



FLOUR FACTS

Information Provided by General Mills Foodservice
GeneralMillsCF.com



Weekly Market Highlights

APRIL 21, 2016

- Minneapolis and Kansas City wheat futures have closed higher in each of the last seven straight sessions, futures prices are between 6% and 9% higher.
- The current rally began just two sessions after posting new contract lows in Kansas City. Increases seem to be driven more by funds than by fundamental inputs, and wheat markets are also being influenced by corn and soybean markets.
- Crop conditions and weather news concerning the new wheat crops are good. Spring wheat planting is progressing well and welcome rains crossed both spring and winter wheat growing areas.
- Reported crop conditions for winter wheat have improved. Planted acres are lower, but ending stocks are more than adequate.
- Planters in some areas are still deciding which crop could bring the best return. Some of the recent rally activity is likely trying to be sure each crop gets its fair share of acres planted, which could mean these higher prices are only temporarily higher.

Facts on Flour

Gold Medal All Trumps/King Kaiser/Balancer

All Trumps, premium high-gluten flour, is a true legend in the baking industry and continues to be the standard against which all high-gluten flours are measured. The highest protein level of the high-gluten flours, King Kaiser, is available west of the Rockies, and matches All Trumps' high standards in unbleached, unbromated flour.

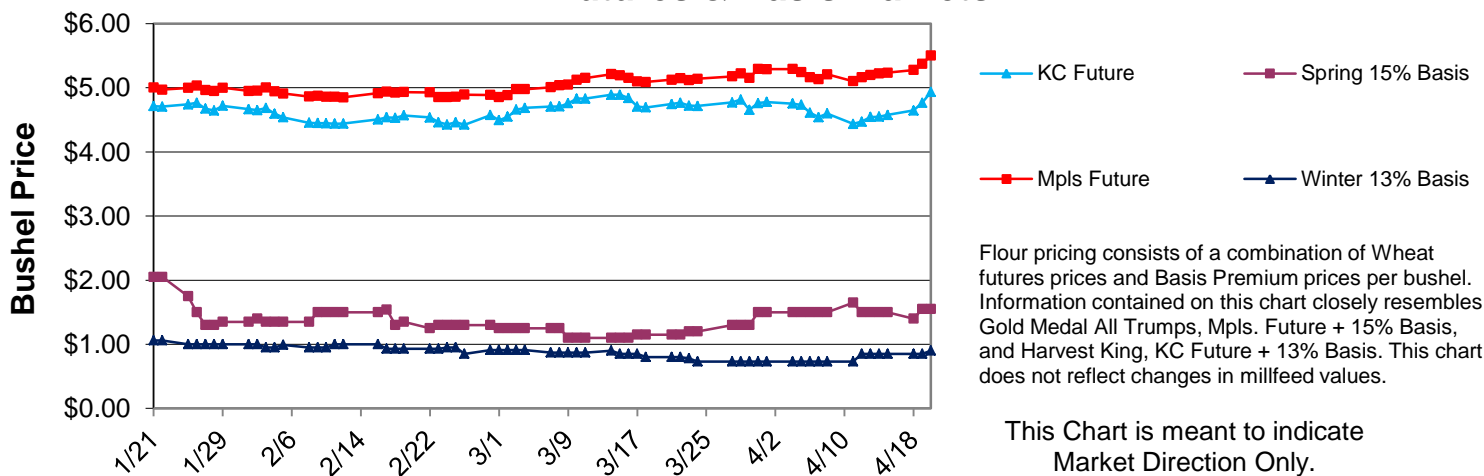
Description: A high quality, enriched, malted high gluten flour milled from a selected blend of hard red spring wheat. Available bleached or unbleached, bromated* or unbromated.

Uses: Bagels, thin crust pizza, hard rolls, hearth breads.

*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.

