



FLOUR FACTS

Information Provided by General Mills Bakery Flour
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Weekly Market Highlights

- Wheat futures prices gained fifty cents per bushel this week.
- Basis premiums chopped around at the various protein levels, but are mostly firm.
- Weather news is dominating the market. On Wednesday a forecast for desperately needed rain that could fall on the winter wheat crop quickly turned the direction lower.
- Spring wheat planting in the U.S. and Canada is well behind normal due to extremely wet conditions.
- The progress of planting this spring wheat crop and projections regarding just how much smaller the drought stricken winter wheat crop will be this year will largely determine what direction the market takes over the next few weeks. Keep an eye on the weather.

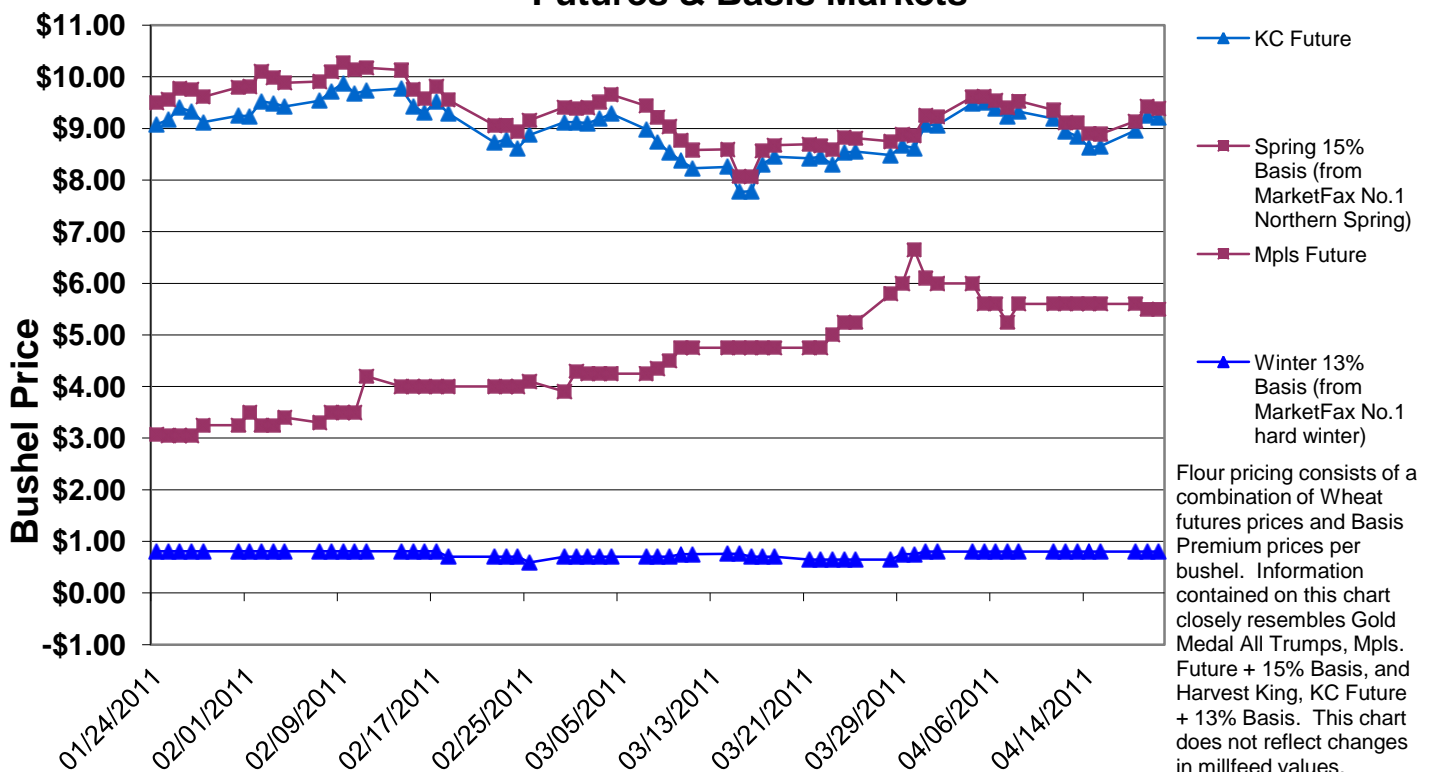
Facts on Flour

Red or White? Perhaps a Blush?

The third major classification category for wheat is bran color – red vs. white. The difference in bran color between wheat types is simply a difference in genetic traits. In the United States we have seen a slight switch of usage from red wheat to white wheat over the past several years. The main reasons for this change? The farmer yields slightly more per acre (maybe 2-3 bushels), a flour miller can yield more flour per bushel and the taste is slightly “sweeter” compared to flour milled from red winter wheat. Recent focus on the nutritional benefits of whole grains makes the “sweeter” taste of white wheat a good alternative to the traditional red wheat flours for milling whole wheat flours, especially for young consumers, or those who tend not to appreciate the flavor of a whole grain bread product.

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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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