



FLOUR FACTS

Information Provided by General Mills Professional Baking Solutions
ProfessionalBakingSolutions.com



Weekly Market Highlights

MARCH 27, 2014

- Prices have moved slightly lower for wheat futures and basis premiums for many grades of wheat.
- Conditions that contributed to the recent rally in wheat futures, weather and instability in the Ukraine, still remain concerns.
- Winter wheat crop conditions are less than desirable. Continued drought conditions could drive prices higher.
- Slight improvements in rail logistics could lead to further softening of basis premium prices if they continue.
- The spring time weather market is in full force and with it comes an increase in price volatility.

Facts on Flour

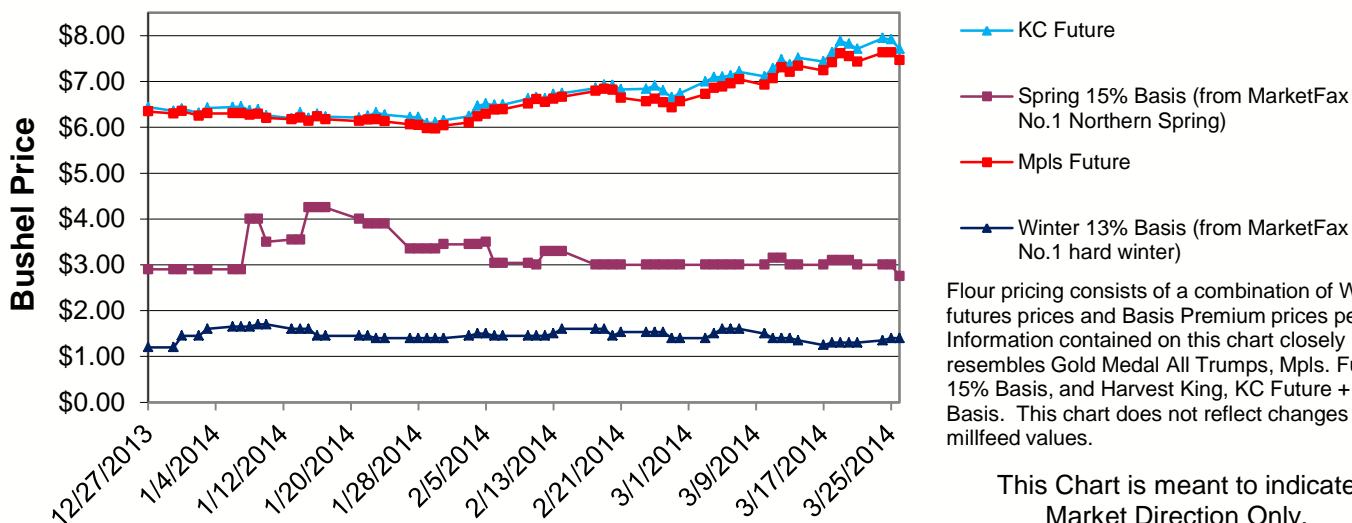
Measuring Protein Quality

Protein quality can be measured indirectly with dough-testing devices such as the farinograph. The farinograph curve provides useful information regarding the strength, mixing tolerance and absorption characteristics of flour. This instrument measures the resistance of flour and water dough to mechanical mixing. The resistance is recorded as a graph. The shape of the curve indicates the strength of the flour.

From the graph, a technician can determine a few key measurements: Arrival Time is the time it takes the curve to reach a standard resistance line. This value represents the rate of hydration of the flour. Peak Time is the time required for the dough to reach full development. The measurement can be a predictor of optimum mixing time. Stability Time is the amount of time the curve stays above the standard resistance line. This value will relate to the tolerance of the flour to mixing. Absorption is the amount of water required to create dough that will center itself on the standard resistance line. The value is not necessarily the true formulation absorption for the baker. Mixing Tolerance Index is the distance the curve drops five minutes after it has reached the full development peak. This value will relate to the rate at which the flour breaks down under mixing stress.



Futures & Basis Markets



Flour pricing consists of a combination of Wheat futures prices and Basis Premium prices per bushel. Information contained on this chart closely resembles Gold Medal All Trumps, Mpls. Future + 15% Basis, and Harvest King, KC Future + 13% Basis. This chart does not reflect changes in millfeed values.

This Chart is meant to indicate Market Direction Only.

Professional Baking Solutions is your trusted partner in baking — providing quality products, innovative business solutions and technical support to baking professionals. With product solutions for cakes, pizzas, bagels and breads, we're backed by trusted brands and recognized industry experts to offer a holistic approach to build your business.

Experience inspires confidence.

