



FLOUR FACTS

Information Provided by General Mills Foodservice
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Weekly Market Highlights

APRIL 28, 2016

- Wheat futures prices fell back this week but are still well above the lows that were set April 11th.
- The recent rally in wheat prices is thought to have been more a reaction to increases in crude oil and other commodity prices than on wheat fundamentals which do not support higher prices for U.S. wheat.
- Wheat conditions improved again this week as reported by the USDA, the winter wheat crop is rated 59% good to excellent.
- Spring wheat growing areas have received welcome rain for this year's crop that is already 42% planted. Forecasts are calling for near perfect planting weather next week.

Facts on Flour

Gold Medal Helmet & Golden Shield

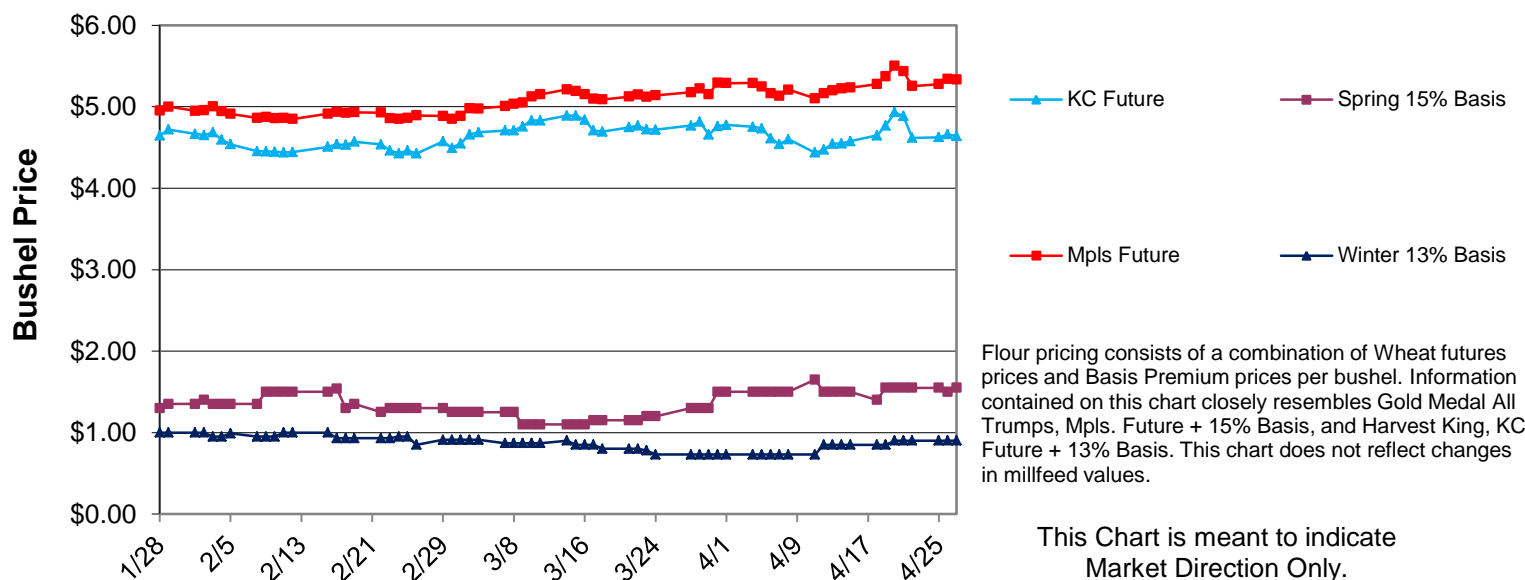
Helmet is a bleached pastry flour which is excellent for consistent, rich and delicious cookies and leaner types of cakes than would normally be made with Purasnow. Golden Shield is the same high quality pastry flour as Helmet, except Golden Shield is unbleached. Golden Shield creates tender pie crusts and delicious cookies, an excellent pastry flour.

Description: High quality bleached or unbleached and enriched pastry flours milled from a selected blend of soft red winter wheat.

Uses: Cookies, Brownies and bars, Pound cakes, sheet cakes, cupcakes, Pie Crust, Biscuits, Muffins.

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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.

