



FLOUR FACTS

Information Provided by General Mills Professional Baking Solutions
ProfessionalBakingSolutions.com



Weekly Market Highlights

NOVEMBER 15, 2012

- Wheat futures prices have dropped about thirty cents per bushel, or three percent, since Friday's USDA reports raised U.S. and world wheat ending stocks.
- Basis levels have been firm as little wheat is trading on spot markets, not an unusual situation for this time of year.
- U.S. wheat exports continue to disappoint, but basis levels reflect persistent hopes for improvement.
- U.S. hard red winter wheat crop conditions are increasingly concerning, as recent precipitation was not sufficient for marked improvement.
- If U.S. export sales do not improve prices could hold near these levels.

Facts on Flour

Gold Medal Remarkable

A high gluten spring wheat flour is ideal for breads of large volume, good grain and texture. It's excellent for all types of hearth breads as well as rye and wheat breads and rolls.

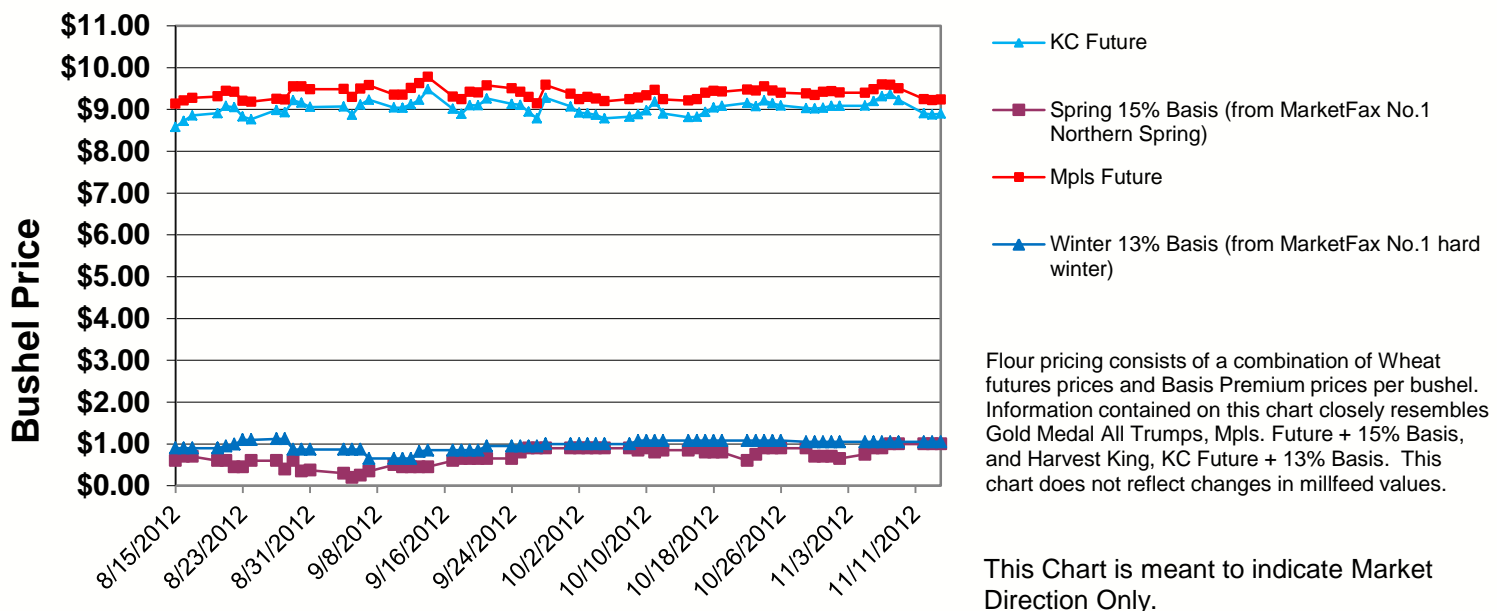
Description: A high quality enriched, malted bread flour milled from a selected blend of Hard Red Spring Wheat. Available bleached or unbleached, bromated* or unbromated.

Uses: Hearth breads, Kaiser rolls, specialty breads, hard rolls.

*Bromated flour available east of the Rockies only.

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Futures & Basis Markets



Our next issue of The Flour Facts will be published the week of November 29. Happy Thanksgiving!

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.

