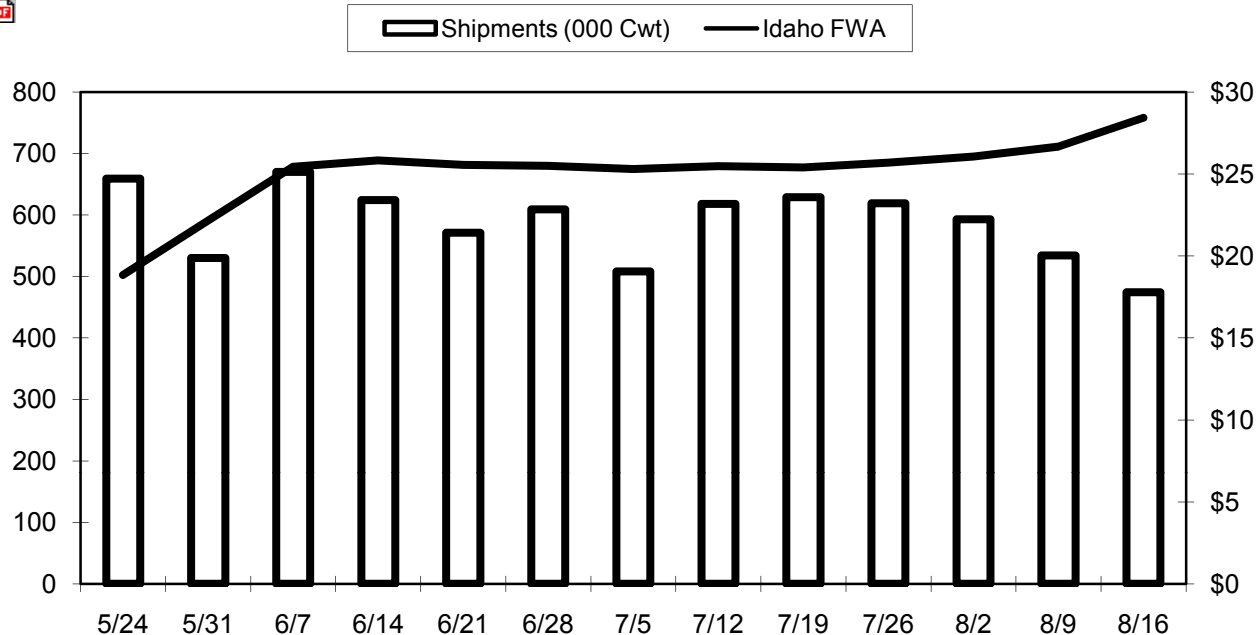


Fresh Russet Potato Market Report

Week Ending: 8/16/08

| State | FWA | Chg | GRI | Chg | 70ct | Chg | 10# Film | Chg |
|----------------|---------|-------|---------|-------|---------|-------|----------|------|
| Idaho Burbank | \$28.42 | 1.75 | \$14.68 | 1.05 | \$47.00 | 3.00 | \$20.00 | 1.00 |
| Columbia Basin | \$30.59 | -1.48 | \$17.14 | -0.92 | \$44.00 | -5.00 | \$20.00 | 1.00 |



Market Commentary: Last report for 2007 Russet Burbank crop. Columbia Basin shippers are discounting carton prices as supplies increase.

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.