



# FLOUR FACTS

Information Provided by General Mills Foodservice  
GeneralMillsCF.com



## Weekly Market Highlights

AUGUST 8, 2019

- Wheat futures price changes are small this week; basis premium prices were pressured lower as producers and elevators marketed wheat to clear space for the upcoming harvest.
- The U.S. winter wheat harvest is more than 82% complete, and the spring wheat harvest has begun. While weather is favorable for the spring wheat harvest, it could take longer as planting season was extended due to wintry spring weather.
- Corn and soybean futures traded lower on slow demand, favorable weather conditions, and more disappointing news from trade war negotiations. Wheat seems destined to follow where corn prices lead.
- Egypt purchased a large amount of wheat from Russia, Ukraine and Romania this week. U.S. offers were not competitively priced.
- Market participants await Monday's USDA August Crop Production and World Supply and Demand estimate reports. An adjustment lower to corn area planted could support corn futures prices, wheat could follow.

## Facts on Flour

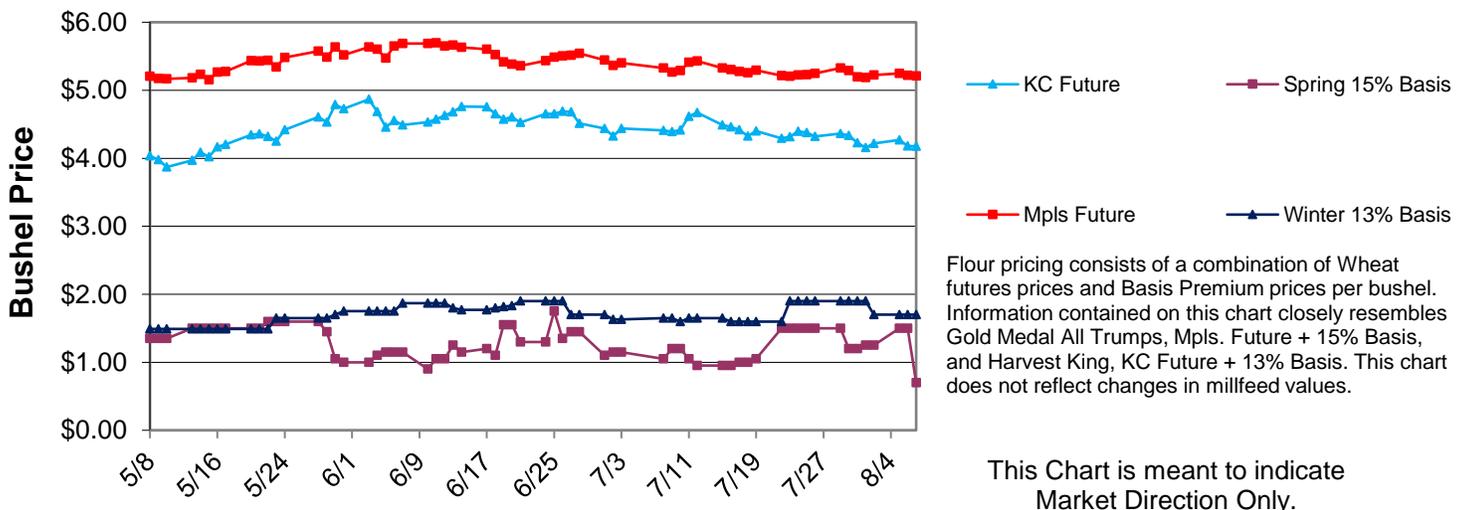
### Enriched Flour

In the 1930s, nutritional surveys conducted by the Department of Agriculture revealed widespread nutritional deficiencies of thiamin, riboflavin and niacin (B vitamins) in the American diet. These findings prompted the fortification of certain staple foods. The Food and Nutrition Board recommended a program for fortifying white flour and white bread with thiamin, riboflavin, niacin and iron, with calcium and vitamin D as optional.

In May 1941, the flour enrichment standards were issued and finally adopted in 1943. The standards were changed as of January 1, 1998, and enriched flour now also must contain folic acid. The enrichment of flour has no affect on its baking performance or caloric value. Fortification of flour continues to expand globally.

◇ ◇ ◇

## 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.