



FLOUR FACTS

Information Provided by General Mills Bakery Flour
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July 7, 2011

Weekly Market Highlights

- Happy 4th of July! The market was closed Monday, but overall is mixed this week.
- Winter wheat harvest has accelerated. Hot weather in Kansas provided higher protein and good absorption levels.
- Despite spring wheat still reporting 2 -3 weeks behind in development, the USDA has improved crop conditions ratings for both corn and spring wheat.
- The U.S. dollar strengthened this week, slowing export demand.
- Volatility continues.

Facts on Flour

Flour Quality

Quality of flour is defined by its ability to consistently perform in the production of a finished baked good. The ultimate quality test is completed when the baker uses the flour.

Because there are a limitless number of baked goods that can be derived from single flour, it is an impossible task for the miller to test every application. Millers, therefore, rely on a few standardized baking applications. Tests are completed based on the application that best suits the particular flour.

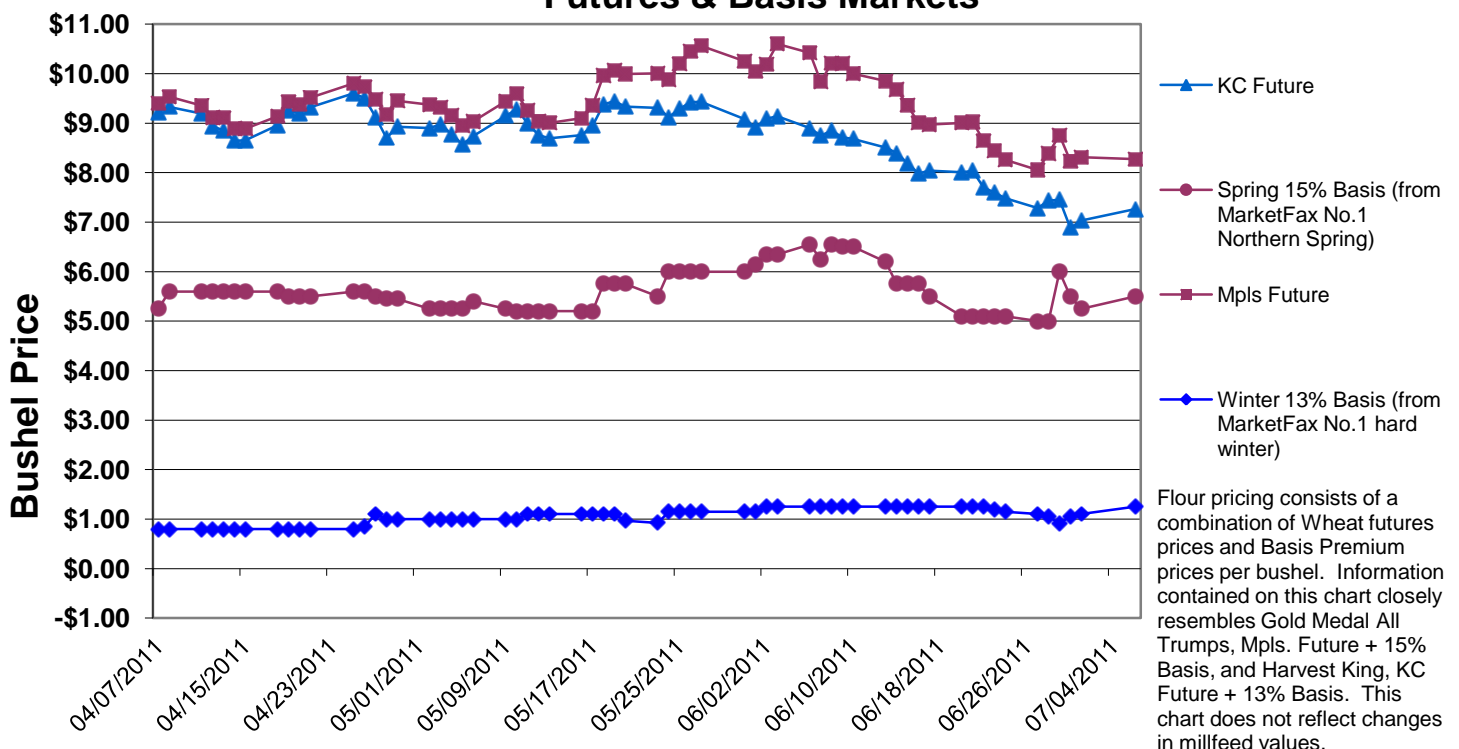
Patent bread flours will be tested in pan breads, high gluten flours in hearth breads, cake flour in high ratio cakes, etc. The test methodology, formula and conditions are all controlled and kept constant. The only thing that changes is the flour that is used.

The miller will record such measurements as loaf volume, crust color, crumb color, texture, etc. This way the miller is able to determine the effect of the flour on the performance of the finished baked good and make any necessary adjustment to maintain consistency.

Other tests that assist the miller in determining flour quality will be discussed over the next several weeks.

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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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