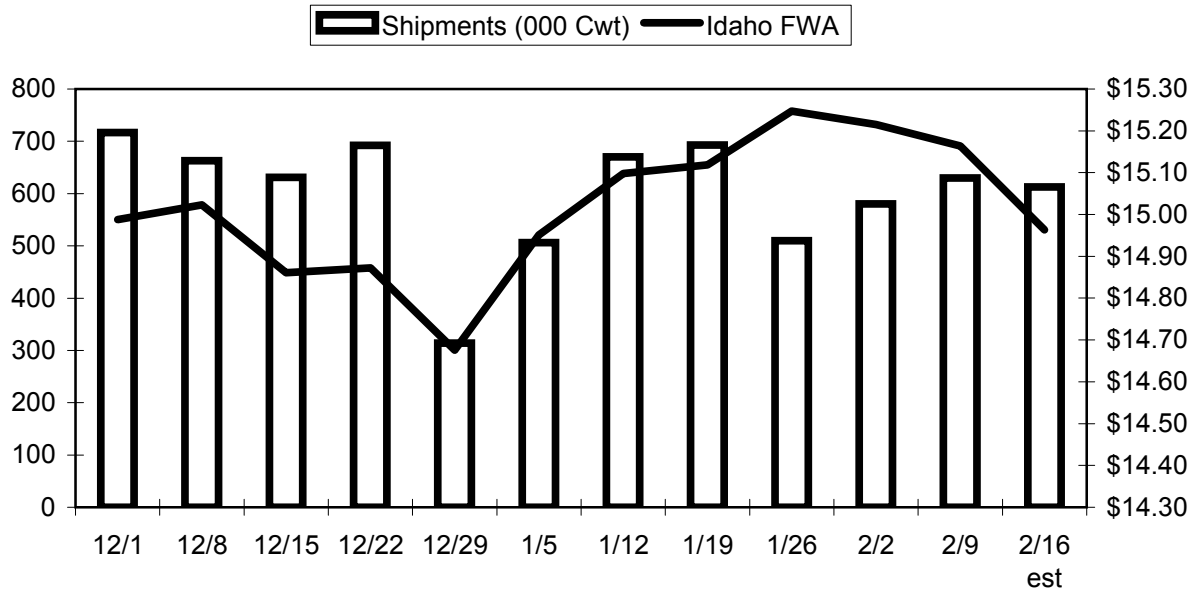


Fresh Russet Potato Market Report

Week Ending: 2/16/2008

State	FWA	Chg	GRI	Chg	70ct	Chg	10# Film	Chg
Idaho Burbank	\$14.96	-0.20	\$6.61	-0.12	\$22.25	-0.25	\$11.25	-0.25
Colorado	\$15.07	0.32	\$9.25	0.28	\$21.00	0.00	\$12.50	0.50
Columbia Basin	\$14.31	0.00	\$6.55	0.00	\$18.50	0.00	\$10.50	0.00
Wisconsin	\$15.05	0.00	\$8.73	0.00	\$20.00	0.00	\$13.50	0.00



Market Commentary: Seasonal factors put downward pressure on Idaho prices, but Colorado managed to boost its prices for consumer packs.

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.