

"Villetta Rose" (W2275-3R), a Red Skin Potato Line for Fresh Market and Canning



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The Wisconsin Alumni Research Foundation (WARF) is seeking commercial partners interested in a new variety of red skin potato.

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

A team of UW-Madison researchers has developed a new red skin potato line, called "Villetta Rose," for fresh market, canning and gourmet use (steamers). This variety has medium-late maturity and is particularly well-suited for canning. It has high tuber set; a uniform, round tuber shape; smooth, shallow eyes; uniform tuber size; good skin set; dark-red color at harvest; and white flesh. The tubers have a very attractive appearance. They are somewhat smaller than comparable varieties and the yield is in the medium range.

APPLICATIONS

- Potato production

KEY BENEFITS

- Superior to other commercial varieties for canning
- Suitable for canning, fresh market and gourmet use
- Attractive appearance
- Tubers display uniform size and shape.

ADDITIONAL INFORMATION

Tech Fields

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.



Agriculture - Plant varieties

CONTACT INFORMATION

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

