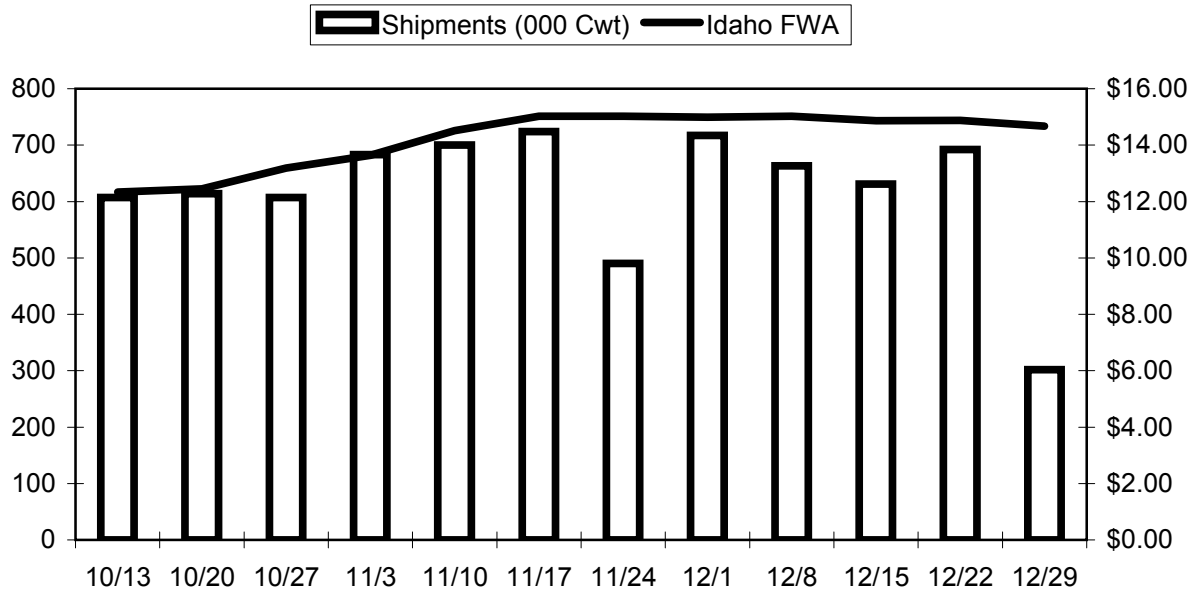


Fresh Russet Potato Market Report

Week Ending: 12/29/2007

State	FWA	Chg	GRI	Chg	70ct	Chg	10# Film	Chg
Idaho Burbank	\$14.68	-0.20	\$6.44	-0.12	\$21.00	0.00	\$11.50	-0.25
Idaho Norkotah	\$14.35	-0.10	\$7.24	-0.08	\$20.00	0.00	\$11.50	-0.25
Colorado	\$13.54	0.02	\$7.92	0.02	\$17.00	0.00	\$12.00	0.00
Columbia Basin	\$14.03	0.00	\$6.38	0.00	\$18.50	0.00	\$10.50	0.00
Wisconsin	\$13.83	0.28	\$7.75	0.23	\$18.50	1.00	\$12.50	0.25



Market Commentary: Markets generally have been quiet during the holiday season. Idaho prices moved slightly lower, while Wisconsin prices advanced.

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.