



FLOUR FACTS

Information Provided by General Mills Foodservice
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Weekly Market Highlights

AUGUST 20, 2015

- Wheat futures prices are just slightly lower than we last reported. There is little to support futures prices even at these levels.
- China's economic picture continues to cause concern that their demand for U.S. agricultural products could slow.
- Preparation is underway in some areas for planting of the new hard red winter wheat crop. Soil conditions are said to be very good with plenty of moisture.
- World wheat production and world wheat ending stocks have both reached record levels.
- With the information we have today we expect futures prices to remain under pressure, but producers will become more disillusioned by low prices. At some point this fall basis premium prices are likely to move higher, as they do the job of drawing wheat to market.

Facts on Flour

Gold Medal All Trumps/King Kaiser and Pillsbury Balancer/So Strong

All Trumps, a premium high-gluten flour, is a true legend in the baking industry and continues to be the standard against which all high-gluten flours are measured. The highest protein level of the high-gluten flours, King Kaiser, is available west of the Rockies, and matches All Trumps' high standards in unbleached, unbromated flour.

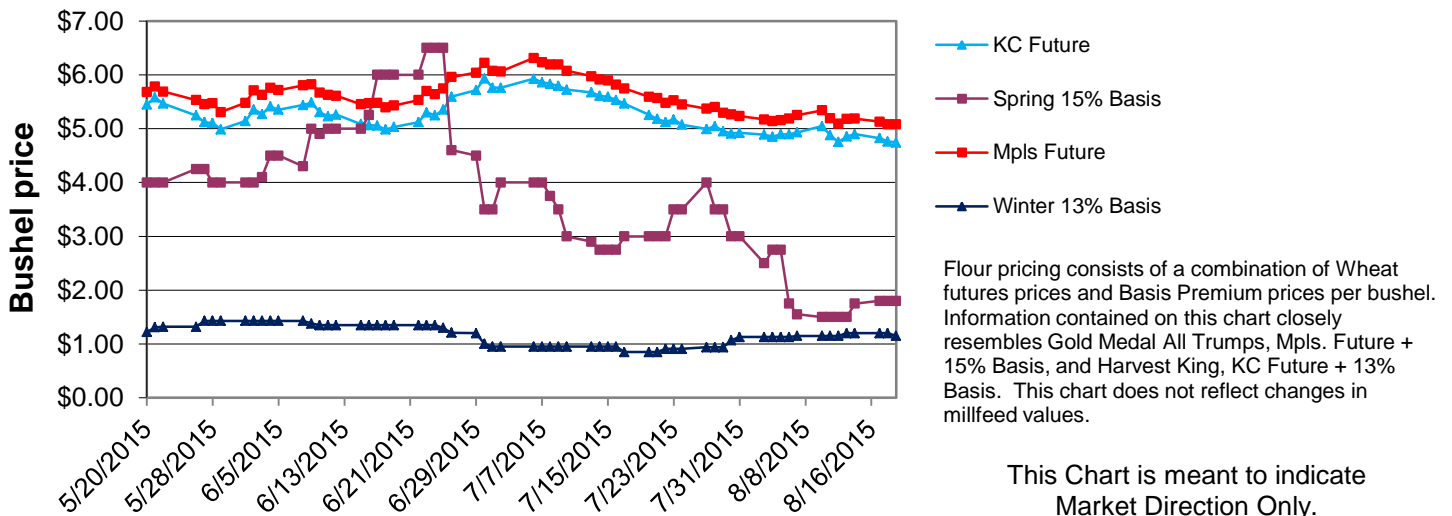
Description: A high quality, enriched, malted high gluten flour milled from a selected blend of hard red spring wheat. Available bleached or unbleached, bromated* or unbromated.

Uses: Bagels, thin crust pizza, hard rolls, hearth breads.

*Bromated flour available east of the Rockies only.

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Futures & Basis Markets



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.

