



FLOUR FACTS



Information Provided by General Mills Bakery Flour
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July 14, 2011

Weekly Market Highlights

- Flour prices rebounded this week.
- Hot weather is a factor with speculation that it could hurt the wheat and corn crops.
- USDA estimated the spring wheat production down 12% from last year. Old crop corn stocks are tighter than expected.
- The spring wheat crop is still well behind last year's development at this point, but over 70% of the crop is rated in good to excellent condition.
- The value of US dollar was lower this week, increasing export demand.
- Weather will play a significant role in pricing this coming week.
- Volatility continues.

Facts on Flour

Flour Protein

Gluten is developed from flour protein. When combined with water under mixing stress, the proteins in the flour will form gluten, which provides extensibility, elasticity and gas-retaining properties to yeast-leavened baked goods. The quantity of gluten is proportionate to the amount of protein in the flour, so gluten increases as the protein content increases.

Wheat flour is unique because it is the only cereal grain that possesses gluten-forming proteins – gliadin and glutenin. These comprise roughly 80 percent of the total wheat protein. The remaining proteins in flour are non-gluten forming and contribute nothing to dough strength.

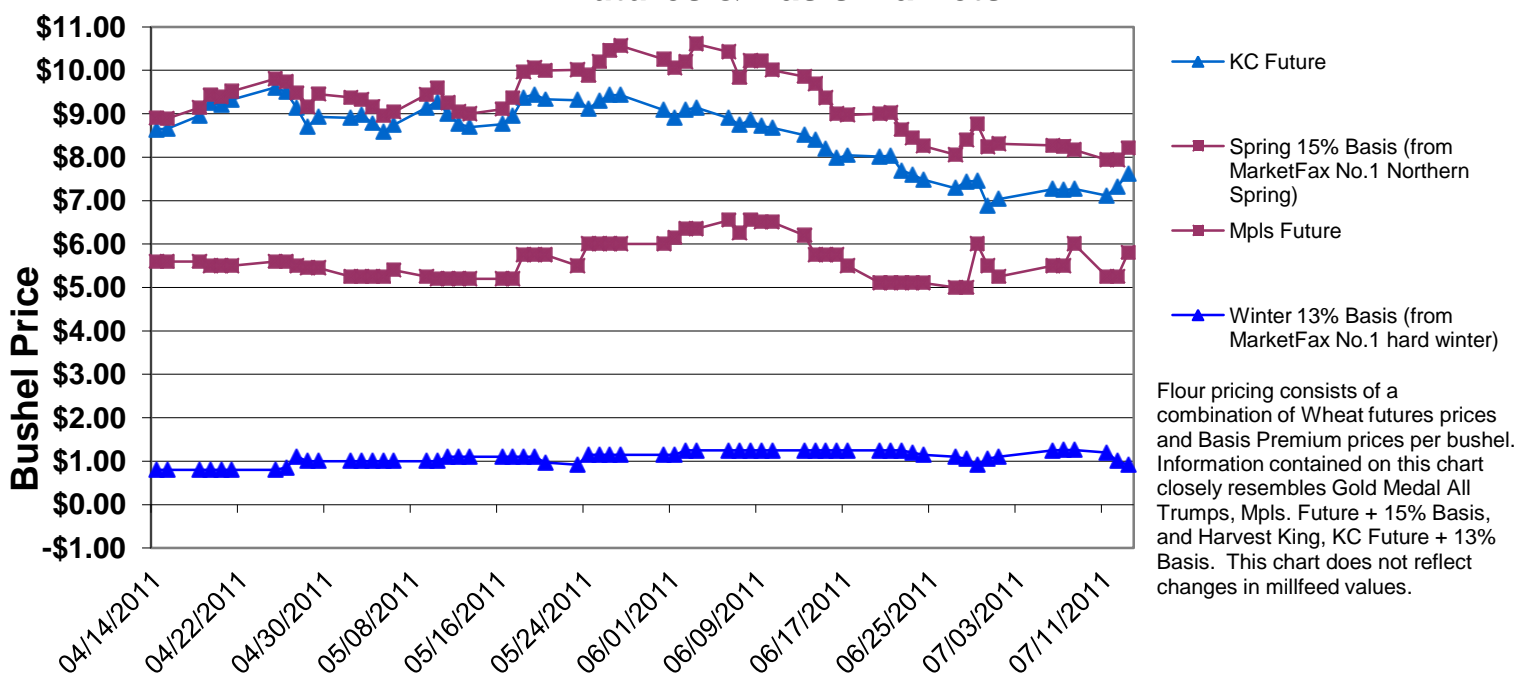
The major flour types and their relative protein levels are:

High Gluten	13.5-14.5%	Pastry	8-10%
Bread	12-13%	Cake	7-9%
All Purpose	10-12%		

To buy flour purely by a protein specification will not necessarily guarantee baking performance. Protein quality is a key component and will be discussed next week.

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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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