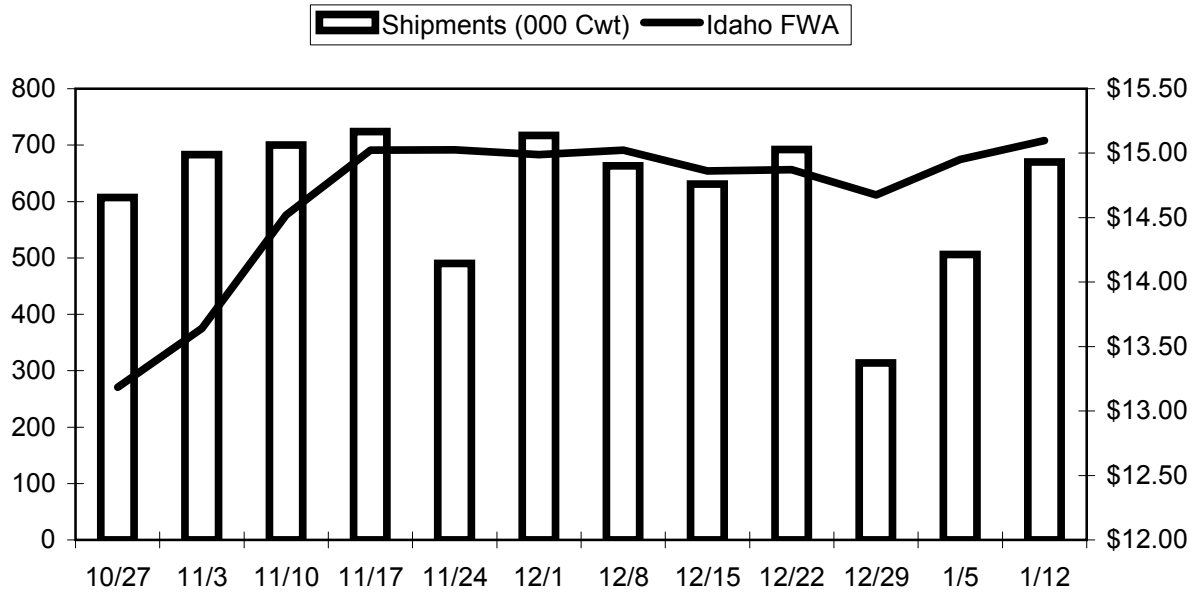


Fresh Russet Potato Market Report

Week Ending: 1/12/2008

State	FWA	Chg	GRI	Chg	70ct	Chg	10# Film	Chg
Idaho Burbank	\$15.10	0.15	\$6.69	0.09	\$22.25	0.25	\$11.50	0.00
Idaho Norkotah	\$14.51	0.10	\$7.36	0.07	\$20.75	0.25	\$11.50	0.00
Colorado	\$14.40	0.71	\$8.67	0.62	\$19.00	1.00	\$12.50	0.50
Columbia Basin	\$14.08	0.05	\$6.41	0.03	\$18.50	0.00	\$10.50	0.00
Wisconsin	\$14.68	0.79	\$8.44	0.63	\$20.00	1.50	\$13.00	0.50



Market Commentary: Russet prices continued to advance last week. The biggest increases came in Wisconsin and Colorado.

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.