



FLOUR FACTS

Information Provided by General Mills Professional Baking Solutions
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Weekly Market Highlights

MAY 29, 2014

- Wheat futures prices have fallen sharply since our last report two weeks ago, losing approximately 10% of their value.
- Basis premiums for spring wheat are steady to higher, but the winter wheat basis declined this week.
- Futures prices eased in part due to recent USDA reports showing adequate world wheat supplies that can compensate for the smaller crop forecast in the U.S.
- Weather news also eased the market's concerns as precipitation fell in some very dry areas, and dryer weather facilitated a large leap ahead in row crop planting that had been delayed until just recently.
- Global tensions have eased as well. Some of the premium built into the market has obviously been removed, but could easily return.

Facts on Flour

Gold Medal Stone Ground Whole Wheat Flour and Wheat-a-Laxa

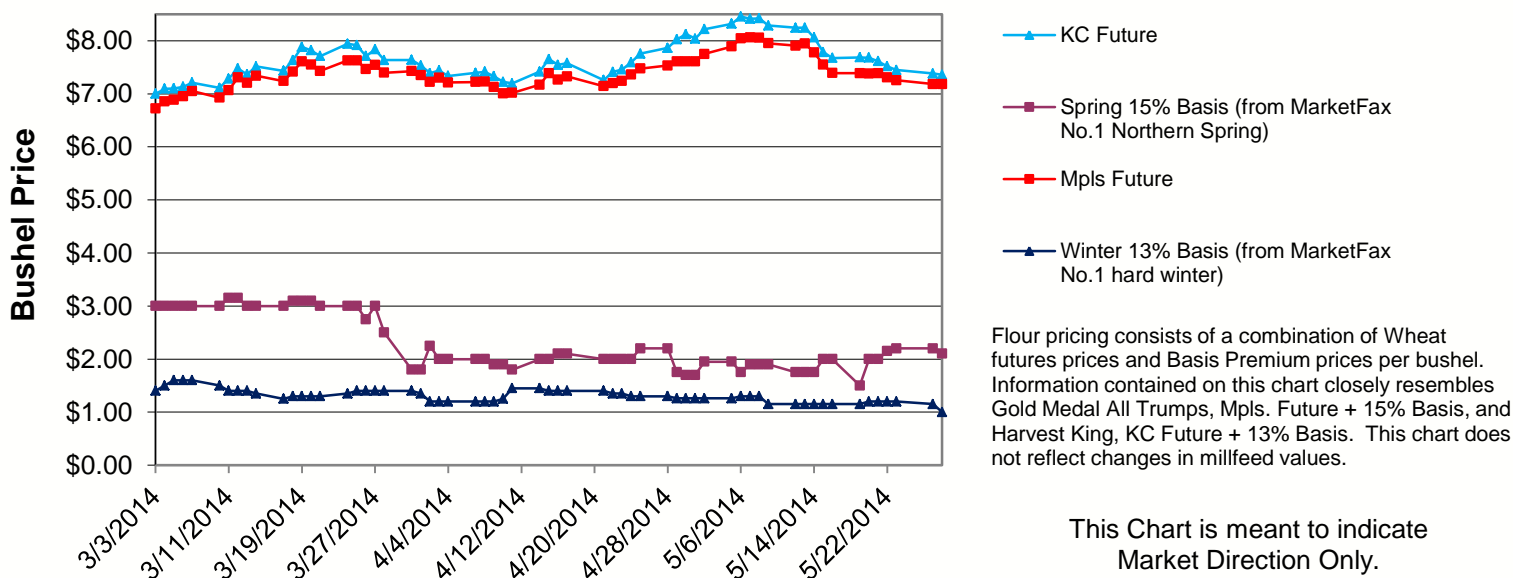
Stone Ground Whole Wheat flour provides the old fashioned, natural whole grain texture and flavor America loves. It is the perfect flour to promote to health conscious customers. Stone Ground Whole Wheat flour has a high protein level, an excellent tolerance and a fine granulation. Wheat-a-Laxa is perfect for creating that hearty textured look customers like.

Description: High quality whole wheat flours milled from a selected blend of Hard Red Spring Wheats.

Users: Whole wheat or multi-grain breads and rolls, specialty breads, thick crust pizza, muffins and cookies. Wheat-a-Laxa is an excellent textured topping flour as well.

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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.

