



FLOUR FACTS



Information Provided by General Mills Bakery Flour
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AUGUST 11, 2011

Weekly Market Highlights

- Wheat futures prices are higher this week, but the basis on high protein Spring Wheat fell hard.
- USDA reports forecast corn production up 4% from last year and all wheat production down 6% from 2010. The spring wheat production alone is forecast down 15% from a year ago.
- USDA reports a crop rating of 66% good to excellent on spring wheat. That number is 4% lower than last week and 16% lower than 2010 at this time.
- The drought in Southwestern U.S. will continue to be a factor as the planting season starts in 20 – 30 days. Weather forecasts for that area are more of the same for the next 60 days.
- The downgrading of the US credit rating has played a part in commodities this week.
- Volatility will continue this coming week.

Facts on Flour

Gold Medal Remarkable

A high-gluten spring wheat flour is ideal for breads of large volume, good grain and texture. It's excellent for all types of hearth breads as well as rye and wheat breads and rolls.

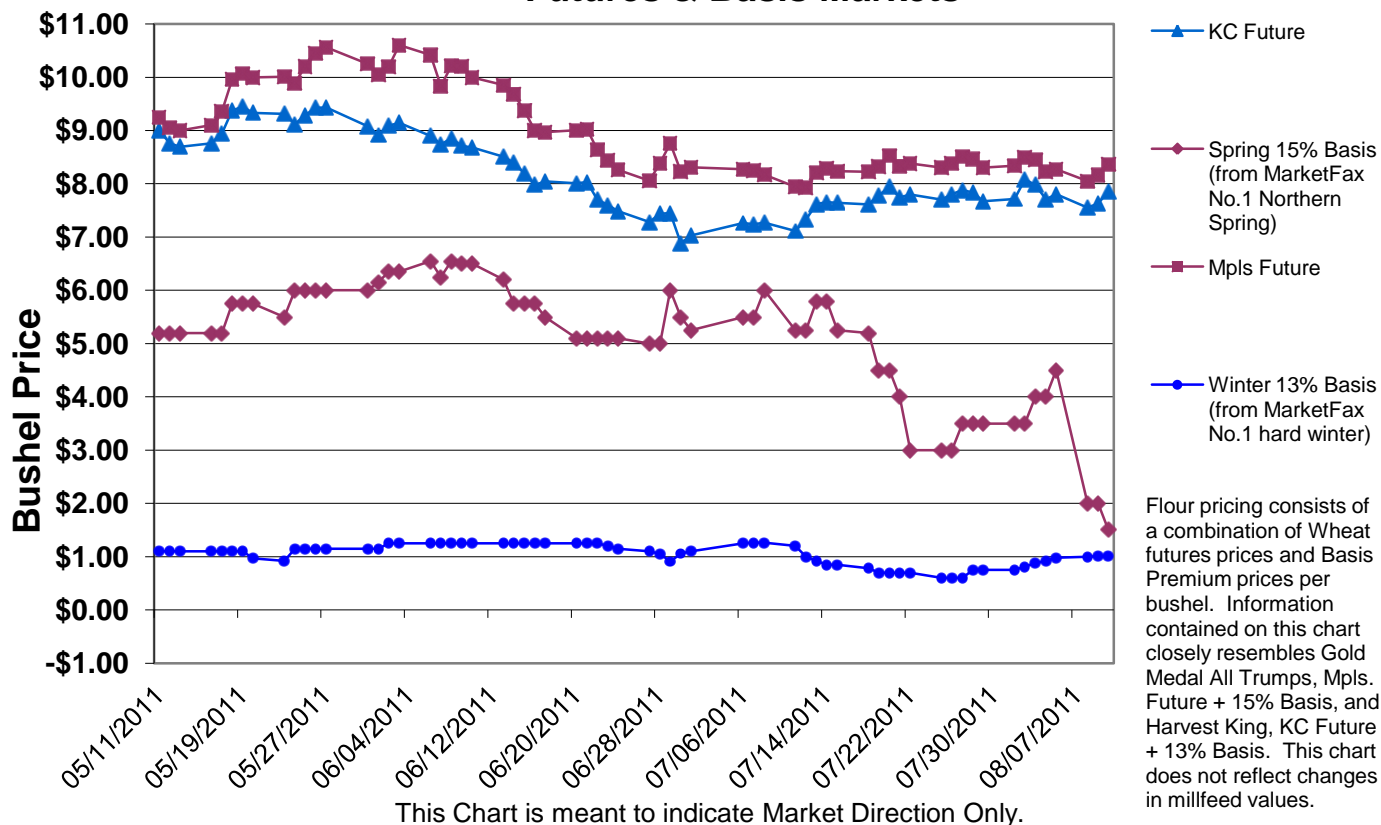
Description: A high quality enriched, malted bread flour milled from a selected blend of Hard Red Spring Wheat. Available bleached or unbleached, bromated* or unbromated.

Uses: Hearth breads, Kaiser rolls, specialty breads, hard rolls.

*Bromated flour available east of the Rockies only.

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Futures & Basis Markets



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