



FLOUR FACTS

Information Provided by General Mills Professional Baking Solutions
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Weekly Market Highlights

JANUARY 30, 2014

- Wheat futures prices are slightly lower this week, as the market returns to its slow decline.
- Spring wheat basis premiums have set back, but the return to widespread harsh winter weather is expected to once again slow wheat movement and lead to higher prices.
- There is much speculation about snow cover, or lack of snow cover, over the winter wheat growing areas.
- Large wheat stocks in the U.S. and around the world are keeping the speculation from artificially inflating prices for hard red winter wheat.
- These large stocks have resulted in a drop in futures value of more than \$2.00 per bushel since one year ago, but high basis premiums are needed to source quality wheat to mill.

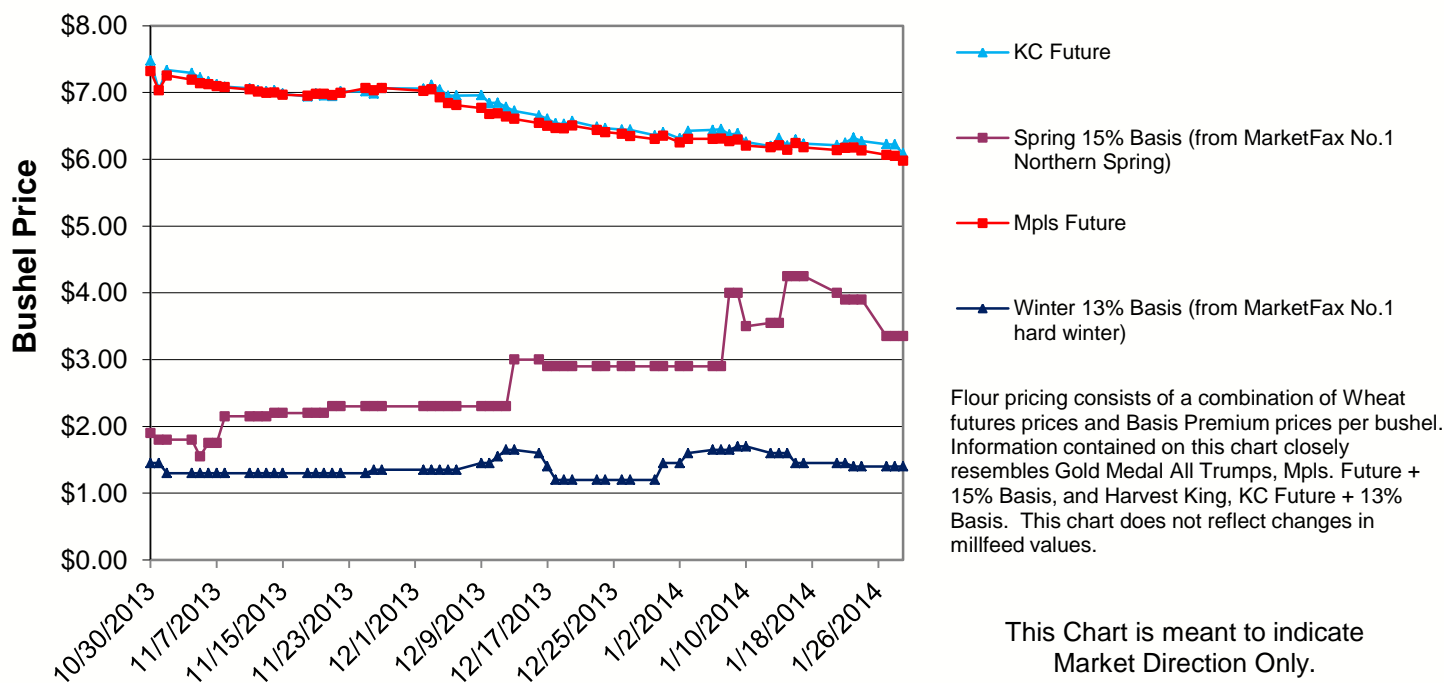
Facts on Flour

Soft White Wheat

Soft White Wheat is primarily grown in the Pacific Northwest. It is also grown in areas scattered throughout Montana. Soft wheat flour is used in cakes, crackers, cookies, pastries, quick breads, muffins and snack foods. The bulk of this wheat class is exported for use in flat breads, noodles and sponge cake.

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Futures & Basis Markets



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