



FLOUR FACTS

Information Provided by General Mills Professional Baking Solutions
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Weekly Market Highlights

MAY 1, 2014

- Wheat futures prices are sharply higher this week. Basis premiums have fallen, but have not completely offset the rise in the value of wheat futures.
- U.S. hard red winter wheat crop prospects are disappointing in the view of participants in the Wheat Quality Council's wheat tour which ends today.
- This year's tour seems to have it all, a crop affected by drought and frost, leading to predictions of reduced yields and driving Kansas City wheat futures prices higher.
- World wheat supplies are plentiful, but the market continues to trade higher on the possibility of a disruption to Ukrainian shipments.
- Spring wheat planting has fallen further behind. A week of dry weather across the Midwest could set prices back.

Facts on Flour

Gold Medal Helmet & Golden Shield

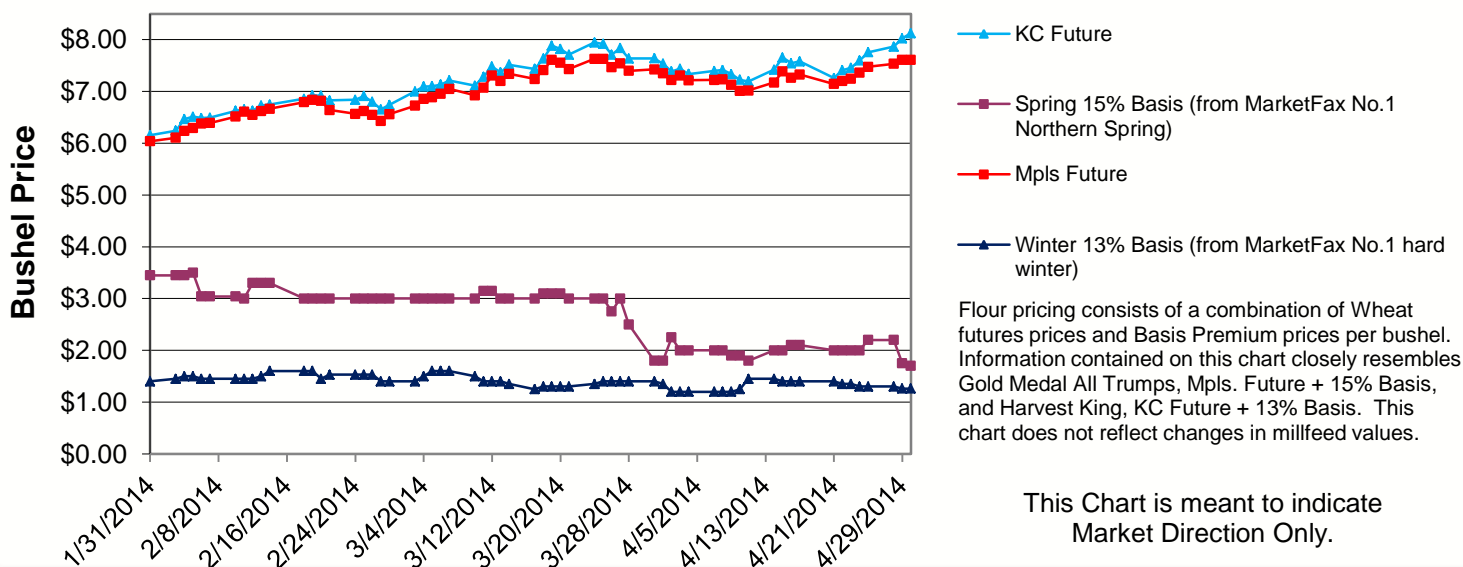
Helmet is a bleached pastry flour which is excellent for consistent, rich and delicious cookies and leaner types of cakes than would normally be made with Purasnow. Golden Shield is the same high quality pastry flour as Helmet, except Golden Shield is unbleached. Golden Shield creates tender pie crusts and delicious cookies, an excellent pastry flour.

Description: High quality bleached or unbleached and enriched pastry flours milled from a selected blend of soft red winter wheat.

Uses: Cookies, Brownies and bars, Pound cakes, sheet cakes, cupcakes, Pie Crust, Biscuits, Muffins.

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Futures & Basis Markets



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