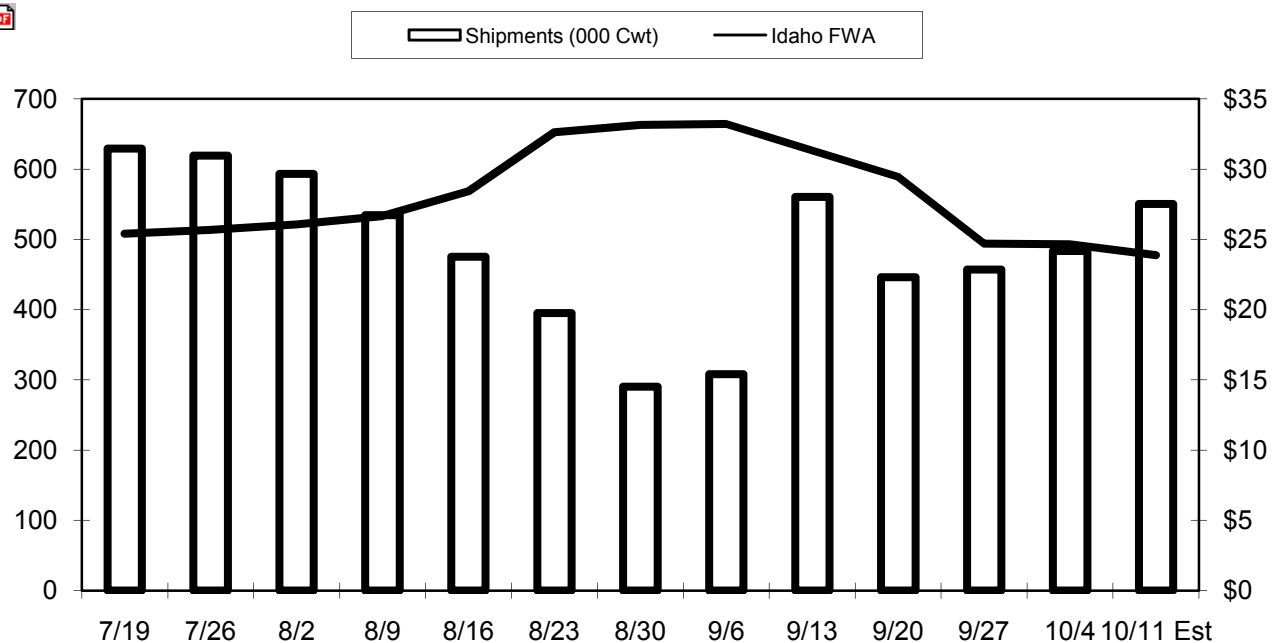


Fresh Russet Potato Market Report

Week Ending: 10/11/08

State	FWA	Chg	GRI	Chg	70ct	Chg	10# Film	Chg
Idaho Burbank	\$23.88	-\$0.77	\$12.60	-\$0.46	\$28.00	-\$1.00	\$21.50	-\$0.75
Idaho Norkotah	\$22.51	-\$0.57	\$13.72	-\$0.43	\$26.00	-\$0.50	\$21.50	-\$0.75
Colorado	\$23.93	-\$1.91	\$16.97	-\$1.66	\$29.00	-\$3.00	\$22.00	-\$2.00
Columbia Basin	\$22.78	-\$1.52	\$12.30	-\$0.94	\$31.00	-\$2.00	\$15.00	-\$2.00
Wisconsin	\$23.63	-\$0.42	\$15.87	-\$0.33	\$32.00	-\$1.00	\$22.50	\$0.00



Market Commentary: Harvest pressure is pushing prices lower. It should ease up within one to two weeks.

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.