



FLOUR FACTS



Information Provided by General Mills Bakery Flour
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February 18, 2011

Weekly Market Highlights

- Wheat futures prices traded lower this week, but basis premium levels are firm to higher, leaving flour prices mostly flat.
- China's winter wheat crop received some rain, and their government called supplies adequate; however reliable information about Chinese agricultural production can be difficult to obtain.
- Forecasts for important wheat growing regions of China and the U.S. are calling for dryer weather through the end of this month.
- It was thought the U.S. had lost export business to lower-priced competitors, but with the drop in futures prices this trend could be quickly reversed.

Facts on Flour

Gold Medal Stone Ground Whole Wheat Flour and Wheat-a-Laxa

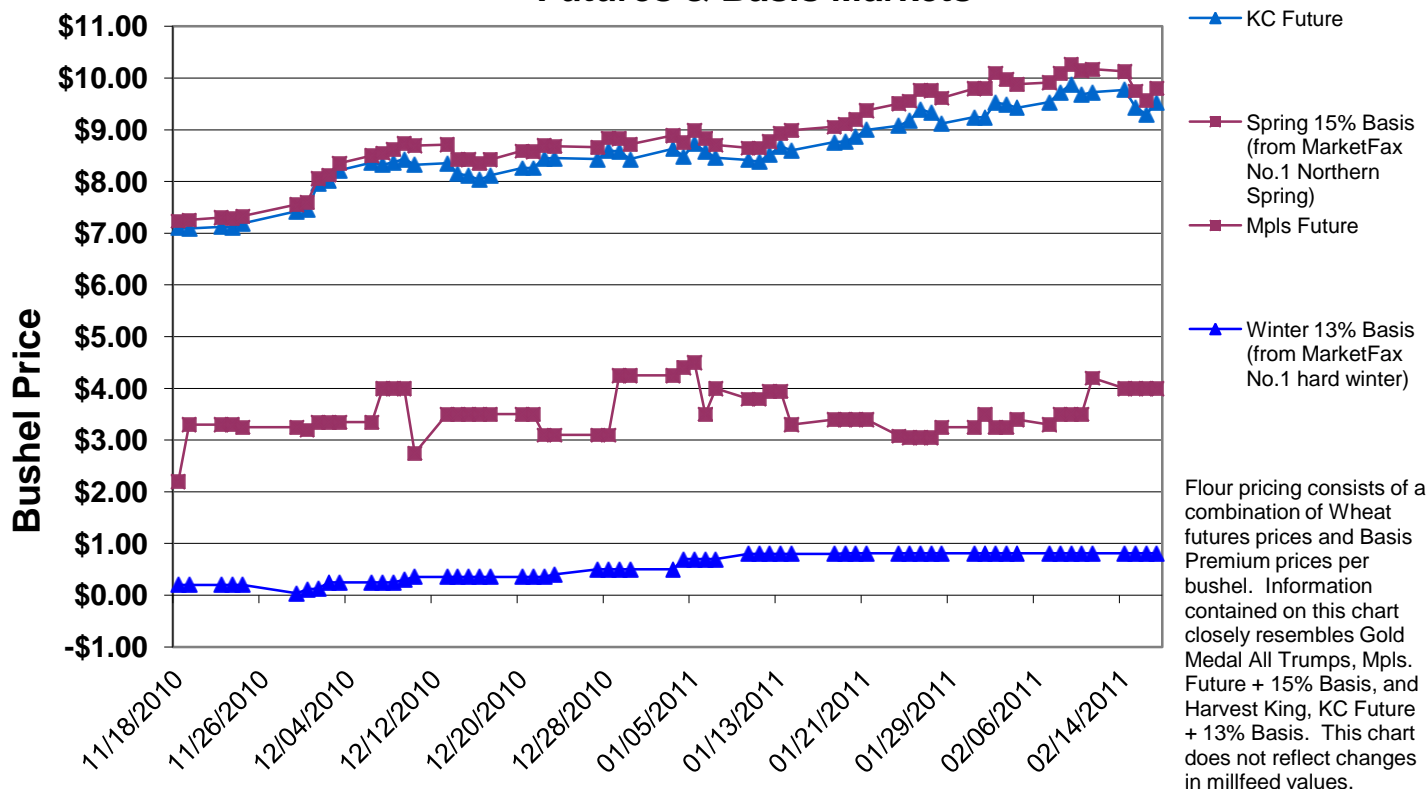
Stone Ground Whole Wheat flour provides the old fashioned, natural whole grain texture and flavor America loves. It is the perfect flour to promote to health conscious customers. Stone Ground Whole Wheat flour has a high protein level, an excellent tolerance and a fine granulation. Wheat-a-Laxa is perfect for creating that hearty textured look customers like.

Description: High quality whole wheat flours milled from a selected blend of Hard Red Spring Wheats.

Users: Whole wheat or multi-grain breads and rolls, specialty breads, thick crust pizza, muffins and cookies. Wheat-a-Laxa is an excellent textured topping flour as well.

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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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