

# **FLOUR FACTS**

 $Information \ Provided \ by \ General \ Mills \ Professional \ Baking \ Solutions \\ Professional Baking Solutions.com$ 



## Weekly Market Highlights

**NOVEMBER 8, 2012** 

- 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.

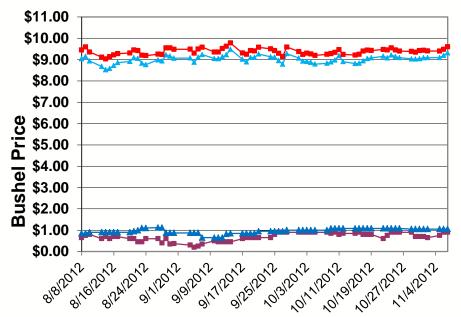
Description: A high quality enriched, malted bread flour available in a variety of treatments, including bleached or unbleached, bromated\* or unbromated.

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

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

 $\diamond$   $\diamond$ 

#### **Futures & Basis Markets**



Spring 15% Basis (from MarketFax No.1 Northern Spring)

Mpls Future

KC Future

Winter 13% Basis (from MarketFax No.1 hard winter)

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.

PROFESSIONAL BAKING SOLUTIONS

Experience inspires confidence.