



# FLOUR FACTS

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



MARCH 8, 2012

## Weekly Market Highlights

- Wheat futures dropped this week. Basis levels on the high protein spring wheat are lower this week as the high protein winter wheat basis remained steady.
- USDA will release the U.S./world supply and demand update this Friday. Expectations are that there will not be many changes and that the global wheat supply is adequate.
- Winter wheat conditions have improved this week in Texas and Oklahoma with crop conditions better than a year ago at this time. Moisture is key to keeping crop conditions favorable.
- The stronger U.S. dollar lead to selling in most commodities markets which helped corn and soybeans move lower this week.
- U.S. wheat is the lowest in the world which should create demand in the export world.

## Facts on Flour

### Protein Quality

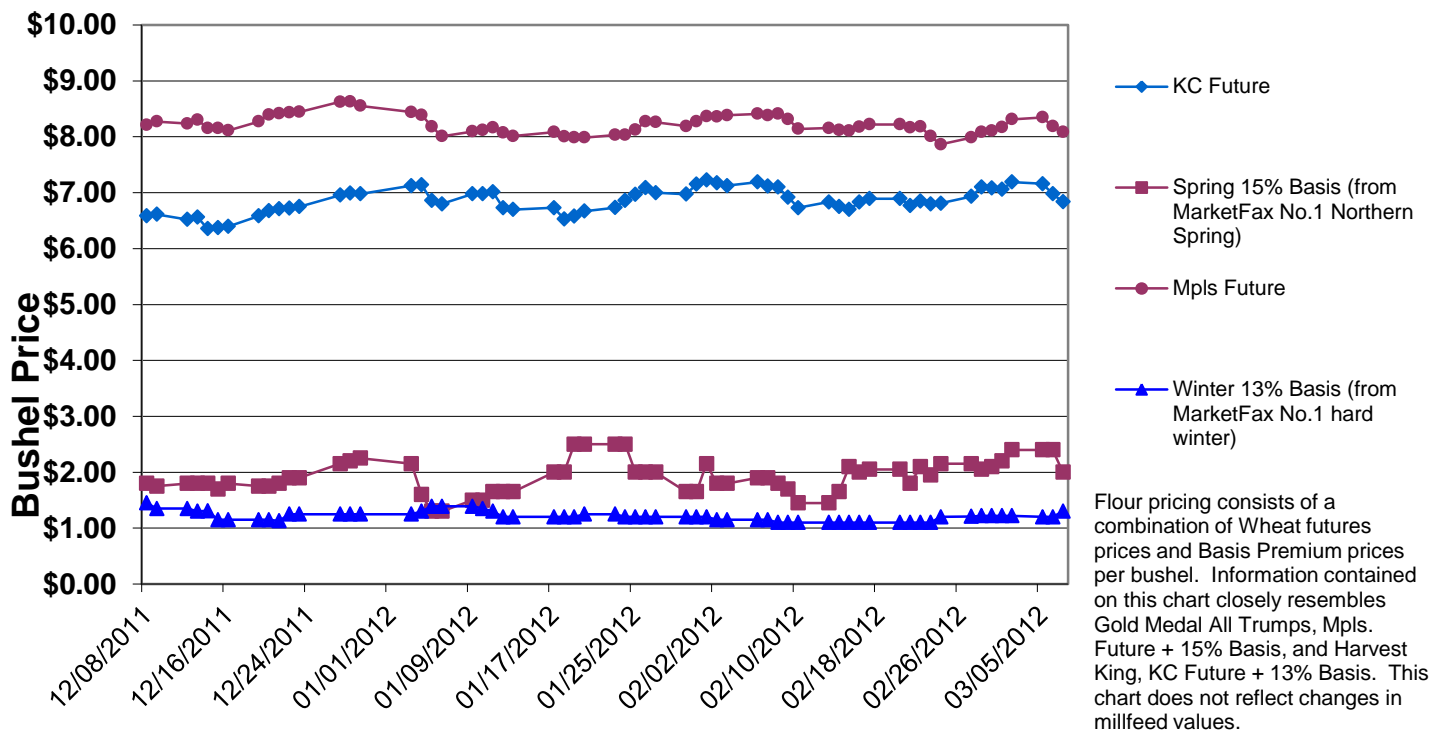
Last week we discussed the characteristic of wheat flour protein to form gluten. So, if we buy flour with a higher protein content (quantity), can we expect a better (quality) product? Not necessarily. High quality, low quantity protein flour will outperform a high quantity, low quality flour in producing acceptable baked goods.

Whole wheat is a great example – it can have a protein quantity between 13.5 and 15 percent, which is a higher protein range than high gluten flour (13.5 to 14.5 percent). Will the whole wheat flour outperform the high gluten? No. The bran and the germ in whole wheat flour are rich in non-gluten forming protein, which contributes to the overall protein quantity, but not quality.

In relative terms, protein quantity can be used as a predictor of the suitability of flour in specific baking applications, but the protein content of a flour can be affected by many agronomic factors, such as amount of rainfall, fertilizer usage, temperature stressed, etc. A quality miller is going to balance protein quantity with the appropriate quality testing to prepare the best flours available for specific baking needs. So how do we measure protein quality? Just wait until next week!

◇ ◇ ◇

## 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)