



# FLOUR FACTS

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

MAY 23, 2013

- Wheat futures prices have fallen approximately ten to fifteen cents per bushel since our last report two weeks ago. Basis premium prices are steady.
- Millfeed values have fallen in most markets as fields green up, increasing flour prices slightly, offsetting the lower futures values.
- USDA projections of a record world wheat crop, as much as 50 million tons larger than last year, are likely to keep wheat prices from moving higher.
- It is now believed that approximately half of the Kansas winter wheat crop has been damaged by frost. Winter wheat is being harvested in Central Texas.
- Spring wheat planting has moved past the 70% mark, easing concerns that this crop would ever make it in to the ground.

## Facts on Flour

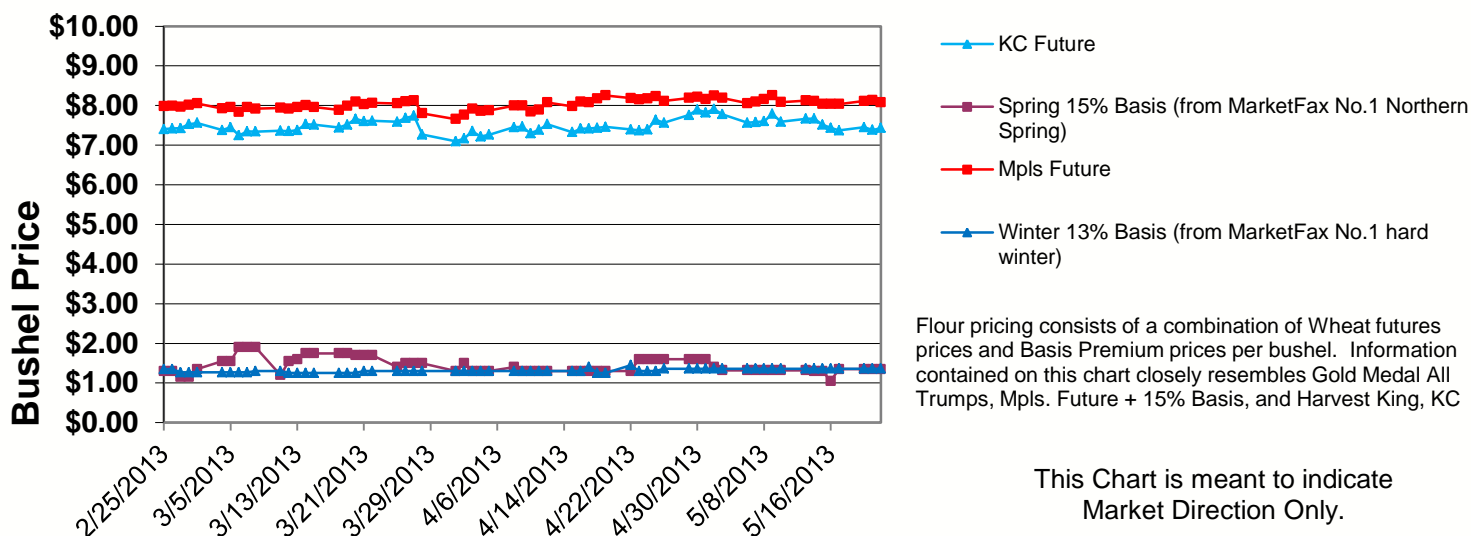
### Bleaching Flour

The term “bleaching” is a traditional baking industry term that refers to both the whitening and maturing (aging) of flour. Bleaching best describes the process of whitening. Technically speaking, the carotenoid (yellow) pigments in the flour are oxidized to produce whiter flour. Oxidization will occur naturally, over time, with the exposure of flour to air. Historically, millers would age flour for several weeks to achieve white flour. This natural oxidation, however, was an irregular process requiring considerable time and space.

Today the bleaching process is accomplished by the use of bleaching agents. The two most common bleaching agents are benzoyl peroxide and chlorine gas. Flours treated with bleaching agents must be labeled as bleached flour. Next week we'll talk about flour maturing.



## Futures & Basis Markets



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Experience inspires confidence.

