



## FOR IMMEDIATE RELEASE

### KAMUT® KHORASAN WHEAT: THE BRAND

**Big Sandy, MT, March 2010** – The KAMUT® brand grew out of the necessity to guarantee the marketplace a high quality organic grain that met specific standards, harvest after harvest. In 1987 when Bob Quinn, founder of Kamut International, first realized what a special grain khorasan was, he decided to create a name for marketing purposes. In his research he found that the word “KAMUT®” was used by ancient Egyptians to describe a grain that is known as wheat today. Since ancient Egyptian is a language not in use today, it was possible to register KAMUT as a trademark.

“When it comes to heirloom grains, the registering of a trademark can seem like an oxymoron. Many people think of heirloom in the confines of their local farmers market and that by growing on a commercial basis we are somehow changing it,” says Trevor Blyth, CEO, Kamut International, “Actually nothing can be further from the truth. Our mission is to preserve and protect the heritage of KAMUT® brand grain, so that when you see the KAMUT® trademark you are guaranteed that certain standards are met and verified with tests from each field.”

Some of the requirements to carry the KAMUT® brand name are:

- The grain is only grown on certified organic fields
- The grain must be the unhybridized, unmodified KAMUT® brand grain
- The KAMUT® brand grain must contain specific high levels of protein and Selenium
- Only extremely low levels of contaminating varieties

Much of today's food supply is commonly produced by plants that have gone through transgenic manipulation, or strong carcinogens that change the genetics of the plants. Without the protection of a trademark, it would be possible for these processes to be used on ancient khorasan wheat, and consumers would have no idea which “version” of the grain they were purchasing and eating.

“By registering KAMUT as a trademark, we are able to promise consumers that when they buy a product carrying the KAMUT® trademark they will be receiving the benefits that the brand stands for,” comments Blyth.

## About KAMUT® Brand Khorasan Wheat

The mission of Kamut International is to promote organic agriculture and support organic farmers, to increase diversity of crops and diets, and to protect the heritage of a high quality, delicious ancient grain for the benefit of this and future generations. KAMUT® is a trademark of Kamut International and it stands for guaranteed standards that are verified