



# FLOUR FACTS



Information Provided by General Mills Bakery Flour  
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## Weekly Market Highlights

- Wheat futures are lower this week. Spring wheat basis stayed steady to a little higher and winter wheat basis remained flat.
- USDA reports estimate the 2012 wheat acreage up 3.6 million acres from 2011, mostly in spring wheat areas.
- Moisture has helped the Southern Plains and is expected in the Northern Plains, which has decreased concerns about weather in the U.S.
- U.S. wheat exports have increased mostly due to higher prices in the Black Sea Regions and Europe.
- The International Grains Council estimated world wheat production at a record 695 million tonnes.

## Facts on Flour

### Flour Quality

Quality of flour is defined by its ability to consistently perform in the production of a finished baked good. The ultimate quality test is completed when the baker uses the flour.

Because there are a limitless number of baked goods that can be derived from single flour, it is an impossible task for the miller to test every application. Millers, therefore, rely on a few standardized baking applications. Tests are completed based on the application that best suits the particular flour.

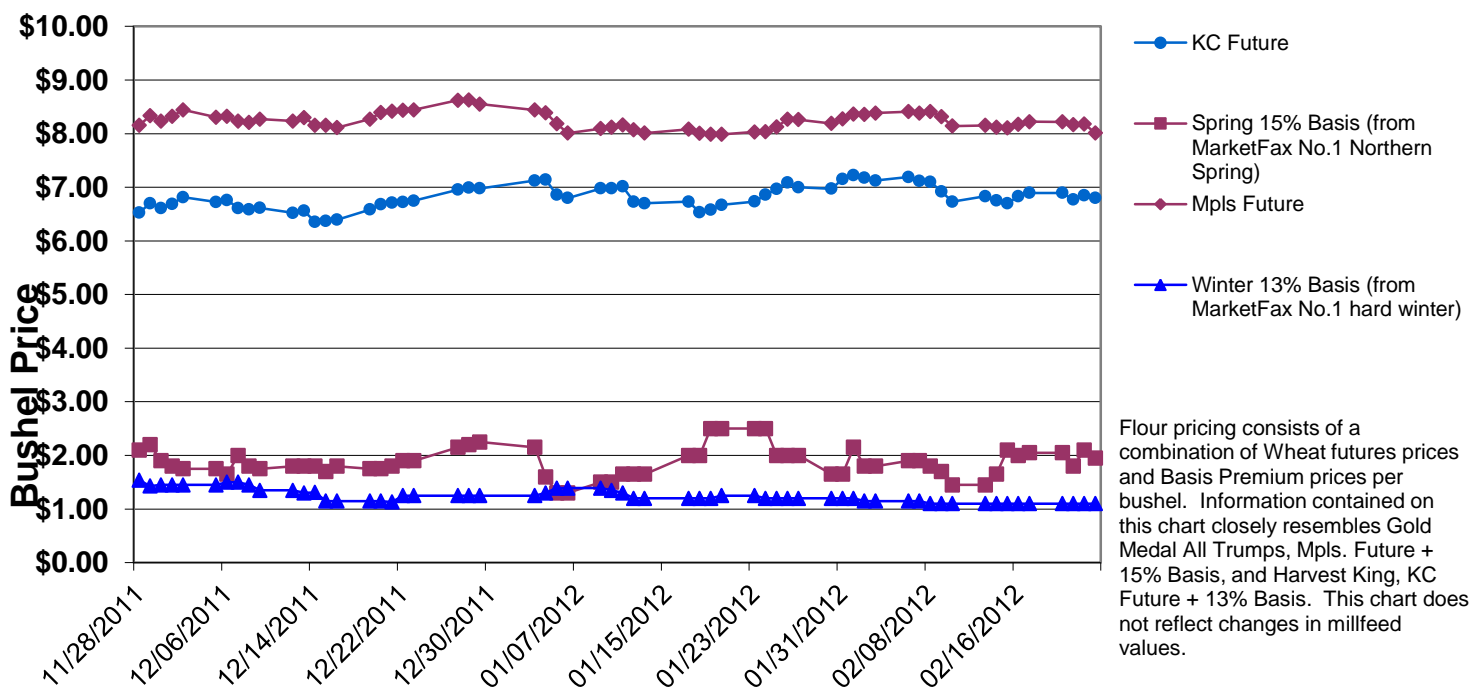
Patent bread flours will be tested in pan breads, high gluten flours in hearth breads, cake flour in high ratio cakes, etc. The test methodology, formula and conditions are all controlled and kept constant. The only thing that changes is the flour that is used.

The miller will record such measurements as loaf volume, crust color, crumb color, texture, etc. This way the miller is able to determine the effect of the flour on the performance of the finished baked good and make any necessary adjustment to maintain consistency.

Other tests that assist the miller in determining flour quality will be discussed over the next several weeks.

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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 763-293-1149

[brenda.mengelkoch@genmills.com](mailto:brenda.mengelkoch@genmills.com)