



# FLOUR FACTS

Information Provided by General Mills Foodservice  
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## Weekly Market Highlights

MARCH 10, 2016

- Wheat futures prices are trading about 4% higher from our last report one week ago and from multi-year lows that were set just prior to that.
- Kansas City futures found support from weather concerns as the early spring has forced much of the new winter wheat crop to emerge several weeks early. Topsoil is seen as dry. Hopes are for some timely rain as condition ratings are starting to decline slightly.
- The newly emerged wheat will be vulnerable to frost damage should the weather turn colder, but forecasts are not calling for a return to wintery weather and the risk seems minimal so far.
- Weather experts in North Dakota are concerned that a very dry weather pattern there could stress the not yet planted spring wheat crop as well.

## Facts on Flour

### Flour Quality

Quality of flour is defined by its ability to consistently perform in the production of a finished baked good. The ultimate quality test is completed when the baker uses the flour.

Because there are a limitless number of baked goods that can be derived from single flour, it is an impossible task for the miller to test every application. Millers, therefore, rely on a few standardized baking applications. Tests are completed based on the application that best suits the particular flour.

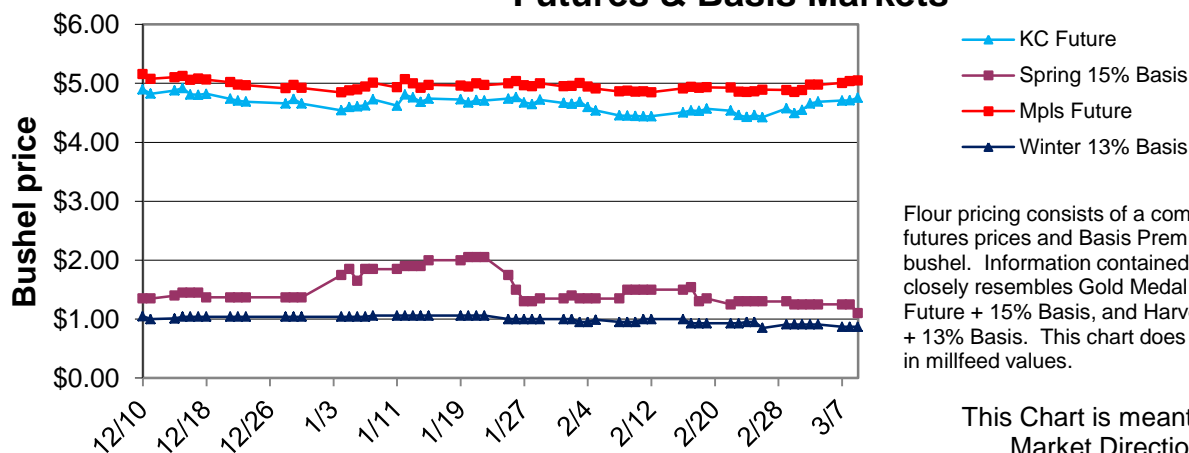
Patent bread flours will be tested in pan breads, high gluten flours in hearth breads, cake flour in high ratio cakes, etc. The test methodology, formula and conditions are all controlled and kept constant. The only thing that changes is the flour that is used.

The miller will record such measurements as loaf volume, crust color, crumb color, texture, etc. This way the miller is able to determine the effect of the flour on the performance of the finished baked good and make any necessary adjustment to maintain consistency.

Other tests that assist the miller in determining flour quality will be discussed over the next several weeks.

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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.

