



FLOUR FACTS



Information Provided by General Mills Bakery Flour
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APRIL 20, 2012

Weekly Market Highlights

- Wheat futures prices were on a downslide all week until corn futures rallied yesterday and wheat followed. Spring wheat basis is volatile as winter wheat basis remains steady.
- The new winter wheat crop is in excellent shape and looks like an earlier harvest with large yields. This could mean a lower protein crop, so farmers are reluctant to promise wheat with specific protein levels. Farmers are also watching the fields closely for insects and disease.
- Spring wheat planting continues to surge ahead of the 5 year average with 37% completed as of April 15th.
- Corn planting is also making great progress with 17% completed as of April 15th. Corn is looking to be another record crop.
- U.S. wheat exports last week were reported down 19% from prior week.

Facts on Flour

King Wheat

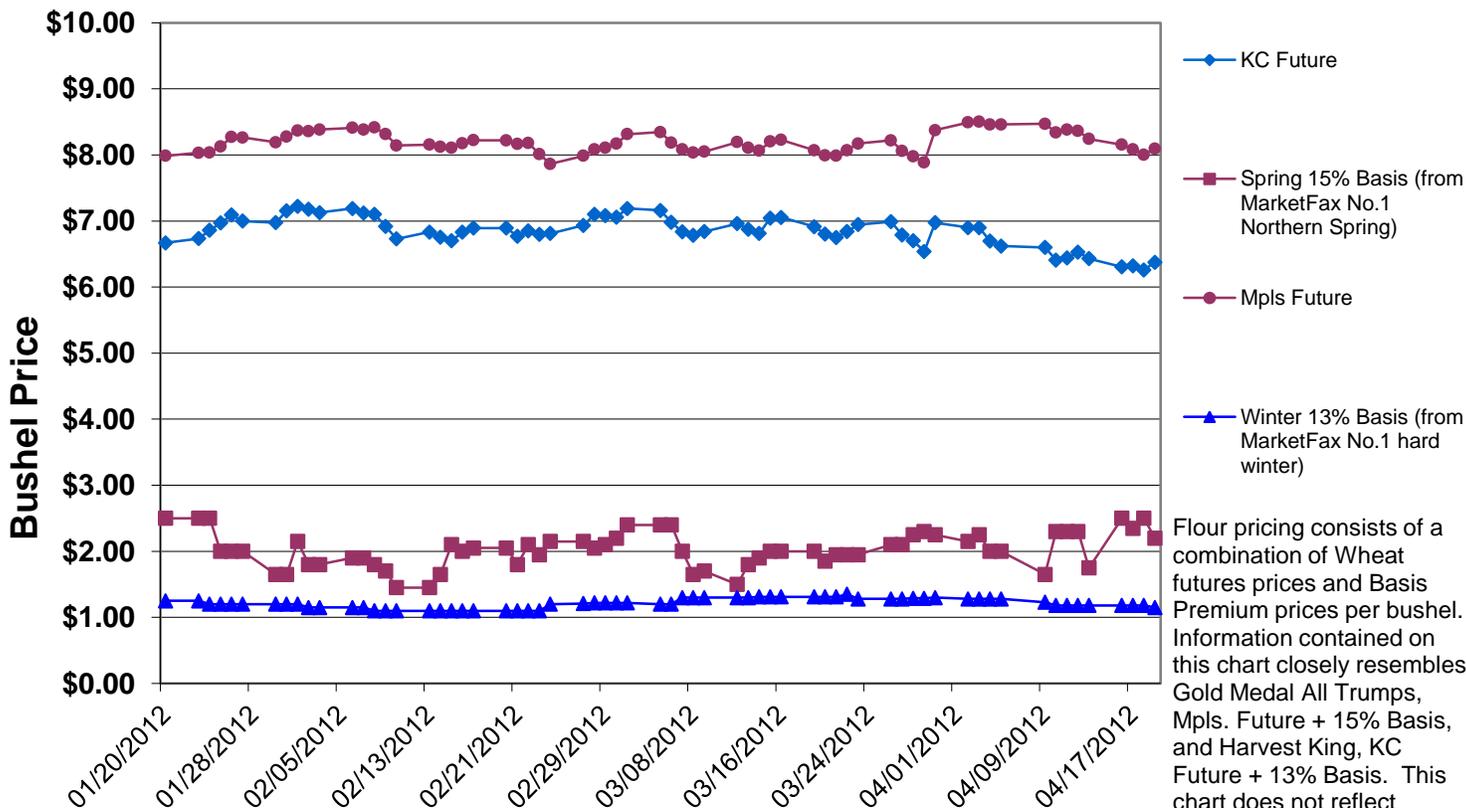
The standard of the winter wheat flours, King Wheat is widely used in bakeries from the largest wholesaler to the smallest retailer. It has very good tolerance and is recommended for all types of yeast-raised products.

Description: A high quality malted flour milled from a selected blend of Hard Red Winter Wheat, King Wheat is available bleached or unbleached.

Uses: Pan breads, soft rolls, sweet goods, thick crust pizza.

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Futures & Basis Markets



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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