



FLOUR FACTS

Information Provided by General Mills Foodservice
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Weekly Market Highlights

DECEMBER 18, 2014

- Wheat futures prices are on the rise due in part to fund buying but also in reaction to several global inputs. Futures reached six-month highs.
- Russia's on-again, off-again threats to limit exports are a bullish market input, as is the report this week that the Ukrainian wheat harvest is expected to fall 13%, or three million metric tons, in 2014.
- Possibly the most interesting market mover was President Obama's announcement that the U.S. will begin discussions to renew diplomatic relations with Cuba, a move applauded by wheat growers who would likely benefit from the ability to sell direct to the largest wheat market in the Caribbean.
- Basis premium prices have softened for some flour grades, but could only offset a small portion of the cost of this large run up in futures.
- As this is our last communication this year we would like to take this opportunity to thank all of our Customers for their continued support of our flour business. We wish you all Safe and Happy Holidays. Thank you!

Facts on Flour

Gold Medal Remarkable

A high gluten spring wheat flour is ideal for breads of large volume, good grain and texture. It's excellent for all types of hearth breads as well as rye and wheat breads and rolls.

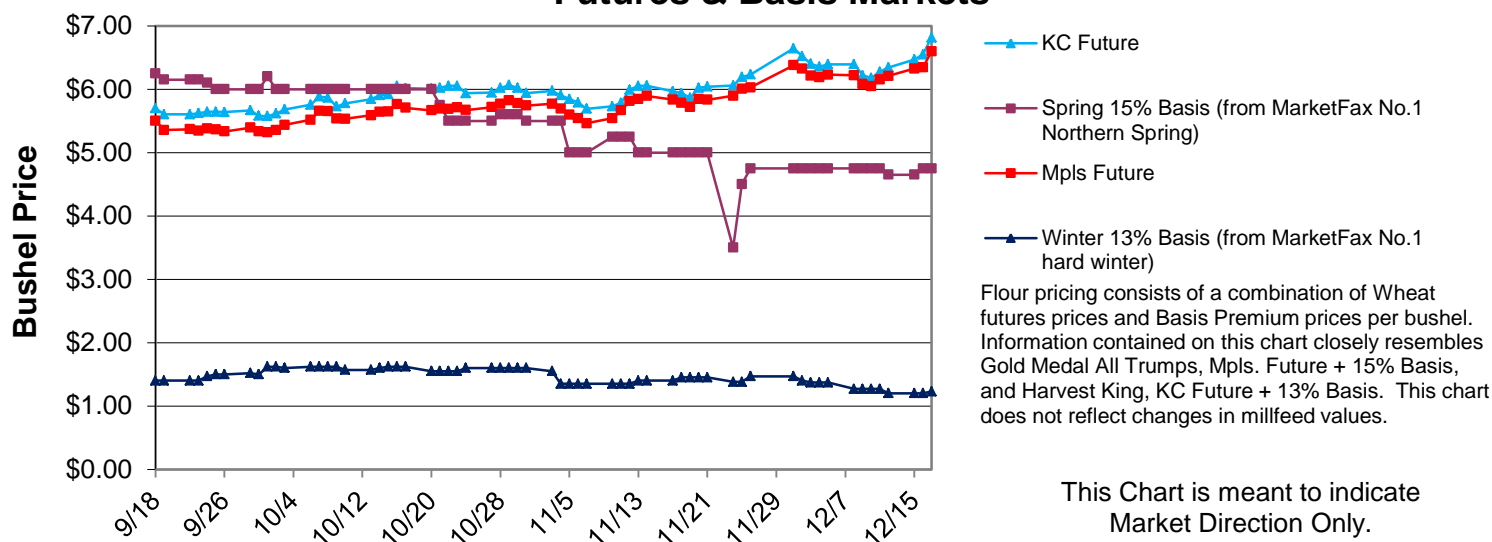
Description: A high quality enriched, malted bread flour milled from a selected blend of Hard Red Spring Wheat. Available bleached or unbleached, bromated* or unbromated.

Uses: Hearth breads, Kaiser rolls, specialty breads, hard rolls.

*Bromated flour available east of the Rockies only.

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Futures & Basis Markets



The Flour Facts will be off for the holidays for the next two weeks. Look for us again on January 8.

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.

