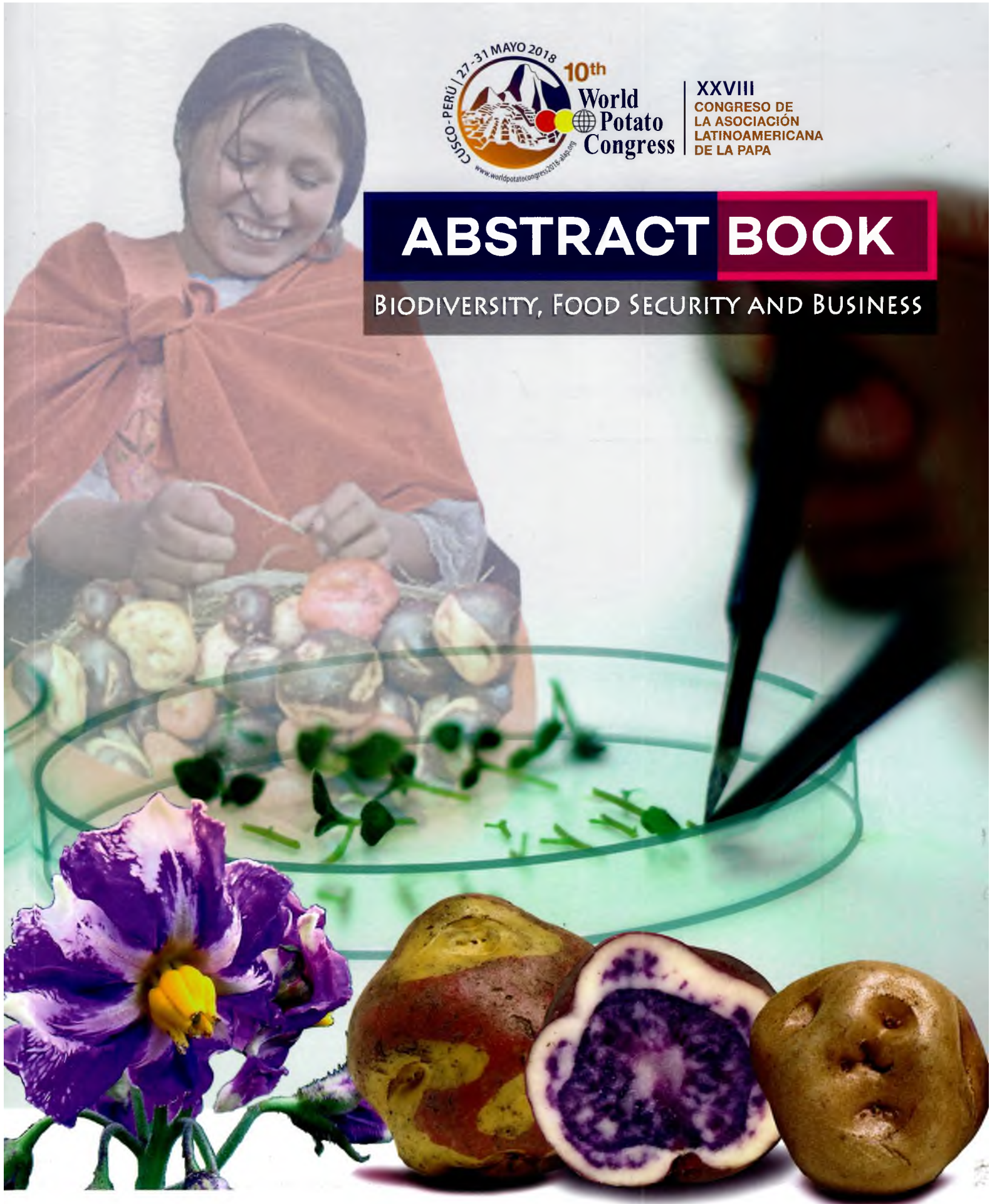




XXVIII  
CONGRESO DE  
LA ASOCIACIÓN  
LATINOAMERICANA  
DE LA PAPA

# ABSTRACT BOOK

BIODIVERSITY, FOOD SECURITY AND BUSINESS



**ABSTRACT BOOK 10th WPC- XXVIII ALAP 2018 CONGRESS**

Biodiversity, Food Security and Business

**Instituto Nacional de Innovación Agraria-INIA**

**Editado por:**

Comité Científico WPC-ALAP 2018

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Instituto Nacional de Innovación Agraria-INIA

Centro Internacional de la Papa-CIP

**Diseño e impresión**

PERÚCUADROS EIRL

Calle Olavide 282 San Isidro, Lima - Perú

Primera Edición: Mayo 2018

Tiraje: 1000 ejemplares

Hecho el Depósito Legal en la Biblioteca Nacional del Perú N° 2018-07077

**Cita Bibliográfica**

Abstract Book 10th WPC- XXVIII ALAP 2018 Congress: Biodiversity, Food Security and Business. Instituto Nacional de Innovación Agraria-INIA. Cusco, Perú. XX pp.

## 2. Potato preferences in the Ecuadorian Highland

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Farmers, traders and consumers from three Ecuadorian highland regions were interviewed to obtain information on their main selection criteria in order to identify the ideotype of potato.

The Ecuadorian Highland was divided into three regions according to geographical location: north, central and south. There were 500 interviews. For each zone and actor, the preference criteria were established, the relative frequency was calculated per actor group and region and a correspondence analysis was carried out.

There were differences among areas and chain actors for potato preferences. Farmers in all regions were concerned about agronomic aspects; consumers were interested in tuber quality and processing traits, while the traders were interested in the marketability of potatoes. Preferences among women were more related to quality and processing characteristics, while men preferred agronomic traits and marketability of potato. The selection must be performed depending on the trait with a specific actor and differentiated by gender.

The preferred ideotypes in the northern and central regions of Ecuador were quite similar: round tuber shape, red or pink skin color, shallow eyes, mealy consistence and fast cooking, while in the south the ideal potato should have a yellow skin color and mean depth of eyes. The ideal potato should be resistant to late blight, be high yielding and early maturing. Furthermore, good taste, yellow flesh and suitability for several cooking applications were preferred.

The ideotype of potato was affected by the preferences criteria and was influenced by the region. This information will be useful for the development and success of new potato varieties.