



FLOUR FACTS

Information Provided by General Mills Professional Baking Solutions
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Weekly Market Highlights

APRIL 11, 2013

- Wheat futures prices are slightly lower than last week.
- Fears of frost damage and delayed development of the hard red winter wheat crop were confirmed, pushing futures prices up.
- Wednesday's USDA report increased hard red winter wheat carryover and the market responded by losing most of the gains made over the past four sessions.
- More winter weather is moving through the Midwest, bringing further risk of damaging frost to the developing crop and possibly more delay to spring wheat planting.
- It is possible that continuing improvement in the crop condition reports will pressure prices to move lower, but the opposite could be true if the already poorly rated crop condition deteriorates.

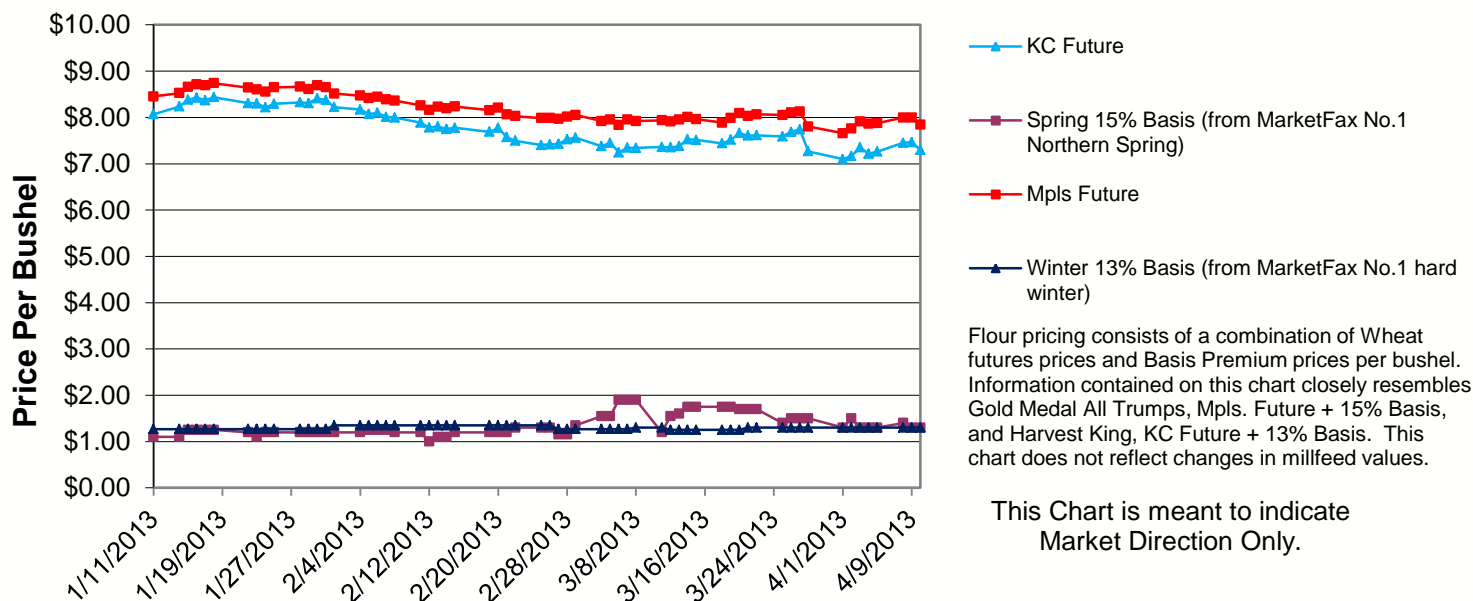
Facts on Flour

Hard Spring Wheat

This wheat contains the highest protein content of all the wheat classes averaging between 13.5-14.5 percent. It has superior milling and baking properties and is used to produce bread products requiring strong gluten, including hearth breads and rolls, variety breads, bagels and thin pizza crust. It is often blended with lower protein flours to improve their bread making qualities. The four-state region of North Dakota, Montana, Minnesota and South Dakota grows approximately ninety percent of the Hard Red Spring Wheat in the United States.

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Futures & Basis Markets



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