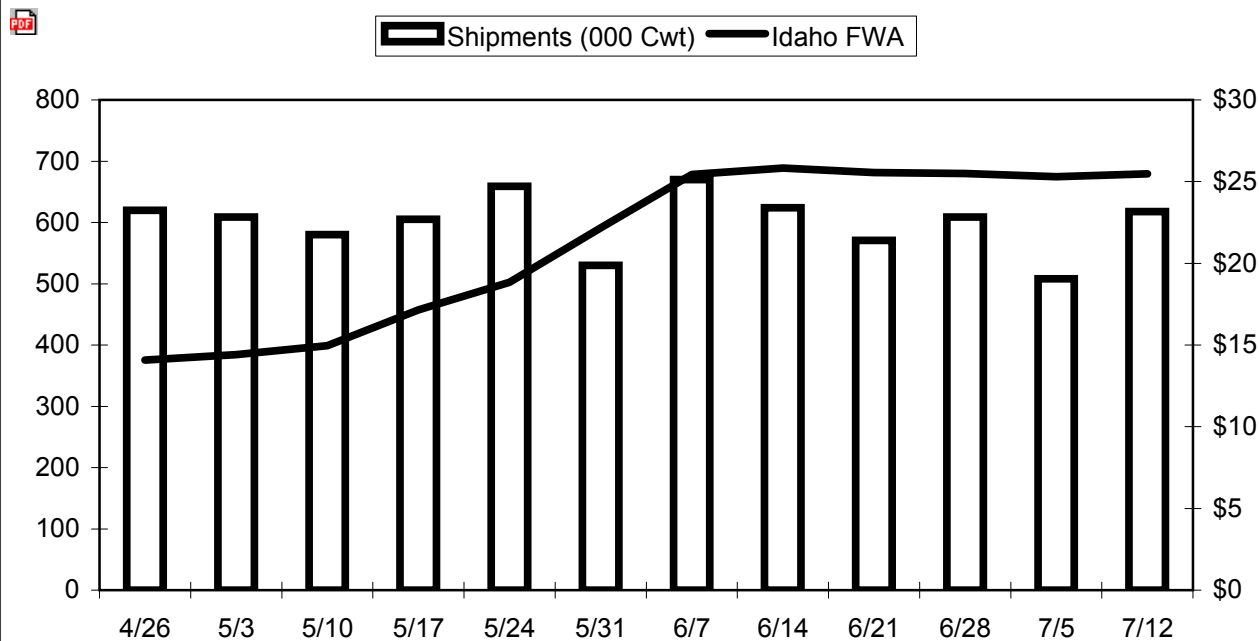


Fresh Russet Potato Market Report

Week Ending: 7/12/08

State	FWA	Chg	GRI	Chg	70ct	Chg	10# Film	Chg
Idaho Burbank	\$25.47	0.18	\$12.91	0.11	\$44.00	1.00	\$16.75	0.00
Colorado	\$26.78	0.20	\$19.44	0.18	\$45.00	1.00	\$20.00	0.00
Columbia Basin	\$26.65	-1.00	\$14.20	-0.62	\$41.00	-3.00	\$15.00	0.00



Market Commentary: Supply uncertainties are creating market volatility. Prices advanced last week in Colorado and Idaho.

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.