



FLOUR FACTS



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

August 4th, 2011

Weekly Market Highlights

- Wheat futures prices traded higher in the beginning of the week and dropped back to near last week's levels. Basis levels on spring wheat jumped.
- Quality problems in the South Dakota Spring Wheat crop have surfaced, due to the late plantings and slow crop development. Spring Wheat is 2 – 5 weeks from harvest in North Dakota and Montana.
- U. S. economic concerns have offered resistance in the market.
- U.S. exports are still affected by the cheap Black Sea prices.
- Weather continues to play a major role in crop development and overall pricing.

Facts on Flour

Gold Medal Full Strength or Superlative

Perfect “all-around” bread flours provide excellent results in any type of yeast-raised product. They are ideal for pan breads, rolls, buns, hearth breads and many specialty-baked products.

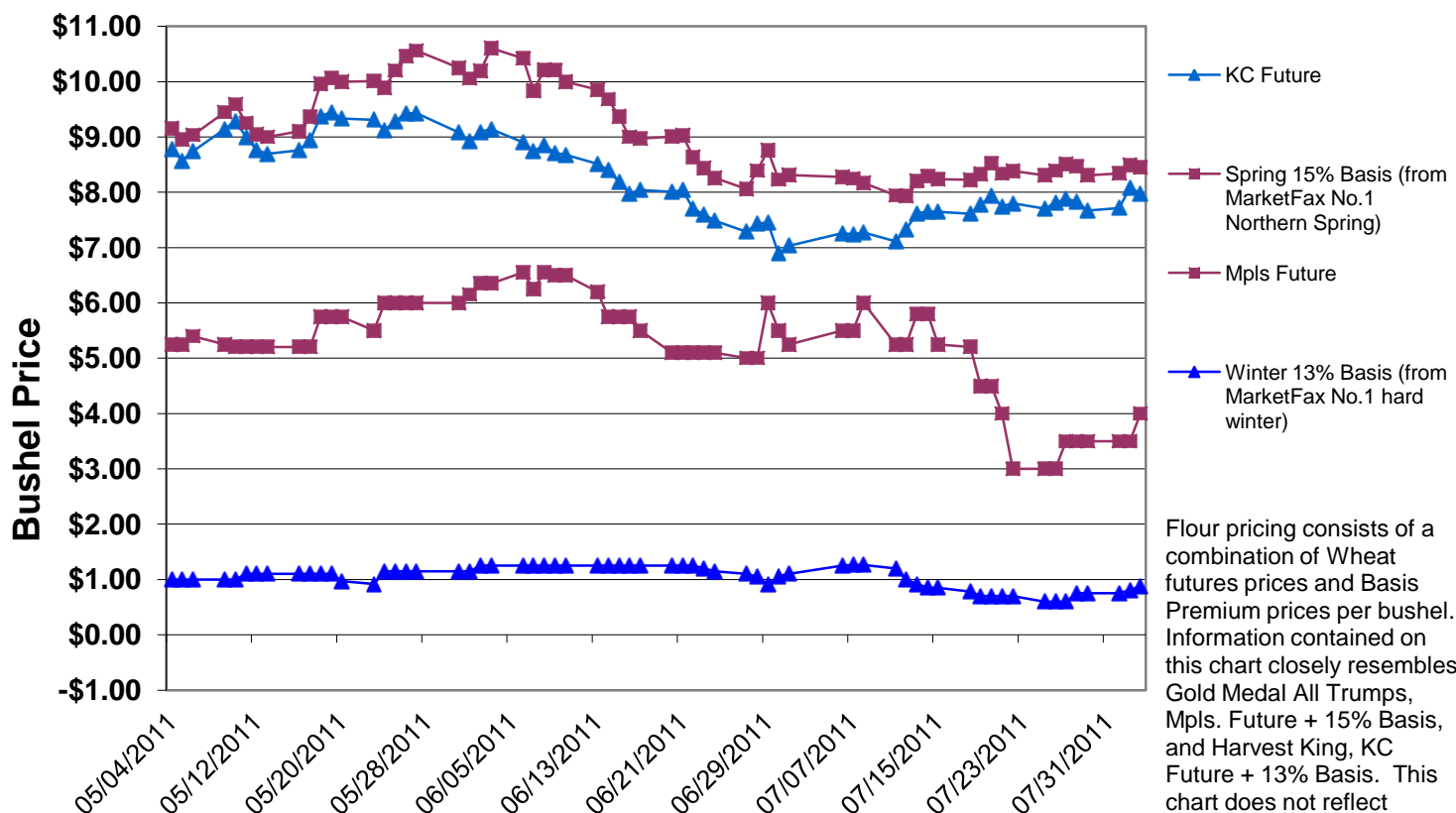
Description: A high quality enriched, malted bread flour available in a variety of treatments, including bleached or unbleached, bromated* or unbromated.

Uses: Variety breads, thick or thin crust pizza, sweet goods, hard and soft rolls.

*Bromated flour is available east of the Rockies only.

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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:

Brenda Mengelkoch at 800-288-1624

brenda.mengelkoch@genmills.com