



FLOUR FACTS

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



AUGUST 25, 2011

Weekly Market Highlights

- Wheat futures pricing started the week higher but weakened yesterday.
- Yesterday Statistics Canada announced their forecast for 2011 wheat production up 4% from 2010, adding pressure to the futures markets.
- The advancing spring wheat harvest is still well behind the 5 year average. So far yields are down but protein levels are averaging higher than in recent years.
- Extreme drought conditions across the U.S. Southern Plains may reduce hard winter wheat plantings.
- World wheat supplies continue to be viewed as ample.
- Volatility remains, due largely to weather conditions.

Facts on Flour

Gold Medal Helmet & Golden Shield

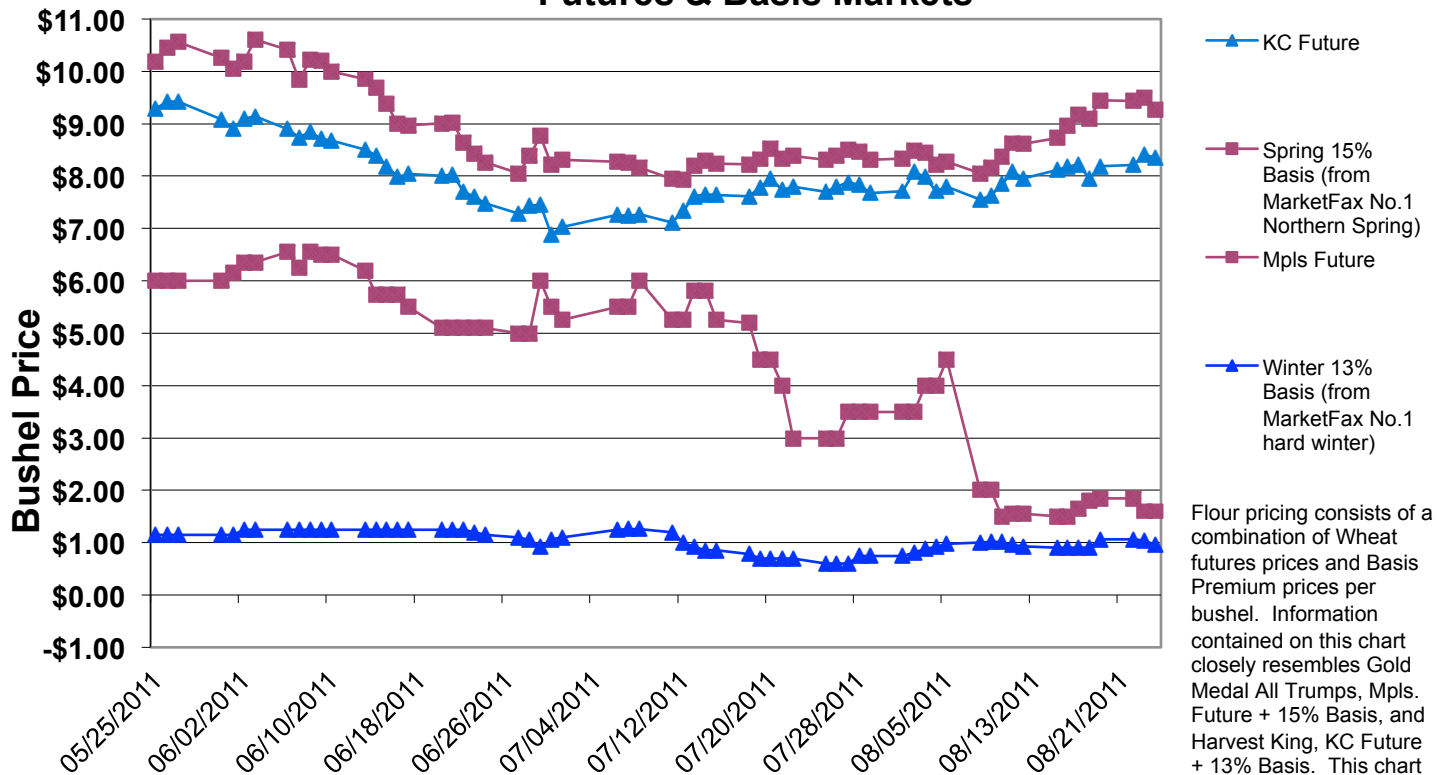
Helmet is a bleached pastry flour which is excellent for consistent, rich and delicious cookies and leaner types of cakes than would normally be made with Purasnow. Golden Shield is the same high quality pastry flour as Helmet, except Golden Shield is unbleached. Golden Shield creates tender pie crusts and delicious cookies, an excellent pastry flour.

Description: High quality bleached or unbleached and enriched pastry flours milled from a selected blend of soft red winter wheat.

Uses: Cookies, brownies and bars, pound cakes, sheet cakes, cupcakes, pie crust, biscuits, and muffins.

◇ ◇ ◇

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 763-293-1149 brenda.mengelkoch@genmills.com