



# FLOUR FACTS

Information Provided by General Mills Foodservice  
GeneralMillsFoodservice.com



## Weekly Market Highlights

OCTOBER 23, 2014

- Wheat futures prices are slightly higher this week.
- The high protein spring wheat basis declined. This is the first real break we've seen since the steep and sudden increase we experienced in late August. Thoughts are that this is a temporary pause in a second consecutive low protein crop year.
- Winter wheat basis levels could ease as we are seeing reports of a break in the rail costs that in part have been responsible for the historically strong levels this season.
- The gradual progress of this year's row crop harvest has eased the expected pressure on the transportation systems needed to move the wheat, corn and soybeans. This balance could change quickly as late season urgency becomes a factor.
- Prices could stay near these levels in the short term. For now the last of the harvest is top priority.

## Facts on Flour

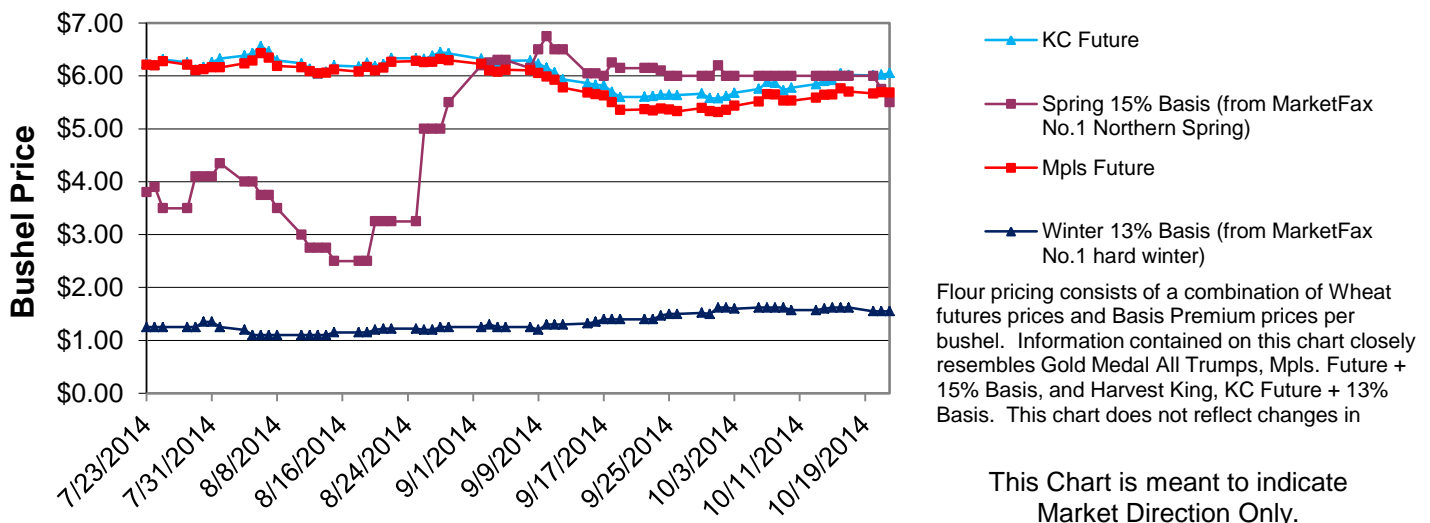
### Malting Flour

Why are most Hard Wheat Flours treated with malted barley flour? Malted barley flour (MBF) is added to Hard Wheat Flours to assist yeast fermentation. During the dough forming stage, the MBF provides specific enzyme activity that converts the starches in the wheat flour into simple sugars. These sugars then are available as a food source for the yeast to maintain proper fermentation.

A related effect of MBF is proper crust browning. Yeast activity will continue in the baked good until it reaches 120° to 130° F in the oven. Up to this point, the yeast is still consuming simple sugars. Once the yeast activity ceases, any remaining (residual) sugars in the dough will assist in crust browning. Bakers who desire increased crust color often will supplement their dough with additional sugar sources. The most common is regular sugar or non-fat dry milk solids.

◇ ◇ ◇

## Futures & Basis Markets



General Mills Foodservice 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.

