

Kansas Wheat Alliance 2025 Naming Contest

Kansas Wheat Alliance (hereafter referred to as “KWA”) is hosting a naming contest to select up to three names for the latest wheat varieties on track to be released from Kansas State University. (the “Contest”)

Contest:

KWA is in the process of developing names for up to three new wheat varieties that will be marketed to seed producers and farmers in Kansas and surrounding states. The ideal variety names should have ties to Kansas—such as its history, towns, or geography—or to Kansas State University (KSU) history, align with themes found in other KWA varieties, or connect to the varieties in their pedigree. Names should be short (ideally no more than 10 letters), concise, and memorable, requiring minimal explanation. Variety names should appeal to a broad audience and avoid potential regional or collegiate affiliations that might limit interest from farmers in surrounding states—e.g., “KS Purple Powercat” could deter Oklahoma farmers. All names must start with the prefix “KS” and pass USDA’s approval process, ensuring they do not conflict with existing variety names (the Plant Variety Protection Office database of issued certificates is a useful resource for checking current variety names: <https://apps.ams.usda.gov/CMS/>). Along with a variety name submission, participants must provide a brief marketing pitch explaining the inspiration behind the name, key selling points of the variety, and why farmers should plant the variety. Please refer to the Rules of the Contest for all requirements.

Background on the varieties:

KS170013D-19 (Pedigree: Bob Dole/KS13H20-5), developed by KSU Manhattan breeding program.

- Medium maturity, medium height variety for central Kansas and Oklahoma with excellent yield potential.
- Unique quality: Strong dough strength, good water absorption, and higher fiber content, with potential for an identity preserved (IP) program.
- Strong agronomic package: Good rust resistance, good straw strength, and above-average test weight.
- Challenges: Susceptible to head scab and wheat streak mosaic virus; intermediate drought tolerance.

KS20HD134 (Pedigree: Joe/CO11D243//Tatanka/Bob Dole), developed by KSU Hays breeding program.

- Medium maturity, medium-short height variety for central into western Kansas with very high yield potential.
- Highest yielding variety in KSU breeder trials in central KS over the past 4 years.
- Strengths: Leaf/stem rust resistance, good straw strength, good quality, and decent drought tolerance.
- Challenges: Intermediate to stripe rust, moderately susceptible to head scab and wheat streak mosaic virus, and weaker performance on acid soils.

KS21H30 (Pedigree: Joe/KS14-50809//Bentley), developed by KSU Hays breeding program.

- Late maturity, medium-tall height variety adapted for eastern Colorado to central Kansas with exceptional dryland and irrigated yields in western Kansas.
- Very attractive appearance in the field with similar looks to the popular white wheat variety Joe.
- Strong all-around agronomics: good rust resistance, tolerant to wheat streak mosaic and triticum mosaic viruses, and acid soil tolerance, along with good straw strength and above-average quality.
- Challenges: moderately susceptible to scab; late maturity may be a concern in southern regions.

Email all entries to bryson@kswheatalliance.com by April 15, 2025 with the subject “KWA 2025 Naming Contest”

Rules:

Eligibility:

- Open to anyone; however, participants under 18 must have parental or guardian consent to enter or participate through their 4-H club or FFA chapter.
- Individual entries or team entries (maximum of 4 individuals per team) are allowed. Exceptions to the team limit size will be made for 4H clubs and FFA chapters.
- The Contest is subject to all federal, state, local, municipal laws, and regulations.

Entry Requirements:

- Variety Name: Submit a unique and memorable name (1-2 words, ideally no more than 10 letters, excluding the required "KS" prefix).
- Marketing Pitch & Name Inspiration: Provide a concise and compelling explanation (maximum 250 words) of why the name is a strong fit. Include the inspiration behind it and how it connects to Kansas history, geography, K-State, or other KWA varieties.
- Variety Selection: If the name is intended for a specific variety, please indicate which one. Otherwise, KWA may assign the name, if selected, to the most suitable variety.
- Contact Information: Includes name(s), phone number(s), and email(s) of entrant(s). If entering as a 4-H club or FFA chapter, also provide the club or chapter name and mailing address.

Deadline

- All entries must be emailed to bryson@kswheatalliance.com by 5pm on April 15, 2025.
- Entries received after the deadline will not be considered.
- The winning individual or team will be notified on or around April 30, 2025.

Selection Process:

- A panel of judges consisting of 3 KWA representatives will review all entries.
- Entries will be evaluated, and a winning entry will be selected using the following criteria: creativity, originality, commercial appeal, the suitability of the name for a wheat variety.
- The final winner will be chosen by the judging panel along with approval by the KSU breeder who developed it.
- The winner(s) will be selected using the above criteria and informed of the prize by phone or email.

Prizes:

- \$500 prize for each selected name, with up to three prizes total.
- If a winning entry is submitted by a 4-H club or FFA chapter, the prize will be awarded to the respective group.
- All federal, state, and local taxes and any other prize-related expenses are the sole responsibility of the winner.
- The prize is given with no written, express, or implied warranty.
- KWA reserves the right to not hand out any prizes or use any of the variety names/materials if no entries meet the requirements of the contest.

Additional Rules:

- Plagiarism will result in disqualification.
- All names submitted must be unique and available to be considered by the judging panel.
- If the same name is submitted by multiple participants, the entry that came in first will be the one considered.
- By entering this Contest, the Participant understands and agrees that KWA and/or anyone acting on behalf of KWA has the right, where permitted by law, to use the content and personal information for any promotional purposes without limitation and without any further compensation, notice, review, or consent.
- KWA reserves the right to use the variety name and marketing pitch of all entries, including entries received after the deadline.
- By entering this Contest, the entrants and participants agree to be bound by and comply with these Rules. All decisions of the Contest Sponsor with respect to any aspect of this Contest, including, without limitation, the eligibility of entries, are final and binding on all entrants in all matters as they relate to this Contest.

For questions or more information, please contact the KWA office by email: bryson@kswheatalliance.com.