



FLOUR FACTS

Information Provided by General Mills Professional Baking Solutions
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Weekly Market Highlights

MAY 8, 2014

- Wheat futures and basis premium prices are higher this week. Millfeed values in some markets have declined. Flour prices are on the rise.
- Expectations around the size of the winter wheat crop were not high when the Kansas wheat tour began, but the market couldn't help but rally on a forecast down 18% from 2013, and the smallest Kansas total since 1996.
- Record high temperatures in drought-stricken areas of the state only reinforced the idea that this crop is in trouble.
- The situation in Oklahoma mirrors that of Kansas. Their tour predicts a 37% decline from last year.
- Spring wheat planting is making progress. Soil moisture for the spring wheat crop is very good.

Facts on Flour

King Wheat

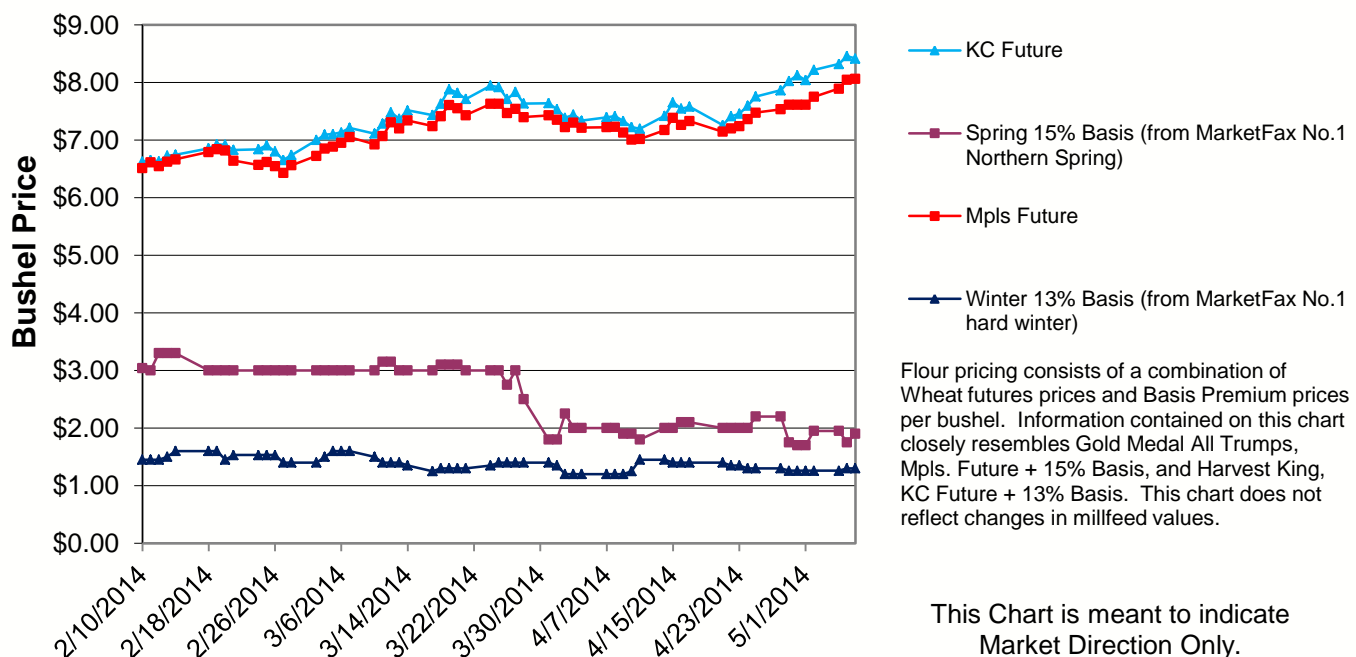
The standard of the winter wheat flours, King wheat is widely used in bakeries from the largest wholesaler to the smallest retailer. It has very good tolerance and is recommended for all types of yeast-raised products.

Description: A high quality malted flour milled from a selected blend of Hard Red Winter Wheat, King wheat is available bleached or unbleached.

Uses: Pan breads, soft rolls, sweet goods, thick crust pizza.

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Futures & Basis Markets



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