

FLOUR FACTS

Pillsbury

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

May 12, 2011

Weekly Market Highlights

- USDA reports the winter wheat crop forecast down 4% from 2010.
- USDA reports corn carryover up 23% and corn production at a record high up 8.5% from 2010.
- Winter wheat crop tour forecasts production in Kansas down 27% due to drought conditions.
- Spring wheat production is expected lower despite higher expected planted area, due to the delay in planting.
- Weather is continuing to be the biggest factor and we will continue to see volatile markets.

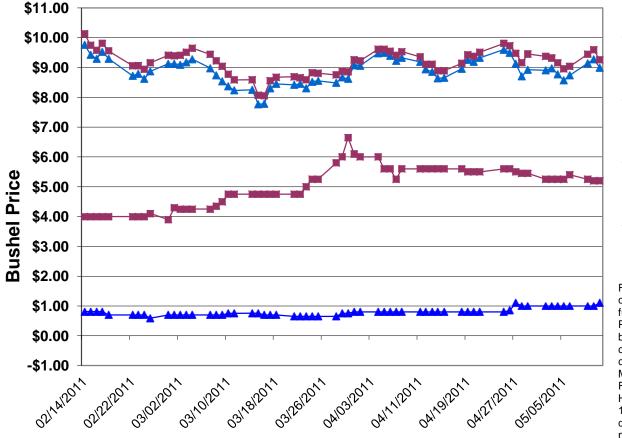
Facts on Flour

Hard Spring Wheat

This wheat contains the highest protein content of all the wheat classes averaging between 13.5-14.5 percent. It has superior milling and baking properties and is used to produce bread products requiring strong gluten, including hearth breads and rolls, variety breads, bagels and thin pizza crust. It is often blended with lower protein flours to improve their bread making qualities. The four-state region of North Dakota, Montana, Minnesota and South Dakota grows approximately ninety percent of the Hard Red Spring Wheat in the United States.

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Futures & Basis Markets



Flour pricing consists of a combination of Wheat futures prices and Basis Premium prices per bushel. Information contained on this chart closely resembles Gold Medal All Trumps, Mpls. Future + 15% Basis, and Harvest King, KC Future + 13% Basis. This chart does not reflect changes in millfeed values.

KC Future

Spring)

Mpls Future

Spring 15% Basis (from MarketFax No.1 Northern

Winter 13% Basis (from MarketFax

No.1 hard winter)

This Chart is meant to indicate Market Direction Only.