



# FLOUR FACTS

Information Provided by General Mills Foodservice  
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## Weekly Market Highlights

APRIL 7, 2016

- Wheat futures prices are trading close to their levels of one week ago after trading higher on last week's planting report calling for fewer acres planted to wheat, then lower yesterday on better than expected wheat crop condition reporting.
- Last Thursday's USDA Prospective Plantings report surprised market participants by forecasting a 14% drop in spring wheat other than durum plantings.
- Fewer acres planted to spring wheat causes concern as it raises a possibility that demand outpacing supply could lead to higher prices, but wheat stocks carried over from previous harvests are available and dismal export sales mean these stocks remain unsold.
- Thursday's reports called for a very large number of acres forecast to be planted in corn. This is expected to continue to hold corn prices in check. Higher wheat price moves could be expected to be limited due to the low price of corn.
- Weather concerns are expected to keep wheat prices supported. Timely rains are needed across much of the nation to support the growth of the new crops.

## Facts on Flour

### Gold Medal Full Strength or Superlative

Perfect "all-around" bread flours provide excellent results in any type of yeast-raised product. They are ideal for pan breads, rolls, buns, hearth breads and many specialty-baked products.

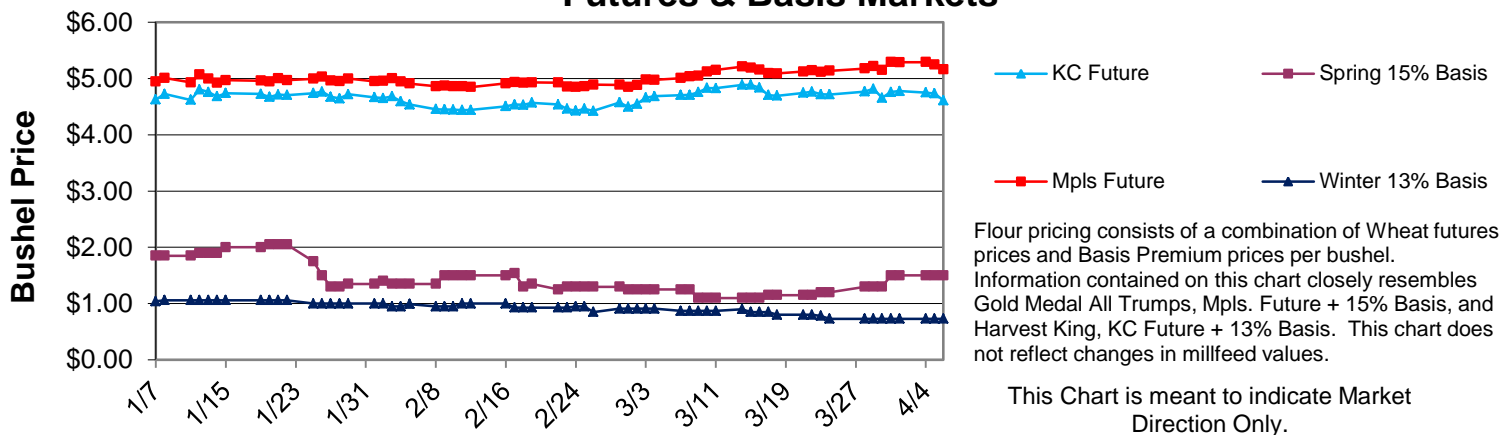
*Description:* A high quality enriched, malted bread flour available in a variety of treatments, including bleached or unbleached, bromated\* or unbromated.

*Uses:* Variety breads, thick or thin crust pizza, sweet goods, hard and soft rolls.

\*Bromated flour is 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.

