



# FLOUR FACTS

Information Provided by General Mills Foodservice  
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## Weekly Market Highlights

JANUARY 7, 2016

- Hard red spring and winter wheat futures have been at or near multi-year low prices nearly all of the three weeks since our last communication.
- U.S. wheat export outlook is even more dismal following Argentina's announcement that they were a lifting their export tax. The next week a large sale of wheat was made to Egypt for the first time in several years.
- Bearish global economic news and larger future wheat plantings in Argentina could help keep downward pressure on prices, and possibly lessen demand for, U.S. Wheat.
- Unusual for the season, warm El Nino weather with flooding in parts of the Midwest and Southern U.S. could take a toll on soft wheat, but it is far too early to speculate what that toll will be.
- We expect futures to remain under pressure, but basis premium prices will need to stay firm and at times could spike to keep producers selling and wheat moving.

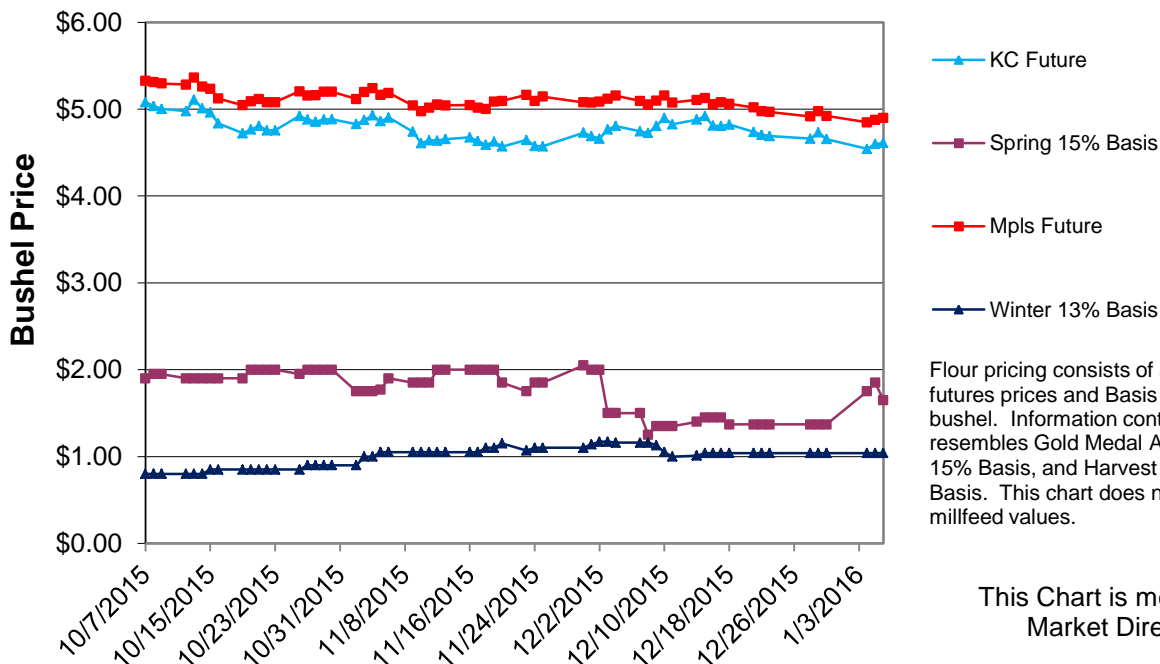
## Facts on Flour

### Soft Red Winter (SRW)

Soft Red Winter Wheat is grown in the eastern third of the United States. SRW is high yielding wheat, but relatively low in protein, usually about 10%. SRW is used for cakes, pastries, flat breads, crackers and snack foods. This fall-seeded wheat comprises about fourteen percent of U.S. wheat exports.

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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.

