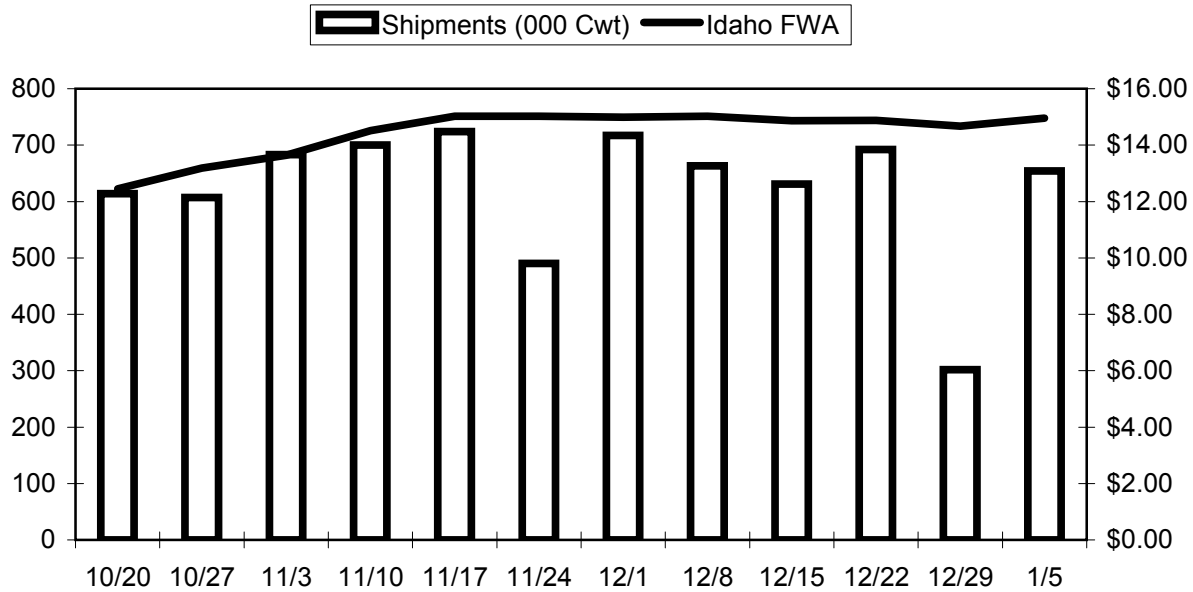


Fresh Russet Potato Market Report

Week Ending: 1/5/2008

| State | FWA | Chg | GRI | Chg | 70ct | Chg | 10# Film | Chg |
|----------------|---------|------|--------|------|---------|------|----------|------|
| Idaho Burbank | \$14.95 | 0.28 | \$6.60 | 0.17 | \$22.00 | 1.00 | \$11.50 | 0.00 |
| Idaho Norkotah | \$14.42 | 0.06 | \$7.29 | 0.05 | \$20.50 | 0.50 | \$11.50 | 0.00 |
| Colorado | \$13.69 | 0.16 | \$8.05 | 0.14 | \$18.00 | 1.00 | \$12.00 | 0.00 |
| Columbia Basin | \$14.03 | 0.00 | \$6.38 | 0.00 | \$18.50 | 0.00 | \$10.50 | 0.00 |
| Wisconsin | \$13.89 | 0.06 | \$7.80 | 0.05 | \$18.50 | 0.00 | \$12.50 | 0.00 |



Market Commentary: Prices moved up in all markets other than the Columbia Basin, in the first days of 2008.

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.