



FLOUR FACTS

Information Provided by General Mills Foodservice
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Weekly Market Highlights

APRIL 9, 2015

- Wheat futures prices have been trading lower this week. As we are writing they continue to move lower.
- Basis Premium prices have been variable, but overall are lower. We could see more support for the basis soon when farmers become occupied with planting, if supply slows and demand increases.
- Rail performance has returned to normal and mills overall seem to have the supplies of wheat they need in the short term.
- Winter wheat crop conditions continue to fall. Rain is forecast but may miss extremely dry areas completely. The lower ratings are still ahead of last year though and thoughts are it is too early to be overly concerned.
- A small amount of spring wheat planting has begun. High protein wheat producers and millers are hoping for a hot summer and a good crop with strong protein this summer season.

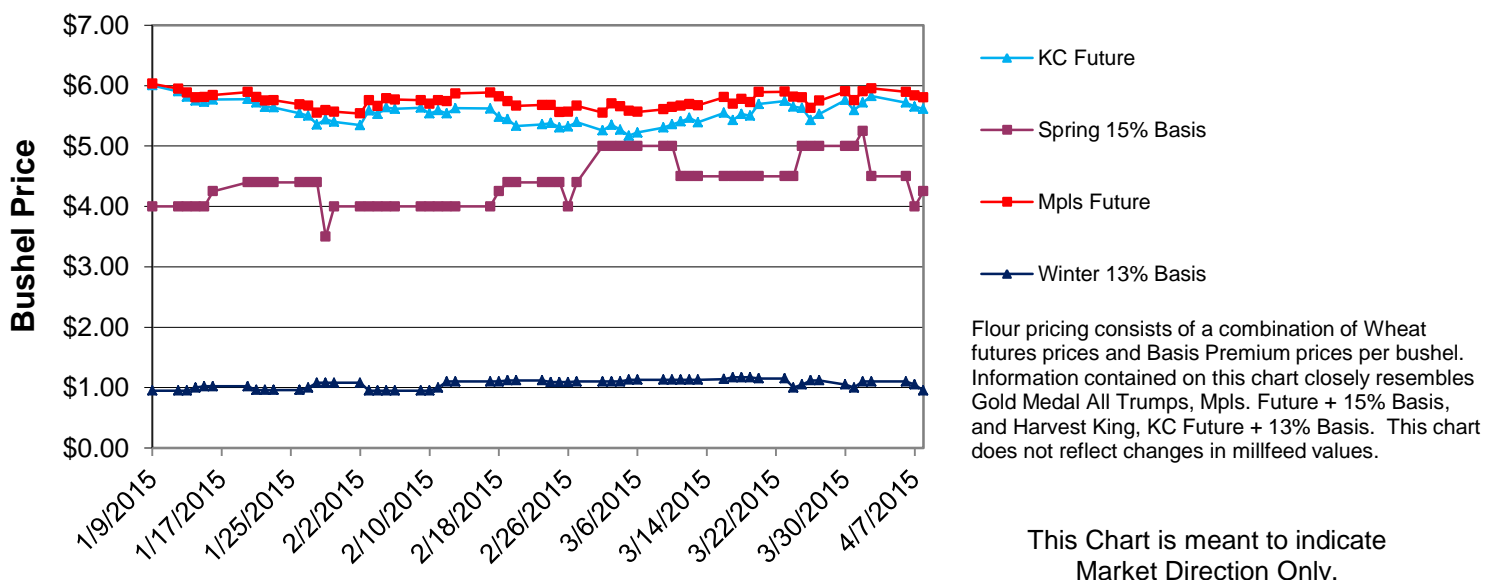
Facts on Flour

Hard and Soft

Another major classification category for wheat is kernel hardness. The wheat kernel, often called a berry, will either be of a hard or soft variety. The terms are very self descriptive. Hard wheat has hard kernels and soft wheat has soft kernels. Although it sounds simplistic, this difference is critically important to the functionality of the finished flour. Hard wheat flours have the correct protein structure for yeast-raised goods: breads, bagels, pizza crust, etc. Soft wheat flour protein will not support yeast fermentation, but is ideal for products using baking powder for the rising action. In future publications, we will discuss the difference between soft and hard wheat proteins.

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Futures & Basis Markets



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Experience inspires confidence.

