



FLOUR FACTS

Information Provided by General Mills Professional Baking Solutions
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Weekly Market Highlights

MARCH 6, 2014

- Wheat futures and flour prices are higher again this week.
- Troubles in the Ukraine are causing concerns. Global events like this often lead to commodity market volatility.
- The Ukraine is a major supplier of wheat and corn. Shipping moves through the Crimea, which heightens the concern that ongoing instability in this region could interfere with ordinary supply and demand.
- Spring wheat basis values continue to be blamed on disastrous rail movement, stemming in part from North Dakota's needs to move oil via rail.
- Wheat futures topping \$7.00 could help bring wheat to market, but we don't anticipate prices will move lower in the near term.

Facts on Flour

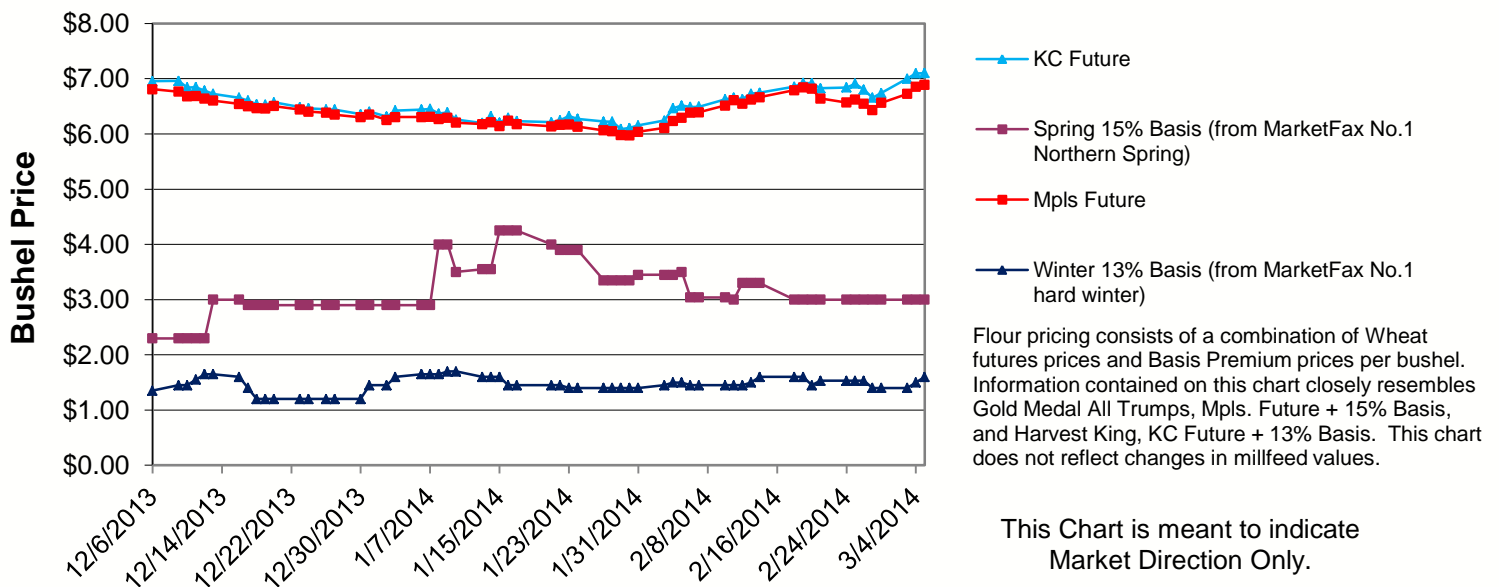
Enriched Flour

In the 1930s, nutritional surveys conducted by the Department of Agriculture revealed widespread nutritional deficiencies of thiamin, riboflavin and niacin (B vitamins) in the American diet. These findings prompted the fortification of certain staple foods. The Food and Nutrition Board recommended a program for fortifying white flour and white bread with thiamin, riboflavin, niacin and iron, with calcium and vitamin D as optional.

In May 1941, the flour enrichment standards were issued and finally adopted in 1943. The standards were recently changed, and as of January 1, 1998, enriched flour now also must contain folic acid. The enrichment of flour has no affect on its baking performance or caloric value.

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Futures & Basis Markets



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