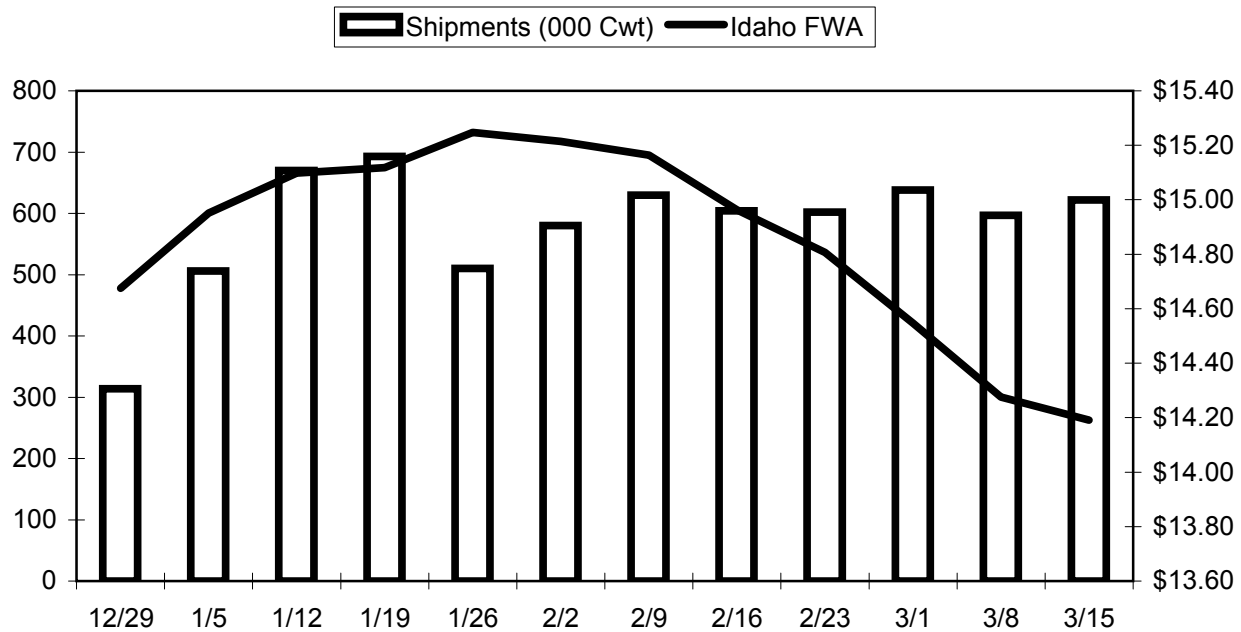


Fresh Russet Potato Market Report

Week Ending: 3/15/2008

State	FWA	Chg	GRI	Chg	70ct	Chg	10# Film	Chg
Idaho Burbank	\$14.19	-0.08	\$6.14	-0.05	\$23.00	-0.50	\$9.50	0.00
Colorado	\$15.56	0.21	\$9.68	0.18	\$22.00	1.00	\$13.50	0.00
Columbia Basin	\$14.37	-0.13	\$6.58	-0.08	\$18.50	-0.50	\$10.50	0.00
Wisconsin	\$15.23	0.04	\$8.87	0.03	\$21.00	0.00	\$13.50	0.00



Market Commentary: Idaho and Columbia Basin prices remain under pressure. Short supplies are allowing Colorado and Wisconsin to boost prices.

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.