



FLOUR FACTS

Information Provided by General Mills Foodservice
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Weekly Market Highlights

OCTOBER 9, 2014

- Wheat futures are higher this week; some think seasonal lows were set last week.
- Wheat values in Russia and the European Union are higher, which allows U.S. wheat prices to move higher and remain competitive on the world market for export business.
- Basis Premium prices fluctuated somewhat but held firm, especially firm in the case of winter wheat and high protein spring wheat.
- Rail logistics can be expected to support basis premiums as the large corn and soybean harvests progress. What the coming winter weather will do to further complicate the situation remains to be seen.

Facts on Flour

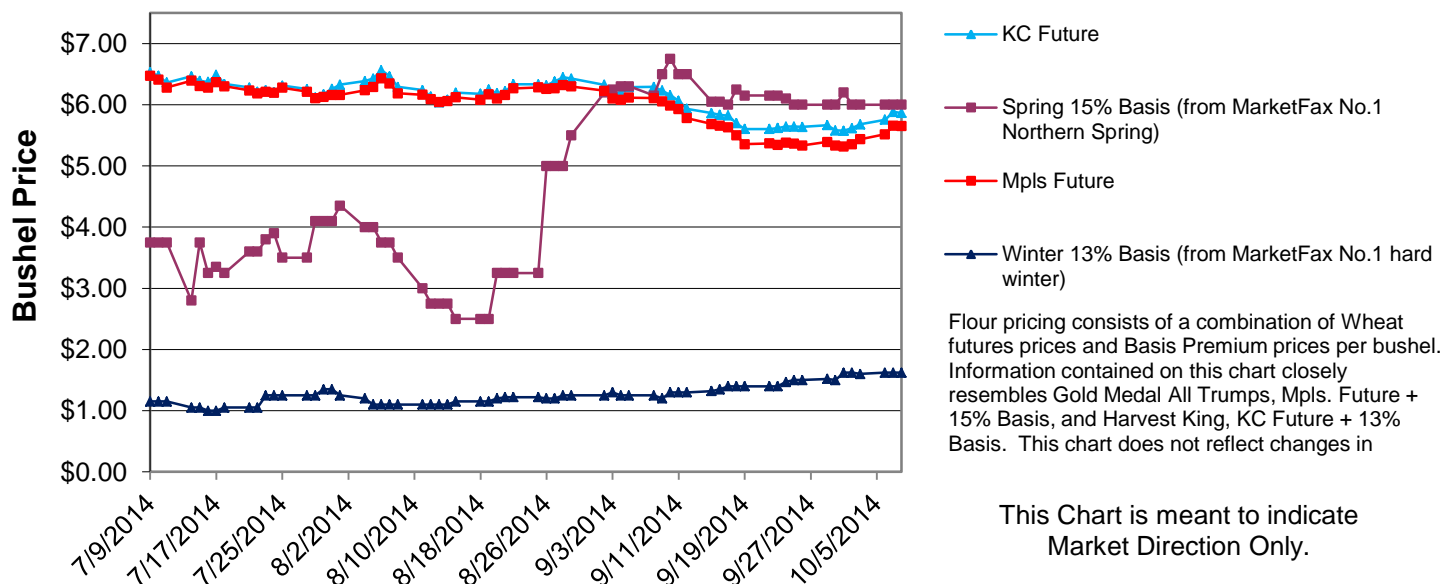
Bleaching Flour

The term “bleaching” is a traditional baking industry term that refers to both the whitening and maturing (aging) of flour. Bleaching best describes the process of whitening. Technically speaking, the carotenoid (yellow) pigments in the flour are oxidized to produce whiter flour. Oxidization will occur naturally, over time, with the exposure of flour to air. Historically, millers would age flour for several weeks to achieve white flour. This natural oxidation, however, was an irregular process requiring considerable time and space.

Today the bleaching process is accomplished by the use of bleaching agents. The two most common bleaching agents are benzoyl peroxide and chlorine gas. Flours treated with bleaching agents must be labeled as bleached flour. Next week we'll talk about flour maturing.

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Futures & Basis Markets



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Experience inspires confidence.

