



FLOUR FACTS

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



April 29, 2011

Weekly Market Highlights

- Roller coaster wheat futures markets rolled down hill this week following last week's run upward.
- Parched winter wheat crops received some rain. The ever resilient crop is now likely to rebound, but the size of the harvest could remain unimpressive.
- Corn futures prices dropped sharply on speculation that the weather could improve and the crop could get planted in time.
- Spring wheat planting is now about 2 weeks behind average start due to wet fields, but forecasts call for warmer and dryer weather in the coming week.
- In weather markets hope turns to despair on a dime, quickly sending the ride back up the hill. We will no doubt see a move to July futures and much more volatility before U.S.D.A. issues revised supply and demand reporting on May 11th.

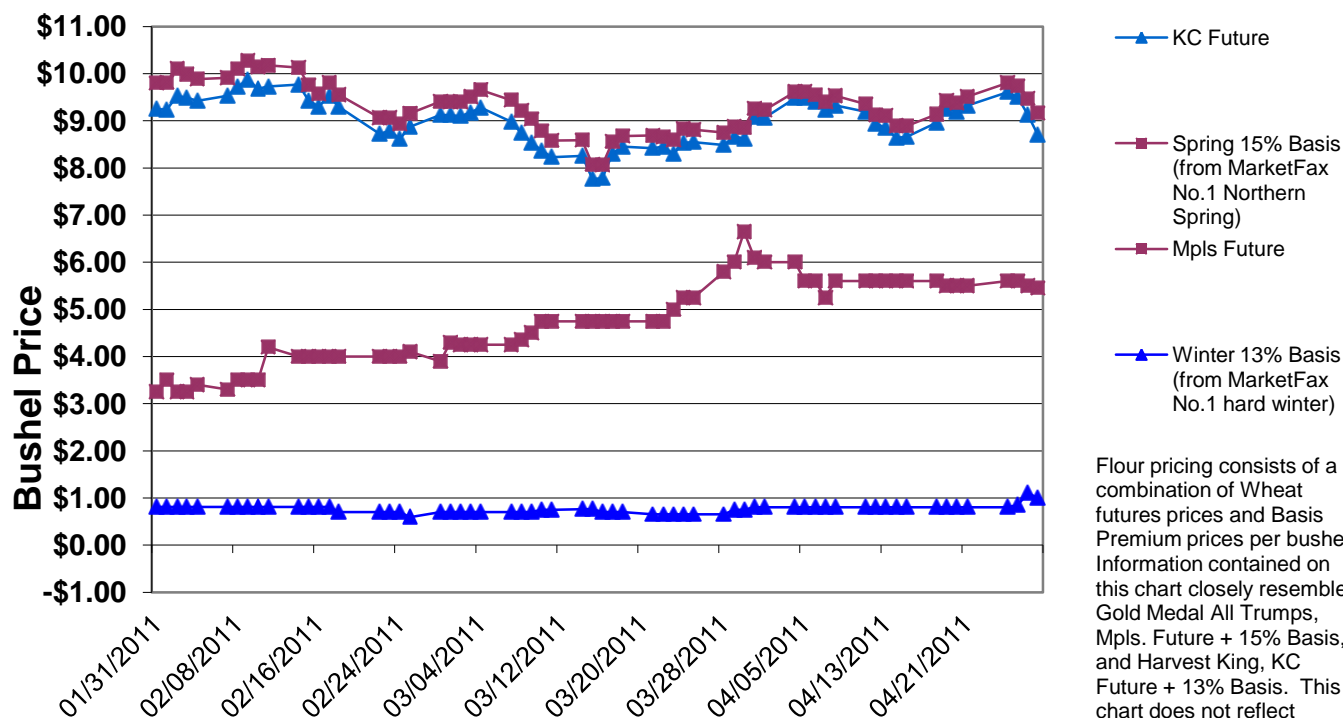
Facts on Flour

Hard Red Winter Wheat

Hard Red Winter Wheat is the largest class of wheat produced in the U.S. Why? Well, when you go to the store to buy that 1 lb. loaf of fluffy white bread, or a bag of chocolate chip cookies, or a 5 lb. bag of all-purpose flour, you're buying Hard Red Winter Wheat. This wheat type has its use across a wide range of baked goods; from pan breads to cookies, from pizza to pie crusts, from doughnuts to soft rolls. Hard Red Winter Wheat has enough protein strength for good strong dough but is mellow enough to deliver a soft texture. Hard wheat can produce a range from all-purpose flour with a protein around 10 percent to bread flour with a protein content of 12 percent. With the right ingredients, Hard Red Winter Wheat flour can make a wide variety of baked goods. This variety is what makes Hard Red Winter Wheat the largest class of wheat produced.

◇ ◇ ◇

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:

Brenda Mengelkoch at 800-288-1624

brenda.mengelkoch@genmills.com