



"Villetta Rose" (W2275-3R), a Red Skin Potato Line for Fresh Market and Canning

WARF: P03160US

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The Wisconsin Alumni Research Foundation (WARF) is seeking commercial partners interested in a new variety of red skin potato.

Overview

Wisconsin is the nation's third largest producer of potatoes. According to the USDA, Wisconsin's potato farmers produced nearly 29.0 million hundredweight of potatoes in 2009.

The Invention

A team of UW-Madison researchers has developed a new red skin potato line, called "Villetta Rose," for fresh market, canning and gourmet use (steamers). This variety has medium-late maturity and is particularly well-suited for canning. It has high tuber set; a uniform, round tuber shape; smooth, shallow eyes; uniform tuber size; good skin set; dark-red color at harvest; and white flesh. The tubers have a very attractive appearance. They are somewhat smaller than comparable varieties and the yield is in the medium range.

Applications

- Potato production

Key Benefits

- Superior to other commercial varieties for canning
- Suitable for canning, fresh market and gourmet use
- Attractive appearance
- Tubers display uniform size and shape.

Tech Fields

- [Animals, Agriculture & Food : Plant varieties](#)

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