



FLOUR FACTS

Information Provided by General Mills Professional Baking Solutions
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Weekly Market Highlights

JANUARY 17, 2013

- Wheat futures prices have moved thirty to forty cents per bushel higher from their recent lows.
- Basis premium prices are firm to higher, and millfeed values in the Northeast have dropped significantly.
- These factors lead to higher flour prices, at least temporarily.
- Recent USDA reports show fewer acres planted to hard red winter wheat, which is supportive to wheat futures.
- Weather conditions are not improving for the winter wheat crop, and these concerns could keep prices moving gradually higher in the short term.

Facts on Flour

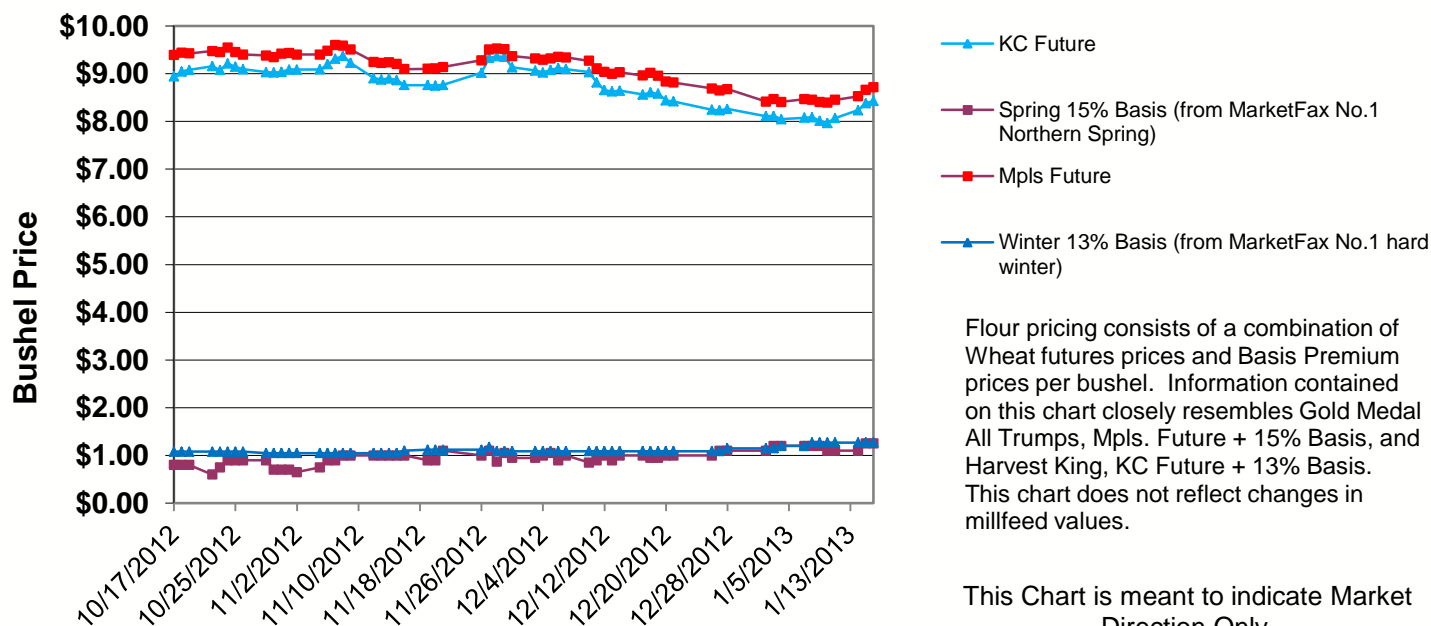
Self-Rising Flour

Self-rising flour is an all-purpose flour with the addition of baking powder and salt. Baking powder, known by bakers as a chemical leavening agent, is a combination of baking soda and leavening acids (sodium aluminum phosphate and monocalcium phosphate). Once in a dough or a batter, the soda and the acids react to release carbon dioxide gas allowing a baked good, such as a cake or biscuit, to rise. The added salt is simply a flavoring component. If it is necessary to use all-purpose flour in recipes calling for self-rising flour, add 1 1/2 teaspoons baking powder and 1/2 teaspoon salt for each cup of flour.

It is important to use a self-rising flour only for recipes that specifically call for this type of flour. A self-rising flour is most commonly used for chemically leavened baked goods such as quick breads (banana bread, pumpkin bread, etc.) and biscuits. A self-rising flour is not used for yeast leavened products such as pizza dough, pan breads, etc.

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Futures & Basis Markets



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