

Kansas Wheat Signals Innovation with Launch of New Brand Mark

The Kansas Wheat Commission and the Kansas Association of Wheat Growers have unveiled their new brand mark - the EAT Wheat symbol.

In addition, the organizations are also introducing a new tagline, Rediscover Wheat. The branding changes coincide with Kansas Wheat's focus on helping consumers rediscover wheat in their diets, developing a renaissance in wheat research, and concentrating research efforts on exploring the genetic diversity and complexity of the wheat plant.

The new Kansas Wheat symbol represents the positive and innovative changes that the Kansas Wheat Innovation Center has had on the wheat industry. Wheat provides around 20% of global calories for human consumption, and the work being done in Kansas continues to ensure that the world has enough to eat.

The \$11 million facility was built by the Kansas Wheat Commission, through the Kansas wheat checkoff. It represents the single largest investment by wheat farmers in the nation. The facility was opened in November 2012 and houses the two Kansas Wheat organizations in addition to other industry organizations, 15,000 square feet of research laboratories, and 10,000 square feet of greenhouses.

"In recent years, consumers have increasingly followed fad diets such as the low-carb and gluten-free crazes. Our new tagline invites them to rediscover wheat foods, which have positive effects on the diet," said Kansas Wheat CEO Justin Gilpin. "The new brand mark signals a clear purpose for our brand, which is investing in the future through wheat genetics research. By rediscovering genetics in ancient wheat ancestors, we hope to unlock the true potential of modern day bread wheat."

The brand mark and tagline were developed by the Manhattan-based firm, 502 Media Group.

About Kansas Wheat

Kansas Wheat is the cooperative agreement between the Kansas Wheat Commission and the Kansas Association of Wheat Growers, joining together as leaders in the adoption of profitable innovations for wheat.

The Kansas Wheat Commission is a grower-funded, grower-governed advocacy organization working to secure the future of Kansas wheat in the global market through international trade, research, export system studies and continually improved varieties of wheat. Its mission is to increase wheat producer productivity and profitability through research, education and domestic and international market development. The KWC is funded by a voluntary, two cent assessment on each bushel of wheat produced in Kansas.

The Kansas Association of Wheat Growers is a member-governed organization representing wheat growers in planning legislation, advising government and international agencies on matters affecting wheat and providing grass-roots leadership to the U.S. wheat industry.

