



FLOUR FACTS

Information Provided by General Mills Foodservice
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Weekly Market Highlights

APRIL 14, 2016

- Winter wheat futures prices have moved slightly lower since our last report one week ago, spring wheat futures are a bit higher.
- Futures fell Monday on reports of welcome, widespread rain that fell across dry areas over the weekend. Significant rain is forecast for wheat growing areas this weekend as well.
- Crop condition reports that have been tracking a slightly declining condition in the winter wheat crop can be expected to influence the market's direction for the coming months.
- Spring wheat planting is underway in the Midwestern U.S.
- Weather and crop concerns could continue to add volatility to the spring markets. Basis premium prices can move higher quickly while producers are too busy planting to market their remaining wheat even when futures move higher.

Facts on Flour

Gold Medal Remarkable

A high gluten spring wheat flour is ideal for breads of large volume, good grain and texture. It's excellent for all types of hearth breads as well as rye and wheat breads and rolls.

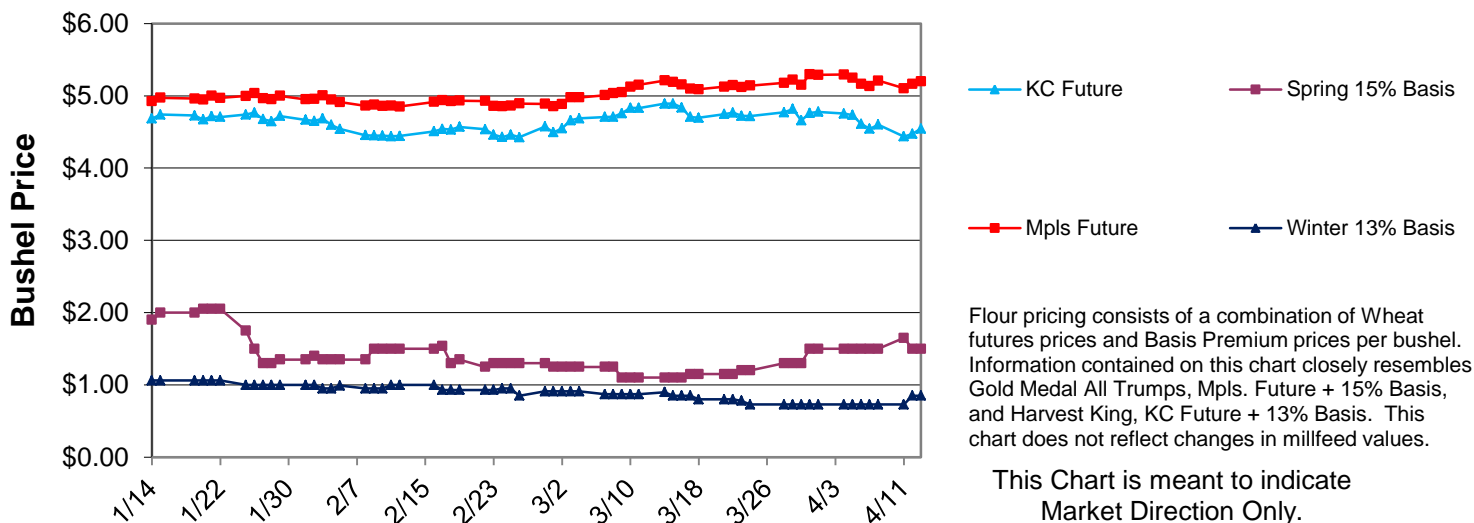
Description: A high quality enriched, malted bread flour milled from a selected blend of Hard Red Spring Wheat. Available bleached or unbleached, bromated* or unbromated.

Uses: Hearth breads, Kaiser rolls, specialty breads, hard rolls.

*Bromated flour 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.

