

FLOUR FACTS

Pillsbury

Information Provided by General Mills Bakery Flour www.gmflour.com • www.pillsburybakery.com

SEPTEMBER 30, 2011

Weekly Market Highlights

- Wheat futures and basis premium prices started the day near the levels reported last week.
- After digesting the largely bearish data reported by the U.S.D.A. this morning markets sold off quickly and sharply.
- Further softness in futures could be expected, with the Minneapolis spring wheat market now reporting against the March futures.
- Winter wheat growing areas have received some tiny bit of relief in the form of rain, with more in the forecast, but a break in the drought pattern is too early to call.
- We are experiencing a wildly unpredictable market, and are not anticipating that will change in the near future.

Facts on Flour

Self-Rising Flour

Self-rising flour is an all-purpose flour with the addition of baking powder and salt. Baking powder, known by bakers as a chemical leavening agent, is a combination of baking soda and leavening acids (sodium aluminum phosphate and monocalcium phosphate). Once in a dough or a batter, the soda and the acids react to release carbon dioxide gas allowing a baked good, such as a cake or biscuit, to rise. The added salt is simply a flavoring component. If it is necessary to use all-purpose flour in recipes calling for self-rising flour, add 1 1/2 teaspoons baking powder and 1/2 teaspoon salt for each cup of flour.

It is important to use a self-rising flour only for recipes that specifically call for this type of flour. A self-rising flour is most commonly used for chemically leavened baked goods such as quick breads (banana bread, pumpkin bread, etc.) and biscuits. A self-rising flour is not used for yeast leavened products such as pizza dough, pan breads, etc.

