



# FLOUR FACTS

Information Provided by General Mills Professional Baking Solutions  
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## Weekly Market Highlights

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- Wheat futures prices are moving higher this week ahead of tomorrow's USDA reports of U.S. and world wheat forecasts.
- Basis levels are steady, as demand closely matches supplies moving to market.
- This week we are hearing that the corn harvest is essentially complete in states like Minnesota and South Dakota. Average pace of harvest at this time would be closer to 70% complete.
- Also this week seeding of the winter wheat crop wrapped up, and the wait for rain is on. Crop conditions are not great, but even a few good rains could go a long way toward improving the crop.
- Market reactions to tomorrow's reports are likely to indicate whether wheat will continue to trade in its recent range as the Thanksgiving Holiday approaches.

## Facts on Flour

### Gold Medal Full Strength or Superlative

Perfect "all-around" bread flours provide excellent results in any type of yeast-raised product. They are ideal for pan breads, rolls, buns, hearth breads and many specialty-baked products.

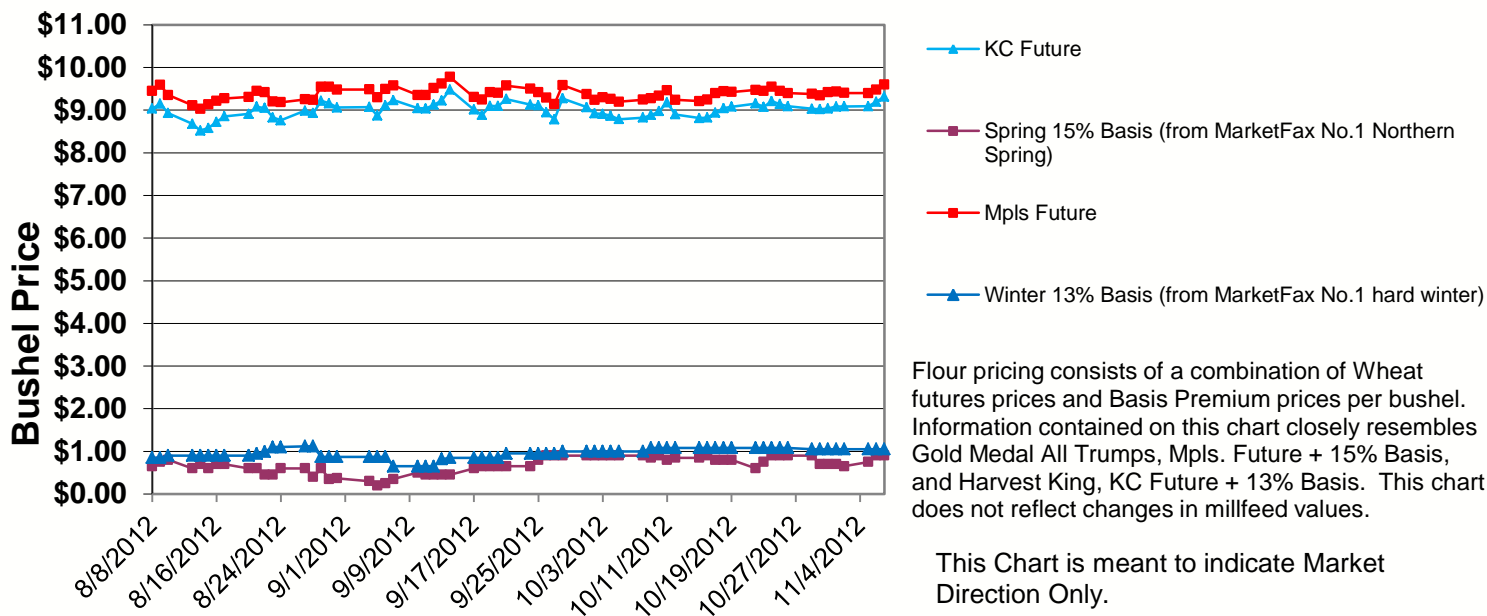
Description: A high quality enriched, malted bread flour available in a variety of treatments, including bleached or unbleached, bromated\* or unbromated.

Uses: Variety breads, thick or thin crust pizza, sweet goods, hard and soft rolls.

\*Bromated flour is available east of the Rockies only.

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## Futures & Basis Markets



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.

