



FLOUR FACTS

Information Provided by General Mills Foodservice
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Weekly Market Highlights

DECEMBER 17, 2015

- Winter wheat futures are at nearly the same value we saw one week ago after declining yesterday. Basis has been softening, but remains high.
- Spring wheat futures are about a nickel higher and basis levels for high protein spring wheat climbed a dime during the week.
- Overall these are small moves compared to more volatile years for wheat and other commodity markets due in part to the lack of support from export sales. U.S. wheat exports are forecast to be the lowest in more than forty years.
- Lack of major snowfall and bitter cold have kept shipments moving efficiently so far this winter, one more factor in limiting price volatility for wheat and flour.
- As this will be our last communication for 2015 we would like to take this opportunity to thank all of our Customers for their continued support of our flour business. We wish you all Safe and Happy Holidays and look forward to serving you in 2016 and for many more years to come.

Facts on Flour

Put'em all together and what d'ya get?

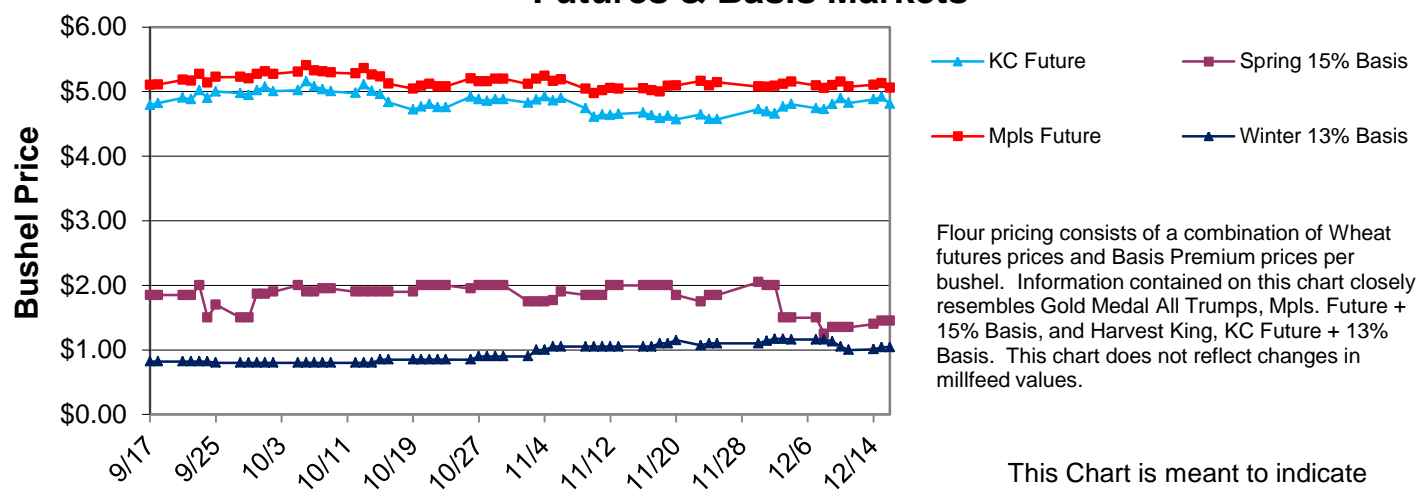
With the major classifications categories defined – Winter and Spring, Hard and Soft, Red and White – we can combine them to discover the range of wheat available. The major classifications of wheat used in the U.S. are: Hard Red Winter, Hard Red Spring, Soft Red Winter and Soft White Winter.

One other classification of wheat is Durum.

Now that we have identified the major wheat types, over the next several weeks, we can begin to discuss different flour types. Because, just as wheat is not “just wheat,” flour is not “just flour.”

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Futures & Basis Markets



The Flour Facts will be off the next two weeks for the Holidays. Look for us again on January 7!

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.

