Vision Statement
Grow the practice of home baking.

Mission Statement
Promote home baking by providing tools and knowledge to perpetuate generations of home bakers.

Target Audience
Home Baking Educators
- 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
- Anyone who teaches home baking

Long-Term Marketing Objective
Increase the frequency of home baking.

Communications Goal
Increase awareness and use of Home Baking Association and member educational materials.

Key Strategies
- Identify, develop and support home baking educators.
- Extend contemporary home baking education materials to classroom and community youth program educators.
- Leverage existing member materials.
- Promote the many benefits of home baking.
- Teach how to bake at home.
- Advocate year-round baking.

Reach
- More than 865,000 adult educators
- 12 million households
- 17,000 family and consumer sciences teachers in middle and secondary schools
- 23 million impressions with audiences that bake
- $10 CPM (cost per thousand) or one cent per person reached

Celebrating 50 Years
OF SERVICE TO BAKING EDUCATORS.......1959–2009

1959 Soft Wheat Millers Association formed a committee to promote home baking in 1923. The original charter of the Home Baking Association began when a merger was struck with the name Self-Rising Flour and Cornmeal Program, Inc., as a not-for-profit corporation in Tennessee.

1960 Throughout the 1960’s, during the decline of home baking and mega-trend changes of microwaves, women working outside the home, and changes in meal preparation and eating patterns, the program united competitors to increase the total market for product categories and sought cooperation with the Miller’s National Federation, Chicago, IL.

1980 In the 1980's, the program became the last non-profit, generic communications program promoting baking at home.

1989 The program tore down regional boundaries and became national in scope and invited all scratch baking ingredient and equipment interests to join. The first to join were the millers, baking powder and yeast companies. The name of the not-for-profit corporation was changed to the Home Baking Association and the mission expanded to what it is today.

1990 Annual Educator Award began recognizing outstanding baking educators nationally.

2000 The new millennium launched www.homebaking.org, and added baking mix brands as members. New categories for allied appliances, individuals and publishers were also instituted, enhancing the association’s resources.

2002 Bake for Family Fun Month was created to increase the awareness and benefits of baking at home.

2006 Electronic media expanded with on-line distribution of an e-newsletter, reaching high interest bakers and educators.

2008 The Home Baking Channel implemented Do-it-Yourself Baking Videos on www.homebaking.org as well as on YouTube.

2009 Twitter was added as a new electronic medium for reaching home baking educators. Partnerships with classrooms, homes and community programs reached over 12 million young bakers and their households.

1959–2009
Celebrating 50 Years
OF SERVICE TO BAKING EDUCATORS
The Home Baking Association (HBA) mission of “growing the practice of home baking” could not have been more relevant this year. Due to economic conditions, more meals were being prepared at home, and this organization was at the forefront in sharing our tools and knowledge to not only current bakers, but future generations as well. In fact, in 2008-2009, more people learned about HBA than ever before, keeping the momentum of this organization going strong.

One of the ways we sought to build this momentum was to develop a set of goals to help measure our progress and success. Our goals this year included increasing awareness and reach; promoting and enhancing materials, tools and programs; and retaining/increasing membership, because without our members none of our work could be possible.

Here are some examples of what your support of HBA achieved this year:

- The HBA Web-site continues to be a valuable educator resource. Last year, we increased promotion of the site and improved its content. As a result, not only are more people visiting our site (an 11% increase), but they are more engaged, viewing 34% more pages per visit.
- Our participation in youth educator conferences for groups like FCCLA, AAFCS and School Nutrition Association, hands-on training sessions at events like the National Festival of Breads, and frequent e-mail newsletters have also paid dividends. As a result of our efforts, newsletter subscriptions increased by 35%, and we have had direct contact with over 865,000 educators this year alone!
- More organizations are recognizing the value of HBA and we’re thrilled to welcome Dromedary Cake Mix brand and California Raisin Marketing Board to the group.

Of course, none of this could happen without the time, funding and spirit of cooperation of all our members. I would especially like to recognize Charlene Patton, Sharon Davis and the HBA Board and thank them for their leadership and passion for home baking education.

We are very excited about the opportunities in the coming year. New goals to grow the practice of home baking will be set and through the support of HBA members, we will achieve these goals once again. But in the end, we all recognize that what an organization can do is not as important as what that organization can become. And through your support, we can become the “go-to” resource for home baking educators...fostering future generations of home bakers and a lifetime of baking memories.

Brenda Alten
The J.M. Smucker Company
Home Baking Association, President
American Association of Family and Consumer Sciences

- Exhibited at AAFCS National 100th Conference, Knoxville, TN – June 25-26
- Reaches 1,250 teachers, extension and food nutrition, culinary and consumer educators
- FCS teachers and extension leaders are the premier grass-roots connection for home food, culinary and consumer education
  - Provided learning lab, attended by 90 FCS teachers
  - Distributed 400 baking resource packets
  - Reached 340 teachers and faculty who supervise new FCS teachers

Boys and Girls Clubs of America

(4,300 club locations, 4.5 million youth and 50,000 trained staff)

- Resource packets and DIY Video clips provided to 40 clubs at training
- Baking/cooking food activities included in “Triple Play: A Game Plan for Mind, Body, Soul”
- Provided HBA baking clips for digital on-line use www.bgca.org
- Collaborating on “Cheap Eats Healthy Recipe Contest”

Camp Fire USA

(125 councils/750,000 youth providing more than 22 million program hours to children and youth annually)

Camp Fire USA GROW

- Exhibited at Camp Fire USA Grow Conference, Orlando, Florida - February 2009
- Provided 90-minute hands-on session “Kitchens or Not—DIY Food Rocks!” for 47 Camp Fire Staff and 102 councils
- Participants prepared five HBA recipes from Hold on to Health curriculum
- Resource packets were provided to all attendees

Hold On to Health

- Targets K-9th grade for club, camp and school-based after-school programs
- Curriculum employs goal-setting and decision-making exercises to teach youth and their families about the importance of eating healthy, being physically active, and making healthy choices
- HBA recipes, resources and references included
- Collaboration on project with National Camp Fire USA Program Director to highlight the value of hands-on food preparation

Reality Foods

- Encourages individuals and local clubs to enter recipes/activities that integrate literacy, home, club and camp food skills, family and community tradition building, wellness, history and math
- Five features have been posted on the Web-site with links to Camp Fire USA

Congratulations!

2009 Educator Award Winner
Dena Kemmet, Mercer County Extension
4-H Agent Youth Development
Beulah, North Dakota
“4-H Introduction through Baking Class”

Honorable Mention Award
Renee Dickson – FCS Teacher
Claysville, Pennsylvania
“Creating the Perfect Pastry”
FAMILY, CAREER, COMMUNITY LEADERS OF AMERICA (FCCLA)
(220,000 students and 7,000 FCS classroom teachers/advisors, 9 million alumni)
- Exhibited at FCCLA National Leadership Conference
  Nashville, TN – July 2009
- 5,916 family and consumer science educators and students attended
  - Presented 45-minute workshop to 100 attendees
  - Distributed 450 baking resource packets and member materials at HBA exhibit
  - Mailing addresses for 1,039 FCS educators provided to HBA members

NATIONAL 4-H PROGRAM
(6 million youth and 540,000 volunteers)
- Exhibited at National 4-H Congress
  Atlanta, Georgia - November 2008
- Provided baking resource materials for 1,000 teen leaders and adult 4-H and Youth Extension Staff

HEALTHY KIDS CHALLENGE
(450,000 impressions with an average of 25 students per classroom)
- New collaboration for implementation in FY2010
- HBA as a partner in co-promoting the contest with Johnson and Wales
- “Stirring Up Health” Middle School Recipe Contest promoted to FCS teachers and HBA contacts in after-school and community programs
- HBA logo will appear on contest information mail-out provided to approximately 17,500 educators
- Press release reached 240,000 circulation per region

Additional
Conferences & Events

Iowa and Minnesota Family and Consumer Sciences – March 2009
- Prepared 400 packets with HBA and member resources at HBA exhibit
- Presented two sessions: “Why Today’s Domestic Engineers Bake,” (presented twice) and “Baking Since Before Sliced Bread”

Unified Conference – March 2009
- Provided resource materials to 200 educators
- Conference attendees included FCS educators from four Kansas organizations

Kansas Nutrition Conference,
Hutchinson, KS – April 2009
- 185 nutrition and food educators attended
- HBA provided whole grain breads for break
- HBA exhibit included HBA and member resource materials in packets for all attendees

School Nutrition Association,
Las Vegas, NV – June 2009
- Davis provided on-site Culinary Demonstration, “Wholegrain Appeal”
- Baking resource materials provided to over 100 school nutrition professionals
- Funded by HBA member ConAgra Ultragrain Flour

National Festival of Breads,
Wichita, KS – June 2009
- Presented two workshops and exhibit
- Funded by HBA member Fleischmann’s Yeast
- Over 275 youth educators/parents, consumers and media attended

American Dietetics Association – October 2009
- Provided HBA resources and materials for annual “Food and Nutrition Conference and Expo” through Wheat Foods Council exhibit
- 10,000 dieticians, nutrition consultants and educators attended

National Extension Association Family Consumer Sciences (NEAFCS)
Birmingham, AL – September 2009
- Provided 500 HBA inserts for registration packets
Welcome New and Returning Members!

NEW! Baking Resources

**Baking for Success DVD**
New revised edition includes three baking lessons, ready to print curriculum guide and copy-ready work-sheets.

**Ingredient Substitution Card**
Second in a series of essential baking resource cards with more than ten baking ingredient substitutions.

**Plastic Dough Scraper** - Handy baking tool!

**Special Projects**

**Bake for Family Fun Month**
Each February the HBA Web-site is filled with new recipes and baking activities. Members are invited to provide materials and links to member sites with additional ideas for families to bake together.

**Writers Guild**
Nancy Baggett, HBA Writers Guild member
- Provided the History of Cookies for the Web-site.
- Presented “Kneadlessly Simple” workshop at annual meeting.

**Member Opportunities**

- Bake for Family Fun Month
- Camp Fire USA Grow Conference
- Festival of Breads
- South Dakota, Nebraska FACS Meeting
- IA, MN, KS Conferences
- Culinary Kids Camp
- Texas Family & Consumer Sciences Conference
- American Association of Family & Consumer Sciences (100th Anniversary)
- Food Network/Baking Trends
- National Festival of Breads
- FCCLA National Leadership Conference
- Healthy Kids Challenge
- Colorado County Fair, TX
- Boys & Girls Clubs of America, Cheap Eats Healthy Recipe Contest
- American Dietetic Association’s Food & Nutrition Conference & Expo
- HBA Educator Award Program
- HBA Web-Site Resources
- Parents as Teachers Conference

**Special Media Requests**

Food Network
FIRST Magazine (New York City Magazine/4 million circulation)
Jayni’s Kitchen (Kansas Sunflower Cablevision Channel 6)
Bake for Family Fun Month/Radio, Television and Print Media

**HBA Budget 2008-2009**

$146,975 ~ Total Budget

- 67% Educational Programs
- 15% Administrative
- 5% Meetings
- 13% Membership

Dromedary Cake Mixes
California Raisin Marketing Board
House-Autry Mills, Inc.
E-Newsletter – 7,002 monthly email subscribers (24% increase)

- A promotional e-mail to 75,000 educators, homeschooling families, etc., resulted in 769 new subscribers.
- 10,000 postcards mailed to food and nutrition educators to promote newsletter and Web-site

Web-site Traffic – Number of Visitors

<table>
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<th>Year</th>
<th>2009</th>
<th>2008</th>
<th>2007</th>
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<tr>
<td>Visitors</td>
<td>277,387</td>
<td>248,447</td>
<td>209,640</td>
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Enhanced Visibility

- **Bookmarking and referral services**
  Visitors are allowed to share, and invite others to view their favorite Web-sites.

- **Baker’s Blog**
  Includes recipes, activities, and other materials with the option of sharing digital media such as video and audio to engage new audiences.

- **The Home Baking DIY Channel**
  Free access to specific Home Baking resources as content for Web-sites. Allows lead generation and multiple links to HomeBaking.org. PSA created for HBA that aired on 14 radio stations in the Southwest and Midwest during January and February 2009

- **Twitter**
  Allows immediate release of brief messages alerting the Twitter Community of updates to the site, new recipes, or other baking-related news.

- **Social Media**
  YouTube videos continue to draw interest and create new relationships with those outside of Home Baking Association’s general reach.

Top Referring Terms

1. google/organic
2. direct/none
3. yahoo/organic
4. breadworld.com/referral
5. msn/organic
6. homecooking.about.com/referral

Top Unique Search Terms

1. Home Baking
2. Baking Recipes
3. Baking
4. Baking Tips
5. Home Baking Association
6. Baking with Honey
Full Voting Members
Arco Cornstarch
Cereal Food Processors
Chelsea Milling Company
ConAgra Mills
Dromedary Cake Mixes
Farmer Direct Foods, Inc.
Fleischmann’s Yeast
Gold Medal Flour
Hodgson Mill, Inc.
Hopkinsville Milling Company
House-Autry Mills, Inc.
Karo Corn Syrup
King Arthur Flour Company
Land O’ Lakes, Inc.
Lesaffre Yeast Corporation
North American Millers’ Association
Rabbit Creek Gourmet Mixes
Shawnee Milling Company
Stafford County Flour Mills Company
Stone-Buhr Flour Company
The J.M. Smucker Company
The Sugar Association
Washington Grain Commission

Associate Non-Profit Members
California Raisin Marketing Board
Kansas Wheat Commission
South Dakota Wheat Commission
Wheat Foods Council

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