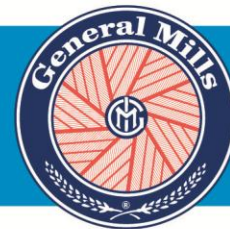




FLOUR FACTS

Information Provided by General Mills Professional Baking Solutions
ProfessionalBakingSolutions.com



Weekly Market Highlights

AUGUST 30, 2012

- Wheat futures prices started the week falling then moved dramatically higher yesterday. Basis prices on winter wheat were unchanged and basis prices on high protein spring wheat were up this week.
- Spring wheat harvest is near completion at 89% which is far ahead of average for this time of year.
- The Labor Day Holiday weekend influenced the winter wheat basis because offers were light as mills are planning down time.
- Corn harvest continues to progress significantly ahead of average.
- The International Grain Council reduced Russian wheat production and lowered export forecasts. Concerns grow over Russia putting restrictions on wheat exports.

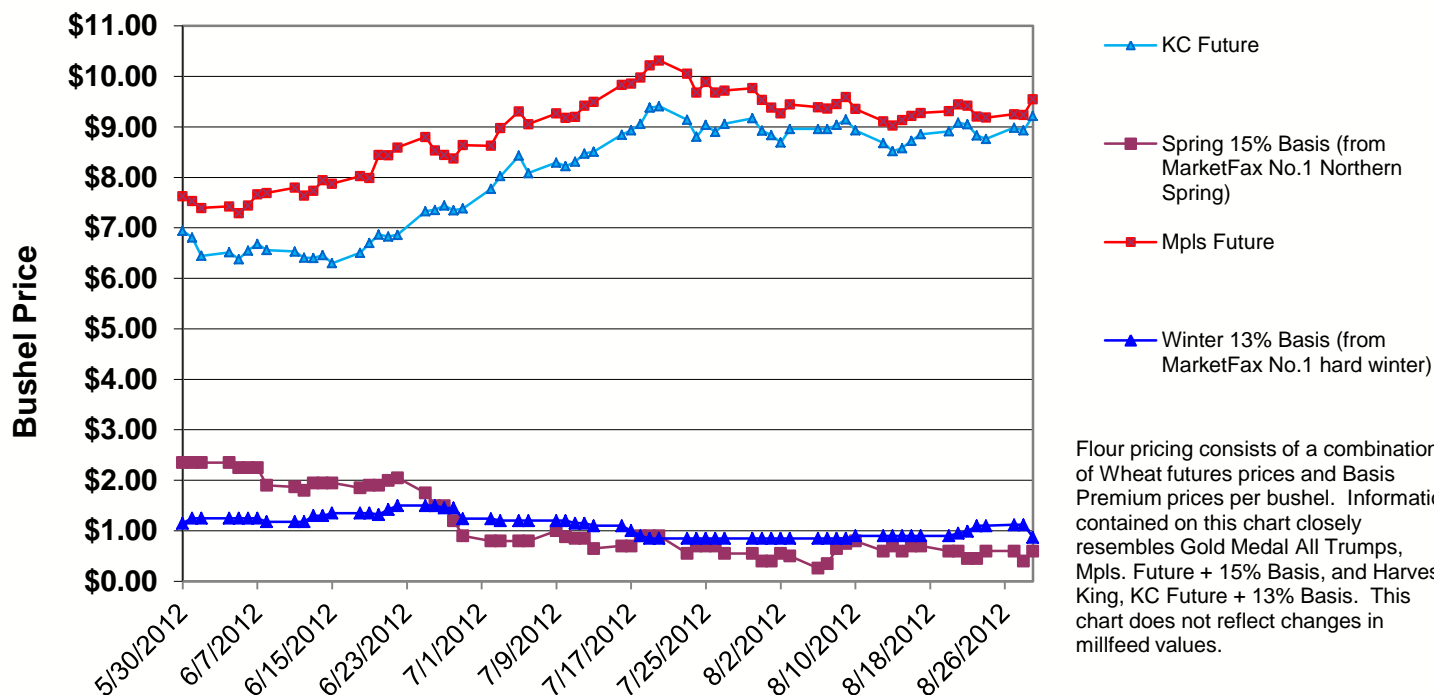
Facts on Flour

Soft White Wheat

Soft White Wheat is primarily grown in the Pacific Northwest. It is also grown in areas scattered throughout Montana. Soft wheat flour is used in cakes, crackers, cookies, pastries, quick breads, muffins and snack foods. The bulk of this wheat class is exported for use in flat breads, noodles and sponge cake.

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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.

Professional Baking Solutions is your trusted partner in baking — providing quality products, innovative business solutions and technical support to baking professionals. With product solutions for cakes, pizzas, bagels and breads, we're backed by trusted brands and recognized industry experts to offer a holistic approach to build your business.

Experience inspires confidence.

