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Presentation topic:

INNOVATION ON SPECIALTY CORN BREEDING

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Abstract: Simple ideas to improve specialty corn for human consumption were developed into a big business through corn breeding. To succeed in specialty corn breeding one must understand corn adaptation, major genes in specialty corn, success factors in corn breeding, and breeding objectives that meet demands from all levels of users. Corn breeding started with simple ideas. Simple methods for developing unique germplasm and simple methods of line development in corn breeding produced hybrids with wide adaptation in Asia. Simple genetics were used to create various kinds of corn hybrids such as synergistic types of waxy corn utilizing the *wx* and *sh2* genes and other gene combinations to produce unique red-colored super sweet corn that can claim to be the first red super sweet corn in the world. Genetics of red super sweet corn is described so anyone can follow in corn breeding. Opportunities are always open for anyone who wants to work hard for better hybrids.

Keywords: *wx*, *sh2*, purple sweet corn, specialty corn