



Member Benefits at-a-Glance

See your marketing dollar\$ extended and matched.

Join the only home baking network.

Gain contacts, market insight, reach, and partners in home baking.

- Network with 35+ baking industry professionals
- Participate at 2-day Fall annual member meeting providing HBA program and sessions selected by the membership to gain insights to market more effectively in the category
- Your brand will have a positive impact for food skill education in classrooms and community programs at a small shared cost of 17¢ per educator, 1¢ per student

Teach current and new generations to bake when it counts.

HBA engages **1.4 million life skill educators** with resources to **teach 25+ million consumers** baking skills-- in schools and out-of-school

- **24,225 educators** subscribe to HBA's monthly baking e-news Include **your** latest baking and ingredient resources
- **HomeBaking.org** receives 50,000+ visits per month, 100,000+ Blog and social media followers. Add **your** ingredient features.
- **PLUS** people who bake are savvy grain foods consumers

HBA staff creates with you positive brand opportunities.

Annually HBA delivers baking education messages and resources to

- 25+ local, state and national culinary and food educator conferences, including opportunities for **your** brand or ingredient
- Teach a baker's dozen hands-on baking workshops, video lessons
- Award excellent classroom and community baking educators

Go where ads can't and do what they don't.

HBA offers DIY food skill building resources supporting Pre-K to 12th grade educator core competencies and education standards for classrooms and out-of-school programs.

- Offer *Portable Kitchen* resources to over 10 million youth
- Assist classroom teachers to incorporate baking to achieve science, math, literacy, history, art, career and tech education standards

HBA Members

Ardent Mills
 Argo Corn Starch
 Bob's Red Mill
 California Wheat Commission
 Cereal Food Processors/Grain Craft
 Chef's Planet
 Chelsea Milling Company
 Clabber Girl Corporation
 Colorado Wheat
 Country Crock
 Domino Foods, Inc.
 Dromedary Cake Mixes
 El Dorado Paper Bag Mfg. Co.
 Farmer Direct Foods, Inc.
 Fleischmann's Yeast
 Hodgson Mill, Inc.
 Hopkinsville Milling Company
 Kansas Wheat
 Karo Syrup
 King Arthur Flour Company
 Land O'Lakes Inc.
 Lesaffre Yeast Corporation
 Nebraska Wheat Board
 North American Millers' Association
 North Dakota Mill
 Rabbit Creek Gourmet Mixes
 Share Our Strength
 Shawnee Milling Company
 Sokol and Company
 Stone-Buhr Flour Company
 South Dakota Wheat Commission
 Texas Wheat
 The J.M. Smucker Company
 The Sugar Association
 Washington Grain Commission

EDUCATION PARTNERS:
 FCCLA (Family, Career and
 Community Leaders of America)
 NEAFCS (National Extension
 Association of Family & Consumer
 Sciences)
 Wheat Foods Council
 Whole Grains Council

Learn more about Membership and view "Who We Are" power point at HomeBaking.org.
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