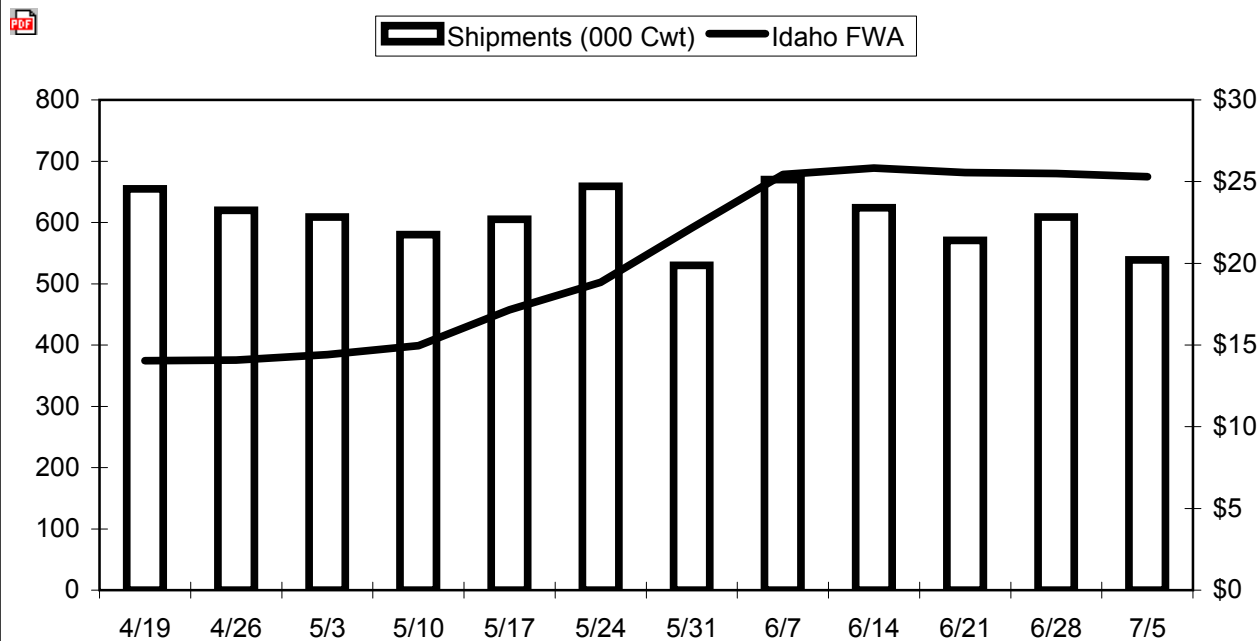


Fresh Russet Potato Market Report

Week Ending: 7/5/08

State	FWA	Chg	GRI	Chg	70ct	Chg	10# Film	Chg
Idaho Burbank	\$25.29	-0.20	\$12.81	-0.12	\$43.00	0.00	\$16.75	0.00
Colorado	\$26.58	0.00	\$19.26	0.00	\$44.00	0.00	\$20.00	0.00
Columbia Basin	\$27.65	0.32	\$14.82	0.20	\$44.00	0.00	\$15.00	0.00



Market Commentary: Idaho prices slipped last week, as packers competed with each other for market share.

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.