

FLOUR FACTS

Information Provided by General Mills Professional Baking Solutions
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Weekly Market Highlights

AUGUST 8, 2013

- Wheat futures and basis premiums are lower this week.
- Millfeed values are following corn prices lower, offsetting some of the drop in futures and basis, which supports flour prices.
- Quantity of hard red winter wheat being sold by producers has increased as recent rains improved expectations for the fall crop. Basis at current levels still remains historically strong.
- Loss of value for U.S. wheat futures was thought to be in part a reaction to recent export losses to competing exporters.
- On Monday the USDA will release World Agricultural Supply and Demand Estimates. Seasonally we might expect to see prices firm until row crop harvest is in full swing, but we will know more after Monday's market close.

Facts on Flour

Gold Medal All Trumps/King Kaiser/Balancer

All Trumps, a premium high-gluten flour, is a true legend in the baking industry and continues to be the standard against which all high-gluten flours are measured. The highest protein level of the high-gluten flours, King Kaiser, is available west of the Rockies, and matches All Trumps' high standards in unbleached, unbromated flour.

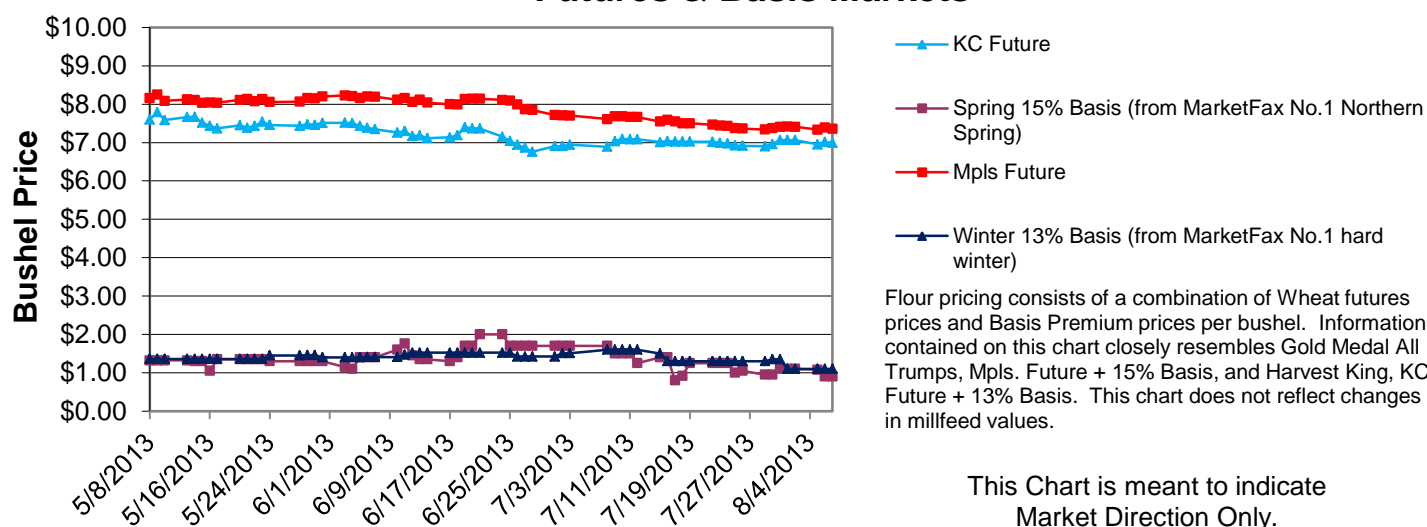
Description: A high quality, enriched, malted high gluten flour milled from a selected blend of hard red spring wheat. Available bleached or unbleached, bromated* or unbromated.

Uses: Bagels, thin crust pizza, hard rolls, hearth breads.

*Bromated flour available east of the Rockies only.

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Futures & Basis Markets



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.

