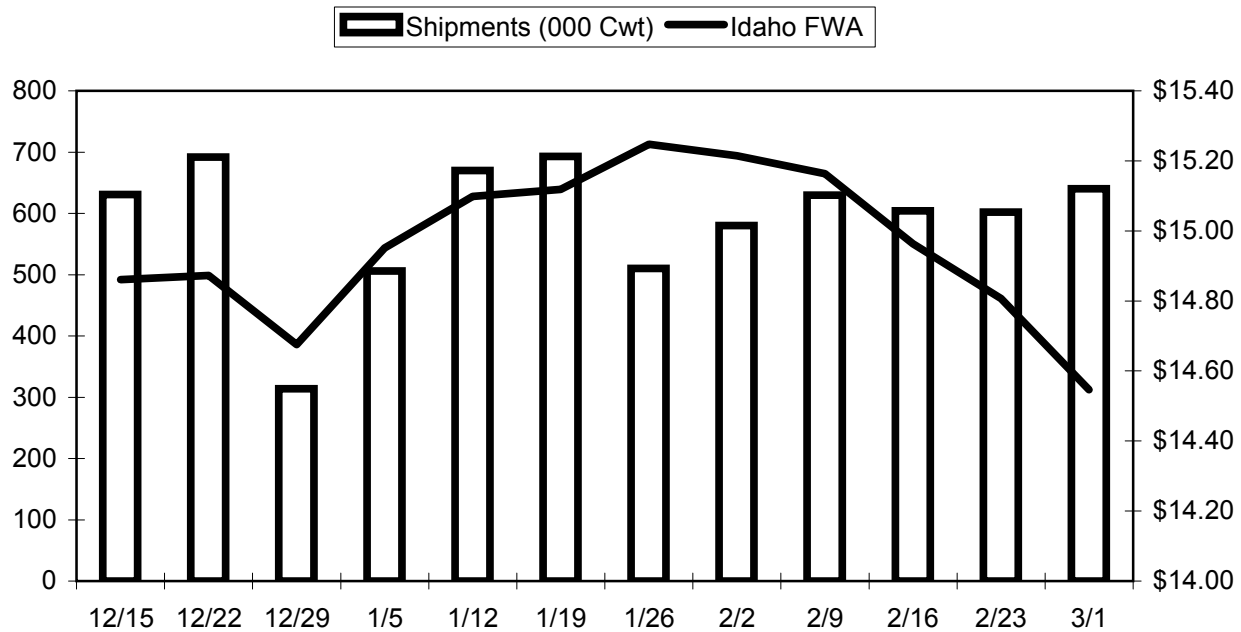


Fresh Russet Potato Market Report

Week Ending: 3/1/2008

State	FWA	Chg	GRI	Chg	70ct	Chg	10# Film	Chg
Idaho Burbank	\$14.81	-0.16	\$6.36	-0.16	\$23.00	0.75	\$10.25	-0.75
Colorado	\$15.05	-0.02	\$9.24	-0.02	\$21.00	0.00	\$13.00	0.00
Columbia Basin	\$14.50	-0.07	\$6.67	-0.04	\$19.00	0.50	\$10.50	-0.50
Wisconsin	\$15.18	0.09	\$8.84	0.07	\$21.00	1.00	\$13.50	0.00



Market Commentary: Markets remained under pressure at the end of February, but an early Easter should give demand a boost in the coming weeks.

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.