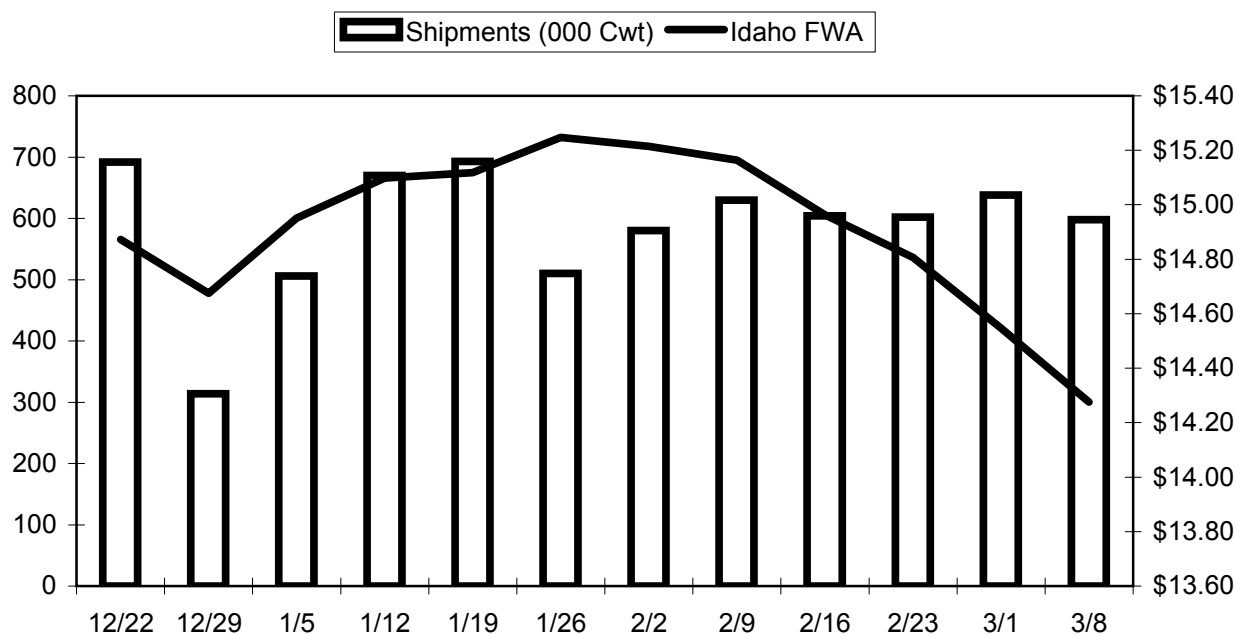


Fresh Russet Potato Market Report

Week Ending: 3/8/2008

State	FWA	Chg	GRI	Chg	70ct	Chg	10# Film	Chg
Idaho Burbank	\$14.28	-0.27	\$6.20	-0.16	\$23.50	0.50	\$9.50	-0.75
Colorado	\$15.35	0.30	\$9.49	0.26	\$21.00	0.00	\$13.50	0.50
Columbia Basin	\$14.50	0.00	\$6.67	0.00	\$19.00	0.00	\$10.50	0.00
Wisconsin	\$15.18	0.00	\$8.84	0.00	\$21.00	0.00	\$13.50	0.00



Market Commentary: Rising carton prices have not offset declines in consumer bag prices. Idaho average shipping point price is down \$0.97 from its peak.

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.