



## High Pigment Golden Beets

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**The Wisconsin Alumni Research Foundation (WARF) is seeking commercial partners interested in a superior gold beet variety.**

### Overview

Beets are generally available in two colors: red and golden. Beet color is determined by a class of antioxidant pigments known as betalains, which consists of red-violet betacyanins and yellow betaxanthins.

While beets with elevated levels of betacyanins have been produced, no commercially available varieties are high in betaxanthins without also having a high concentration of betacyanins. The only gold-colored beet variety currently available in the U.S. lacks high levels of betaxanthins, has poor seed quality and is not very productive.

### The Invention

UW-Madison researchers have developed a superior gold beet variety with high levels of betaxanthins. It can be used as a nutritious food as well as a source of betaxanthin pigment.

### Applications

- A table food with enhanced nutritional value
- A source of yellow pigment

### Key Benefits

- Over 100mg betaxanthin pigment per 100 gm fresh weight of root
- Similar maturation times to current commercial beet varieties

### Additional Information

#### For More Information About the Inventors

- [Irwin Goldman](#)

#### Tech Fields

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

For current licensing status, please contact Emily Bauer at [emily@warf.org](mailto:emily@warf.org) or 608-960-9842

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