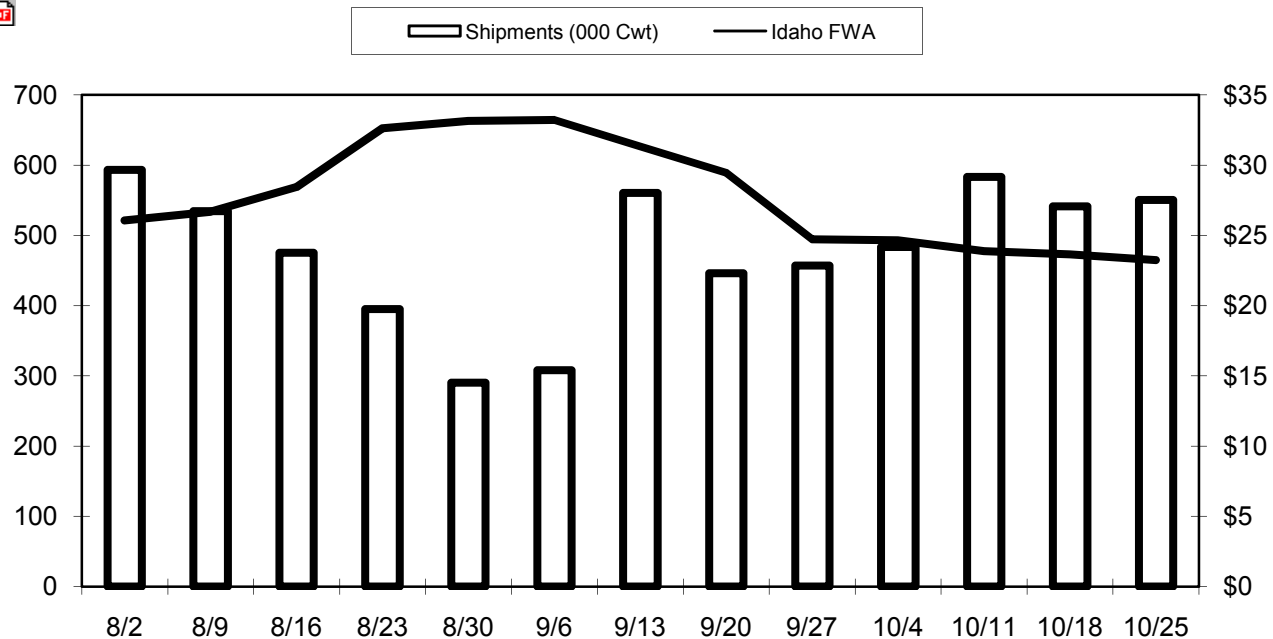


## Fresh Russet Potato Market Report

Week Ending: 10/25/08

| State          | FWA     | Chg     | GRI     | Chg     | 70ct    | Chg    | 10# Film | Chg     |
|----------------|---------|---------|---------|---------|---------|--------|----------|---------|
| Idaho Burbank  | \$23.23 | -\$0.42 | \$12.21 | -\$0.25 | \$28.00 | \$0.00 | \$21.00  | -\$0.25 |
| Idaho Norkotah | \$21.98 | -\$0.30 | \$13.32 | -\$0.22 | \$26.00 | \$0.00 | \$21.00  | -\$0.25 |
| Colorado       | \$23.48 | -\$0.01 | \$16.58 | -\$0.01 | \$28.00 | \$0.00 | \$22.00  | \$0.00  |
| Columbia Basin | \$22.13 | -\$0.90 | \$11.90 | -\$0.55 | \$31.00 | \$0.00 | \$15.00  | -\$1.00 |
| Wisconsin      | \$22.85 | -\$0.20 | \$15.24 | -\$0.16 | \$31.00 | \$0.00 | \$22.50  | \$1.00  |



**Market Commentary: Markets moved lower again this week. Most pressure seems to be on consumer packs, smaller cartons, and US #2 potatoes**

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.