



FLOUR FACTS



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

SEPTEMBER 23, 2011

Weekly Market Highlights

- Wheat futures are still on a downward trend. Flour pricing pushed lower this week.
- Spring wheat harvest has ended and corn harvest is about to begin.
- Farmers continue to plant the 2012 winter wheat crop, hoping for more rain in Texas, Oklahoma and Southern Kansas where exceptional drought conditions continue.
- U.S. wheat export demand was routine this week.
- U.S. government announced an \$8.62/bushel crop insurance that can cover up to 85% of a proven yield. This should encourage farmers to plant even in drought stricken areas.

Facts on Flour

Gold Medal Hotel & Restaurant All Purpose Flour

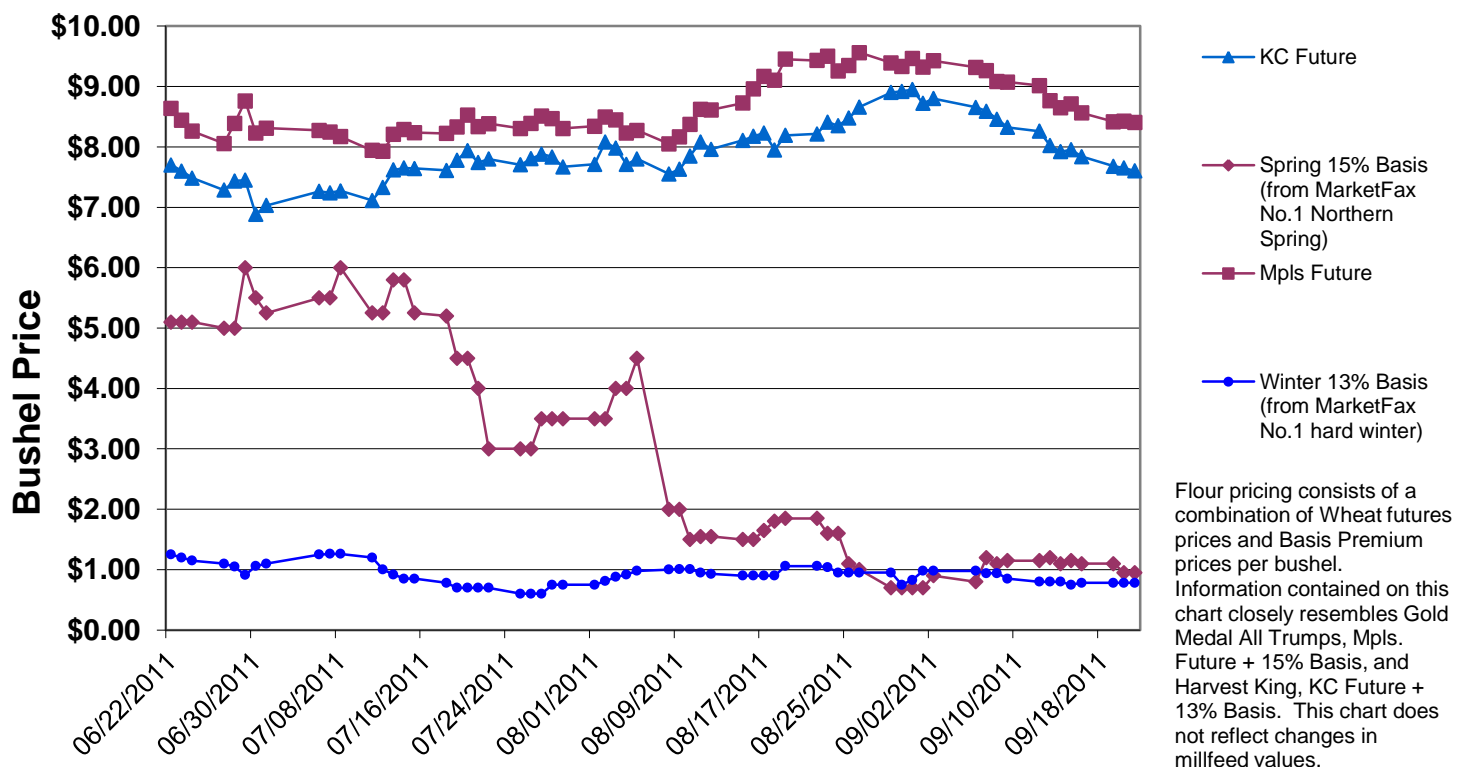
General Mills' line of Hotel and Restaurant flours, milled from the country's finest wheats, provide the baking characteristics required for the widest possible variety of baked goods. They are available nationwide in 25# or 50# bags, as well as the 2/25# bale, in a choice of bleached or unbleached. Also available is our H&R Self-Rising flour, which eliminates the need to add leavening agents to your recipe, or our H&R Tortilla flour, which was created specifically to produce the taste and texture of authentic flour tortillas. The entire line of General Mills' Hotel and Restaurant flour delivers the consistent performance demanded by quality conscious bakers and foodservice operators.

Description: A line of high quality bleached or unbleached, enriched, malted flour milled from a select blend of wheats.

Uses: All types of baked products, pizza, breadings, batters, gravy and tortillas.

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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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