



# FLOUR FACTS

Information Provided by General Mills Foodservice  
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## Weekly Market Highlights

APRIL 24, 2025

- Spring wheat plantings jumped from 7% a week ago up to 17% through Sunday. That's faster than 2024's pace of 14% and the prior five-year average of 12%. It was also four points higher than the average trade guess of 13%.
- Winter wheat quality ratings took an unexpected turn lower, with 45% of the crop now-rated in good-to-excellent condition – a two-point drop. Analysts were expecting that number to hold steady. Another 34% of the crop is rated fair (unchanged from last week), with the remaining 21% rated poor or very poor (up two points from last week). Physiologically, 15% of the crop is now headed, up from 8% a week ago.
- Wheat continues to move lower this week on planting progress, rain in the Plains, and favorable growing conditions globally.

## Facts on Flour

### The Truth About Futures

While even the most experienced traders are, at times, befuddled by the apparent chaos and volatility amid the noise and confusion, the workings of the grain futures markets are rather orderly, highly regulated and very important to the efficient function of the grain and milling industry.

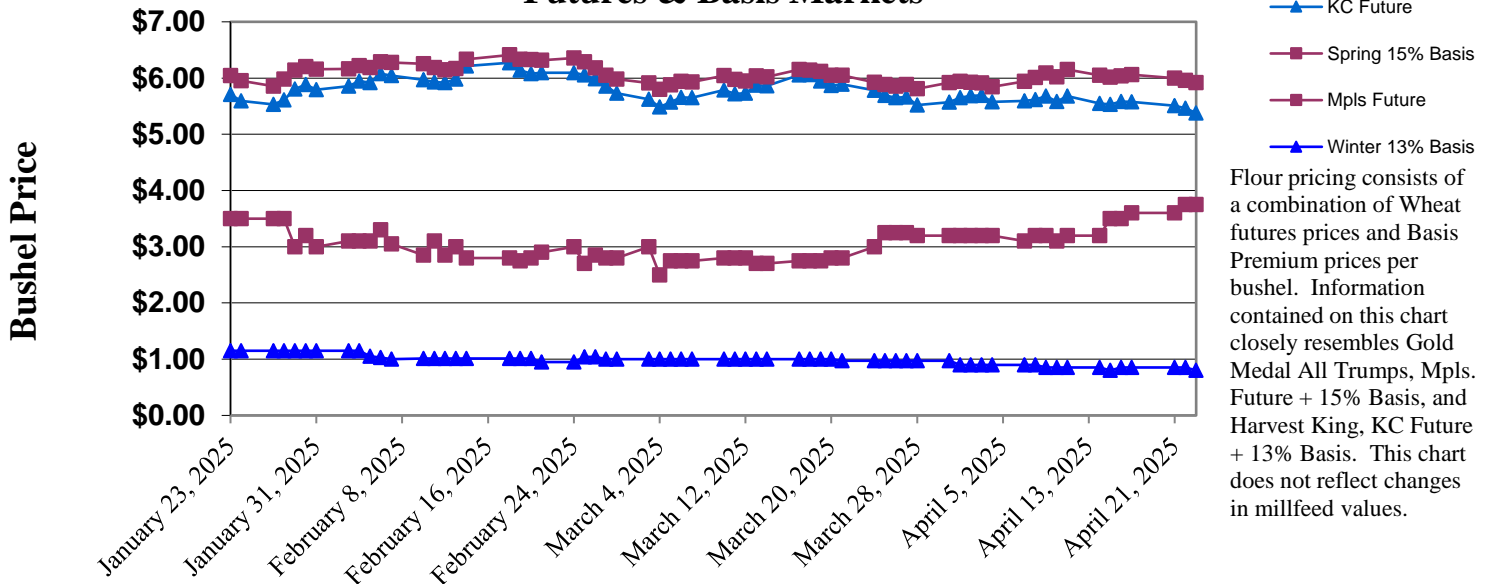
Futures satisfy three very critical economic need:

1. Price determination in a fair and open marketplace where all participants have equal access.
2. Allocation of grain supply over the entire crop year.
3. Risk avoidance for mills and other participants through “hedge” positions that “insure” against decreases in the value of stored grain.

In the absence of futures markets, grain and flour prices would almost certainly be determined less honestly and efficiently. Supply and prices would be less consistent since there would be no way to encourage sellers to defer grain sales to “future” positions during times of surplus; and grain traders, millers and buyers of flour would shoulder huge risk in owning wheat and flour.

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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.

