



High Pigment Golden Beets

INVENTORS • Irwin Goldman, Dwight "Nick" Breitbach

WARF: P05099US

PVP application in process.

The Wisconsin Alumni Research Foundation (WARF) is seeking commercial partners interested in developing a superior gold beet variety with high levels of betaxanthins.

OVERVIEW

Beets are generally available in two colors: red and golden. Beet color is determined by a class of antioxidant pigments known as betalains, which consists of red-violet betacyanins and yellow betaxanthins. While beets with elevated levels of betacyanins have been produced, no commercially available varieties are high in betaxanthins without also having a high concentration of betacyanins. The only gold-colored beet variety currently available in the U.S. lacks high levels of betaxanthins, has poor seed quality and is not very productive.

THE INVENTION

UW-Madison researchers have developed a superior gold beet variety with high levels of betaxanthins. It can be used as a nutritious food as well as a source of betaxanthin pigment.

APPLICATIONS

- A table food with enhanced nutritional value
- A source of yellow pigment

KEY BENEFITS

- Over 100mg betaxanthin pigment per 100 gm fresh weight of root
- Similar maturation times to current commercial beet varieties

ADDITIONAL 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.



Tech Fields

Agriculture - Plant varieties

Food & Supplements - Functional foods

CONTACT INFORMATION

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

