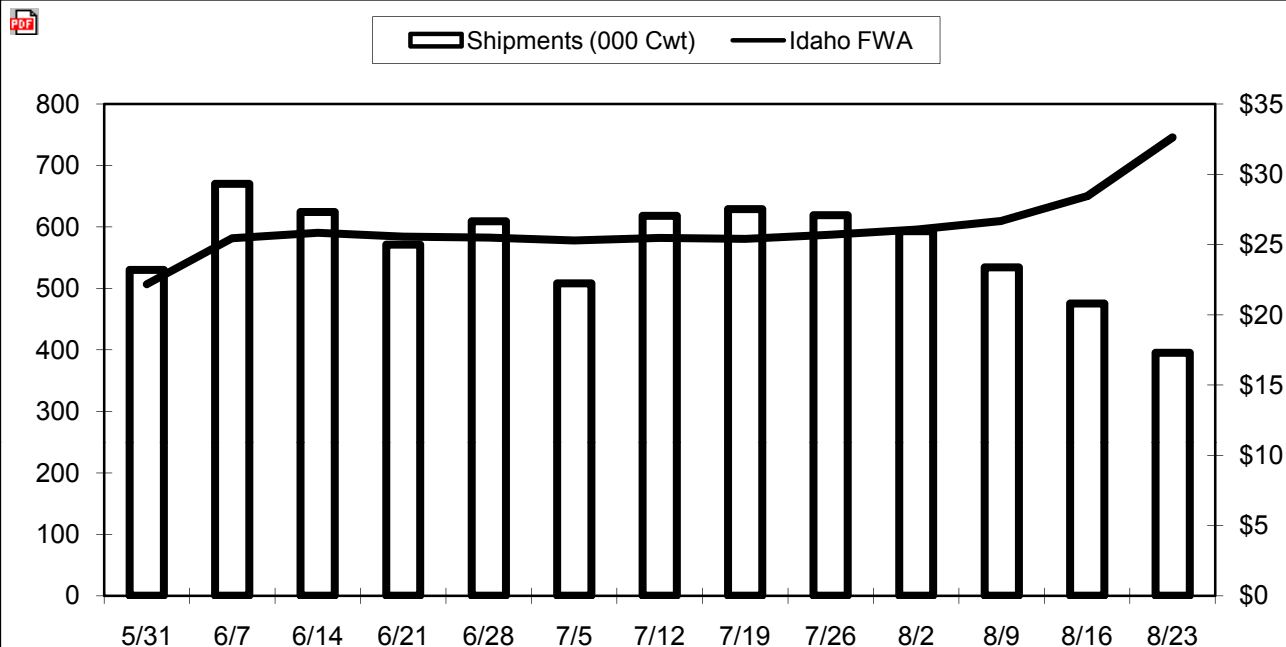


Fresh Russet Potato Market Report

Week Ending: 8/23/08

State	FWA	Chg	GRI	Chg	70ct	Chg	10# Film	Chg
Idaho Norkotah	\$32.61	- NA -	\$21.29	- NA -	\$50.00	- NA -	\$22.00	- NA -
Columbia Basin	\$30.91	0.32	\$17.34	0.20	\$44.00	0.00	\$21.00	1.00
Wisconsin	\$30.78	- NA -	\$21.58	- NA -	\$55.00	- NA -	\$25.00	- NA -



Market Commentary: First 2008-crop price reports from Idaho and Wisconsin show that markets for Russet potatoes remain strong.

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.