



# FLOUR FACTS



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

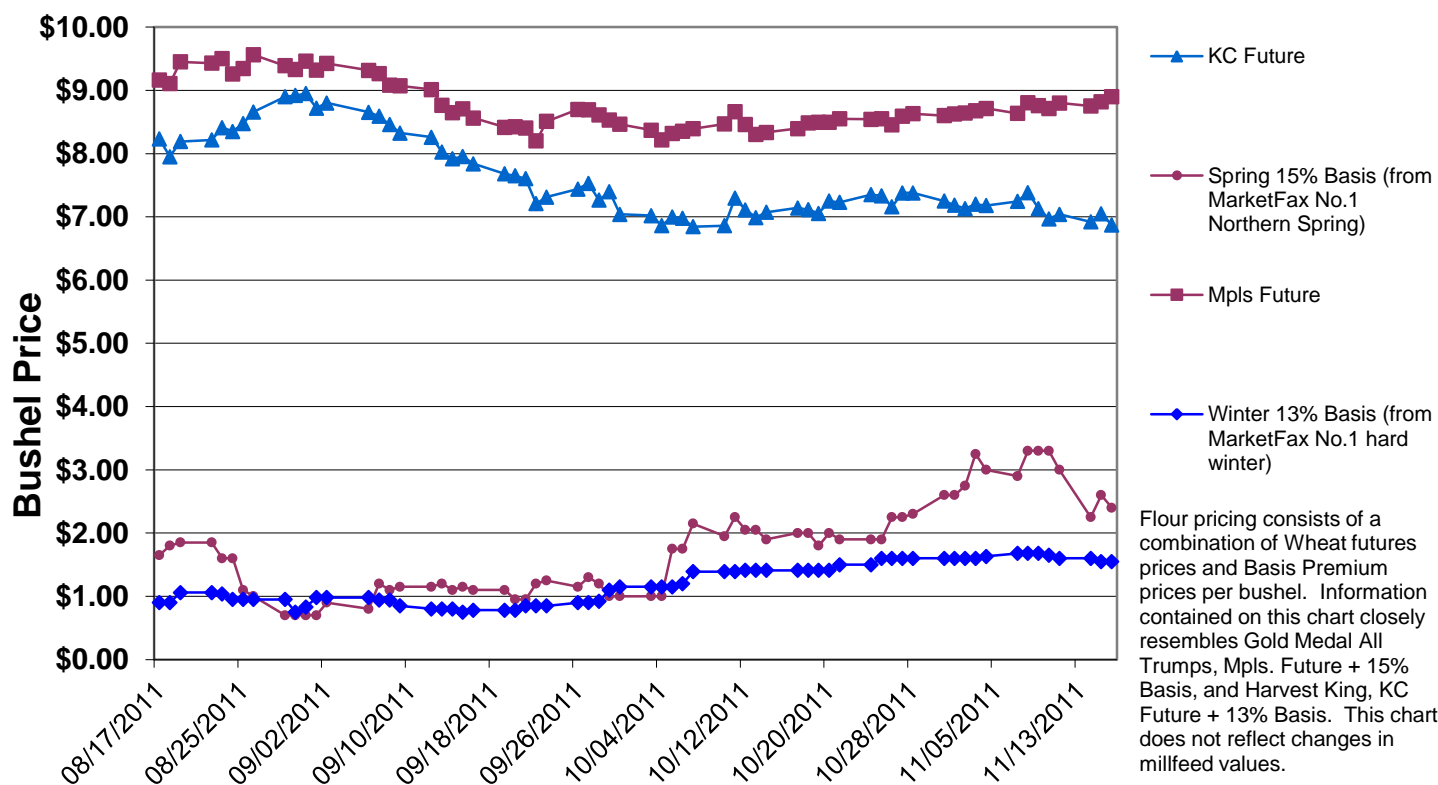
- Flour prices are down this week. Wheat futures are following corn and soybeans lower. The basis levels have also weakened. Millfeed prices are higher with anticipated flour mill downtime due to the Thanksgiving holiday.
  - Farmers' sales have increased with the focus on the fall harvest crops.
  - Harvest has begun in Australia and Argentina with good crops expected.
- The U.S. dollar continues to be firm with concerns regarding the European Debt Crisis. U.S. wheat continues to be priced at a premium with exports down 22% in last four week average.
- Our next issue of Flour Facts will be published the week of November 28<sup>th</sup>. Happy Thanksgiving!**

## Facts on Flour

### Hard and Soft

Another major classification category for wheat is kernel hardness. The wheat kernel, often called a berry, will either be of a hard or soft variety. The terms are very self descriptive. Hard wheat has hard kernels and soft wheat has soft kernels. Although it sounds simplistic, this difference is critically important to the functionality of the finished flour. Hard wheat flours have the correct protein structure for yeast-raised goods: breads, bagels, pizza crust, etc. Soft wheat flour protein will not support yeast fermentation, but is ideal for products using baking powder for the rising action. In future publications, we will discuss the difference between soft and hard wheat proteins.

## Futures & Basis Markets



This Chart is meant to indicate Market Direction Only.

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