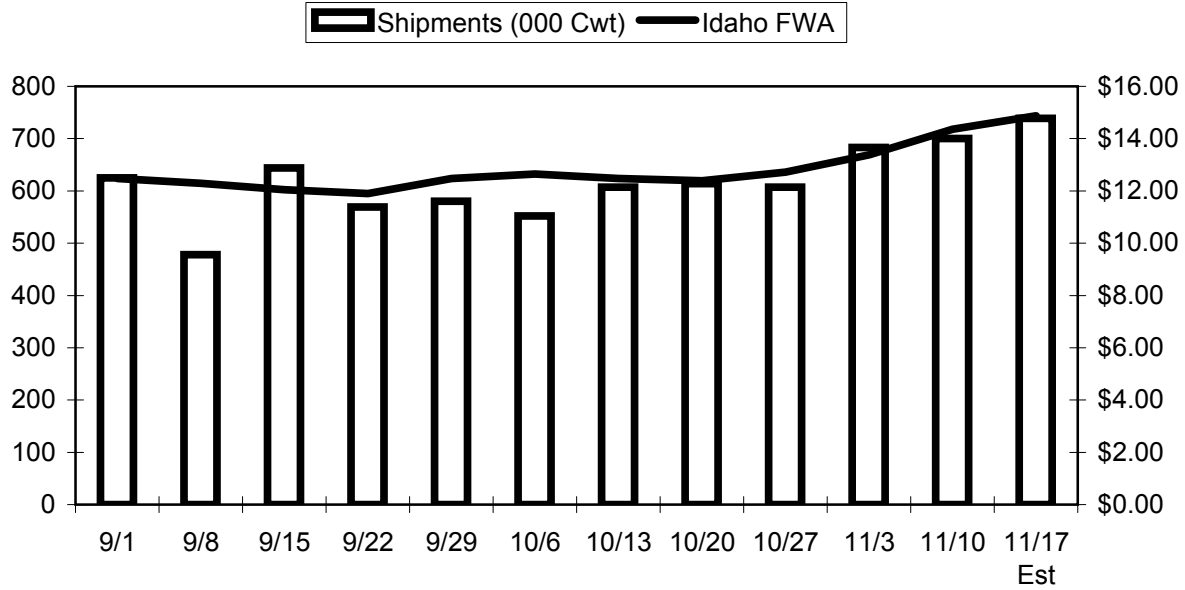


Fresh Russet Potato Market Report
Week Ending: 11/17/2007

State	FWA	Chg	GRI	Chg	70ct	Chg	10# Film	Chg
Idaho Burbank	\$14.87	0.52	\$6.95	0.31	\$20.75	0.85	\$11.50	0.80
Idaho Norkotah	\$14.64	0.77	\$7.71	0.58	\$19.63	1.25	\$11.63	1.03
Colorado	\$12.53	0.09	\$6.62	0.07	\$15.50	0.50	\$11.00	0.00
Columbia Basin	\$13.53	1.56	\$6.06	0.96	\$17.00	2.00	\$10.75	1.75
Wisconsin	\$12.23	0.24	\$6.47	0.19	\$15.83	0.33	\$10.94	0.19



Market Commentary: Columbia Basin prices are starting to catch up to the Idaho market, after several weeks of lagging behind.

Sources: North American Potato Market News and USDA Agricultural Marketing Service

Notes: Prices are weekly averages of daily prices. All prices are in \$/per cwt. FWA is a weighted average of shipping point prices for common packs in each area. Weights differ by area. GRI is the Grower Returns Index for each individual area. Idaho GRIs are based on a 60% packout for Burbanks and a 75% packout for Norkotahs.