



FLOUR FACTS

Information Provided by General Mills Foodservice
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Weekly Market Highlights

MARCH 26, 2015

- Wheat futures and basis premium prices are near the levels we reported last week.
- Expectations were that if the recent small rally in wheat could persist through Tuesday it may have signaled an upward trend, but Tuesday's markets closed lower.
- The good news of improving crop conditions in the South, and the bad news of the dry crop emerging from dormancy in the Kansas area will likely continue to influence the market first higher then lower on subsequent days.
- World ending stocks are better than adequate and U.S. wheat prices are high on the world market, factors that can usually be counted on to keep prices from rising significantly.
- On Tuesday, March 31st the USDA releases grain stocks and prospective plantings reports.

Facts on Flour

Got Flour?

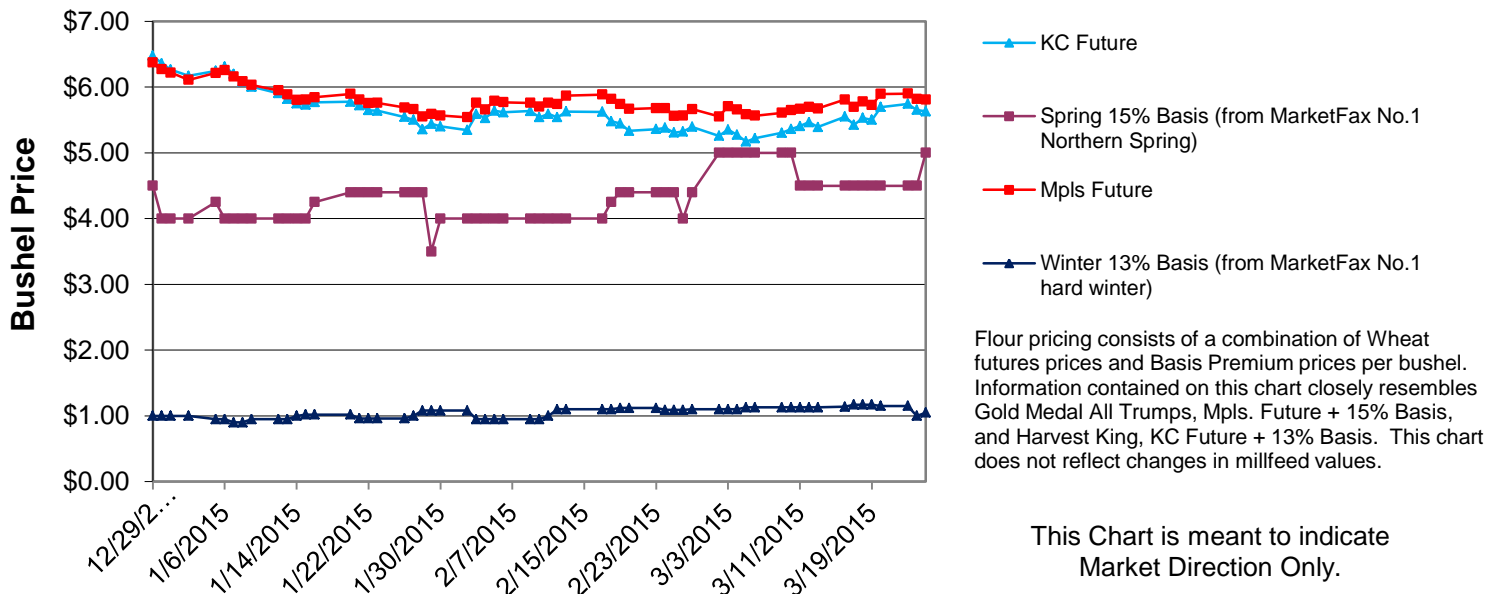
When we talk "flour," we are talking about wheat flour. Because wheat is the most commonly distributed cereal grain in the world, a reference to flour is generally a reference to wheat flour.

And just as flour is not "just flour," wheat is not "just wheat." Wheat can be classified by three major categories: growing season (winter, spring), kernel hardness (hard, soft) and bran color (red, white). These categories have a significant impact on the functionality of the finished flour.

Over the next few weeks, we will be discussing each of these categories more in depth.

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Futures & Basis Markets



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Experience inspires confidence.

