

FLOUR FACTS

Information Provided by General Mills Professional Baking Solutions

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Weekly Market Highlights

APRIL 3, 2014

- Wheat futures continued to drop this week, in part due to some rain and potential for more to fall on the developing hard red winter wheat crop.
- Basis Premium prices dropped more dramatically. Monday's Minneapolis market was surprised by a large influx of wheat, an unexpectedly happy surprise in this the year of the rail delay.
- Serious drought conditions do persist. Oklahoma and Nebraska are in especial need of moisture.
- Winter wheat crop conditions continued to decline but wheat is resilient and if these areas receive the precipitation that is currently in the forecast, the situation can improve.
- All eyes are on the market continuing to move lower. Wise buyers have learned to search for a good price, and not to miss an opportunity while trying to find the bottom.

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

\$8.00 \$7.00 \$6.00 \$4.00 \$3.00 \$1.00 \$0.00

KC Future

Spring 15% Basis (from MarketFax No.1 Northern Spring)

Mpls Future

Winter 13% Basis (from MarketFax No.1 hard winter)

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.

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