



FLOUR FACTS

Information Provided by General Mills Professional Baking Solutions
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Weekly Market Highlights

JANUARY 16, 2014

- Wheat futures prices set new lows this week.
- Futures have dropped about forty cents in the last thirty days, or about six percent of their value.
- Spring wheat basis premium prices spiked higher due to heavy demand for any wheat that became available on the spot market.
- Rail logistics that have kept wheat from timely delivery continue to be the feature dominating the basis market.
- We do not expect improvement in wheat movement or lower flour prices for many weeks to come.

Facts on Flour

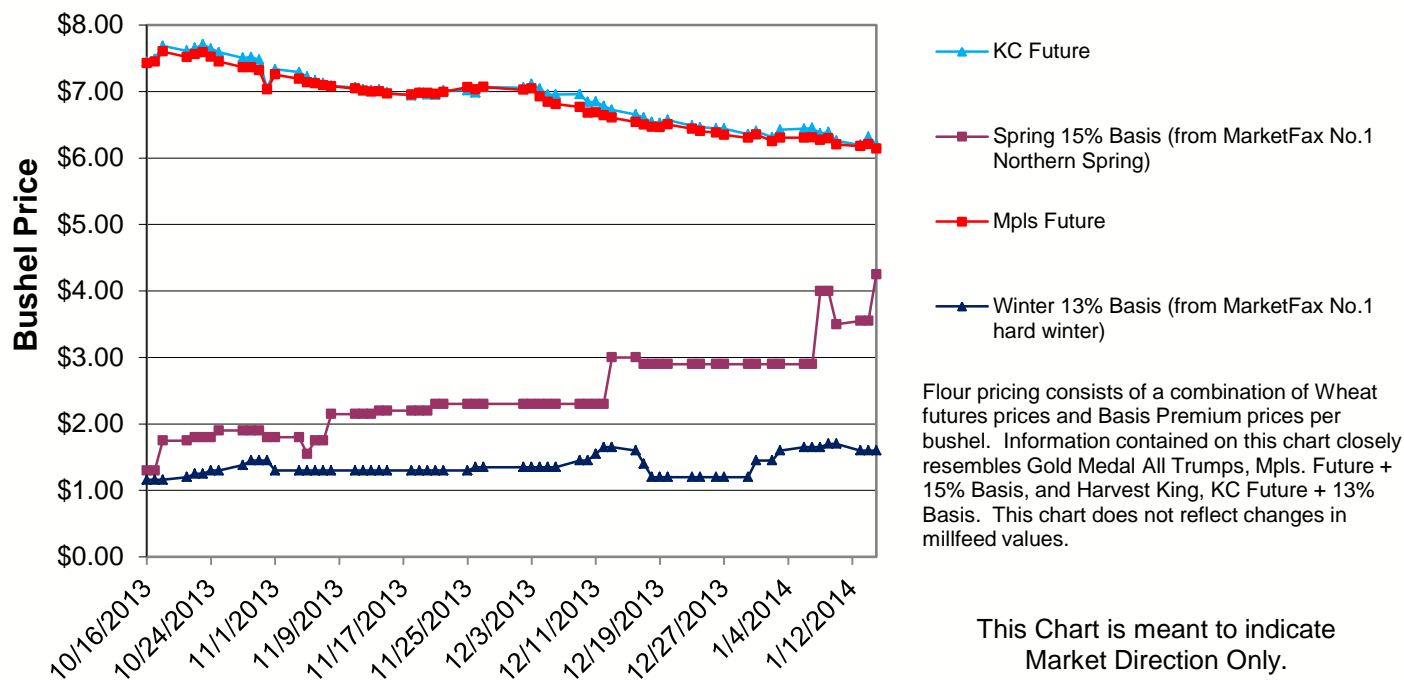
Durum Wheat

Most of the durum wheat grown in the U.S. is produced in the northern Plains, with 70 to 80 percent grown in North Dakota alone. Durum wheat is milled into a granular product called semolina, which is used primarily for pasta products in the U.S. Other uses of semolina include couscous and bread products.

Pasta products from durum are superior because of the desirable golden color and nutty flavor, and because they hold their shape and firm texture when cooked. A by-product of semolina production is durum flour, which is used in breads and pre-cooked pasta products.

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Futures & Basis Markets



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