



FLOUR FACTS

Information Provided by General Mills Bakery Flour
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JUNE 21, 2012

Weekly Market Highlights

- Wheat futures are up this week. Basis levels are mixed.
- Wheat futures were driven by hot, dry weather in the middle of the U.S. and dry weather in Russia and Australia.
- Winter wheat harvest is more than 80% complete in Kansas. The crop is looking good overall.
- Spring wheat rated 76% good to excellent as of June 17th. 33% of the crop was headed, compared to the 5 year average to date of 7%. Durum crop is rated 91% good to excellent.
- Corn crop reported 63% good to excellent which is down from the previous week.

Facts on Flour

Got Flour?

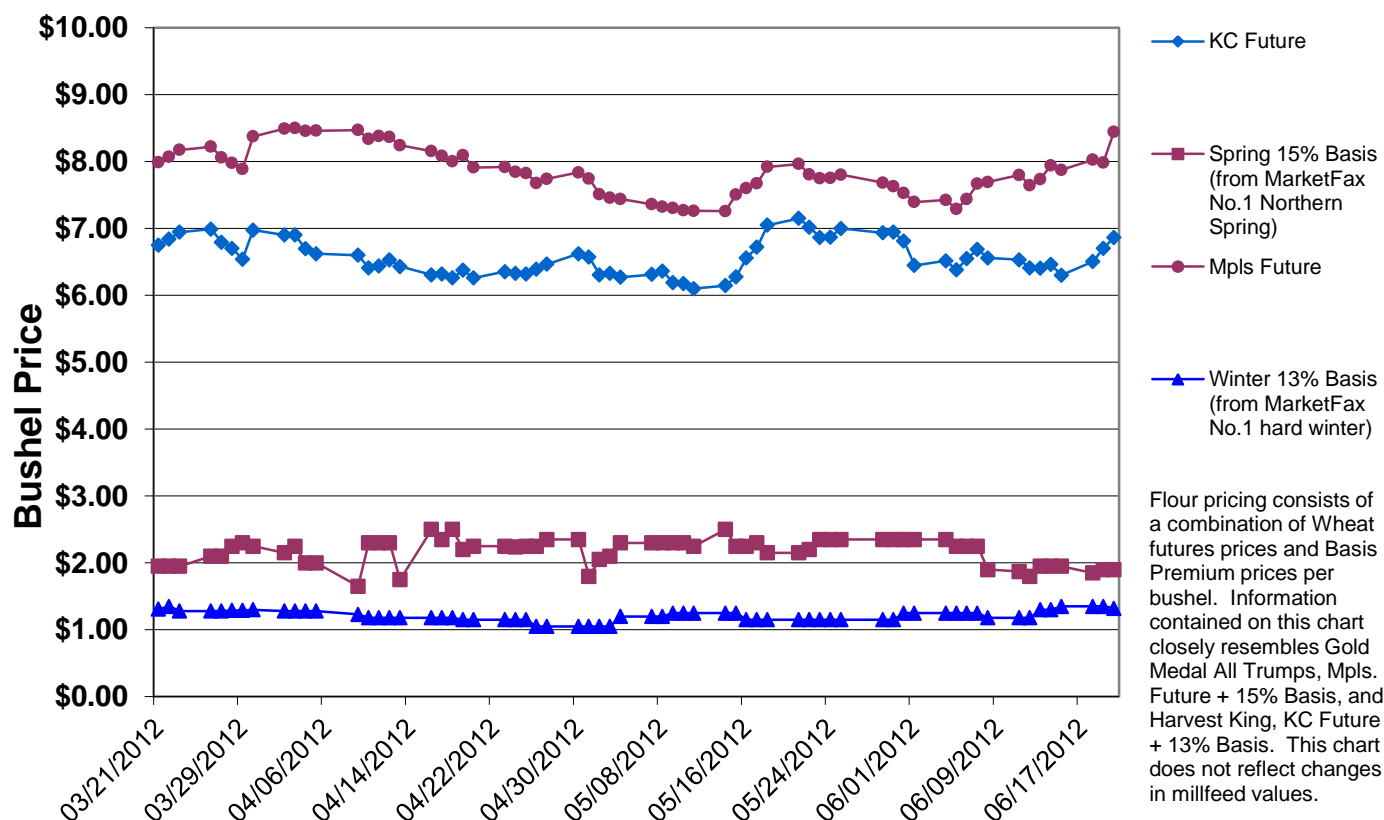
When we talk “flour,” we are talking about wheat flour. Because wheat is the most commonly distributed cereal grain in the world, a reference to flour is generally a reference to wheat flour.

And just as flour is not “just flour,” wheat is not “just wheat.” Wheat can be classified by three major categories: growing season (winter, spring), kernel hardness (hard, soft) and bran color (red, white). These categories have a significant impact on the functionality of the finished flour.

Over the next few weeks, we will be discussing each of these categories more in depth.

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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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