



# FLOUR FACTS

Information Provided by General Mills Bakery Flour  
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## Weekly Market Highlights

- It was another week of higher wheat futures prices, however Thursday's close and Friday's market are failing to follow suit.
- At this point market participants will need to consider whether futures over \$10.00 per bushel are truly warranted.
- Farmers seem to believe they are. At significantly lower prices even less wheat could show up for sale.
- Basis levels for high protein spring wheat have eased, but continued poor performance by rail companies could reverse that trend very quickly.
- Strong export sales, especially to countries facing political unrest in the face of food shortages, have caused the recent run-up in futures. Supply concerns will not be alleviated for some time. Expect continued volatility.

## Facts on Flour

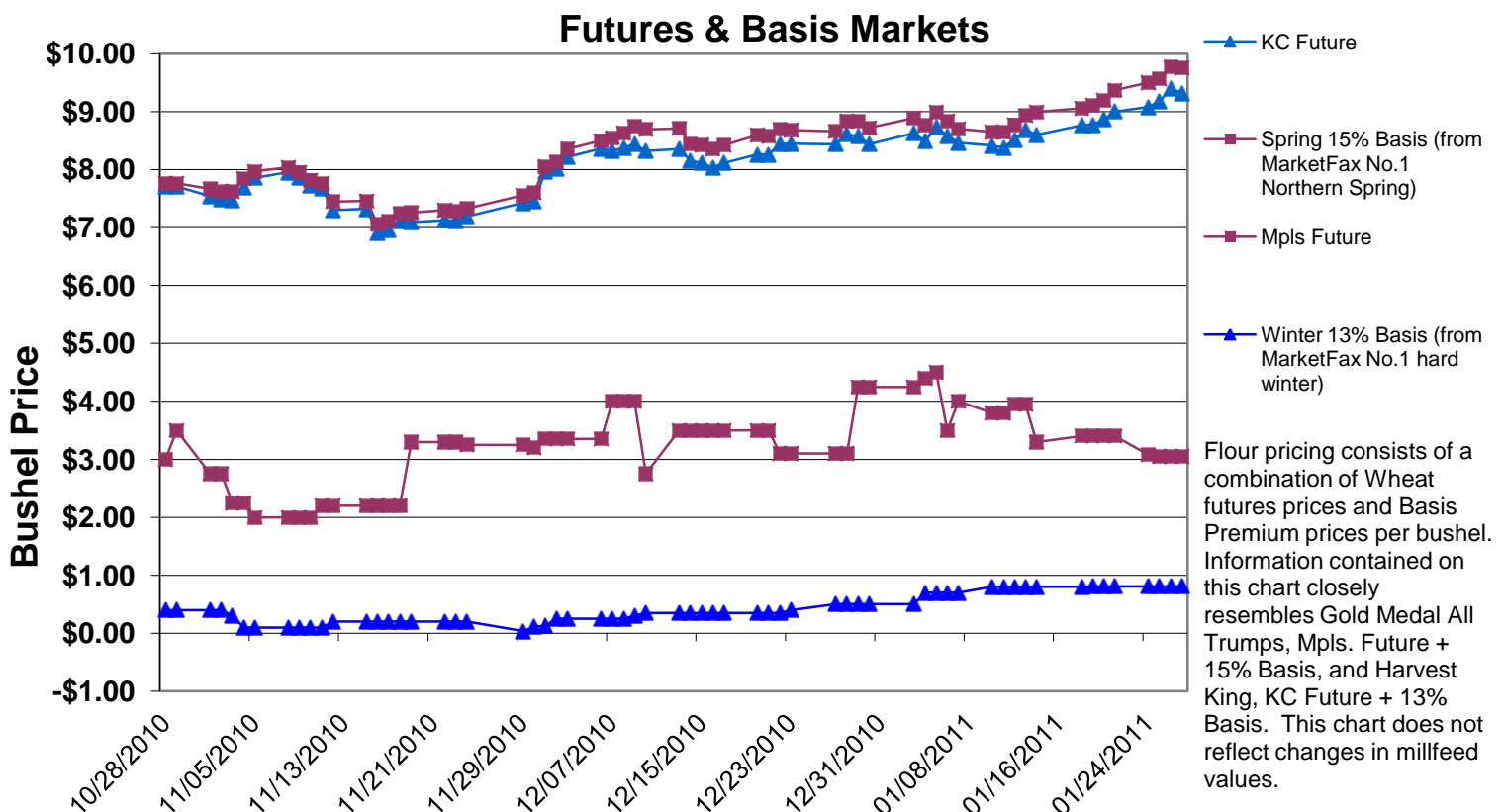
### Gold Medal Helmet & Golden Shield

Helmet is a bleached pastry flour which is excellent for consistent, rich and delicious cookies and leaner types of cakes than would normally be made with Purasnow. Golden Shield is the same high quality pastry flour as Helmet, except Golden Shield is unbleached. Golden Shield, an excellent pastry flour, creates tender pie crusts and delicious cookies.

Description: High quality bleached or unbleached and enriched pastry flours milled from a selected blend of soft red winter wheat.

Uses: cookies, brownies and bars, pound cakes, sheet cakes, cupcakes, pie crust, biscuits and muffins.

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This Chart is meant to indicate Market Direction Only.

To add names to our distribution list, or if you would like to receive Flour Facts via e-mail, contact:

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