

Variety News

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Special points of interest:

- USDA Value Added Producer Grant
- PVMI Launches New Website www.pvmi.org
- Up and Coming New Varieties from the Tri-States Breeding Program

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PVMI Applies for USDA Value Added Producer Grant

The USDA Rural Business Cooperative Service grants Value Added Producer Grants to independent producers, agricultural producer groups, farmer cooperative for either planning or working capital.

PVMI was granted \$100,000 in October 2005 for a Planning Grant which it used to start the company off including helping to pay for the Business and Marketing Plan, legal fees and other fees associated with the company start-up.

A new Notice of Solicitation (NOSA) for fiscal year 2007 was published on April 16. More than \$19 million in competitive grant funds are available. All funds granted are required to be matched by an equal amount of funds from the applicant or a third party. The three Potato Commissions have agreed to the matching funds and the grant is being written to continue the work PVMI has started in promoting the Tri-State varieties.

Specifically funds are being sought to conduct consumer awareness campaigns to increase appreciation of varieties. Also requested are funds for regional plots to demonstrate the new varieties all over North America. A series of meetings between key industry personnel and the Tri-State Researchers is also outlined as an important factor to moving the new varieties forward.

The deadline for proposal submission is May 16, 2007 and decisions will be made by September for the grants to begin in October.

What's in a Name?

PVMI in cooperation with the Northwest Potato Variety Development Committee (NPVDC) have agreed in the future to release and PVP future new Tri-State varieties with their line number. This will allow the Tri-States more freedom in protecting the marketing investment that goes into naming of varieties using trademarks.

For example, **A93157-6LS** has been applied for PVP under that designation. At the time of release, the name **Premier Russet** has been applied for trademark, for use with this variety. Amongst the potato growers the variety in the future should be referred to by **A93157-6LS** or **6LS**, including in Certification Directories and official lists.

This allows **Premier Russet** to be marketed to the consumer and the Tri-States ability to maintain rights to the name and marketing investment after the 20 years of PVP protection have expired. By just using **Premier Russet** for just consumer marketing the Tri-States can substitute another very similar variety if one should be developed that has the same properties. This is in effect what Potandon has done very successfully with **Klondike Rose**, and Frito Lay with their proprietary varieties.

www.pvmi.org has a New Look

Phase I of the development of the new website is now complete at www.pvmi.org. There is now a PVMI Seed Grower Listing that lists all the sources of licensed seed. Also included is full data attribute sheets developed by the NPVDC on all released varieties. Downloadable versions of license agreements and participation forms with full instructions can also be found. A gallery highlights some images from the 2006 Tri-State trials.

Phase II of website development will involve creating a secure area for licensees and Tri-

State personnel to access pre-released line information as well as opportunities for evaluations. A **SharePoint** system will be put in place so that all MTAs and other important documentation will be securely accessible as well as PVMI Board and business administration information.

Phase III is planned to include credit card facilities to pay for license fees on line.

If you have any suggestions or would like to see something particular on the website contact PVMI directly from the website.



Klamath Falls Single Hill Selection, October 2006.

Blazer Russet (A8893-1) – Possible replacement for *Shepody*

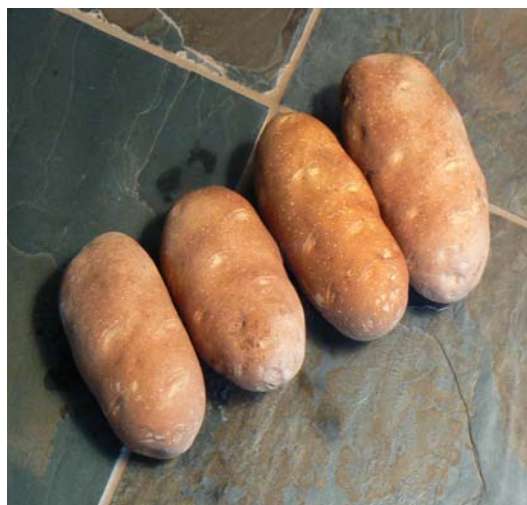


Blazer Russet with its early maturity is considered to be a strong replacement possibility for *Shepody*. It has oblong, medium to large tubers that average 8 ounces with excellent culinary qualities. The characteristic light russeting means the tubers have tan to light brown skins with firm, creamy white flesh. **Blazer** provides higher yields of No. 1 and has excel-

lent specific gravity making it a good dual purpose type.

Blazer is resistant to scab and moderately resistant to net necrosis, dry rot and soft rot. It is susceptible to *Verticillium* wilt and moderately susceptible to PVY. **Blazer Russet** weaknesses are that it has short dormancy and is prone to hollow heart.

A93157-6LS (Premier Russet™) – Dual purpose with excellent cold sweetening resistance



A93157-6LS most striking feature is it is highly resistant to the accumulation of reducing sugars following long term storage at 40 - 45°F. Its cold sweetening resistance allows storage at colder temperatures thereby prolonging tuber dormancy and insuring quality for processing or fresh pack use. It tastes good and makes a fine looking tuber. It is a mid to late season variety notable for its high yield of oblong-long, medium russeted tubers, high specific gravity, excellent fry color from cold storage and resistances to sugar ends, tuber malformations and most internal and

external defects.

A93157-6LS strengths include high yield with a high proportion of US No 1 tubers, good tuber appearance, excellent processing qualities and high resistance to PVY. It is more resistant to *Verticillium* wilt and common scab than Russet Burbank, although susceptibility to pink rot and powdery scab are similar. **A93157-6LS** is very susceptible to PVX and PLRV. Other weaknesses include susceptibility to blackspot bruise, hollow heart and dry rot.

A9045-7 (Highland Russet™) – High yielding russet for the processing market

A9045-7 is a mid to late season variety notable for its high yield of uniform, oblong-long, lightly russeted tubers. The variety has moderately high specific gravity and resistances to second growth and most internal defects.

A9045-7 shows good potential for the processing market, although its light skin may limit its acceptance on the fresh market.

A9045-7 is moderately resistant to common scab, powdery scab, early and late tuber blight and PVY. It is resistant to infection by PVX.



Expected Releases From the Tri-States

A95109-1 (To be released in 2007) – ‘A Better Tasting Russet’

This advanced clone to be released later this year is a dual-purpose russet that has the potential to make an impact on the **Russet Norkotah** market. This has been described as “*the way russets are supposed to taste.*” It has a high early yield with high percent U.S. No. 1 and is excellent for early fresh pack. It is also possible as an early processor. It is highly resistant to external and internal defects and resistant to common scab. It has moderate resistance to dry rot, but some shatter bruise has been observed in one year.

It has excellent culinary qualities and needs to be tasted to be believed.



A096160-3 (To be released in 2007) – A new russet from the Oregon Program

A medium to late maturing selection from Oregon with medium yields and long, medium heavily russetted tubers. It has good specific gravity, excellent fry color from storage and an attractive tuber with high counts of US No.1. It is resistant to common scab and has moderate resistant to *Verticillium* wilt.

This clone’s main weaknesses are a medium overall yield and susceptibility to net necrosis and vascular discoloration.



And a few more...

A95409 - 1

A cross between **A80146 x Ranger Russet**, this long light russet has early maturity and appeal for both fresh and processing markets. It has early yield with a high number of No 1s, it is attractive and has good culinary characteristics.

It has a lower specific gravity and has been noted to have some shatter bruise and hollow heart.

AOA95154 - 1

A cross between **Bannock Russet and A89152-4**. An ob-long russet, for both fresh and processing markets with high % Number 1s excellent specific gravity, attractive form and excellent fry color.

This line is resistant to scab and moderately resistant to several other diseases.

AOA95155-7

A cross between **Bannock Russet and A89163-3LS**. This is a late maturing light russet for both fresh and processing markets. It has a high % Number 1s and produces excellent fry color. It produces an attractive tuber that is resistant to black spot bruise.

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Up and Coming Events

**June 29 Potato Field
Day** WSU, Othello
Research Station,
Washington
Contact: Mark Pavek
509.335.6861
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**August 12 - 16
PAA Annual Meetings**
Idaho Falls, Idaho
Contact: Lori Wing
207.581.3042
www.umaine.edu./PAA

What is PVMI?

In 2005 the potato commissions in WA, OR, and ID launched a new non-profit corporation called the Potato Variety Management Institute (PVMI) to handle the licensing and royalty collection on Tri-State potato varieties. It was developed as a grower-controlled alternative to the universities' efforts to manage varieties and interact with industry in royalty collection. PVMI hopes to provide the following main benefits to the industry:

- Exert grower control over varieties developed through grower-supported research;
- Work with end-users to increase adoption of new varieties in processing, grocery, and restaurant trades;
- Use market research to focus variety development goals;
- Manage distribution and use of varieties around the world;
- Return royalties directly to Tri-State potato research programs.

Variety		Type	Uses	Strengths
Alturas	A82360-7	Late Oblong Russet	Processing, Some Fresh	Yield, Disease Resistance, SG
Blazer Russet	A8893-1	Mid-early Oblong Russet	Processing & Fresh	Early Size, SG
Defender	A90586-11	Late, Long White	Processing	Late Blight Resistance, SG
Gem Russet	A8495-1	Med – Late Long Russet	Processing & Fresh	Appearance, SG, Storage
GemStar Russet	A9014-2	Medium Long Russet	Processing & Fresh	Appearance Yield, Decreased water
New A9045-7	Highland Russet™	Long Light Russet	Processing	High Yield, SG, Few Defects
IdaRose	A82705-1R	Med – Late Round Red	Fresh	Yield, Dormancy, Appearance
Ivory Crisp	NDO1496-1	Medium Round White Chipper	Processing	Chipping Quality
Klamath Russet	AO85165-1	Late Oblong Russet	Fresh	Yields, Storage, Appearance
Mazama	NDO2686-6R	Early Oval Red	Fresh	Appearance, SG
Modoc	NDO4300-1R	Early Round Red	Fresh	Appearance, Size
New A93157-6LS	Premier Russet™	Long Late Russet	Processing & Fresh	Storage, Yield & Grade, SG
Russet Legend	COO83008-1	Medium Long Russet	Processing & Fresh	SG, Appearance
Summit Russet	A84118-3	Late Long Russet	Processing & Fresh	Yield, Tuber Quality, SG, Storage
Wallowa Rus-	AO87277-6	Late Long Russet	Processing	Yield, SG, Adaptability
Willamette	AO91812-1	Late Round White	Processing	Yield, Disease Resistance
Winema	NDO2438-6R	Early Round Red	Fresh	Size
New NDA5507-3Y	Yukon Gem™	Round with pink eyes and yellow flesh	Fresh & Processing	Yield & Grade, Chip color, PVY and Scab resistance