



FLOUR FACTS

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



May 5, 2011

Weekly Market Highlights

- Wheat futures prices moved steadily lower this week, after posting significant gains Friday.
- This season's winter wheat crop tour will wrap up this afternoon, when the group delivers their best estimate for the size of the harvest.
- Spring wheat planting was further delayed as rain, and even snow, continued.
- Fieldwork is just beginning in many areas of North Dakota and Minnesota and is two to three weeks behind. If not corrected quickly this could ultimately reduce yields.
- Flour prices fell to attractive levels in Mid-March, a performance that would be difficult to repeat in the face of the poor planting and growing conditions we are experiencing. Expect continued volatility.

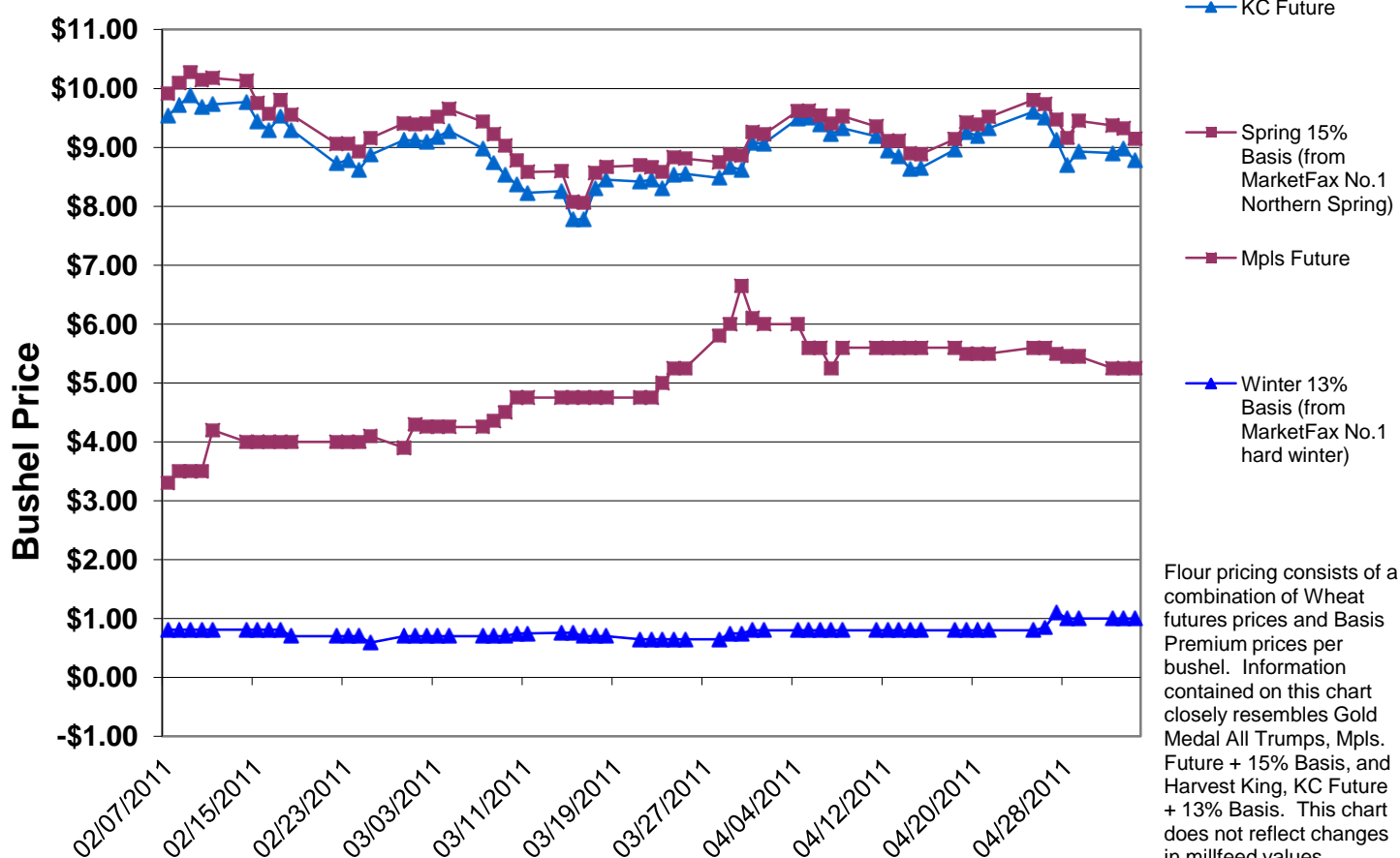
Facts on Flour

Soft Red Winter (SRW)

Soft Red Winter Wheat is grown in the eastern third of the United States. SRW is high yielding wheat, but relatively low in protein, usually about 10%. SRW is used for cakes, pastries, flat breads, crackers and snack foods. This fall-seeded wheat comprises about fourteen percent of U.S. wheat exports.

◇ ◇ ◇

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