



FLOUR FACTS

Information Provided by General Mills Professional Baking Solutions
ProfessionalBakingSolutions.com



Weekly Market Highlights

NOVEMBER 7, 2013

- Wheat futures and basis premium prices have both moved lower this week.
- Friday's USDA November crop production and Supply and Demand reporting is eagerly awaited. October's reports were not released due to the partial shutdown of the Government, which adds even more importance to this round of reporting.
- Rail movement is expected to be slowed by the weight of enormous corn and soybean harvests for another several weeks, which could be supportive of basis prices short term.
- Wheat exports seem to be losing steam. World prices are coming under pressure.
- We expect Friday's USDA reporting to have at least a temporary effect on market direction. While a continuing trend toward lower prices is welcome, flour prices at their current levels are attractive.

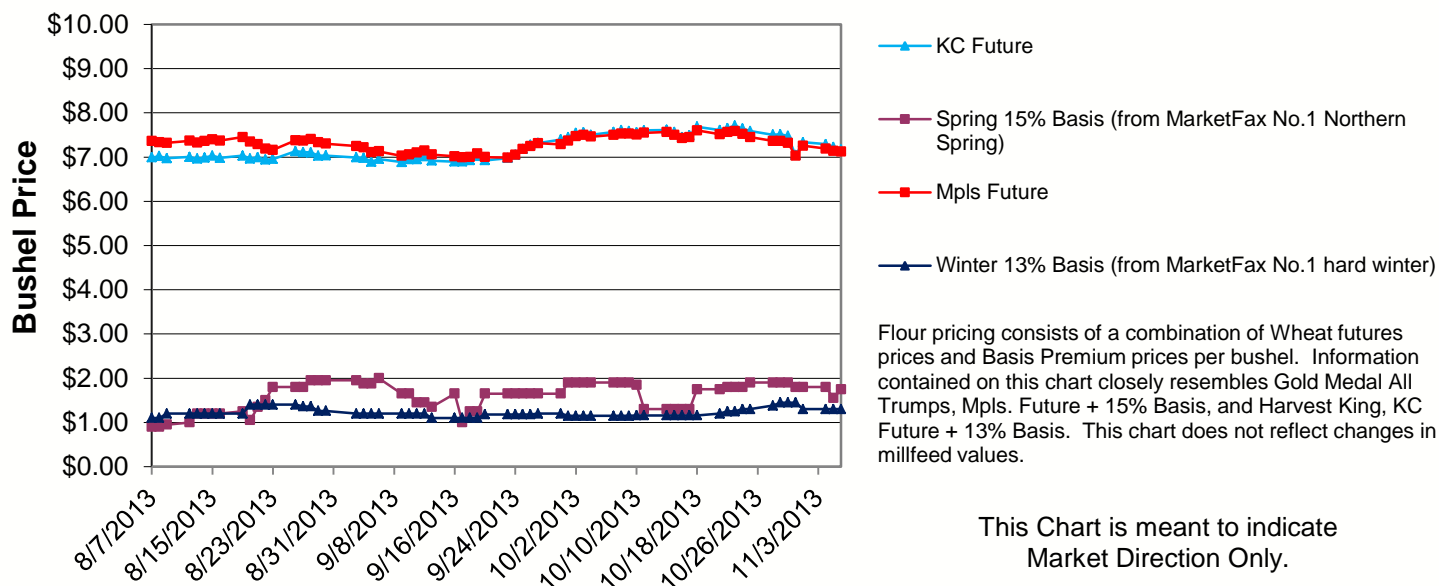
Facts on Flour

What's Your Favorite Season?

Growing season is one of the major classification categories for wheat. There are two distinct seasons: winter and spring. Winter wheat is planted and begins growth in the early autumn. As winter rolls in, the growth is halted and the plant remains dormant until spring when it resumes its growth. This crop is harvested in late spring through early summer. Spring wheat is grown in areas where the winters are too cold for winter wheat to survive. Spring wheat is planted in the spring and harvested in late summer to early fall. Spring wheat will generally have a higher protein content than winter wheat. Winter wheat flours, when compared to spring wheat, tend to have a more "mellow" protein structure.

◇ ◇ ◇

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.

