



# FLOUR FACTS

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

JANUARY 23, 2014

- Wheat futures prices are a few cents higher this week compared to a week ago.
- Spring wheat basis premiums fell, but are still at historically high levels.
- The drop in basis values is thought to be temporary as it does not represent a significant improvement in wheat movement.
- We expect flour prices to be supported by these high basis premium prices through March or April.

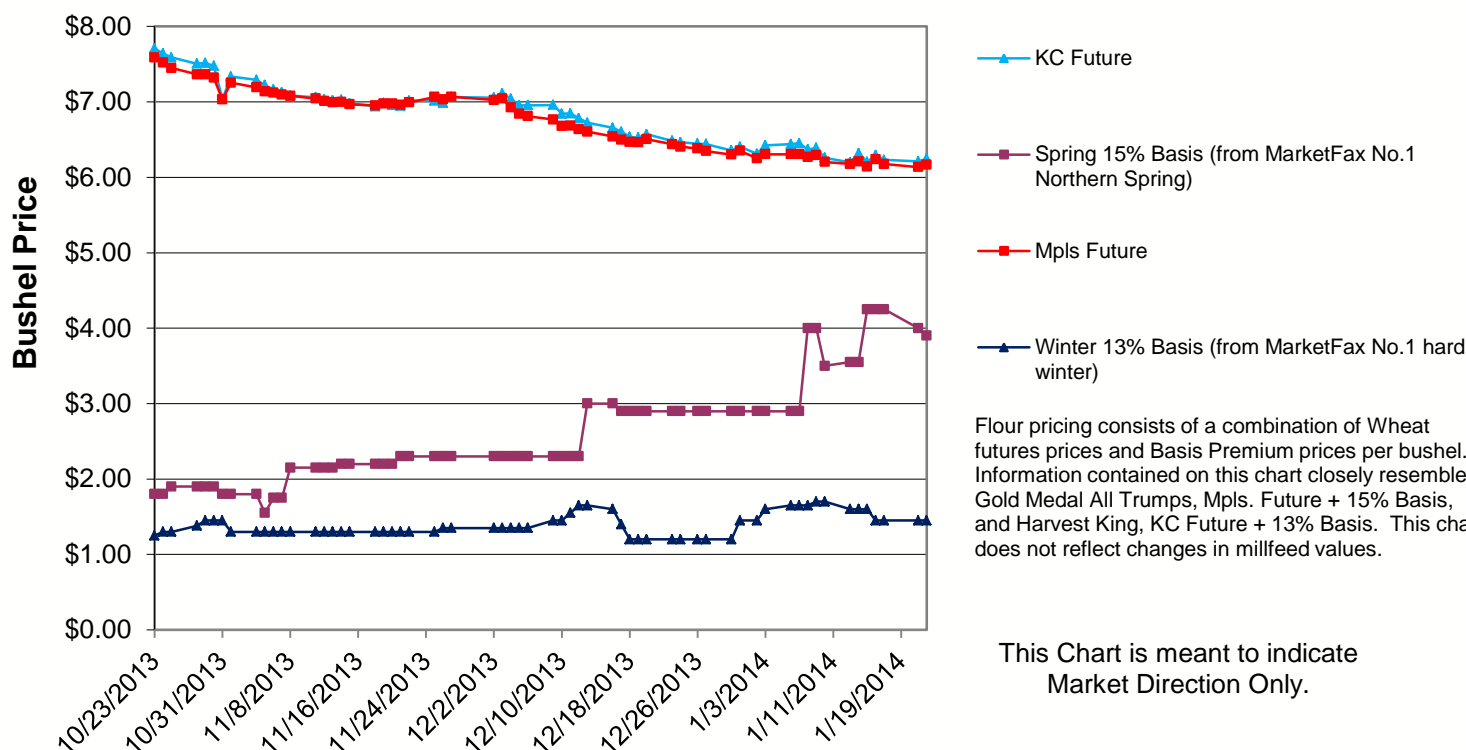
## Facts on Flour

### Hard White Wheat

Hard White Wheat is the newest class of wheat to be grown in the United States. Closely related to red wheat (except for color genes), this wheat has a milder, sweeter flavored bran, equal fiber and similar milling and baking properties. Hard White Wheat is mainly used in yeast breads, hard rolls, bulgur, tortillas and Oriental noodles.

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## Futures & Basis Markets



This Chart is meant to indicate Market Direction Only.

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