



FLOUR FACTS

Information Provided by General Mills Foodservice
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Weekly Market Highlights

DECEMBER 10, 2015

- Spring wheat futures are nearly unchanged from a week ago. Basis premium prices are lower.
- Winter wheat futures are higher and basis for most grades held fairly firm.
- Statistics Canada raised their crop estimates well above trade estimates and France estimates for soft winter wheat planted are the highest in nearly 80 years.
- Severe drought in India substantially limited planting this year by about 25%. Still world wheat ending stocks grew last month and are higher than last year.
- U.S. wheat stocks are ample as well. We could see prices remain near these fairly attractive levels at least for the short term.

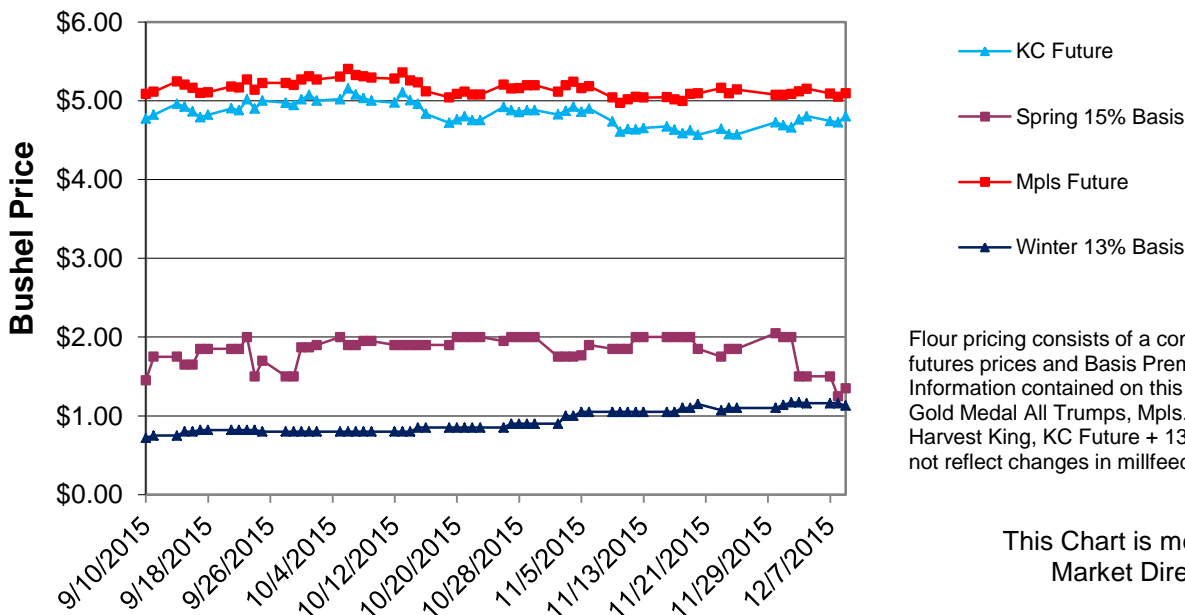
Facts on Flour

Red or White? Perhaps a Blush?

The third major classification category for wheat is bran color – red vs. white. The difference in bran color between wheat types is simply a difference in genetic traits. In the United States we have seen a slight switch of usage from red wheat to white wheat over the past several years. The main reasons for this change? The farmer yields slightly more per acre (maybe 2-3 bushels), a flour miller can yield more flour per bushel and the taste is slightly “sweeter” compared to flour milled from red winter wheat. Recent focus on the nutritional benefits of whole grains makes the “sweeter” taste of white wheat a good alternative to the traditional red wheat flours for milling whole wheat flours, especially for young consumers, or those who tend not to appreciate the flavor of a whole grain bread product.

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Futures & Basis Markets



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.

