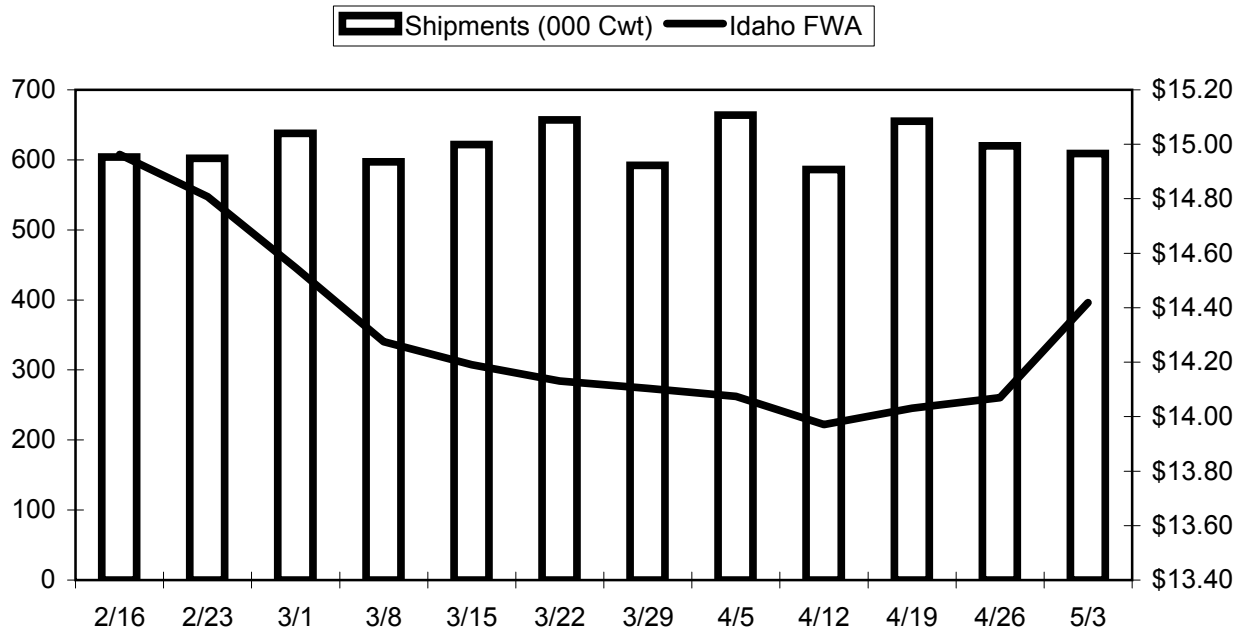


Fresh Russet Potato Market Report

Week Ending: 5/03/2008

State	FWA	Chg	GRI	Chg	70ct	Chg	10# Film	Chg
Idaho Burbank	\$14.42	0.35	\$6.28	0.21	\$24.00	0.50	\$11.25	0.50
Colorado	\$16.02	0.01	\$10.07	0.01	\$22.00	0.00	\$14.00	0.00
Columbia Basin	\$15.65	0.35	\$7.38	0.22	\$22.00	1.00	\$10.50	0.00
Wisconsin	\$16.30	0.09	\$9.73	0.07	\$22.00	0.00	\$15.00	0.00



Market Commentary: Idaho prices are moving higher, as supplies tighten in other shipping areas.

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.