



# FLOUR FACTS

Information Provided by General Mills Bakery Flour  
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APRIL 26, 2012

## Weekly Market Highlights

- Wheat futures prices are lower this week. Basis levels are holding steady.
- Weather is the main concern for the new winter wheat crop with overnight temperatures below freezing in some areas. Kansas is still expecting to start harvest about two weeks early this year. Insect and disease damage increased this week as farmers continue to watch their crop closely.
- 57% of the spring wheat crop is planted as of April 22nd. The 5 year average is 19%. Canada released their spring wheat plantings forecast, which was higher than trade expectations.
- Global issues with soybeans and wheat may increase U.S. exports this year.
- Anticipated increase in U.S. exports could decrease the carryover of the 2013 wheat, which will weigh on wheat prices.

## Facts on Flour

### Gold Medal Stone Ground Whole Wheat Flour and Wheat-a-Laxa

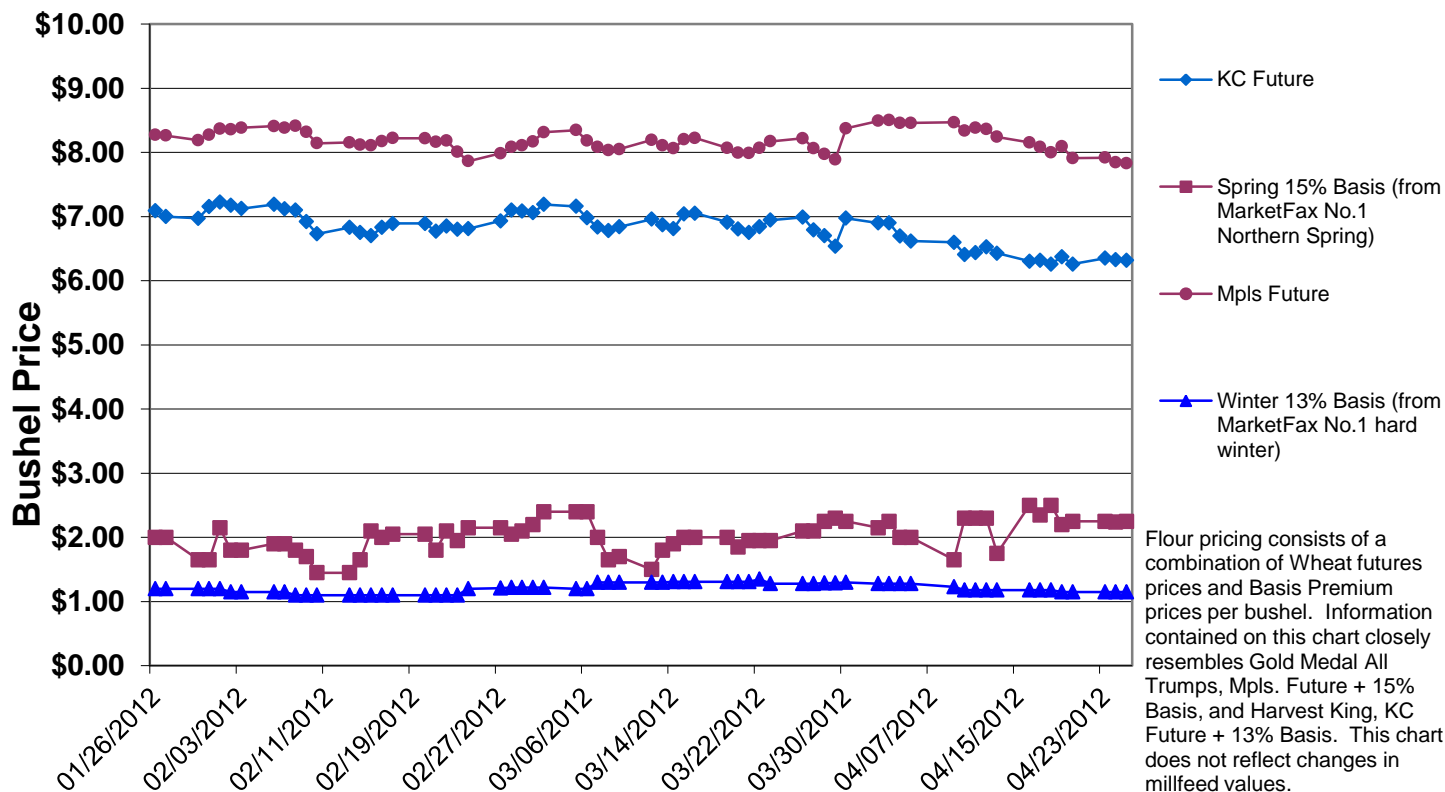
Stone Ground Whole Wheat flour provides the old fashioned, natural whole grain texture and flavor America loves. It is the perfect flour to promote to health conscious customers. Stone Ground Whole Wheat flour has a high protein level, an excellent tolerance and a fine granulation. Wheat-a-Laxa is perfect for creating that hearty textured look customers like.

Description: High quality whole wheat flours milled from a selected blend of Hard Red Spring Wheats.

Users: Whole wheat or multi-grain breads and rolls, specialty breads, thick crust pizza, muffins and cookies. Wheat-a-Laxa is an excellent textured topping flour as well

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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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