



# FLOUR FACTS

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## Weekly Market Highlights

NOVEMBER 6, 2014

- Wheat futures and basis premium prices for many wheat grades are lower this week.
- The U.S. dollar has been rising in value for some time, making U.S. wheat prices uncompetitive on the world market.
- Wheat stocks worldwide are plentiful following a record world wheat forecast, which should keep prices from rising.
- There are concerns with sourcing high quality wheat following poorly-timed adverse weather conditions during harvest. Millers will have to pay more to source quality wheat as well as durum throughout this crop year.
- The slow and steady row crop harvest has made progress toward conclusion without crippling rail logistics this season and supporting basis premium prices. Our hopes are that this will continue, and that winter weather that could complicate the delicate balance will be slow in coming as well.

## Facts on Flour

### Flour Quality

Quality of flour is defined by its ability to consistently perform in the production of a finished baked good. The ultimate quality test is completed when the baker uses the flour.

Because there are a limitless number of baked goods that can be derived from single flour, it is an impossible task for the miller to test every application. Millers, therefore, rely on a few standardized baking applications. Tests are completed based on the application that best suits the particular flour.

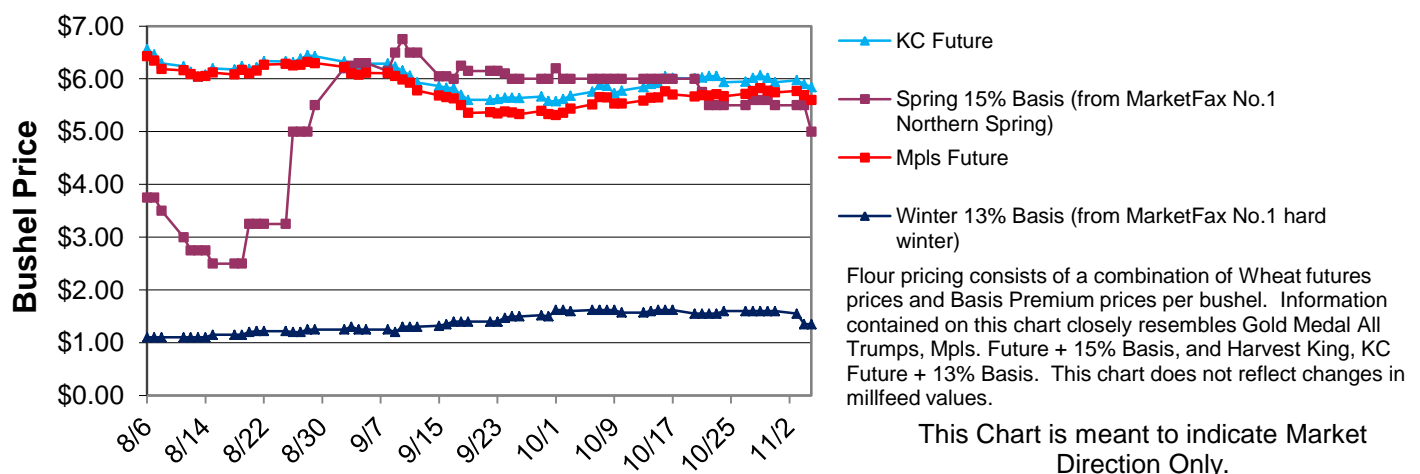
Patent bread flours will be tested in pan breads, high gluten flours in hearth breads, cake flour in high ratio cakes, etc. The test methodology, formula and conditions are all controlled and kept constant. The only thing that changes is the flour that is used.

The miller will record such measurements as loaf volume, crust color, crumb color, texture, etc. This way the miller is able to determine the effect of the flour on the performance of the finished baked good and make any necessary adjustment to maintain consistency.

Other tests that assist the miller in determining flour quality will be discussed over the next several weeks.

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## Futures & Basis Markets



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Experience inspires confidence.

