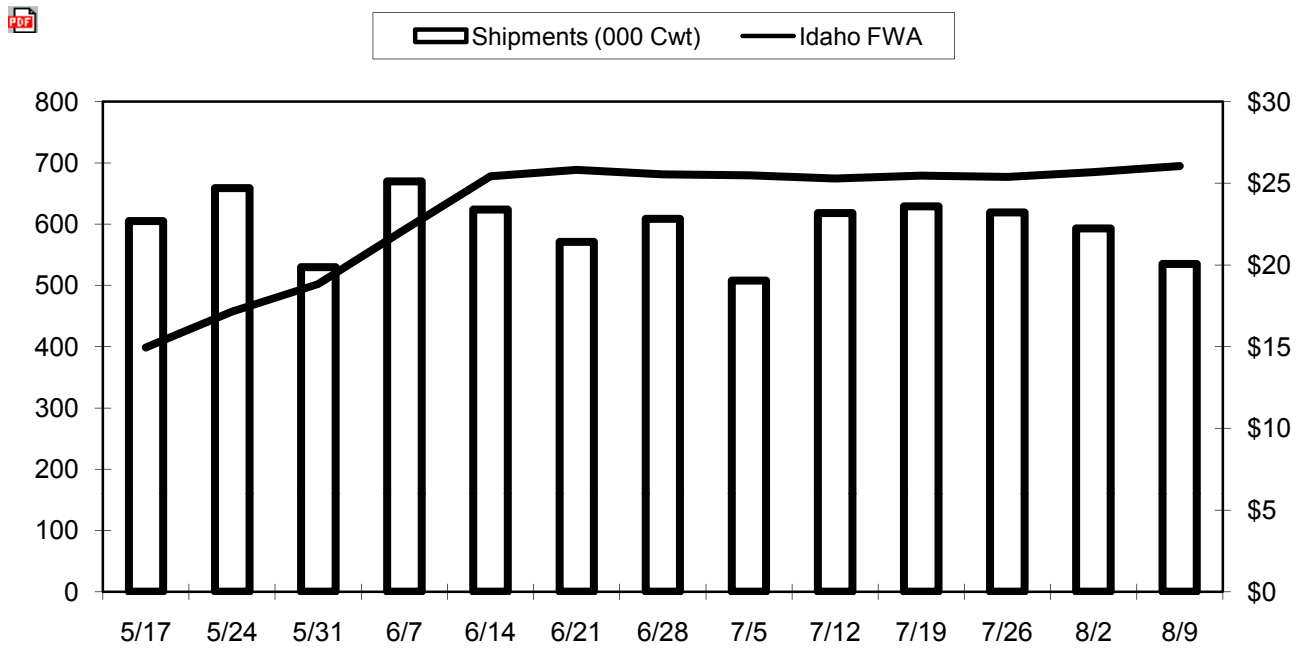


Fresh Russet Potato Market Report

Week Ending: 8/9/08

State	FWA	Chg	GRI	Chg	70ct	Chg	10# Film	Chg
Idaho Burbank	\$26.67	0.61	\$13.63	0.36	\$44.00	0.00	\$19.00	1.00
Columbia Basin	\$32.07	NA	\$18.06	NA	\$49.00	NA	\$19.00	NA



Market Commentary: Columbia Basin pricing is for potatoes from the 2008 crop. Very few potatoes from the Basin's 2007 crop remain in storage.

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.