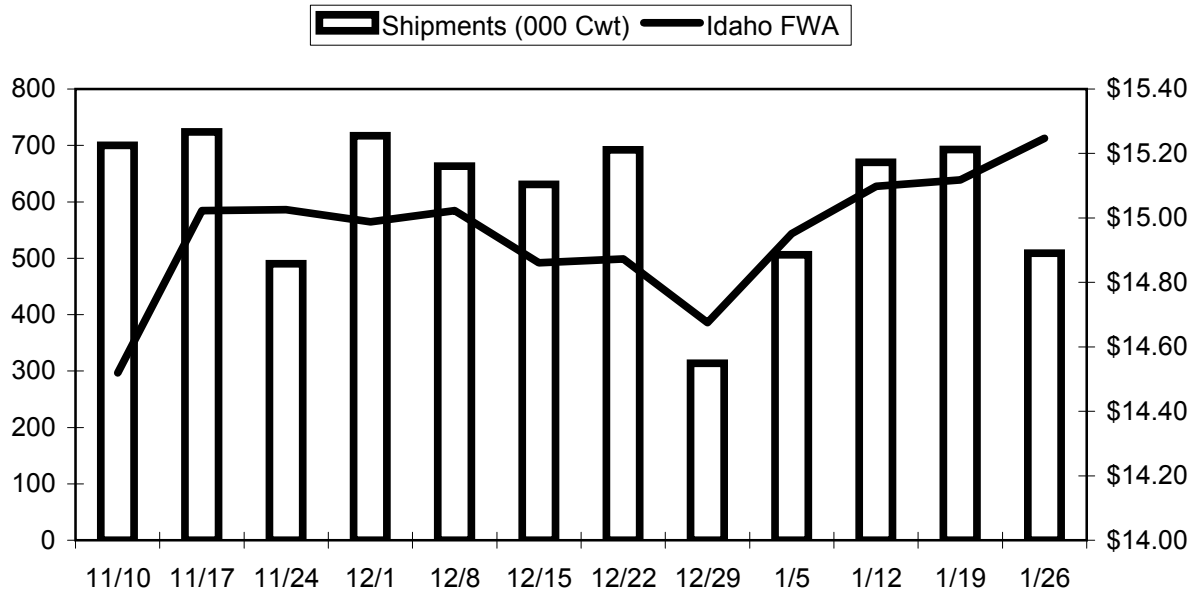


Fresh Russet Potato Market Report

Week Ending: 1/26/2008

State	FWA	Chg	GRI	Chg	70ct	Chg	10# Film	Chg
Idaho Burbank	\$15.25	0.13	\$6.78	0.08	\$23.00	0.50	\$11.50	0.00
Colorado	\$14.80	0.15	\$9.01	0.13	\$21.00	1.00	\$12.50	0.00
Columbia Basin	\$14.18	-0.04	\$6.47	-0.03	\$18.50	0.00	\$10.50	0.00
Wisconsin	\$14.71	0.08	\$8.46	0.06	\$20.00	0.50	\$13.00	0.00



Market Commentary: USDA has finished reporting prices on Idaho Norkotah potatoes seven weeks earlier than it did for the 2006 potato crop.

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.