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

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**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.
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.