



FLOUR FACTS



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

February 4, 2011

Weekly Market Highlights

- We're approaching the end of another week of firm-to-strong basis levels and wheat futures prices at 29-month highs.
- The extreme weather that covered most of the nation this week further slowed the already far behind rail deliveries of wheat.
- Snow coverage was not considered adequate to protect the portions of the winter wheat crop already badly stressed by unfavorable weather over the long winter.
- Market participants are very concerned over fallout from political unrest in Egypt.
- Wheat futures prices have reached these levels due in part to strong foreign demand for U.S. wheat. We expect the current volatile situation to continue.

Facts on Flour

King Wheat

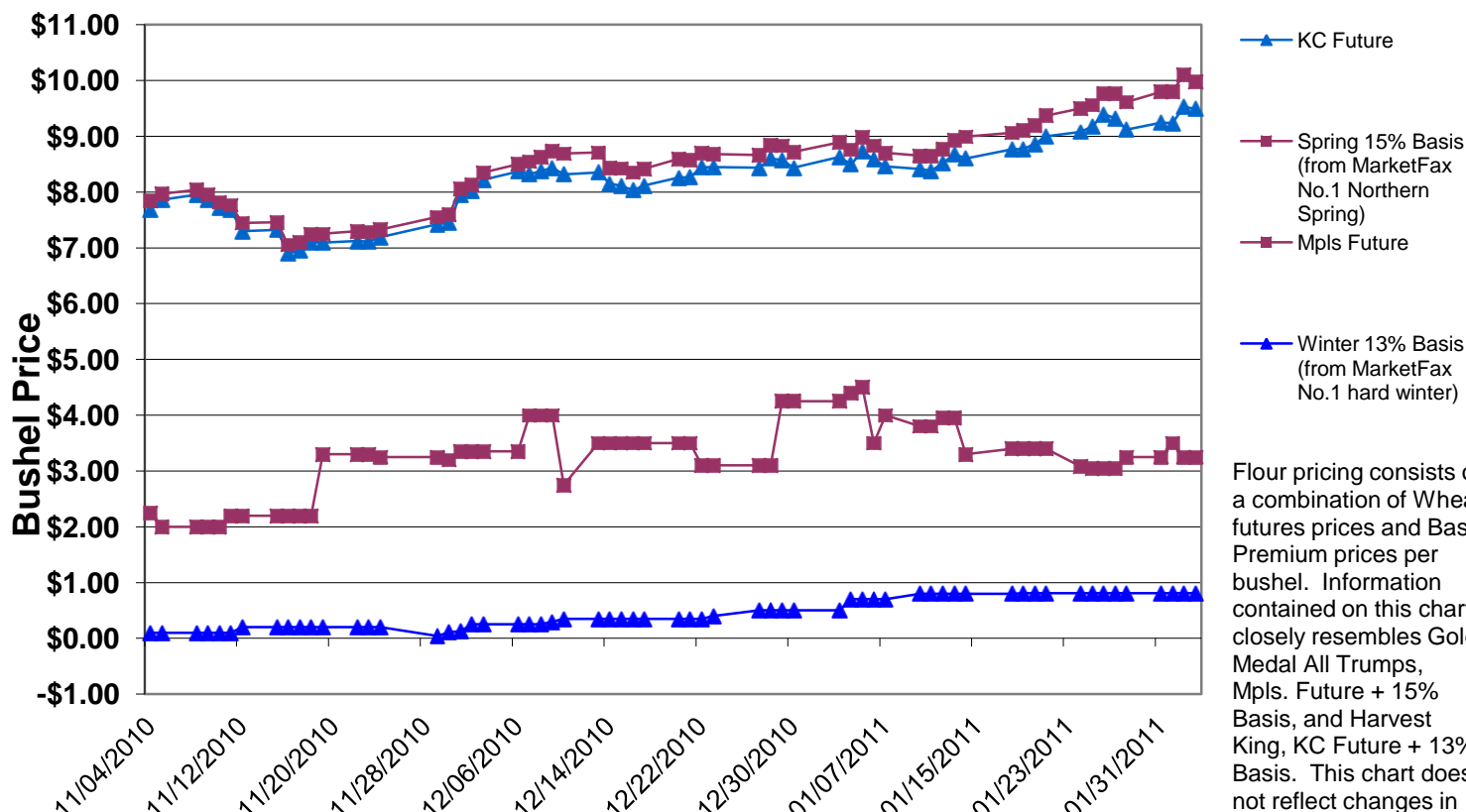
The standard of the winter wheat flours, King Wheat is widely used in bakeries from the largest wholesaler to the smallest retailer. It has very good tolerance and is recommended for all types of yeast-raised products.

Description: A high quality malted flour milled from a selected blend of Hard Red Winter Wheat, King Wheat is available bleached or unbleached.

Uses: Pan breads, soft rolls, sweet goods and thick crust pizza.

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Futures & Basis Markets



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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