FLOUR FACTS

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

APRIL 12, 2012

Weekly Market Highlights

- Wheat futures prices are mixed this week. Basis on winter wheat was lower and spring wheat basis posted higher.
- The winter wheat crop is much better than a year ago with 72% of the crop in Kansas jointed, with the five year average of 32%.
- The spring wheat crop is 21% planted in the 6 key growing states, compared to only 3% at this time last year. Farmers are making great planting progress and are expected to continue to do so.
- The weather has been the key element in both crops gaining progress and maintaining 3-4 weeks ahead of normal.
- USDA April World Supply and Demand Estimates did not reduce the carryout on corn, citing the massive wheat feeding and an expected early corn harvest.

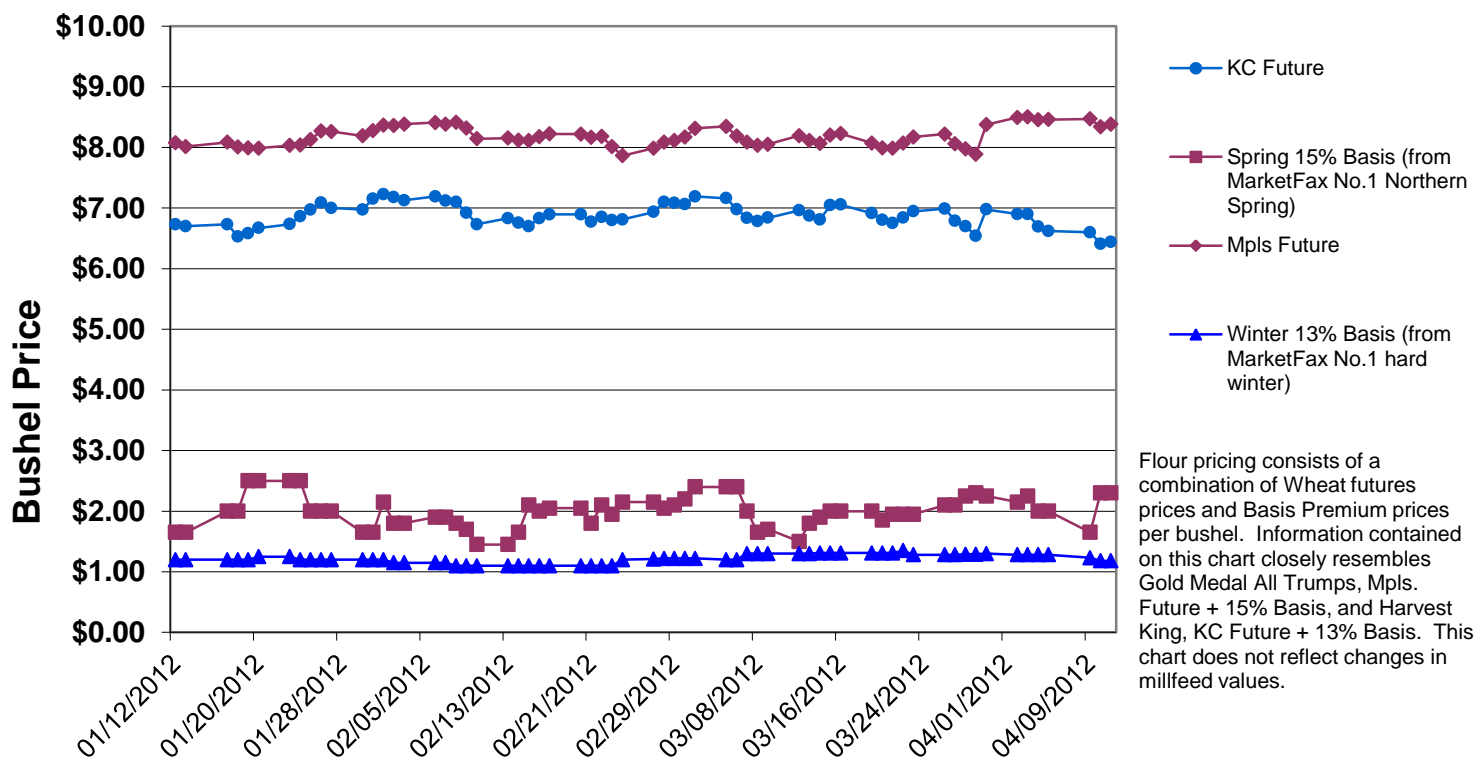## Facts on Flour

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, Muffins.

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Futures & Basis Markets

Legend:
- KC Future
- Spring 15% Basis (from MarketFax No.1 Northern Spring)
- Mpls Future
- Winter 13% Basis (from MarketFax No.1 hard winter)

Flour pricing consists of a combination of Wheat futures prices and Basis Premium prices per bushel. Information contained on this chart closely resembles Gold Medal All Trumps, Mpls. Future + 15% Basis, and Harvest King, KC Future + 13% Basis. This chart does not reflect changes in millfeed values.

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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