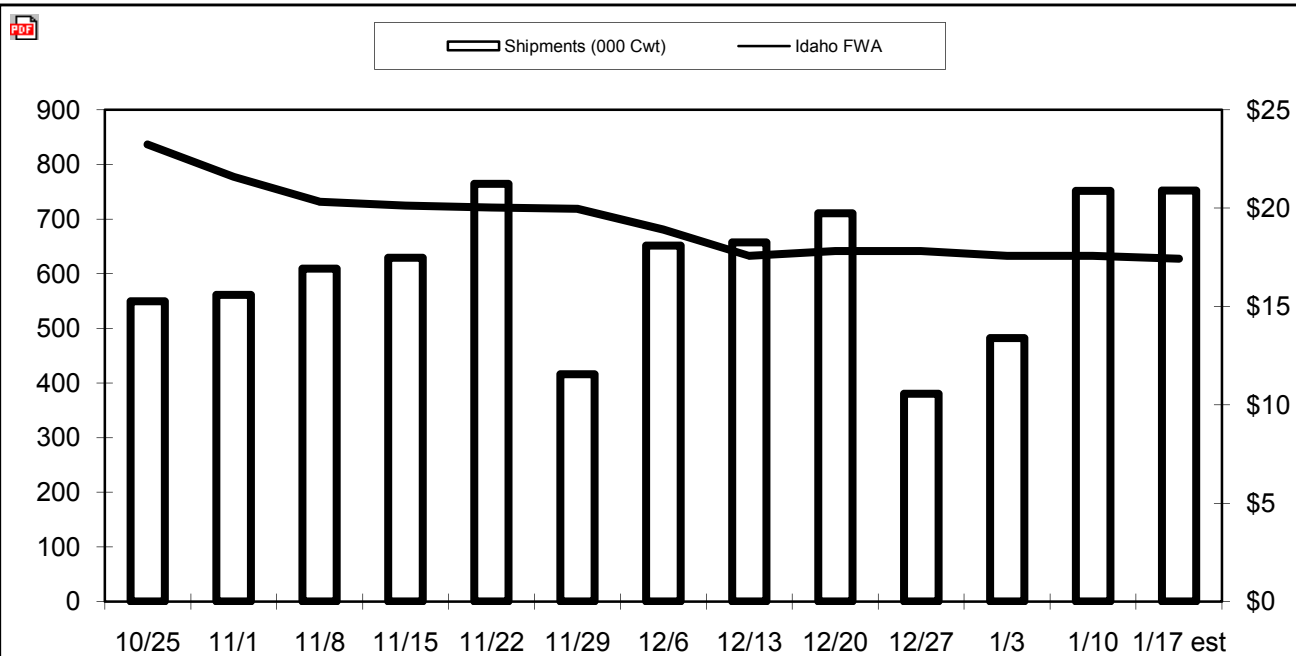


Fresh Russet Potato Market Report

Week Ending: 1/17/2009

State	FWA	Chg	GRI	Chg	70ct	Chg	10# Film	Chg
Idaho Burbank	\$17.43	-\$0.15	\$8.72	-\$0.09	\$22.50	\$0.50	\$15.00	-\$0.50
Idaho Norkotah	\$16.91	-\$0.15	\$9.52	-\$0.11	\$20.50	\$0.50	\$15.00	-\$0.50
Colorado	\$18.89	-\$0.38	\$12.58	-\$0.33	\$21.50	-\$0.50	\$17.50	-\$0.50
Columbia Basin	\$19.36	-\$0.59	\$10.18	-\$0.36	\$25.00	-\$1.00	\$14.50	\$0.00
Klamath Basin	\$21.02	\$0.00	\$11.81	\$0.00	\$28.00	\$0.00	\$15.50	\$0.00
Wisconsin	\$19.91	-\$0.72	\$12.89	-\$0.58	\$24.50	\$0.00	\$19.00	-\$1.00



Market Commentary: Continued heavy shipments are pressuring Idaho consumer bag prices. Other areas are adjusting prices to be competitive with Idaho.

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

Notes: Prices are Friday mostly quotes. 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, on a delivered to packing shed basis. Idaho GRIs are based on a 60% packout for Burbanks and a 75% packout for Norkotahs.