



FLOUR FACTS

Information Provided by General Mills Foodservice
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Weekly Market Highlights

May 22, 2025

- Wheat futures have climbed throughout the week, initially on stronger export demand and a weaker dollar followed by short covering in front of the holiday weekend.
- Monday's crop progress report had winter wheat at 64% headed compared to 67% last year and 58% for the five-year average.
- The winter wheat crop was rated 52% good-excellent compared to 54% last week and 49% last year. Analysts were expecting conditions to hold steady, not drop.
- Spring wheat planting improved to 82% vs. 76% last year and 65% for the five-year average. The trade was looking for planting to come in at 84% complete. 45% of the crop has emerged compared to 40% last year and 34% for the five-year average.

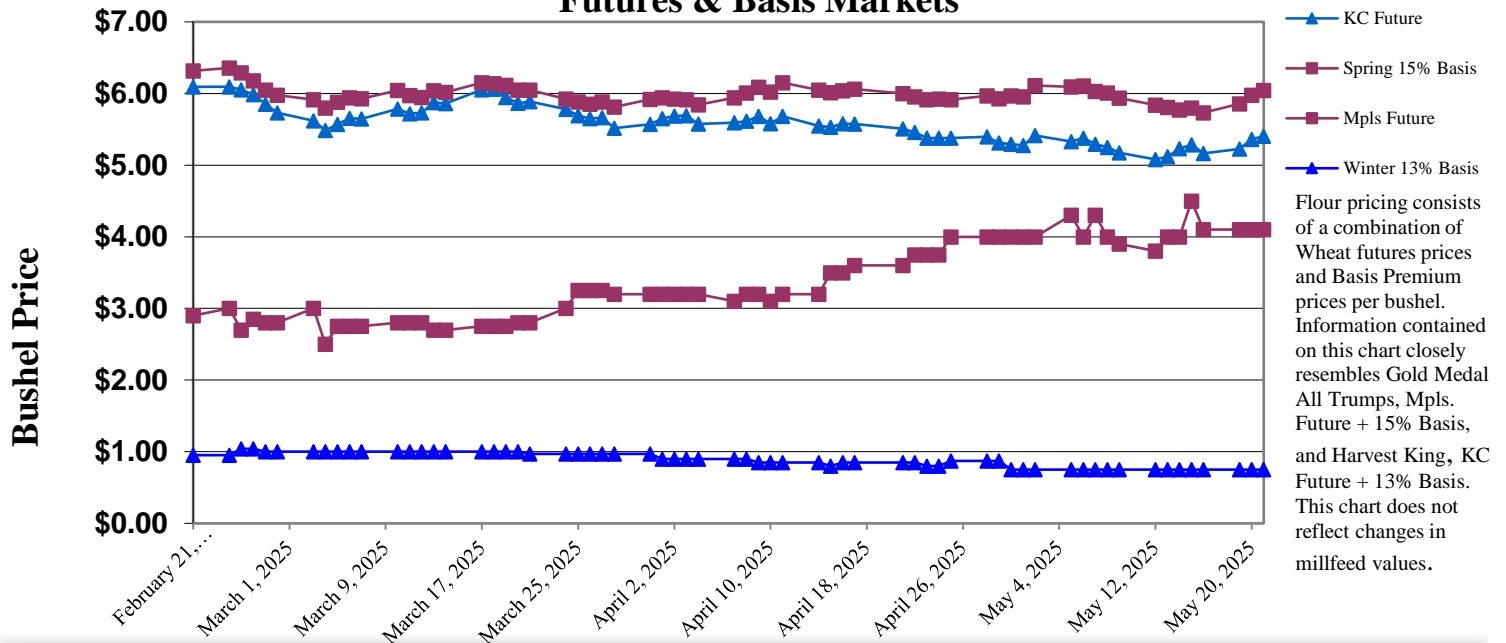
Facts on Flour

Hard and Soft

Another major classification category for wheat is kernel hardness. The wheat kernel, often called a berry, will either be of a hard or soft variety. The terms are very self-descriptive. Hard wheat has hard kernels and soft wheat has soft kernels. Although it sounds simplistic, this difference is critically important to the functionality of the finished flour. Hard wheat flours have the correct protein structure for yeast-raised goods: breads, bagels, pizza crust, etc. Soft wheat flour protein will not support yeast fermentation but is ideal for products using baking powder for the rising action. In future publications, we will discuss the difference between soft and hard wheat proteins.

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Futures & Basis Markets



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