

ANNUAL REPORT

2018-19



Strategic Plan 2018-19

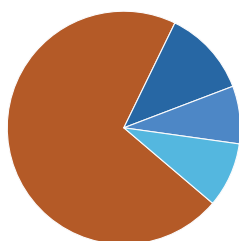


Vision Statement

Grow the practice of home baking.

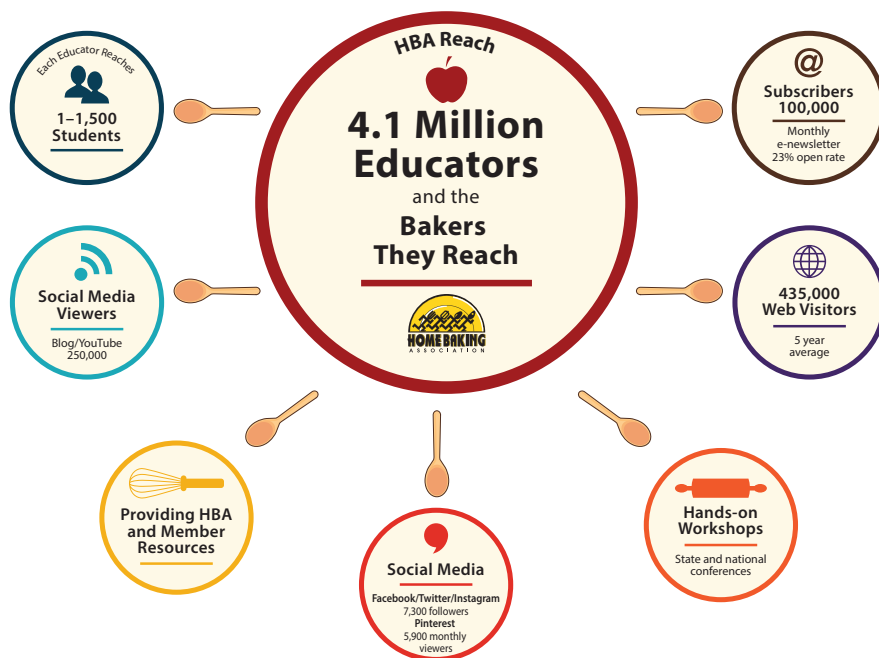
Mission Statement

Advocate for increased home baking by providing tools and knowledge to perpetuate generations of home bakers.



**FY19 budget
\$187,960**

- Program 71%
- Membership 12%
- Administrative 8%
- Meetings 9%



Target Audience

Home Baking Educators

- Anyone who teaches or fosters home baking skills
- Family and consumer sciences teachers in middle and secondary schools
- Family and consumer sciences extension educators
- After-school and community youth program educators
- Education trade media and social media influencers

Communications Goal

Promote awareness and use of Home Baking Association and member educational materials.

Long-Term Marketing Objective

Increase the frequency and appreciation of home baking.

Key Strategies

- Identify, develop and support home baking educators.
- Extend home baking education materials to community, classroom and home educators.
- Maximize resources and state of the art technology to further the reach of the Home Baking Association.
- Leverage existing member materials to educators and home bakers.
- Promote the many benefits of home baking.
- Advocate & promote safe home baking practices.
- Teach, encourage and sustain home baking.
- Advocate year-round baking.

Board of Directors *Executive Board

END 2019

American Sugar Refining, Ileana Durand
Stephanie Petersen, Panhandle Milling
Open position
Stone Buhr Flour Co, Tom Payne*
The Sugar Association, Courtney Gaine*

END 2020

Colorado Wheat, Madison Andersen
Ardent Mills, Meredith McGregor*
Grain Craft, Eric Wall*
Shawnee Milling Co, Sam Garlow*
The J.M. Smucker Co, Sarah Donohoe

END 2021

Open position
Kansas Wheat, Julene DeRouchey
Hopkinsville Milling, Robert Harper*
Oklahoma Wheat Commission, Chris Kirby
North Dakota Mill, Vance Taylor*

Officers FY19

President

Eric Wall, Grain Craft

First Vice President of Program

Sam Garlow, Shawnee Milling Company

Second Vice President of Membership

Vance Taylor, North Dakota Mill

Welcome new members



Message from Home Baking Association President

As we near the completion of the 2019 Home Baking Association fiscal year, I would like to thank all of our member companies, associations and organizations for their support. HBA is only as strong as our members, and through working together, with great ideas, knowledge, and input, we better achieve our mission to “advocate for increased home baking.”

This year, we introduced our new website, and besides looking fantastic, it's design better serves handheld devices and access to baking information. Thanks to HBA staff, the website committee, Nick Beatty, our webmaster and Kimberly Fields, for their hard work and dedication to make our new site a reality.

Member companies provided support to conduct a second **Mintel Home Baking Consumer Survey** that will assist both members and HBA with program strategies—another HBA membership benefit.

Keeping **safe baking practices** at the forefront of our message to educators and bakers is an essential part of advocating more baking in the home, communities and classrooms. HBA's continuing education provides the latest Baking Food Safety guides, videos, and resources at www.HomeBaking.org/bakingfoodsafety.html.

This annual report summarizes how staff researches, plans and conducts baking education at national and state events and promotes baking through the monthly e-newsletters and blogs to “anyone who teaches or fosters baking.”

In closing, I also want to thank our dedicated staff of Charlene Patton and Sharon Davis. The passion and knowledge of our two staff members is absolutely the reason the HBA does such a wonderful job year after year. Thanks also to my fellow officers and our board members for taking the time from your regular jobs to guide the HBA and make it what it is.

If you are an educator, non-member company, or a baking or foods writer wanting more information on how you can become involved in the HBA, visit our website or contact our staff.

Happy Baking!

Eric Wall, HBA President
Grain Craft, Director of Sales

2019 Highlights At-a-Glance:

- **LAUNCHED!** Redesigned HomeBaking.org website
- **Baking Food Safety** resources and micro-site
- **4-H Congress** Baking STEAM workshops gets the flour in 200 bowls
- **National Festival of Breads** hosts HBA “Ask the Bakers” workshops and “Baking with Families” stage demo
- Year-round reasons to bake included **Bake for Family Fun Month**, Bake for Summer Learning and Whole Grains Baking Month
- Conducted 23 educator webinars, **Baking STEAM** workshops and sessions
- **HBA e-newsletter** subscribers top 100,000!
- *Baking Ingredient Super Heroes* wins **Educator Award**
- *PBS-TV Creative Living* features seven HBA programs

Baking Educator Partnerships

Each food educator served via partnerships reaches 100 or more consumer households.

Here's how HBA collaborated with seven essential food educator partner associations:

American Association of Family & Consumer Sciences (AAFCS) aafcs.org

- Alliance members linked; monthly calls; co-promote **Say Yes to FCS**
- **National Dine-In** event promotion and participation
- HBA offered two FCS webinars—**Bake for Family Fun** and **Build FCS Baking STEAM**



Child and Adult Care Food Program (CACFP) cacfp.org

- National Child Nutrition Conference, Chicago, Illinois, **Whole Grain Baking 101** workshop and exhibit
- National CACFP Ally



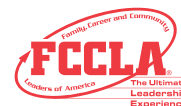
The Family Dinner Project thefamilydinnerproject.org

- Co-develop and distribute family meal website and event resources
- Featured on HBA Meal Solutions micro-site



Family, Career and Community Leaders of America (FCCLA) fcclainc.org

- FastFACS Baking Food Safety resource updates
- National Leadership Conference, Anaheim, California, culinary demos, workshops, “Red Talks,” exhibit
- HBA Sponsors linked



National Extension Association of Family & Consumer Sciences (NEAFCS) neafcs.org

- Three NEAFCS e-newsletter features
- HBA linked as [Partner Member](#)



Wheat Foods Council WheatFoods.org

- HBA members presented two WFC board updates
- Social media featured **Bake for Family Fun Month**



Whole Grains Council WholeGrainsCouncil.org

- September **Whole Grain Baking Month** promos
- March **Whole Grain Tasting Day** features
- Whole Grain Council resources at HBA exhibits



HBA Baking Education...

Engaging Consumers with Baking Food Safety Education

Over 250,000 food educators were provided engaging baking food safety media, recipes and infographics.

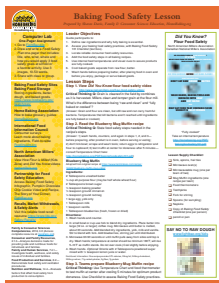
American Association of Family & Consumer Sciences hosted two HBA Webinars for faculty and teachers.

National Extension Association of Family & Consumer Sciences provided e-link for HBA's new Baking Food Safety micro-site.



4-H Congress 200 teen leaders baked with HBA and viewed the North American and Canadian Millers' **Did You Know?** video. Baking teams took internal temps to confirm "no raw dough" and "just bake it!" 400 state leaders received **Baking Food Safety 101** guides.

HBA coordinated Engaging Baking Food Safety Education for the CFSEC 2019 FightBAC! conference. HBA and members Ardent Mills and North American Millers Association co-presented a session and provided educators 300 USBs with ready-to-use Baking Food Safety resources. *Sponsors: Ardent Mills and NAMA*



Child and Adult Care Food Program National Child Nutrition Conferences 1,700 participants received Baking Food Safety resources.



National Festival of Breads 1,500+ consumers and educators viewed and received Baking Food Safety education resources at HBA's Ask the Baker sessions, exhibit and stage demo.

FCCLA National Leadership Conference and FAST FACS reaching 8,000 advisers and 180,000 teen leaders with Baking Food Safety education resources, Did You Know video and USB drives.



Summer Baking STEAM Teacher hands-on baking labs and educator conferences all received the Baking Food Safety resources, applied baking food safety steps and viewed Did You Know.

HBA's e-newsletters and blogs to over 110,000 monthly subscribers promoted the new Baking Food Safety micro-site.

New Educator Resources for Teaching Baking Food Safety ¡En español!



Download
@HomeBaking.org



Educator Award Winner: Ingredient Super-Heroes to the Rescue



Twelve high school culinary bakers with Delaine Stendahl, Whitehall High School Family & Consumer Sciences Teacher, baked to learn ingredient roles and measurement skills.



76 students and their 156 family members baked and decorated gingerbread cookies.

Educating the Educators

Target Audience: Anyone who teaches or fosters home baking skills
Each educator in the following HBA programs:

- received HBA's all-member-inclusive baking resources.
- teaches 1 to 1,500+ additional households (self-reported).
- uses (and re-uses) resources each year over several years.

4-H Congress Baking STEAM

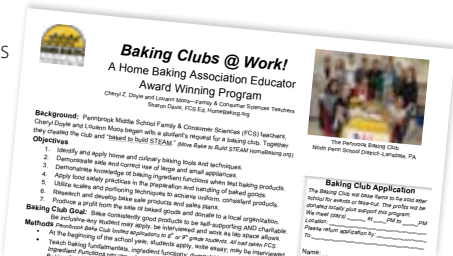
- 600 4-H staff and leaders receive **Baking STEAM** resources



200 teen leaders baked 800 Pilgrim rolls.

FACS Conferences Receive New Baking Resources

- National Association of State Administrators of FACS (NASAFACS)
- Arkansas
- Iowa FCCLA Advisers
- Kentucky
- Minnesota
- Nebraska
- Texas Extension
- Wisconsin



...Gets the Flour in the Bowl!

National Child Nutrition Conference

Chicago, Illinois

- CACFP programs serve daily 2 billion meals and snacks to 4.4 million children via 52,000 centers and 137,000 family day cares; 1,700 attend NCNC
- 300+ received resources
- HBA exhibited and taught **Whole Grain Rich Baking** workshop for 76 child care providers



FCCLA National Leadership Conference

Anaheim, California

- Two educator workshops, **Becoming a Bigger Bolder Baker** with Chef Gemma Stafford and Charlene Patton
- Two culinary demos, **Best Ever Brownies** with Chef Gemma and **Bake for Fund\$** with Sharon Davis and Maria Scott, Sugar Assoc.
- Two "Red" Talks, **Bake it Better!** Baking Food Safety and Methods
- Exhibit surveyed and provided teachers and students resources

Sponsors: Ardent Mills, Bigger Bolder Baking, Share Our Strength, The Sugar Association



National Festival of Breads

Manhattan, Kansas



HBA provided 3,500 NFOB attendees:

- **Baking with Young Families** stage demo featuring Charlene Patton and three generations of bakers
- Six **Ask the Baker** sessions with how-to demos and Q&A sessions to 450+ taught by Sharon Davis and Connie Nieman, KS Wheat Commission spokesperson
- **Everybody Bakes Bread** exhibit, baking resources and survey conducted by HBA member Chris Kirby, OK Wheat Commission

Sponsors: Kansas Wheat Commission, King Arthur Flour, Red Star Yeast

NFOB participants noted the sessions were **"Fun! Packed full of information!"** and that they **"loved learning opportunities and meeting other bakers."**

(Quotes from NFOB surveys)

Summer Baking STEAM Family & Consumer Sciences Teacher Workshops

HBA planned and executed continuing education opportunities with state FCS educator and association leaders.

Manhattan High School, Kansas – Culinary and Baking Lab

- One day training, 16 teachers and state FCS leader
- Provided **A Bakers Dozen Labs** USB drives, Baking Food Safety resources



Ozark High School, Missouri – FCS and CTE Teachers

- 90-minute Baking STEAM resources training with 5-minute baking activities and short-lab baking strategies for 40 teachers

Sponsors: Grain Craft, Kansas Wheat, The Uhlmann Co.

New Tech Skills Center – Spokane, Washington

- Two-day hands-on baking labs for 27 Washington Family & Consumer Sciences and Career and Tech Culinary educators
- Labs taught; all received **A Bakers Dozen Labs** USB drives and Baking Food Safety resources

Sponsors: WA Grain, WA FCS Educators, King Arthur Flour, Stone Buhr Flour



Website & Social Media

We launched our redesigned HomeBaking.org website in the fall of 2019. It features downloadable printouts and videos of lessons and labs, recipes and baking food safety. Member logos are in a constantly rotating graphic across the bottom of the screen, and past newsletter archives and the HBA blog can also be found in the new online space.

Website Statistics Oct. 2018 to Sep. 2019

Website Traffic

Total Visitors: 147,266

New Visitors: 55%

Duration of Visit

Average: 00:03:30

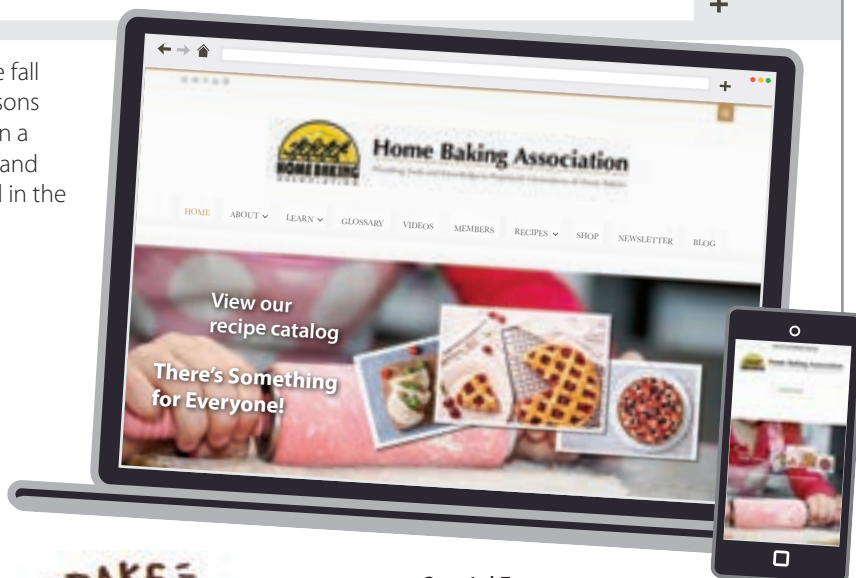
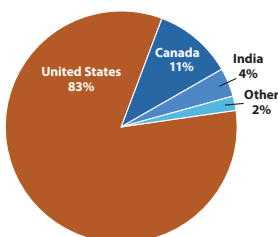
Top Visited Pages

1. Recipes Homepage
2. Educator Resources
3. HBA Homepage
4. DIY Baking Channel (Videos)
5. Blog

Top Search Terms

1. HomeBaking.org
2. Cookie Recipes
3. Baking Lesson Plans
4. Baking Recipes
5. Educator Award Winner

Website Visits Country of Origin



Special Feature:

Bake for Family Fun Month

www.HomeBaking.org/familyfun



| Week 1 | Week 2 | Week 3 | Week 4 |
|---------------------------|-------------------------|-----------------------------|-------------------|
| Let's Get Started Baking! | Baking For My Valentine | Baking History & Traditions | Baking For Others |



eNewsletter

100,010 subscribers
an increase of 42%

Open rate
average 23%
(national avg. 15%)



- 11 new videos this year
- 122,474 total views
- Videos have 250,000+ views in the last two years
- 63 videos published since the channel was created

Top Videos

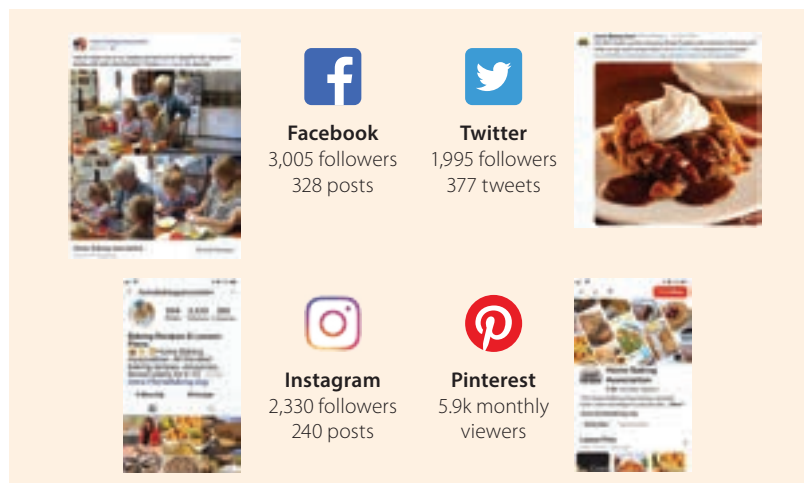
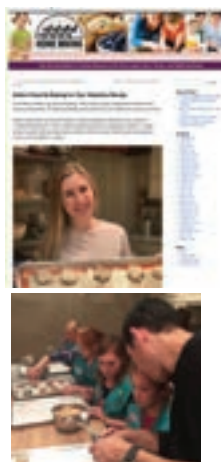
Quilt cake: 34,234
Cornbread: 32,299
All-purpose Flour: 25,456
Preheating an oven: 16,879



In the Kitchen Blog

137,323 views

Top blog posts featured *The Knead for Baking*, part of a Girl Scout Gold Award project by Sofia Votava. It fit all four weeks of Bake For Family Fun Month. Sofia's website can be found at thekneadforbaking.com



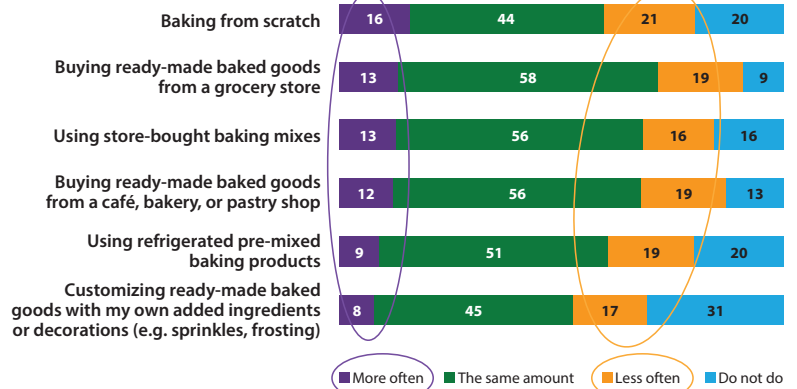
Gaining 2020 Home Baking Vision

Mintel reported in February 2018 that while baking at home is something that more than half of all adults do, the trend still appeared to be down for activities as diverse as scratch cooking, use of baking mixes, and purchase of baked goods from grocery stores and pastry shops or cafes.

One of the better-known drivers that is holding down home baking sales is the decline in households with children. From 2006 to present, households with children have fallen in number by 1.2% annually.

HBA members and sponsors are using 2019 to fund and conduct national home baking consumer research, in association with Mintel. To gain 2020 focus, the survey is revisiting HBA's 2010 Mintel benchmark baking survey questions and is expanding into new home baking consumer practices. Mintel's summary findings were presented at the HBA Members' Annual meeting, Lake Placid, NY.

"Compared to one year ago, how often are you doing each of the following?"



Based 1,406 internet users aged 18+ who purchased baking mixes. From Mintel's Baking & Dessert Mixes – Feb 2018.

2019 Baking Survey General Topics

Baking Attitudes

Baking Behavior

Changes in Baking Behavior

Baking Purchase Behavior

Ingredient Usage

Consumer Psychographics

MINTEL

Reach and Scope of Mintel Study

- What consumers mean when they say "home baking" and "scratch baking"
- Frequency of baking
- Where people learn to bake – when they were young and now
- What have you baked at home
- Baking equipment that you use
- What is the range of ingredients that you use when baking
- Where do you go online for baking inspiration
- Where do you shop for baking ingredients – in-store and online
- A host of attitudes that tell us how much baking means to you and the role it plays in your life



As Seen on PBS Television

Creative Living with Sheryl Borden

118 PBS Stations in 40 states, Guam, Canada & Puerto Rico

7600 Series – Two HBA segments aired seven times:

- *Baker's Dozen Smart Snacks*
- *Children in the Kitchen*



Members & Partners

HBA Members

ADM Milling Company*
American Sugar Refining, Inc.
Ardent Mills
Bigger Bolder Baking*
Canadian National Millers Association
Chelsea Milling Company
Colorado Wheat
Crisco
El Dorado Paper Bag Manufacturing Co, Inc.
Grain Craft
Hopkinsville Milling Company
Kansas Wheat Commission
King Arthur Flour Company
Lesaffre Yeast Corporation
North American Millers' Association
North Dakota Mill
North Dakota Wheat Commission

Oklahoma Wheat Commission
Panhandle Milling
Renwood Mills
Share Our Strength
Shawnee Milling Company
Sokol and Company
South Dakota Wheat Commission
Stafford County Flour Mills Company
Stone-Buhr Flour Company
Texas Wheat
The French Pastry School*
The Sugar Association, Inc.
The Uhlmann Company
Washington Grain Commission

**New members*

Non-Voting Supporter: Nebraska Wheat Board

HBA Education Partners

American Association of Family & Consumer Sciences (AAFCS)
Child & Adult Food Program (CACFP)
Family Dinner Project
Family, Career & Community Leaders of America (FCCLA)
National Extension Association of Family & Consumer Sciences (NEAFCS)
Wheat Foods Council
Whole Grains Council



HBA Staff

Charlene Patton, Executive Director

Family and Consumer Sciences
Foods and Nutrition in Business

Sharon Davis, Director

Program and Membership Development
Family and Consumer Sciences Education

