

UNITED POTATO GROWERS OF IDAHO
Russett Norkotah

GROWER RETURN INDEX FOR WEEK OF **01/05/10**

2009-2010

Growers must manage daily supply to not over supply daily/weekly demand.

| | NORKOTAH ACTUAL | RECOMMENDED |
|------------|----------------------------|--------------------|
| | 01/05/10 | 1/5/10 |
| 40 count | 5.00 | 5.00 |
| 50 count | 5.00 | 5.00 |
| 60 count | 5.00 | 5.00 |
| 70 count | 5.00 | 5.00 |
| 80 count | 5.00 | 5.00 |
| 90 count | 5.00 | 5.00 |
| 100 count | 5.00 | 5.00 |
| Poly 10 NA | 3.25 | 3.50 |
| Mesh 10 NA | 3.75 | 4.00 |
| Poly 5 NA | 4.00 | 4.25 |
| Mesh 5 NA | 4.50 | 4.75 |
| 6 OZ 2 | 4.00 | 4.00 |
| 10 OZ 2 | 5.00 | 5.00 |

Weighted Avg **8.59**

8.82

MARKET NEWS MOSTLY

CLICK HERE TO GO TO MARKET NEWS MOSTLY

MARKET NEWS RETAIL REPORT(NEW)

CLICK HERE TO GO TO RETAIL REPORT

MARKET NEWS SHIPMENTS

CLICK HERE TO GO TO MARKET NEWS SHIPMENTS

PAGE 3

Open Washed Process Grade

| | | |
|-------------------------------|--------|----------------|
| | HIGH | \$ 4.50 |
| Contract Washed Process Grade | LOW | \$ 3.75 |
| | MOSTLY | \$ 3.75 |

Dry Eliminators for Dehydration

None to Report

Field Run Dehydrators-Fryers

| Estimated Return Per Cwt at Current Norkotah advisory prices | | | | | | |
|--|-------------------|---------|---------|---------|---------|---------|
| % ONES ↓ | % ONES IN CARTONS | | | | | |
| | 55% | 50% | 45% | 40% | 35% | 30% |
| 80% | \$ 2.92 | \$ 2.79 | \$ 2.65 | \$ 2.52 | \$ 2.38 | \$ 2.25 |
| 75% | \$ 2.82 | \$ 2.70 | \$ 2.57 | \$ 2.44 | \$ 2.32 | \$ 2.19 |
| 70% | \$ 2.72 | \$ 2.60 | \$ 2.48 | \$ 2.37 | \$ 2.25 | \$ 2.13 |
| 65% | \$ 2.62 | \$ 2.51 | \$ 2.40 | \$ 2.29 | \$ 2.18 | \$ 2.07 |
| 60% | \$ 2.52 | \$ 2.42 | \$ 2.31 | \$ 2.21 | \$ 2.11 | \$ 2.01 |
| 55% | \$ 2.41 | \$ 2.32 | \$ 2.23 | \$ 2.14 | \$ 2.04 | \$ 1.95 |
| 50% | \$ 2.31 | \$ 2.23 | \$ 2.14 | \$ 2.06 | \$ 1.98 | \$ 1.89 |
| 45% | \$ 2.21 | \$ 2.14 | \$ 2.06 | \$ 1.98 | \$ 1.91 | \$ 1.83 |
| 40% | \$ 2.11 | \$ 2.04 | \$ 1.97 | \$ 1.91 | \$ 1.84 | \$ 1.77 |
| 35% | \$ 2.01 | \$ 1.95 | \$ 1.89 | \$ 1.83 | \$ 1.77 | \$ 1.71 |
| 30% | \$ 1.91 | \$ 1.85 | \$ 1.80 | \$ 1.75 | \$ 1.70 | \$ 1.65 |

Notice

***** These numbers are strictly for the purpose of establishing an **estimated** return and do vary from shed to shed.

***** For details on the variables used in the matrix e-mail marketing@unitedpotato.com

**Returns in yellow grid are based on advisory price for closest week denoted in y
Your returns may be less if price advisory is not being met by your respective sales organization**

RECOMMENDED UP CHARGE FOR 5-9 AND SIZE A CONSUMERS

5-9 \$ 1.50 PER UNIT

SIZE A \$ 0.75 PER UNIT

Container add-on costs ie. Carton balers add .40 per bale; pallet charges .15 per case/bale