

Media Release

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(719) 346-5571



**Golden Plains Area
Extension**

Kit Carson County

PLAINS GOLD! A New Look for the Wheat Industry's Most Trusted Varieties

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Area Extension Agent
(Agronomy)

Future selected wheat varieties will be sold under the new *PlainsGold* brand. Revenues generated by the *PlainsGold* brand will be reinvested back to Colorado State University's wheat development program. The new *PlainsGold* brand will bring wheat farmers in Colorado, Kansas and Nebraska more of the best wheat varieties they've known and trusted, coupled with a brand identity. For years High Plains farmers have grown many of the outstanding varieties now offered under the new *PlainsGold* brand, like **Hatcher, Ripper, Bill Brown, Snowmass and Bond CL.**

"We are excited to bring wheat farmers across the entire region some of the best wheat varieties available in terms of yield, quality and production characteristics," said Dan Anderson, PlainsGold seed grower. "In addition to the varieties farmers already know and trust, *PlainsGold* seed growers are currently increasing seed for innovative new varieties, like **Byrd, Brawl CL Plus and Denali.**"

All *PlainsGold* varieties are developed using advanced breeding technologies through a public research and breeding program. Each variety undergoes extensive testing for yield, drought tolerance, disease resistance, quality and other essential traits in an industry-leading trial system led by unbiased university researchers.

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<http://goldenplains.colostate.edu>

“Wheat breeders in our program have consistently made advances in wheat genetics ahead of most private research programs,” said Anderson. “These advances, combined with one of the largest trial programs in the country, ensure wheat farmers have high quality choices with the data they need to select a variety that aligns with their individual production goals.”

PlainsGold is committed to releasing only outstanding varieties with proven track records, so farmers have accurate and trusted information about each of the *PlainsGold* varieties offered.

To learn more, farmers should talk to their local *PlainsGold* seed grower. For more information and to find a seed grower near you, visit the new *PlainsGold* website at www.PlainsGold.com

Source: Glenda Mostek, Colorado Wheat