



FLOUR FACTS

Information Provided by General Mills Professional Baking Solutions
ProfessionalBakingSolutions.com



Weekly Market Highlights

AUGUST 8, 2014

- Wheat futures prices have made impressive gains in the five sessions since our last communication.
- Speculation concerning the outcome of the situation at the Ukrainian border where Russia has sent soldiers, tanks and armored vehicles lead futures higher.
- Disappointed stock market investors found rallying commodity markets enticing, adding more upside to prices.
- Wheat futures were also drawn higher by the growing concerns over Europe's wheat crop. Rain, especially in France and Italy, has turned much of their crop into feed quality wheat which could support prices on the world market.
- Here in the U.S. basis premium prices fell as the rail transportation situation improved ever so slightly and sufficient wheat was moving to market. We expect more of these situations to continue to influence flour prices in the coming weeks.

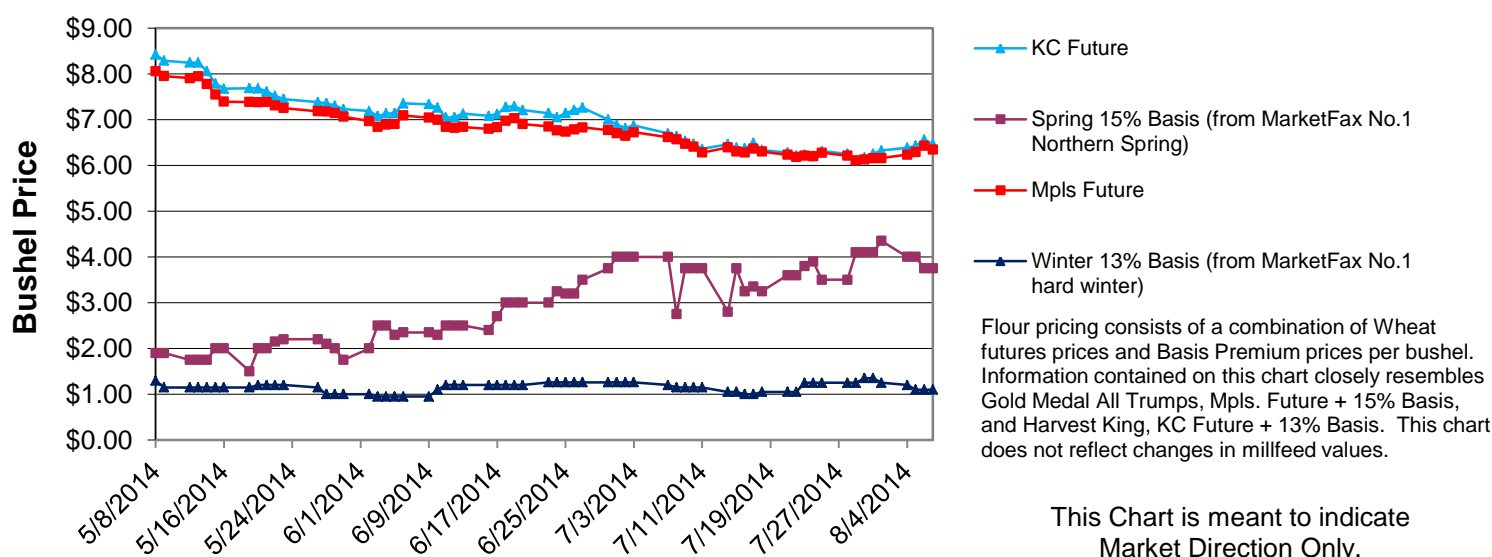
Facts on Flour

Red or White? Perhaps a Blush?

The third major classification category for wheat is bran color – red vs. white. The difference in bran color between wheat types is simply a difference in genetic traits. In the United States we have seen a slight switch of usage from red wheat to white wheat over the past several years. The main reasons for this change? The farmer yields slightly more per acre (maybe 2-3 bushels), a flour miller can yield more flour per bushel and the taste is slightly “sweeter” compared to flour milled from red winter wheat. Recent focus on the nutritional benefits of whole grains makes the “sweeter” taste of white wheat a good alternative to the traditional red wheat flours for milling whole wheat flours, especially for young consumers, or those who tend not to appreciate the flavor of a whole grain bread product.

♦ ♦ ♦

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.

