



Cranberry Variety Named “Ruby Star” with Consistent High Yield

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WARF: P120284US01

Inventors: Eric Zeldin

The Wisconsin Alumni Research Foundation (WARF) is seeking commercial partners interested in a new cranberry variety with very strong yearly growth, strong bud sets and consistently high fruit yields.

Overview

Cranberries are Wisconsin’s number one fruit crop, grown on 21,000 acres across 20 counties. Wisconsin provides nearly 60 percent of the U.S. supply, and significant growth in demand is expected to continue.

The Invention

A UW–Madison researcher has developed a new variety of cranberry known as “Ruby Star.” Ruby Star resulted from a cross between the “HyRed” cranberry (“Stevens” x “Ben Lear #8”) and the “Bergman” cranberry (“Early Black” x “Searles”).

Growers interested in this cranberry variety should license the variety from WARF and obtain vines from one of the approved propagators listed below. The license between WARF and the grower must be in place before vines can be obtained.

- Cranberry Creek Cranberries Inc.
- Dempze Cranberry Co.

Applications

- Cranberry production

Key Benefits

- Very strong yearly growth
- Strong bud sets
- Consistently high fruit yields

Additional Information

Related Technologies

- [See WARF reference number P01289US for a previously developed high-color, early maturing cranberry hybrid called “HyRed.”](#)
- [WARF reference number P100154US01 describes a previously developed variety with large berry size and favorable bud set traits named “Sundance.”](#)

Tech Fields

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