



FLOUR FACTS

Information Provided by General Mills Foodservice
GeneralMillsCF.com



Weekly Market Highlights

JULY 2, 2015

- Wheat futures continued their rally late last week through Tuesday, but closed lower Wednesday. Markets are down as we write this morning.
- Markets were reacting to the USDA's report showing a deteriorating soft wheat crop, lower soybean conditions and soybean planting delays.
- Crop prospects are questionable in other key markets around the world. The Canadian, Australian, European Union and Russian crop forecasts could all be adjusted downward.
- An equally important feature this week is the dramatic downturn in basis premium prices for hard red winter wheat and high protein spring wheat.
- Supply significantly outpaced demand this week as hundreds of cars competed for limited Holiday week interest in purchasing. We will know more next week whether the trend toward lower basis premiums will continue.

Facts on Flour

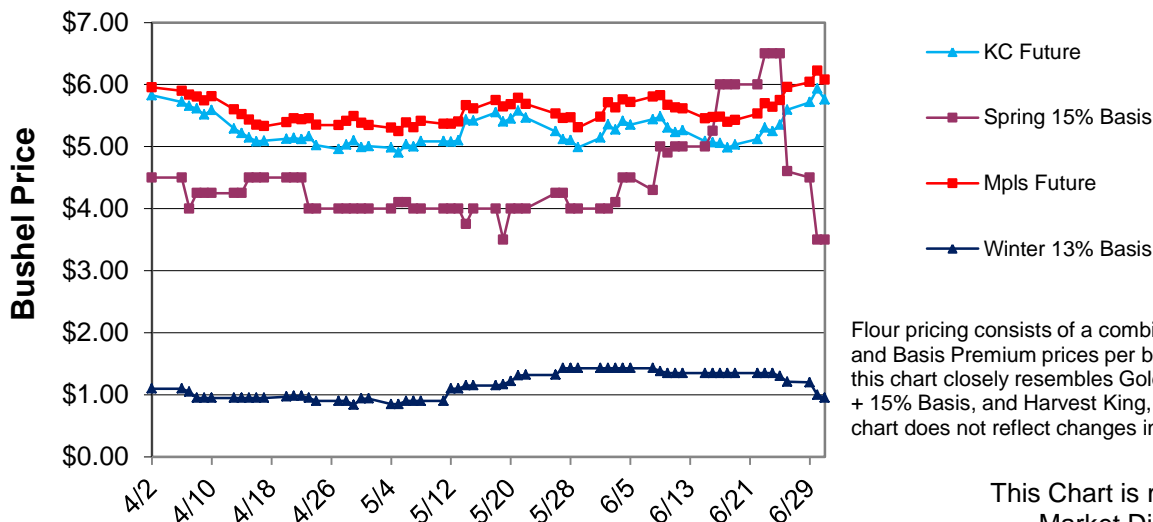
Enriched Flour

In the 1930s, nutritional surveys conducted by the Department of Agriculture revealed widespread nutritional deficiencies of thiamin, riboflavin and niacin (B vitamins) in the American diet. These findings prompted the fortification of certain staple foods. The Food and Nutrition Board recommended a program for fortifying white flour and white bread with thiamin, riboflavin, niacin and iron, with calcium and vitamin D as optional.

In May 1941, the flour enrichment standards were issued and finally adopted in 1943. The standards were recently changed, and as of January 1, 1998, enriched flour now also must contain folic acid. The enrichment of flour has no affect on its baking performance or caloric value.

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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.

