



FLOUR FACTS

Information Provided by General Mills Foodservice
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Weekly Market Highlights

MARCH 20, 2025

- Wheat futures firmed earlier in the week on condition concerns for the winter wheat crops but reversed yesterday on snowfall across the Plains.
- Russian FOB export offers have increased steadily this week, firming to \$256/ton as farmers are reportedly waiting for better values before selling.
- Wheat export sales for the week ending 3/13 totaled 10 million bushels which was lower than the estimate range of 12-29 mbu.

Facts on Flour

Gold Medal Stone Ground Whole Wheat Flour and Wheat-a-Laxa

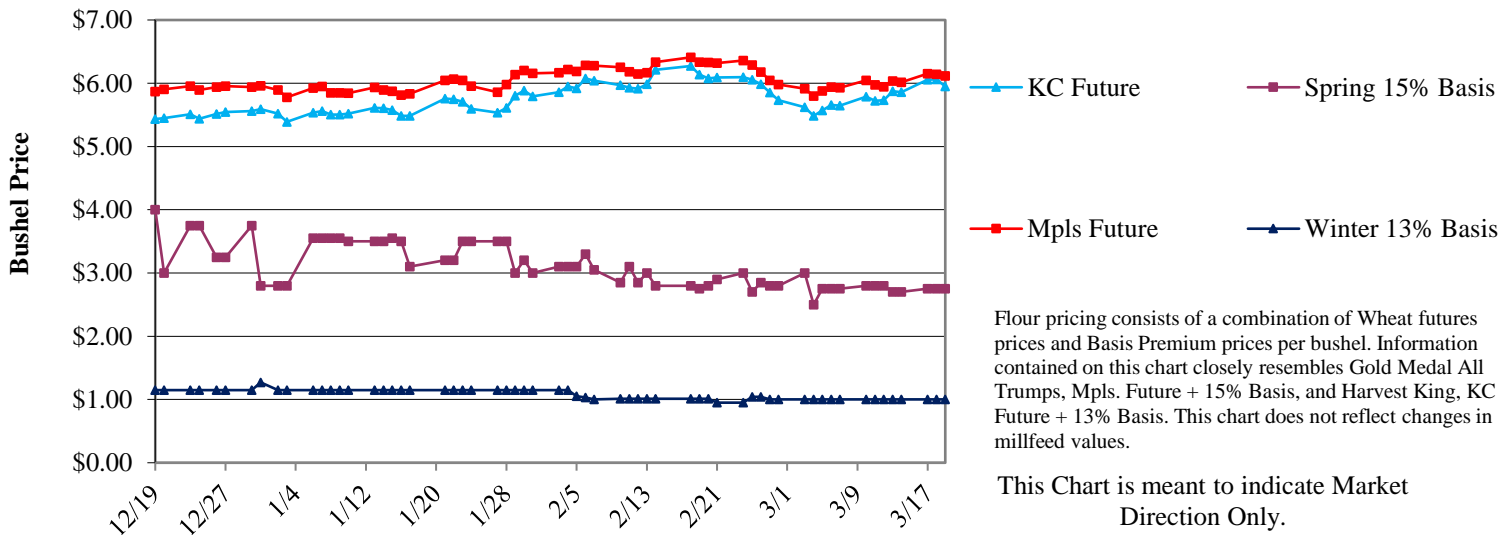
Stone Ground Whole Wheat flour provides the old fashioned, natural whole grain texture and flavor America loves. It is the perfect flour to promote to health-conscious customers. Stone Ground Whole Wheat flour has a high protein level, an excellent tolerance and a fine granulation. Wheat-a-Laxa is a coarse version and is perfect for creating that hearty textured look customers like.

Description: High-quality whole-wheat flours milled from a selected blend of Hard Red Spring Wheats.

Users: Whole wheat or multi-grain breads and rolls, specialty breads, thick crust pizza, muffins and cookies. Wheat-a-Laxa is an excellent textured topping flour as well.

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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.

