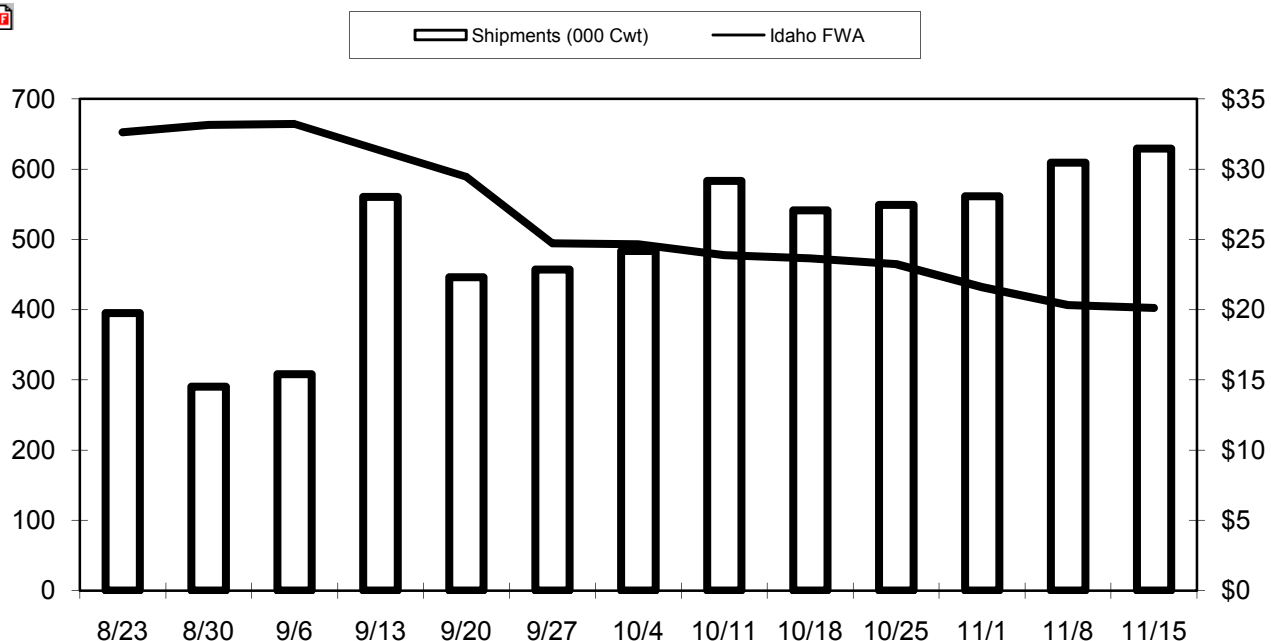


Fresh Russet Potato Market Report

Week Ending: 11/15/08

State	FWA	Chg	GRI	Chg	70ct	Chg	10# Film	Chg
Idaho Burbank	\$20.12	-\$0.20	\$10.34	-\$0.12	\$25.00	-\$1.00	\$17.50	\$0.25
Idaho Norkotah	\$18.76	\$0.45	\$10.91	\$0.33	\$22.00	\$0.00	\$17.50	\$0.25
Colorado	\$21.41	-\$0.79	\$14.78	-\$0.69	\$26.00	\$0.00	\$19.50	-\$1.00
Columbia Basin	\$21.84	-\$0.45	\$11.72	-\$0.28	\$29.00	-\$1.00	\$16.00	\$0.00
Wisconsin	\$21.81	-\$0.09	\$14.41	-\$0.07	\$27.50	\$0.00	\$21.00	\$0.00



Market Commentary: Consumer bag prices are stabilizing, ahead of the Thanksgiving holiday, but carton prices continue to erode in some areas.

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.