

FLOUR FACTS

Information Provided by General Mills Professional Baking Solutions
ProfessionalBakingSolutions.com



Weekly Market Highlights

DECEMBER 19, 2013

- Wheat futures prices continued their steady decline this week.
- Basis premiums remain very high but both hard red winter and hard red spring wheat premium prices have declined this week.
- Rail performance has finally improved somewhat, due in part to better weather conditions.
- Any further declines in basis premiums, and resulting flour prices, are completely dependent on continuingly better rail performance.

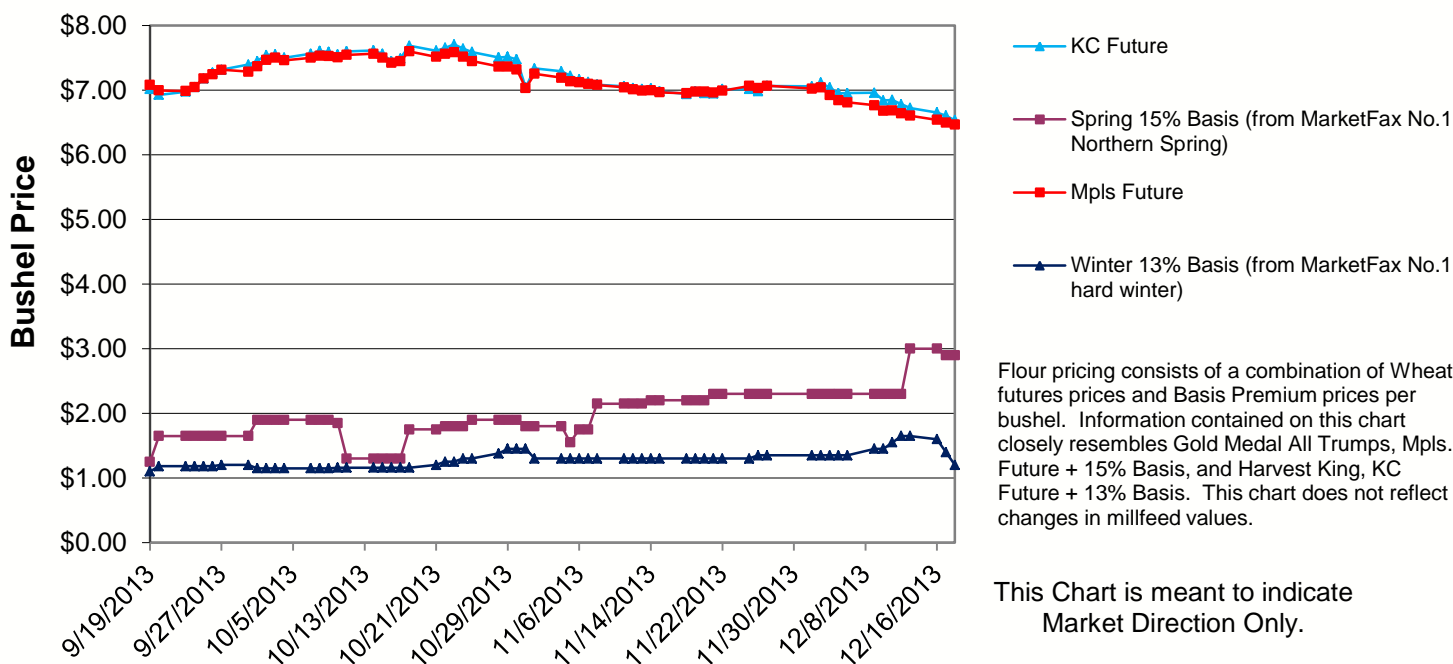
Facts on Flour

Soft Red Winter (SRW)

Soft Red Winter Wheat is grown in the eastern third of the United States. SRW is high yielding wheat, but relatively low in protein, usually about 10%. SRW is used for cakes, pastries, flat breads, crackers and snack foods. This fall-seeded wheat comprises about fourteen percent of U.S. wheat exports.

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Futures & Basis Markets



Flour Facts will be taking a break for the Holiday Season. We wish you and your families Happy Holidays and Thank you again for your continued support of our flour business. Watch for Flour Facts again on January 9th.

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.

