



# FLOUR FACTS

Information Provided by General Mills Bakery Flour  
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March 23, 2012

## Weekly Market Highlights

- Wheat futures were lower the first three days of the week, but took a bounce on yesterday's close. Spring wheat basis was up this week as the premiums on winter wheat remained steady.
- Domestic spring wheat demand was constrained by some mills substituting less expensive winter wheat with equivalent protein whenever possible.
- U.S. winter wheat crop progress is significantly ahead of schedule. Crop yields have the potential to be very high this year if weather remains favorable with added moisture and no freeze threat.
- USDA will release the prospective plantings report on March 30<sup>th</sup>, which will give us a better idea of the intended spring wheat acre plantings.
- U.S. wheat exports on the week ending March 15<sup>th</sup> were up 85% from previous week and up 16% from the 4 week average, increasing futures prices.

## Facts on Flour

### Gold Medal Full Strength or Superlative

Perfect "all-around" bread flours provide excellent results in any type of yeast-raised product. They are ideal for pan breads, rolls, buns, hearth breads and many specialty-baked products.

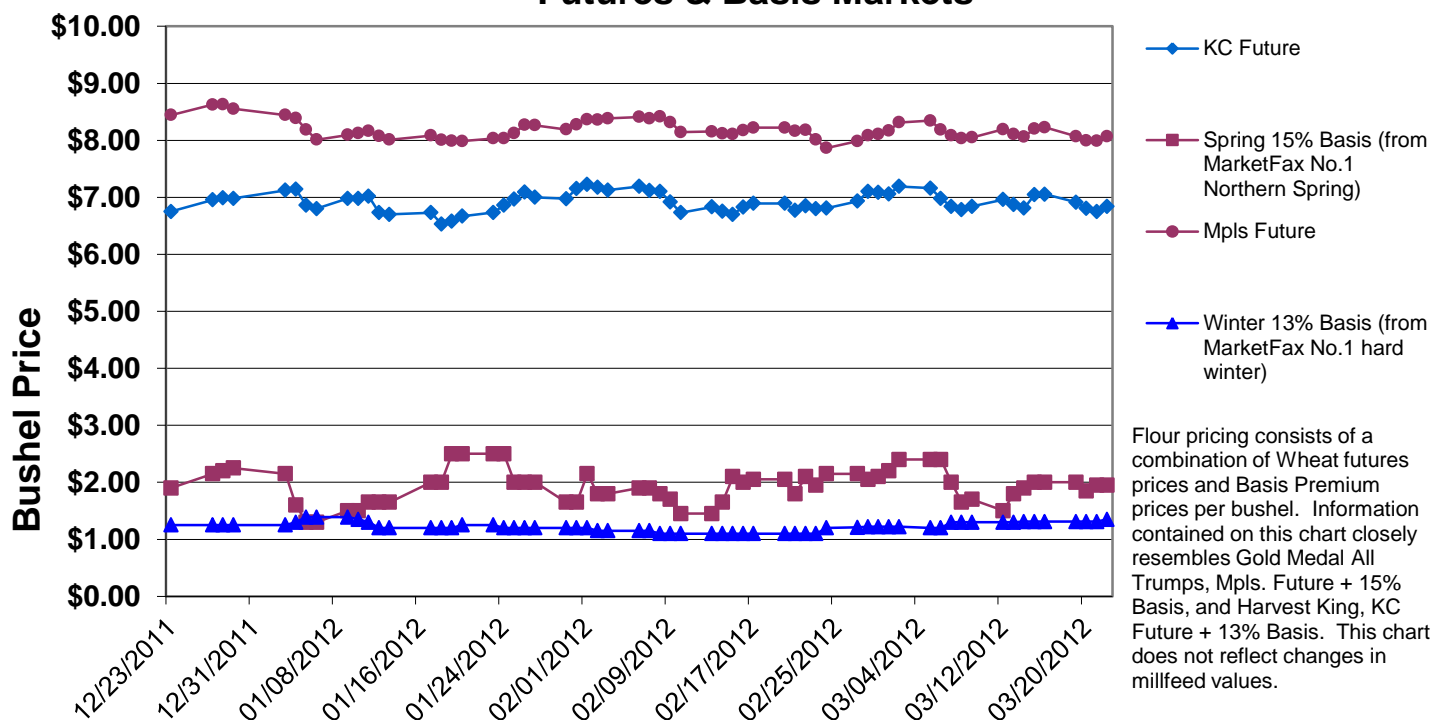
Description: A high quality enriched, malted bread flour available in a variety of treatments, including bleached or unbleached, bromated\* or unbromated.

Uses: Variety breads, thick or thin crust pizza, sweet goods, hard and soft rolls.

\*Bromated flour is available east of the Rockies only.

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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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