



Colorful New Table Beets

INVENTORS • Irwin Goldman, Dwight "Nick" Breitbach, Beth Ann Workmaster

WARF: P110151US01

Assigned to WARF as biological material.

The Wisconsin Alumni Research Foundation (WARF) is seeking commercial partners interested in developing three unique varieties of beets with bright swirling pigmentation.

OVERVIEW

Most table beets (*Beta vulgaris*) grown in the U.S. for fresh eating and processing are solid red in appearance. Beets with unusual features, such as cylindrical roots and striped 'Chioggia' patterning, have been available for several years and remain highly popular.

The modern surge in home gardening and locally grown produce has created new markets for unique and attractive vegetables.

THE INVENTION

UW-Madison researchers have developed novel beet varieties called Badger Torch, Badger Sunset and Badger Flame. They are characterized by alternating red and yellow/orange rings and elongated/cylindrical shapes.

The plants have multigerm seeds, smooth orange skin, small crowns and green leaves with yellow petioles. The three varieties appear similar, but differ in root shape, color and tissue striping.

The new varieties were developed as part of the University of Wisconsin Table Beet Breeding Program. They are open-pollinated.

Seed is available for purchase from:

High Mowing Seeds

Row 7 Seeds

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.



APPLICATIONS

- Beets for fresh market and seed production

KEY BENEFITS

- Attractive, one-of-a-kind coloration and shape

ADDITIONAL INFORMATION

Related Technologies

[WARF reference number P05099US describes a golden beet variety with high levels of betaxanthins.](#)

Tech Fields

Agriculture - Plant varieties

CONTACT INFORMATION

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

FIGURES



The interior of the colorful new beets.