ground of the field.

**Avena Foods... Partnering for Safe, Healthy Diets and a Sustainable World**

To learn more, visit our website at:  
[avenafoods.com](https://avenafoods.com)

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