



FLOUR FACTS

Information Provided by General Mills Professional Baking Solutions
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Weekly Market Highlights

JULY 31, 2014

- Wheat futures prices are lower again this week, basis premiums are higher.
- High protein spring wheat basis values made a dramatic move higher on Tuesday.
- Market inputs that would ordinarily cause enough concern to support higher wheat prices are overshadowed this week by predictions of a new record corn crop.
- Futures prices are likely to continue to follow corn lower in the short term.
- We expect basis premium prices to stay strong as they compensate for futures prices that discourage producers from selling.

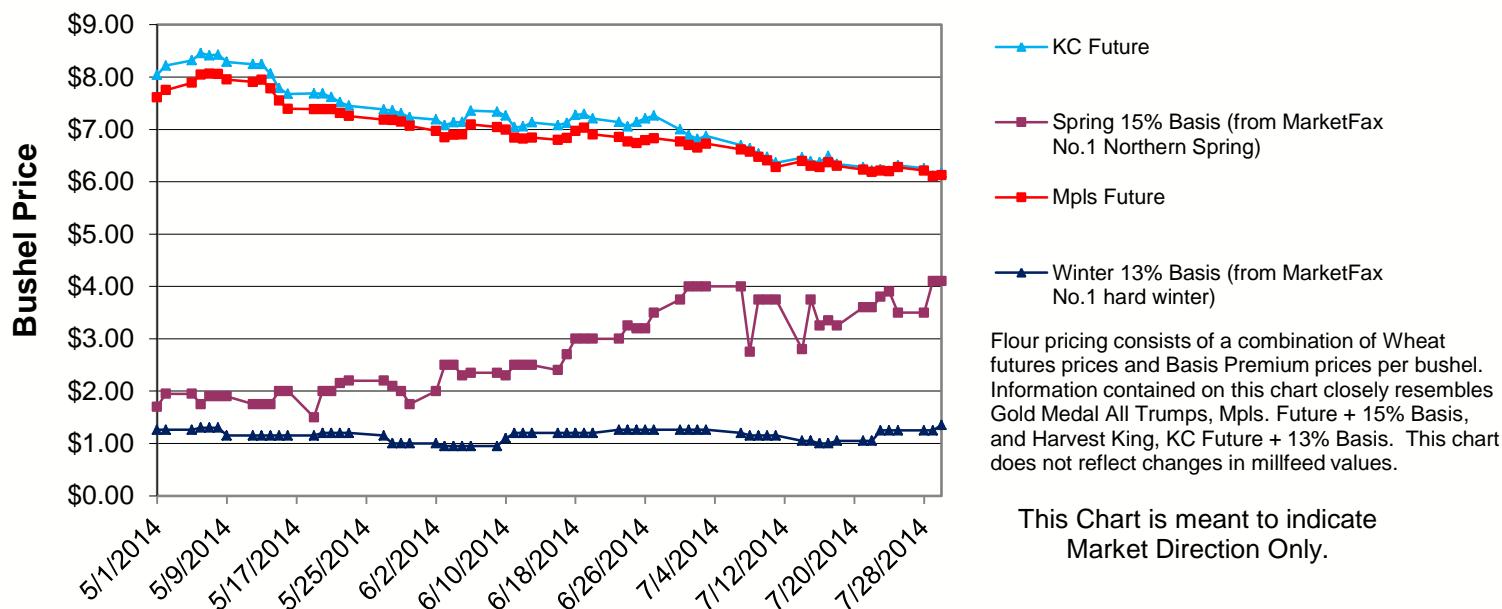
Facts on Flour

Hard and Soft

Another major classification category for wheat is kernel hardness. The wheat kernel, often called a berry, will either be of a hard or soft variety. The terms are very self descriptive. Hard wheat has hard kernels and soft wheat has soft kernels. Although it sounds simplistic, this difference is critically important to the functionality of the finished flour. Hard wheat flours have the correct protein structure for yeast-raised goods: breads, bagels, pizza crust, etc. Soft wheat flour protein will not support yeast fermentation, but is ideal for products using baking powder for the rising action. In future publications, we will discuss the difference between soft and hard wheat proteins.

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Futures & Basis Markets



This Chart is meant to indicate Market Direction Only.

FYI: Next week The Flour Facts will be published on Friday (Aug 8).

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.

