



FLOUR FACTS

Information Provided by General Mills Professional Baking Solutions
ProfessionalBakingSolutions.com



Weekly Market Highlights

FEBRUARY 20, 2014

- Wheat futures prices continued on their three week climb. Prices have gained eighty cents per bushel in this period, thirty cents of that in just the past week.
- Winter wheat basis premium prices advanced higher this week as mills often were forced to double-buy to be certain they will have the wheat they require.
- Producer sales of spring wheat have increased as prices have moved higher.
- This season's one constant, difficulties with rail logistics, has continued this week. Another major snow event now moving in to the Midwest is certain to prolong the misery.

Facts on Flour

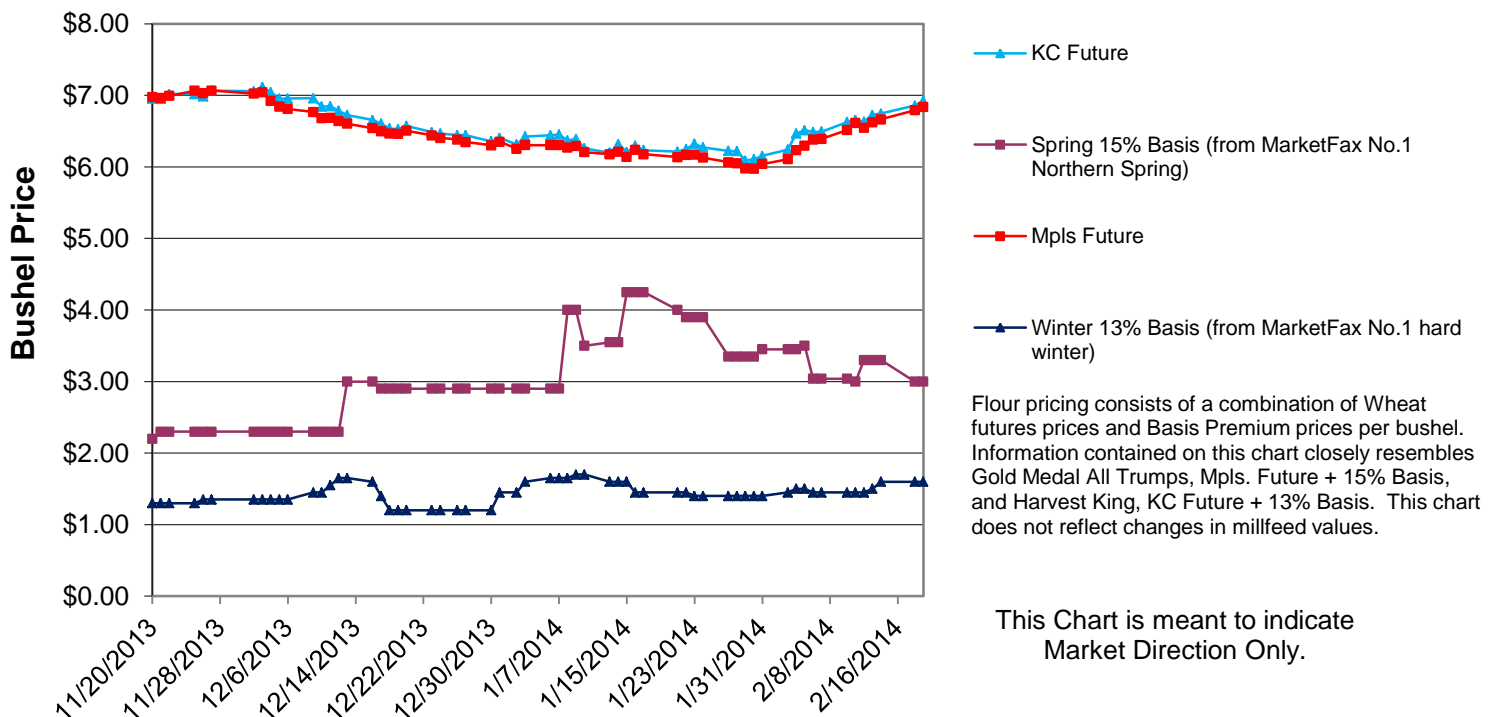
Organic Flour Update

Organic prices have taken a sudden increase – why?

- Organic acres have steadily dropped 25% over the last 5 years, 30% in the last year alone
- And Organic acres are hard to come by, it takes 3 years to certify a field as “ready for organic”
- Organic supply is extremely low, demand is outpacing supply

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Futures & Basis Markets



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