

"White Pearl" (W-1355-1), a Chipping Potato for Cold Storage Conditions



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The Wisconsin Alumni Research Foundation (WARF) is seeking commercial partners interested in new potato varieties.

OVERVIEW

Wisconsin is the nation's third largest producer of potatoes. According to the USDA, Wisconsin's potato farmers produced nearly 29.0 million hundredweight of potatoes in 2009.

THE INVENTION

UW-Madison researchers have developed a new potato line for chipping, called "White Pearl," which holds outstanding potential for long-term storage at temperatures below the current industry level. Chipping quality can be maintained during storage for up to nine months at 42 degrees Fahrenheit. Tubers have light netted skin and white flesh and are very uniform with a medium-size profile. The variety also exhibits medium-late to late vine maturity, medium yields, and medium solids.

APPLICATIONS

- Potato production

KEY BENEFITS

- Displays excellent chip color following nine months of cold storage
- Shows uniform shape, eye depth, skin color and flesh color
- Produces tubers of highly uniform size

ADDITIONAL INFORMATION

Tech Fields

Agriculture - Plant varieties

THE WARF ADVANTAGE

Since its founding in 1925 as the patenting and licensing organization for the University of Wisconsin-Madison, WARF has been working with business and industry to transform university research into products that benefit society. WARF intellectual property managers and licensing staff members are leaders in the field of university-based technology transfer. They are familiar with the intricacies of patenting, have worked with researchers in relevant disciplines, understand industries and markets, and have negotiated innovative licensing strategies to meet the individual needs of business clients.



CONTACT INFORMATION

For current licensing status, please contact Emily Bauer at emily@warf.org or 608-960-9842.

