# KHORASAN WHEAT (KAMUT)

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#### INTRODUCTION

Ancient wheat varieties show promise as environmentally sustainable crops with strong resilience to climate change.

The cultivation and study of Khorasan wheat have surged, revealing numerous health advantages associated with its consumption.

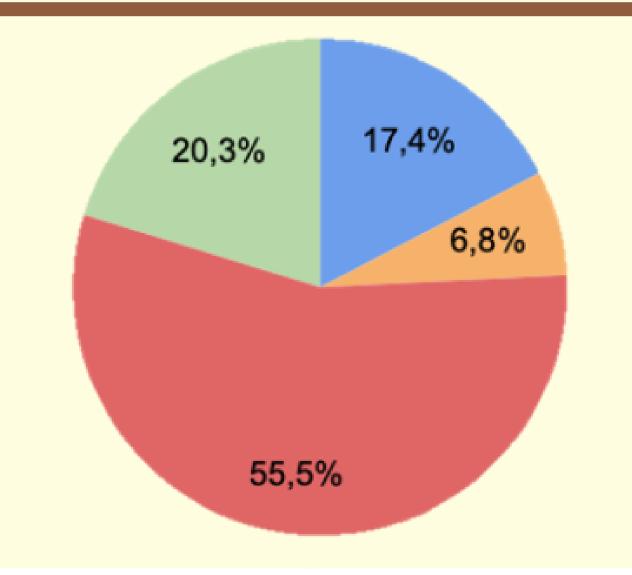
#### 2. CHARACTERISTICS

Tetraploide subspecies, a natural *T. durum* x *T.polonicum* hybrid.

- Competitive against weed, pest, and disease control
- Superior nitrogen extraction
- Better climate adaptation (drought)

Growing production in Catalonia since 2019.

## **5.SURVEY**



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   Tinc algún coneixement
   No
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- Fig. 1. Answers to the question: Do you know Khorasan wheat?

• n=483

- 73% women, 27% men
- Knowledge: < 50% no</li>
- Bought: 77% never
- Would buy: 64% yes
- Reasons:
  - 1. Healthy
  - 2. Flavor
  - 3. Nutritious
  - 4. Doesn't care
  - 5. Cool weather

#### **OBJECTIVES**

- 1. To study the origin, production, nutritional properties and sustainability.
- 2. To understand the population knowledge's about it.
- 3. To inform consumers of all ages.

#### 3.BENEFITS

Great interest in its nutritional properties.

Benefits demonstrated in humans:

- Antioxidant
- Anti-inflammatory
- Controls of blood glucose levels
- Satiety and weight control
- Reduction of chronic diseases
- Gut health

# 6.FLYER





Fig. 2. Distribution of the flyer in two establishments in Sant Sadurní d'Anoia (Barcelona): (a) Ca l'Arseni, (b) Vida Sana

## 1. ORIGINS AND KAMUT BRAND

Originating 6.000 years ago in Mesopotamia.

Kamut® was trademarked in the U.S. in 1990. It requires certification for ecological cultivation and adherence to qualitative specifications related to nutritional characteristics and growing conditions.

#### 4. NUTRITIONAL COMPOSITION

#### Khorasan wheat vs Triticum durum:

- proteins (40% more)
- variability of amino acids
- ↑ vitamins (B1, B2, B3....)
- ↑ minerals (Mg, Na...)
- quality of fatty acids:
  + mono- and poly- unsaturated
  - saturated

# CONCLUSIONS

Wheat recovered from antiquity with proven nutritional quality and health benefits.

Awareness is low, but there is a willingness to pay more for its benefits and sustainibility promoting the creation and sucssesful reception of a flyer among store constumers.