



FLOUR FACTS

Information Provided by General Mills Bakery Flour
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MAY 10, 2012

Weekly Market Highlights

- Wheat futures prices are lower this week. Basis premiums have moved higher in an effort to keep some wheat coming to market.
- The impressively optimistic Wheat Quality Council's hard red winter wheat tour projections lead futures downward. Crop is well ahead of average pace, and tour forecasts called for record yields.
- Some insect and disease damage is occurring however, and Southwest Kansas soil moisture is running very dry. Reports of some freeze damage appearing are also a concern.
- This morning's USDA winter wheat production forecasts and supply and demand numbers are likely to command the market's attention.
- Harvest has begun in Oklahoma and Texas; spring wheat crop weather is outstanding as well.

Facts on Flour

Gold Medal Hotel & Restaurant All Purpose Flour

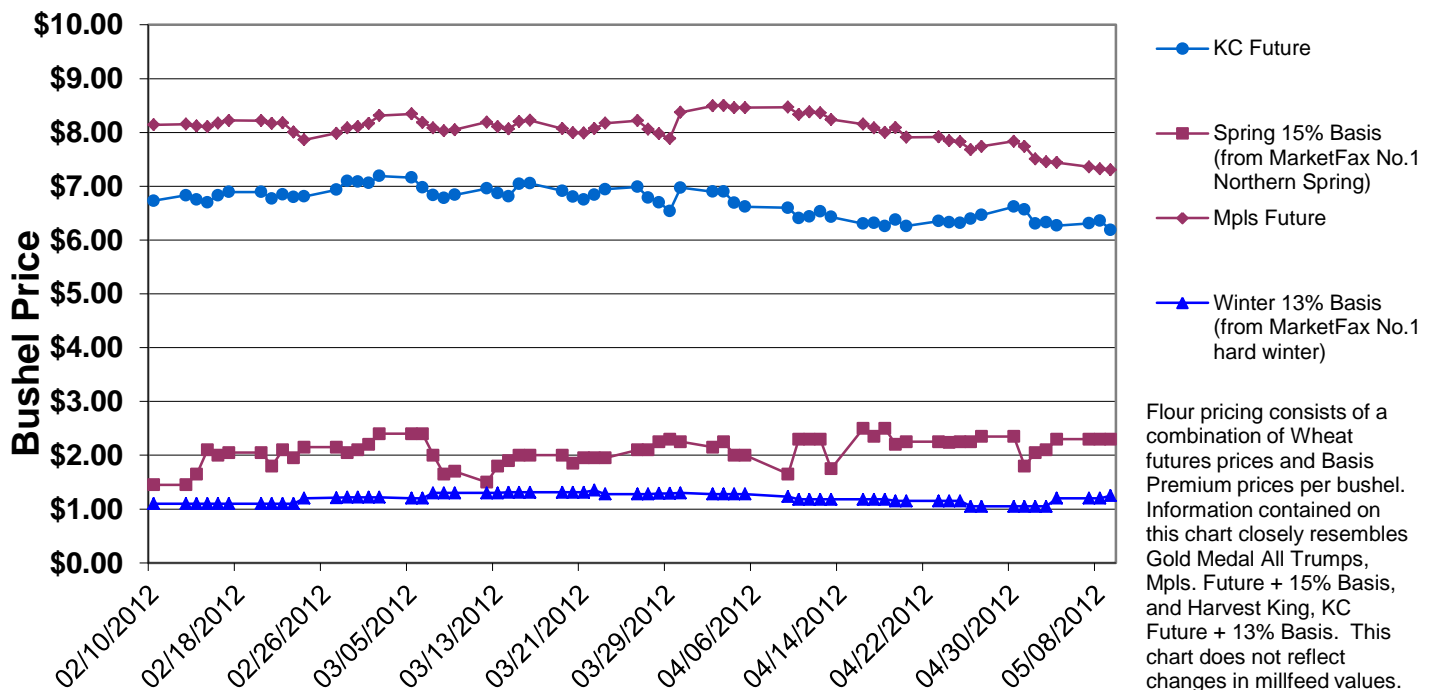
General Mills' line of Hotel and Restaurant flours, milled from the country's finest wheats, provide the baking characteristics required for the widest possible variety of baked goods. They are available nationwide in 25# or 50# bags, as well as the 2/25# bale, in a choice of bleached or unbleached. Also available is our H&R Self-Rising flour, which eliminates the need to add leavening agents to your recipe, or our H&R Tortilla flour, which was created specifically to produce the taste and texture of authentic flour tortillas. The entire line of General Mills' Hotel and Restaurant flour delivers the consistent performance demanded by quality conscious bakers and foodservice operators.

Description: A line of high quality bleached or unbleached, enriched, malted flour milled from a select blend of wheats.

Uses: All types of baked products, pizza, breadings, batters, gravy and tortillas.

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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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