



FLOUR FACTS



Information Provided by General Mills Bakery Flour
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Weekly Market Highlights

- Wheat futures prices are slightly higher this week and basis levels have relaxed some as mild weather continues to allow rail shipments to move smoothly.
- Global supply concerns were raised when Russian officials indicated they may limit their exports to ensure adequate domestic wheat supplies. Later rumors they may impose export tax, possibly as early as March 1st, added to concerns over adequate wheat supply.
- Barring a severe, unforeseeable, weather event, world supplies are adequate, limiting the effect of these concerns on the market.
- Weakness in the dollar after interest rates were unchanged supported most commodity prices.
- Texas winter wheat crop condition is declining and other winter wheat growing areas could use more moisture.

Facts on Flour

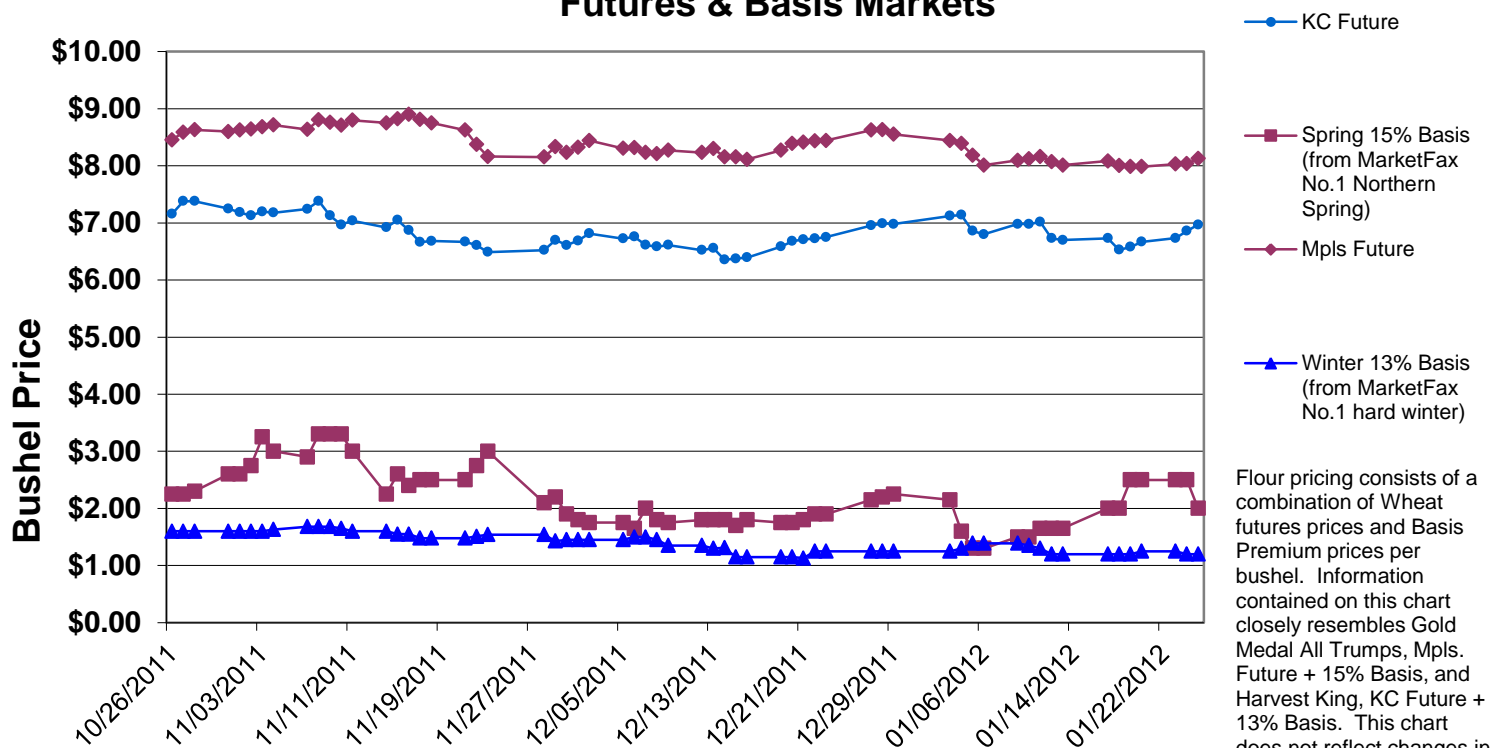
Bleaching Flour

The term “bleaching” is a traditional baking industry term that refers to both the whitening and maturing (aging) of flour, but is most commonly used to describe the process of whitening. Carotenoid (yellow) pigments in the flour are oxidized to produce whiter flour. Oxidization will occur naturally, over time, with the exposure of flour to air. Historically, millers would age flour for several weeks to achieve white flour. This natural oxidation, however, was an irregular process requiring considerable time and space.

Today the bleaching process is accomplished by the use of bleaching agents. The two most common bleaching agents are benzoyl peroxide and chlorine gas. Flours treated with bleaching agents must be labeled as bleached flour. Next week we'll talk about flour maturing.



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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