



LSU AgCenter Office of Intellectual Property

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This new light purple-fleshed sweetpotato offers a fresh, eye-catching look that stands out in today's specialty and health-focused produce market. Its unique banded purple coloration, paired with excellent eating quality, makes it an attractive option for consumers seeking nutritious, visually distinctive foods. Growers benefit from its strong agronomic performance, including high yields, desirable root shape, and resistance to fusarium wilt, which helps reduce losses and production costs. With rising demand for colorful, anthocyanin-rich vegetables, this variety is well positioned for premium fresh markets, specialty grocers, and value-added products looking for differentiated, high-value sweetpotato options.



• Advantages

- Eye-catching light purple banded flesh that appeals to health-conscious shoppers and specialty produce buyers.
- High agronomic performance, including strong yields and consistent root shape, which boosts profitability for growers.
- Resistance to fusarium wilt, reducing crop losses and lowering production costs.

• Commercial Uses

- Fresh specialty produce sales
- Value-added or minimally processed products
- Seed and planting material licensing



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