

Kernza® Perennial Grain



Printed Copy General Guidelines

With regard to the use of the trademark in print, we require the proper designation, “Kernza® perennial grain,” at the most prominent use (usually a headline) and again on the first occurrence in copy. Thereafter, using “Kernza” is appropriate. The Land Institute requests use of the trade name as a modifier rather than a noun (Kernza® perennial grain) as much as possible or reasonable.

Also, please note, Kernza® is not a type of wheat, but a registered trade name owned by The Land Institute for grain from intermediate wheatgrass, a perennial relative of annual wheat. Kernza® perennial grain is the trade name we license to retailers of approved intermediate wheatgrass.

Product Labeling

If “Kernza® perennial grain” cannot be used, it is acceptable to use simply, “Kernza®” for product labeling (i.e. - Kernza® Ale or Kernza® Crackers).

Kernza product labeling should include “Kernza® is a registered trademark of The Land Institute,...” and “For more information, visit landinstitute.org” If this is not feasible due to available space and design, special permission may be granted to forego this requirement.

Photo Captioning

If “Kernza® perennial grain” cannot be accommodated in a photo caption, it is acceptable to use simply, “Kernza®.” The trademark symbol is required for use in photo captions.

For questions or other inquiries, please contact The Land Institute at info@landinstitute.org or 785-823-5376.

Kernza® should not be used to generically refer to the plant, intermediate wheatgrass (*Thinopyrum intermedium*) that produces Kernza® perennial grain. The plant is distinct from the product, grain, variety, or seed.