



Bread costing consumers more dough

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Reported by: [Kory Raftery](#)

CENTRAL COAST

Your daily bread is costing more dough than ever before.

We all know gas prices are through the roof, but these days fueling your body is costing more than a pretty penny as well.

Here are the Facts First:

- Flour is a whopping \$25 a bag, and rising.
- Egg prices have doubled.
- And the demand for wheat is as high as it has ever been.



Places like the House of Bread rely on everyday items to serve their customers. Now with prices of flour, eggs, milk, and butter on the rise, the price of baked goods are rising too.

"It's kind of ridiculous. But it's either go hungry or be poor," said Jenna Antonelli of Los Osos.



Like many shoppers, Jenna Antonelli says she can't keep up with rising prices, but she sees no other alternative.

Jenna Antonelli said, "So we're just gonna keep paying 'em, bite your tongue and keep standing in line at the grocery store."



The price of flour is as high as its ever been. Last year at this time one 50 pound bag was \$11, this year it's \$25. And it doesn't stop there. The price of eggs has almost doubled and the price of milk is on the rise too.

Gary Carlock said, "As the price of oil goes up, it affects everything."

That from a man who knows baking. Gary Carlock has been in business for close to half a century. He is known for being the last to raise prices, but says at some point it must be done.

"The price for the consumer has to go up because we can't more or less take it on the chin forever," gary carlock.

For now, as prices continue to climb, bakeries like both Carlock's and House of Bread will do what they can to keep customers from walking away empty handed.

Aside from gasoline and grocery bills skyrocketing, the explosion in ethanol production is pushing up the prices of corn and other commodities.

Economists expect the trend to continue into the spring.

