



FLOUR FACTS

Information Provided by General Mills Professional Baking Solutions
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Weekly Market Highlights

SEPTEMBER 27, 2012

- Wheat, corn and soybean futures prices declined this week. High protein spring wheat basis was higher. Winter wheat basis was steady.
- Millfeed prices were mostly weaker. This affects the price of flour as this is a credit back to the millers.
- Fall harvest is significantly ahead of average for this time. Corn harvest in Kansas is 64% completed. The 5-year average is 30%.
- Winter wheat planting has caught up to average for this time across the southwest U.S. but remains behind in the northern plains. Welcomed rains fell in winter wheat growing areas, which slowed harvest and seeding.
- A strong U.S. dollar and weaker demand for U.S. wheat also contributed to lower wheat futures prices.

Facts on Flour

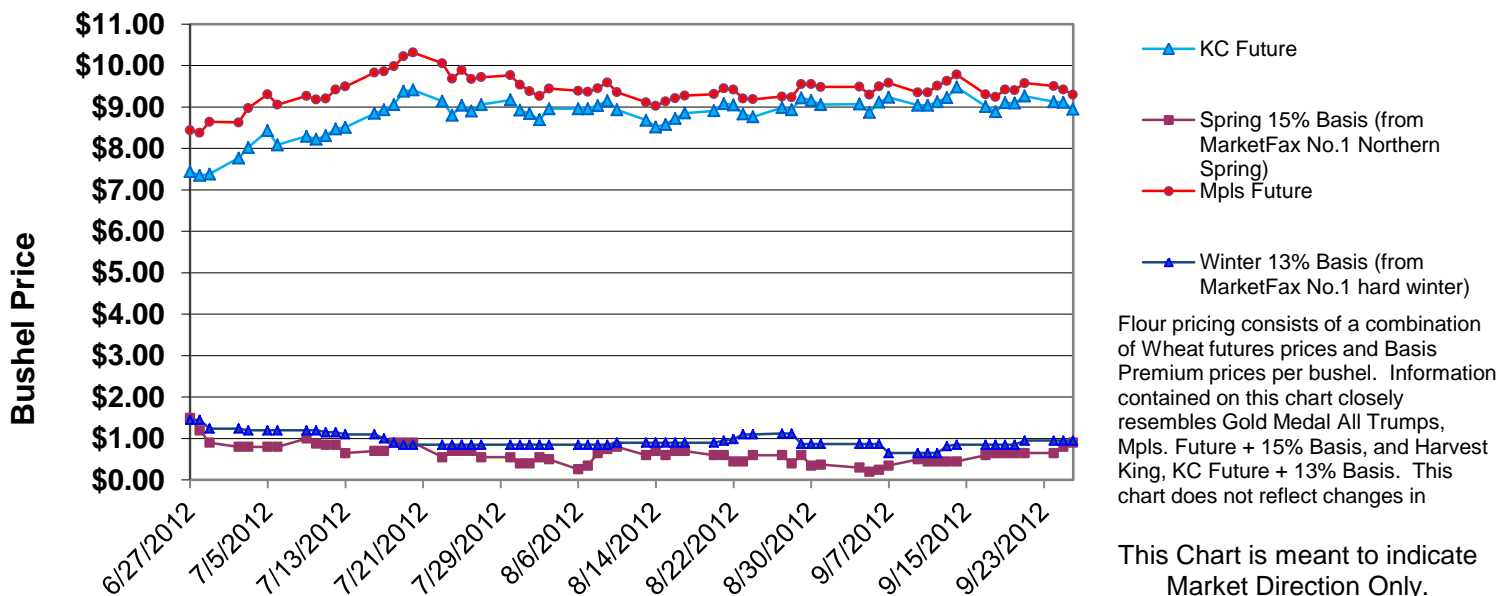
Enriched Flour

In the 1930s, nutritional surveys conducted by the Department of Agriculture revealed widespread nutritional deficiencies of thiamin, riboflavin and niacin (B vitamins) in the American diet. These findings prompted the fortification of certain staple foods. The Food and Nutrition Board recommended a program for fortifying white flour and white bread with thiamin, riboflavin, niacin and iron, with calcium and vitamin D as optional.

In May 1941, the flour enrichment standards were issued and finally adopted in 1943. The standards were recently changed, and as of January 1, 1998, enriched flour now also must contain folic acid. The enrichment of flour has no affect on its baking performance or caloric value.

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Futures & Basis Markets



The Flour Facts will be taking next week off. Watch for it again on October 11th.

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