



FLOUR FACTS

Information Provided by General Mills Professional Baking Solutions
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Weekly Market Highlights

APRIL 10, 2014

- Wheat futures and basis premium prices for many grades of wheat have slipped a bit lower again this week.
- There has been less intense pressure to purchase wheat on the spot markets since the impression is that wheat movement has improved. This leads to lower basis premium prices.
- The Kansas hard red winter wheat crop was rated very low by the USDA this week, which was its lowest rate in more than a decade.
- Soil moisture levels in North Dakota are very good, rated 82% adequate this week.
- Some good timely rains for the U.S. and wheat crops in other areas of the world could help resume the decline in wheat futures.

Facts on Flour

Gold Medal Full Strength or Superlative

Perfect “all-around” bread flours provide excellent results in any type of yeast-raised product. They are ideal for pan breads, rolls, buns, hearth breads and many specialty-baked products.

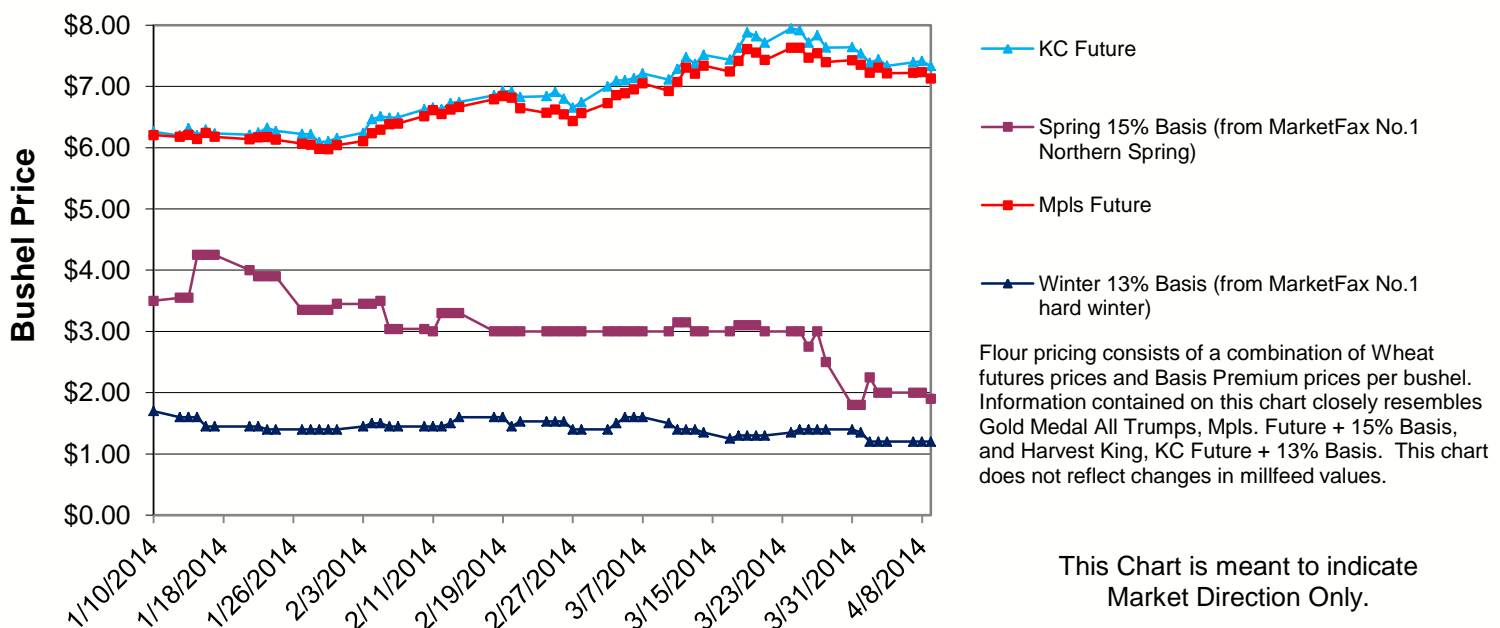
Description: A high quality enriched, malted bread flour available in a variety of treatments, including bleached or unbleached, bromated* or unbromated.

Uses: Variety breads, thick or thin crust pizza, sweet goods, hard and soft rolls.

***Bromated flour is available east of the Rockies only.**

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Futures & Basis Markets



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.

