

An Inbred Table Beet with a Root Suitable for Slicing



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Assigned to WARF as biological material.

The Wisconsin Alumni Research Foundation (WARF) is seeking commercial partners interested in a new variety of table beets.

OVERVIEW

The table beet, a popular garden vegetable throughout the United States, is rich in folate, soluble and insoluble fiber, and vitamins A and C.

THE INVENTION

UW-Madison researchers have developed a new beet variety, called W433, with a cylindrical, straight root that is well suited for slicing. W433 A is the sterile cytoplasm, while W433 B is the fertile maintainer that can be used in hybrid production. Hybrids could be used for both processing and fresh markets.

APPLICATIONS

- Table beet production

KEY BENEFITS

- Root shape suitable for slicing
- Hybrids should yield well

ADDITIONAL INFORMATION

Tech Fields

Agriculture - Plant varieties

CONTACT INFORMATION

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.



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

