



FLOUR FACTS

Information Provided by General Mills Foodservice
GeneralMillsCF.com



Weekly Market Highlights

AUGUST 6, 2015

- Wheat futures prices are lower than when we reported to you last week, but have found at least temporary support closing higher yesterday and trading higher this morning.
- Winter wheat basis premium prices are higher. Where the spring wheat basis is concerned we are seeing some lower values.
- Flour prices are very attractive, the best in years for some grades as wheat harvests quickly progress.
- The USDA will issue crop production and supply and demand reports August 12th.
- Once wheat harvests are completed and the crops are stored we could see higher prices as reports are that some producers are selling for less than their costs at current levels, limiting their motivation to hurry wheat to market.

Facts on Flour

Gold Medal Full Strength or Superlative

Perfect “all-around” bread flours provide excellent results in any type of yeast-raised product. They are ideal for pan breads, rolls, buns, hearth breads and many specialty-baked products.

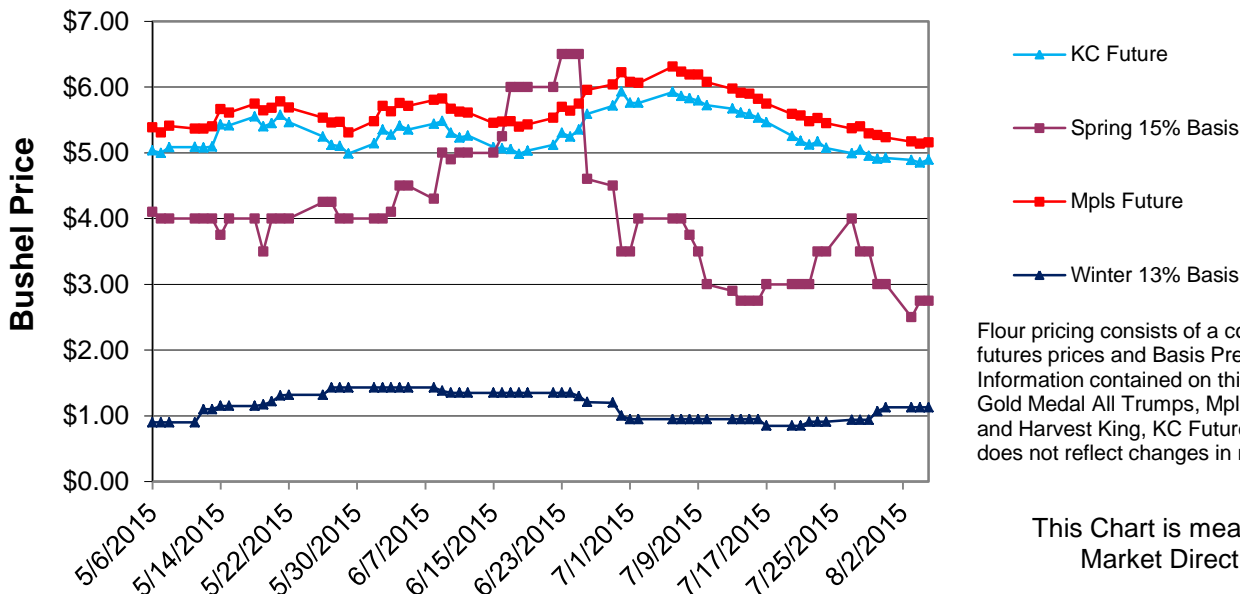
Description: A high quality enriched, malted bread flour available in a variety of treatments, including bleached or unbleached, bromated* or unbromated.

Uses: Variety breads, thick or thin crust pizza, sweet goods, hard and soft rolls.

*Bromated flour is available east of the Rockies only.

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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.

