



# FLOUR FACTS

Information Provided by General Mills Professional Baking Solutions  
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## Weekly Market Highlights

AUGUST 14, 2014

- Wheat futures fell sharply this week following bearish supply-and-demand reporting issued by the USDA.
- High protein spring wheat basis fell sharply as well.
- Wheat supplies are plentiful, the USDA raised US wheat production 2% from their June projection, and world wheat crop by a good measure as well.
- There was little new information or increase in tensions over the situation in the Ukraine, at least for this week.
- While basis premium prices are still high we have seen a dramatic decline in the value of futures and buying opportunities seem to be here or right around the corner.

## Facts on Flour

### Put'em all together and what d'ya get?

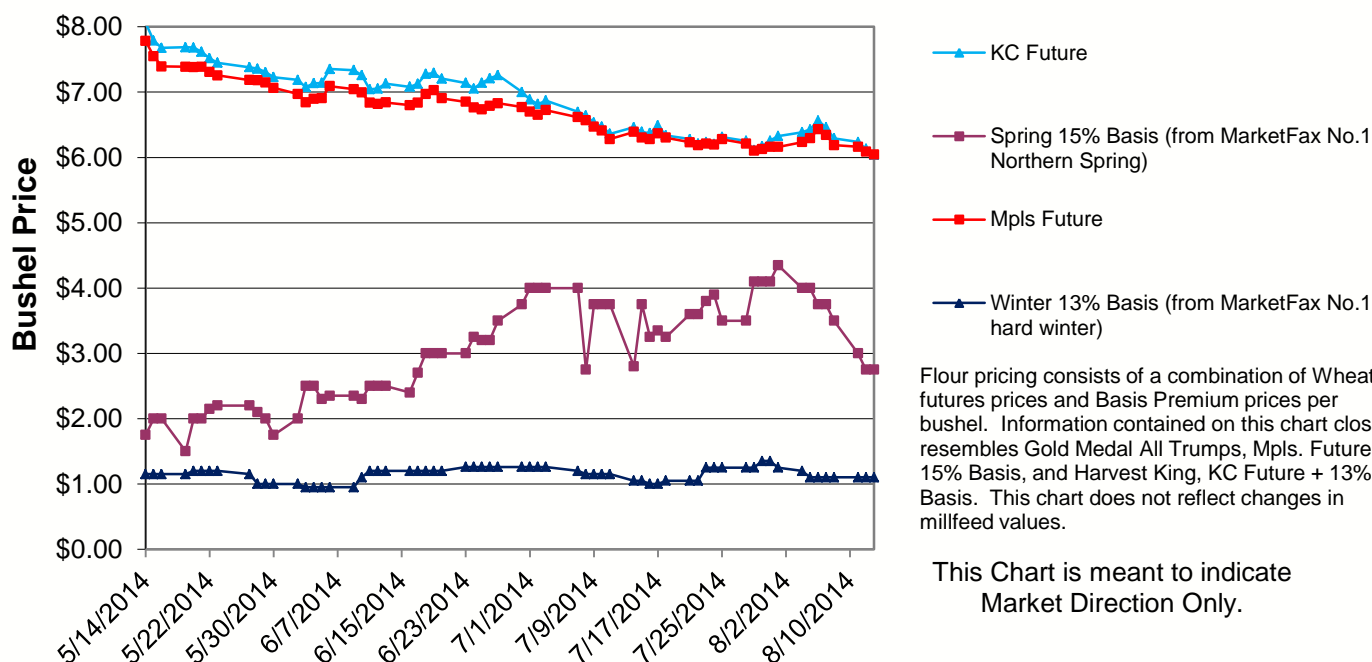
With the major classifications categories defined –Winter and Spring, Hard and Soft, Red and White – we can combine them to discover the range of wheat available. The major classifications of wheat used in the U.S. are: Hard Red Winter, Hard Red Spring, Soft Red Winter and Soft White Winter.

One other classification of wheat is Durum.

Now that we have identified the major wheat types, over the next several weeks, we can begin to discuss different flour types. Because, just as wheat is not “just wheat,” flour is not “just flour.”

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## Futures & Basis Markets



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