



# FLOUR FACTS

Information Provided by General Mills Foodservice  
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## Weekly Market Highlights

APRIL 30, 2015

- Minneapolis spring wheat futures are a nickel higher than our last report. Winter wheat futures are a few pennies lower.
- Basis premium prices have fallen for some flour grades. Millfeed values in the Midwest fell again this week.
- Wheat futures prices have fallen to near five year lows, Kansas City futures even posted one close below the five dollar per bushel mark. Their move higher hinged in part on the value of the dollar which fell to a six week low.
- Rains have calmed the weather market, but much more is needed.
- The annual Kansas wheat tour will forecast the size of the Kansas wheat crop next week. Market participants will be watching for their reports as well as those of the weather forecasters.

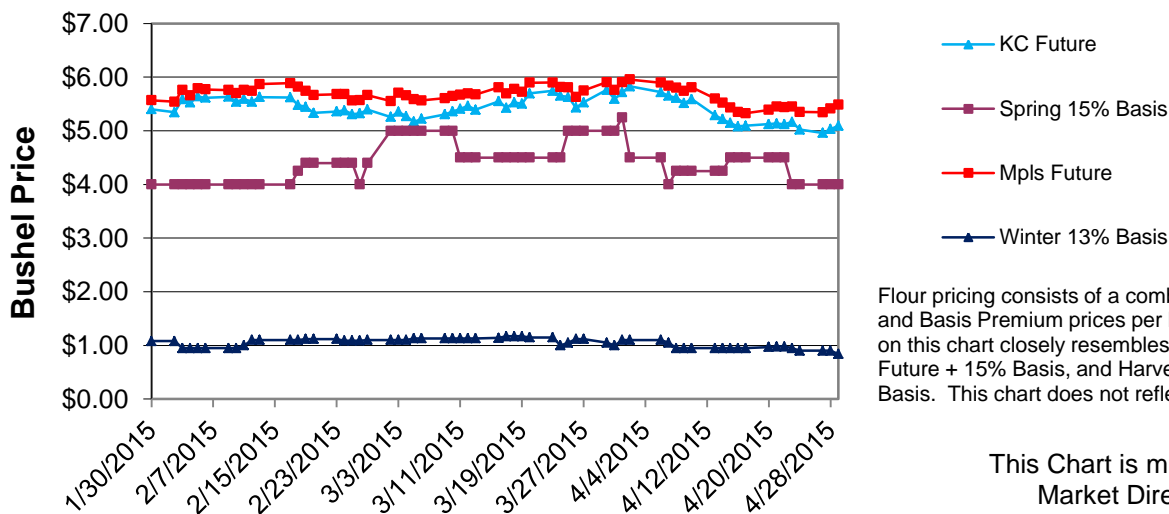
## Facts on Flour

### Hard Red Winter Wheat

Hard Red Winter Wheat is the largest class of wheat produced in the U.S. Why? Well, when you go to the store to buy that 1 lb. loaf of fluffy white bread, or a bag of chocolate chip cookies, or a 5 lb. bag of all-purpose flour, you're buying Hard Red Winter Wheat. This wheat type has its use across a wide range of baked goods; from pan breads to cookies, from pizza to pie crusts, from doughnuts to soft rolls. Hard Red Winter Wheat has enough protein strength for good strong dough but is mellow enough to deliver a soft texture. Hard wheat can produce all-purpose flour with a protein around 10 percent up to bread flour with a protein content of 12 percent. With the right ingredients, Hard Red Winter Wheat flour can make a wide variety of baked goods. This variety is what makes Hard Red Winter Wheat the largest class of wheat produced.

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## Futures & Basis Markets



Flour pricing consists of a combination of Wheat futures prices and Basis Premium prices per bushel. Information contained on this chart closely resembles Gold Medal All Trumps, Mpls. Future + 15% Basis, and Harvest King, KC Future + 13% Basis. This chart does not reflect changes in millfeed values.

This Chart is meant to indicate  
Market Direction Only.

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.

