



FLOUR FACTS

Information Provided by General Mills Foodservice
GeneralMillsFoodservice.com



Weekly Market Highlights

JANUARY 15, 2015

- Wheat futures prices continued to decline this week as the markets failed to find supportive news.
- Basis premiums have been mostly firm.
- The USDA raised its forecast for the 2015 wheat carryover. Wheat seedings fell short of pre-report trade estimates, but the larger carryover number brought more attention, and has continued recent declines.
- This week wheat futures traded below their 100-day moving average, which could mean support for prices is near, and more than likely means farmers will not be happy to sell at these levels.
- Flour prices are attractive and wheat movement is not a significant concern, a marked difference from mid-January a year ago.

Facts on Flour

Gold Medal Helmet & Golden Shield

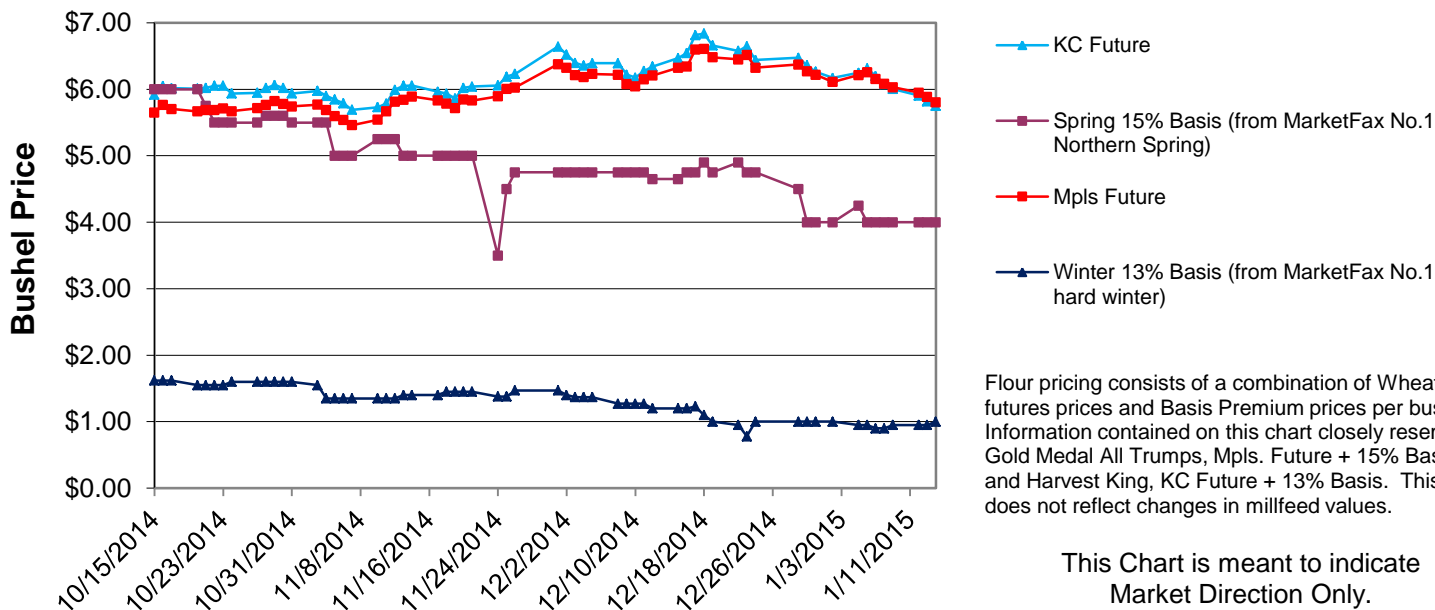
Helmet is a bleached pastry flour which is excellent for consistent, rich and delicious cookies and leaner types of cakes than would normally be made with Purasnow. Golden Shield is the same high quality pastry flour as Helmet, except Golden Shield is unbleached. Golden Shield creates tender pie crusts and delicious cookies, an excellent pastry flour.

Description: High quality bleached or unbleached and enriched pastry flours milled from a selected blend of soft red winter wheat.

Uses: Cookies, Brownies and bars, Pound cakes, sheet cakes, cupcakes, Pie Crust, Biscuits, Muffins.

◇ ◇ ◇

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.

