



# FLOUR FACTS

Information Provided by General Mills Professional Baking Solutions  
ProfessionalBakingSolutions.com



## Weekly Market Highlights

JUNE 5, 2014

- Wheat futures prices continued their decline this week.
- Spring wheat basis levels are higher as buyers competed for available supply, keeping higher protein spring wheat flour values at previous levels.
- Planting of the spring wheat crop has caught up to the recent five year average and now is more than 88% complete.
- Winter wheat harvest is well underway. Although there will be a smaller crop and some abandoned acres, indications are that what is being harvested is slightly better than forecasts had indicated.
- Futures prices have fallen through the last several weeks of May and returned to early April values. While a long term trend could be toward lower prices, we are not likely to see the path lower to be quite as steady as recent weeks.

## Facts on Flour

### Gold Medal Hotel & Restaurant All Purpose Flour

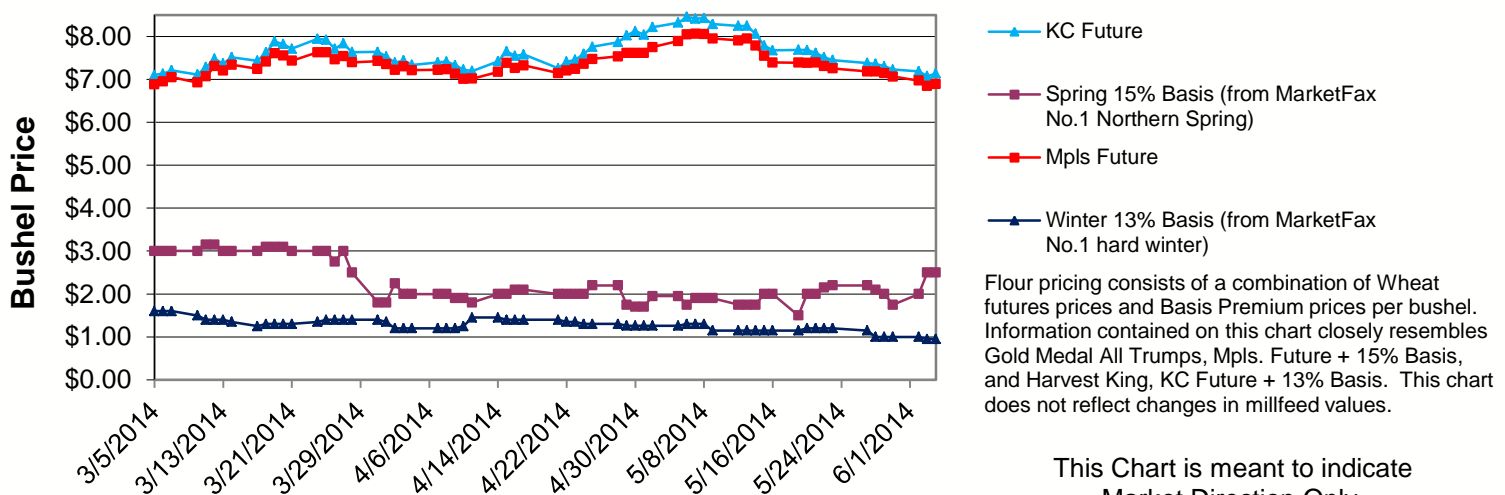
General Mills' line of Hotel and Restaurant flours, milled from the country's finest wheats, provide the baking characteristics required for the widest possible variety of baked goods. They are available nationwide in 25# or 50# bags, as well as the 2/25# bale, in a choice of bleached or unbleached. Also available is our H&R Self-Rising flour, which eliminates the need to add leavening agents to your recipe, or our H&R Tortilla flour, which was created specifically to produce the taste and texture of authentic flour tortillas. The entire line of General Mills' Hotel and Restaurant flour delivers the consistent performance demanded by quality conscious bakers and foodservice operators.

*Description:* A line of high quality bleached or unbleached, enriched, malted flour milled from a select blend of wheats.

*Uses:* All types of baked products, pizza, breadings, batters, gravy and tortillas.

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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.

