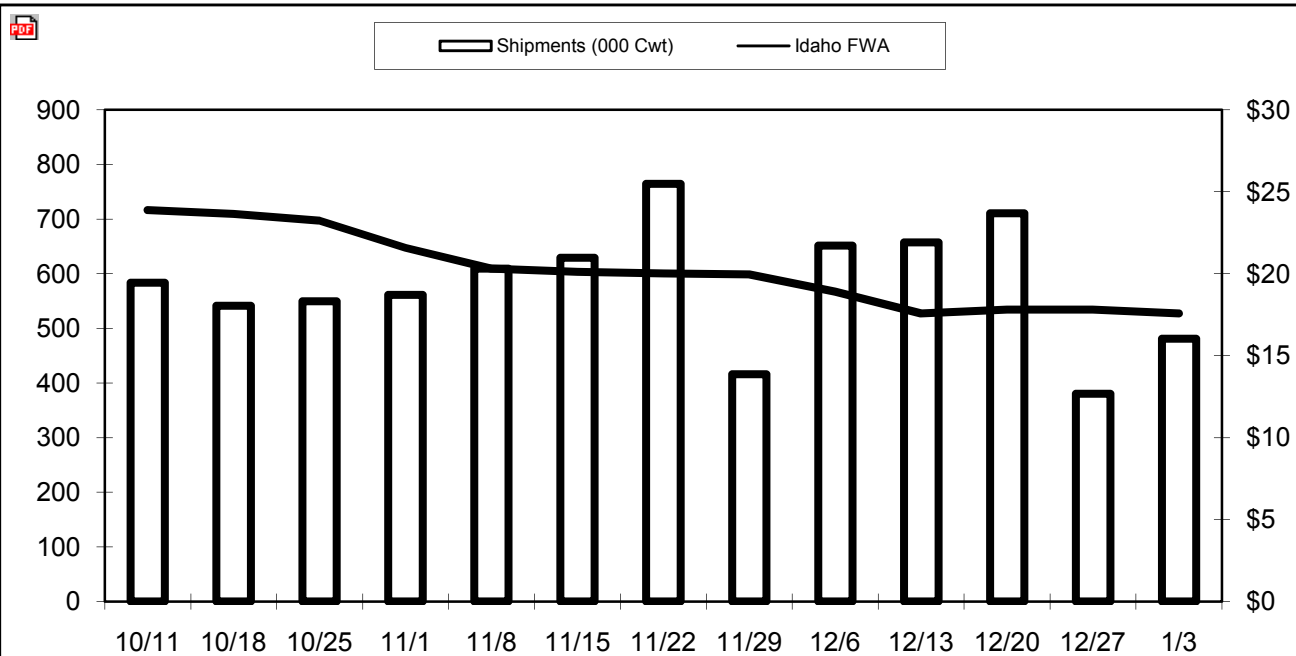


## Fresh Russet Potato Market Report

Week Ending: 1/03/2009

State	FWA	Chg	GRI	Chg	70ct	Chg	10# Film	Chg
Idaho Burbank	\$17.58	-\$0.23	\$8.81	-\$0.14	\$22.00	\$0.00	\$15.50	-\$0.50
Idaho Norkotah	\$17.06	-\$0.23	\$9.63	-\$0.18	\$20.00	\$0.00	\$15.50	-\$0.50
Colorado	\$19.27	-\$0.39	\$12.92	-\$0.34	\$22.00	\$0.00	\$18.00	-\$0.50
Columbia Basin	\$20.14	-\$0.36	\$10.67	-\$0.23	\$26.00	-\$1.00	\$15.00	\$0.00
Klamath Basin	\$20.93	\$0.17	\$11.75	\$0.12	\$28.00	\$1.00	\$15.50	\$0.00
Wisconsin	\$20.61	\$0.02	\$13.45	\$0.02	\$24.50	\$0.00	\$20.00	\$0.00



**Market Commentary: Prices for Russet consumer packs came under renewed pressure between Christmas and New Years.**

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.