



FLOUR FACTS

Information Provided by General Mills Bakery Flour
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JUNE 9, 2011

Weekly Market Highlights

- Volatility continues in the wheat and row crop markets as we approach the end of another week of heavy planting.
- Planting of the spring wheat crop made good progress this week, and has now surpassed 80% complete.
- Time will tell how many acres will go unplanted this season and the impact from late planting on the size and quality of the harvest.
- Poor planting conditions cut corn plantings by an estimated 2%. U.S. corn supplies will remain uncomfortably tight for more than another year.
- While prices seem very high, additional planting or growing problems in Russia, Europe, and here at home or in Canada, could make things worse. Expect continued volatility, and hope for good growing weather.

Facts on Flour

Bleaching Flour

The term “bleaching” is a traditional baking industry term that refers to both the whitening and maturing (aging) of flour. Our use of the term will focus on whitening. Technically speaking, the carotenoid (yellow) pigments in the flour are oxidized to produce whiter flour. Oxidization will occur naturally, over time, with the exposure of flour to air. Historically, millers would age flour for several weeks to achieve white flour. This natural oxidation, however, was an irregular process requiring considerable time and space.

Today the bleaching process is accomplished by the use of bleaching agents. The two most common bleaching agents are benzoyl peroxide and chlorine gas. Flours treated with bleaching agents must be labeled as bleached flour. Next week we'll talk about flour maturing.

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Futures & Basis Markets

