



FLOUR FACTS

Information Provided by General Mills Foodservice
GeneralMillsCF.com



Weekly Market Highlights

MAY 28, 2015

- Wheat futures are lower this week, basis premium and flour prices are higher.
- Weakness in futures was due to the strength in the dollar. The stronger dollar makes it more difficult for U.S. wheat to compete for export sales.
- Crop progress and weather dominated the market's attention. Spring wheat planting is wrapping up and the crop is off to a very good start.
- Flooding has caused yet unknown damage to the Texas and Oklahoma winter wheat crop. Continued rains are delaying the harvest and worsening the condition of the standing wheat.
- Concerns that Russian and Canadian wheat growing areas are too dry are another supportive factor. Prices could continue to find strength if we don't see a return to more normal seasonal weather patterns soon.

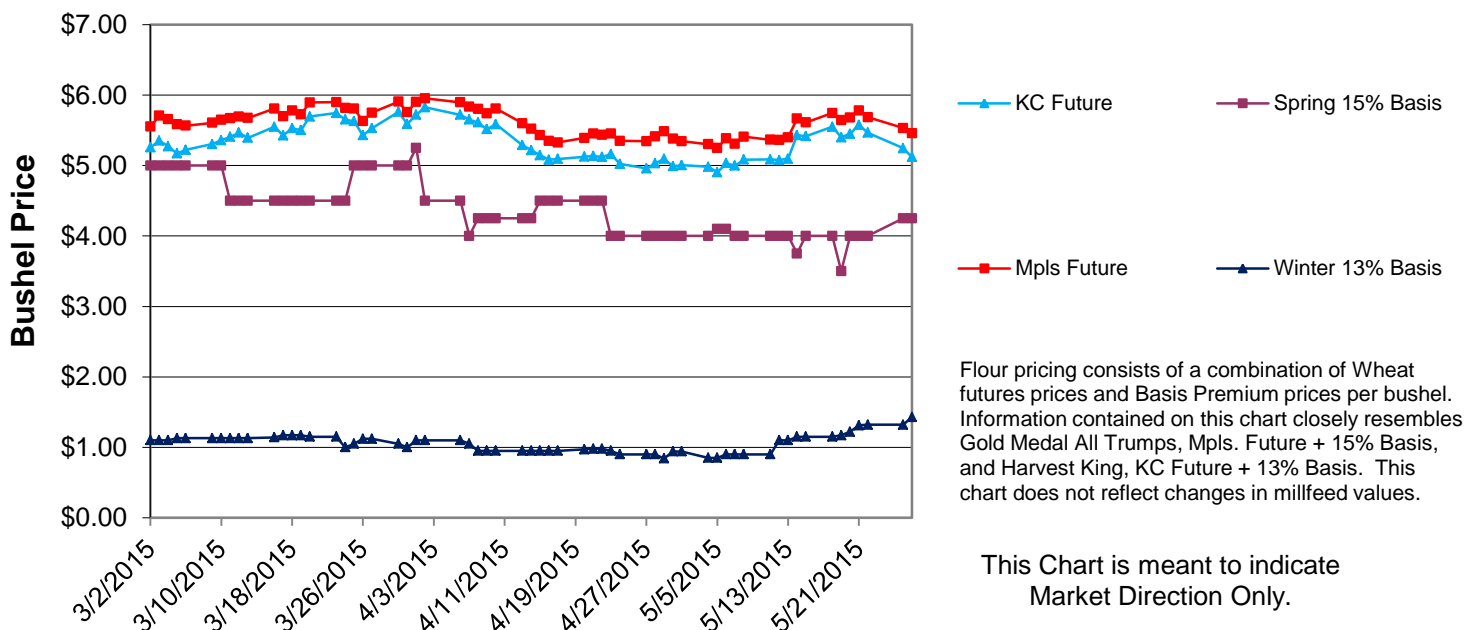
Facts on Flour

Hard White Wheat

Hard White Wheat is the newest class of wheat to be grown in the United States. Closely related to red wheat (except for color genes), this wheat has a milder, sweeter flavored bran, equal fiber and similar milling and baking properties. Hard White Wheat is mainly used in yeast breads, hard rolls, bulgur, tortillas and Oriental noodles.

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Futures & Basis Markets



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Experience inspires confidence.

