W8405-1R: A Red Skin White Flesh Potato for the Fresh Market

INVENTORS • Jiwan Palta, Felix Navarro, Bryan Bowen

WARF: P120384US01
PVP application filed.

The Wisconsin Alumni Research Foundation (WARF) is seeking commercial partners interested in a red skin potato variety that retains color in storage.

OVERVIEW

Growers of red skin potatoes continue to search for a variety that retains skin structure and color for several months at 38 degrees Fahrenheit. Dark Red Norland, the standard variety at present, does not store well several months after harvest and loses color.

THE INVENTION

UW–Madison researchers have developed W8405-1R, a red potato variety with very smooth and uniform tubers, round-oval shape, shallow eyes and attractive coloring that maintains well in storage.

The new variety is available through the Wisconsin Crop Improvement Association.

APPLICATIONS

• Potato production for the fresh market

KEY BENEFITS

• Superior storage characteristics
• Smoother skin, shallower eyes and comparable yield to Dark Red Norland

STAGE OF DEVELOPMENT

Field tests have shown excellent tuber type and storage ability at 38 degrees Fahrenheit through February.

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.
ADDITIONAL INFORMATION

Tech Fields
Agriculture - Plant varieties

CONTACT INFORMATION

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