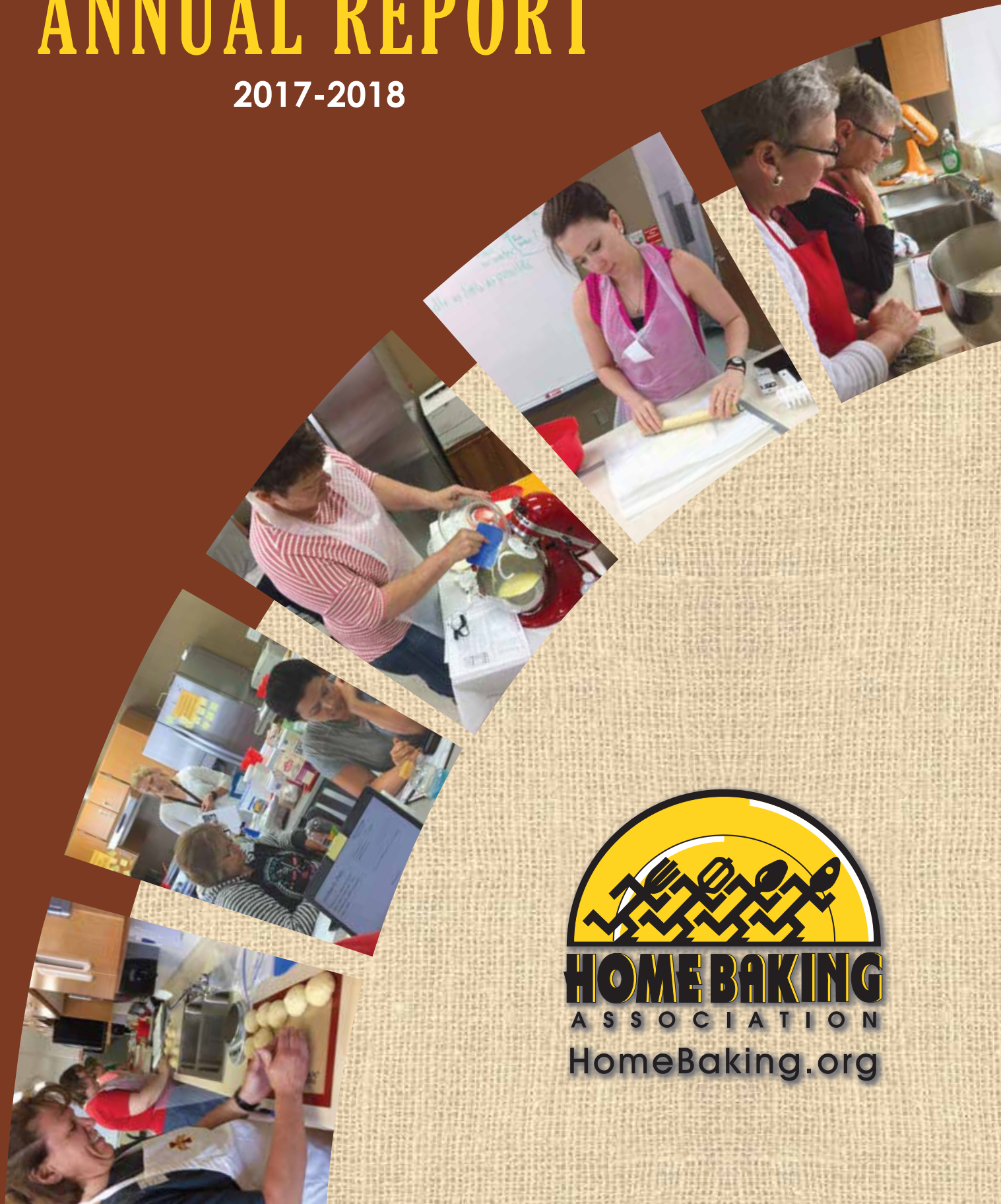


ANNUAL REPORT

2017-2018



HOME BAKING
ASSOCIATION
HomeBaking.org

Strategic Plan 2017-2018

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



Long-Term Marketing Objective

Increase the frequency and appreciation of home baking.

Communications Goal

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

Key Strategies

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



Vision Statement

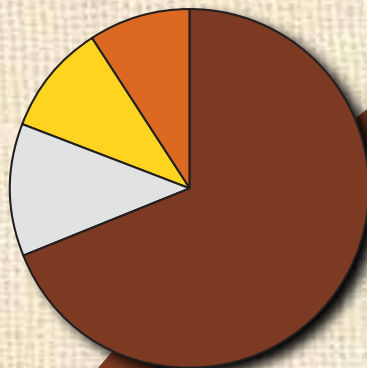
Grow the practice of home baking.

Mission Statement

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

HBA Budget \$209,710

	Programs	69%
	Membership	12%
	Administration	10%
	Meetings	9%



Welcome new members:



HBA Board of Directors

END 2018

- Hodgson Mill, Tom Payne
- Kansas Wheat, Julene DeRouchey
- * Hopkinsville Milling, Robert Harper
- King Arthur Flour, Carey Underwood
- * North Dakota Mill, Vance Taylor

END 2019

- Domino Foods, Ileana Durand
- Open
- Land O'Lakes, Samantha Kelly
- Stone Buhr Flour Co., Josh Dorf
- * The Sugar Association, Courtney Gaine

END 2020

- ACH Food Companies, Kunjal Dharia
- * Ardent Mills, Tod Bramble
- * Grain Craft, Eric Wall
- * Shawnee Milling Co., Sam Garlow
- The J.M. Smucker Co., Sarah Donohoe

* Executive Board

HBA Officers

PRESIDENT

Eric Wall
Grain Craft

FIRST VICE PRESIDENT - PROGRAMS

Robert Harper
Hopkinsville Milling

SECOND VICE PRESIDENT - MEMBERSHIP

Sam Garlow
Shawnee Milling Company

Message from Home Baking Association President

Once again, as the 2017-2018 fiscal year of Home Baking Association comes to a close, I want to reflect on what our organization has accomplished over the past year. The mission of HBA is to "advocate for increased home baking by providing the tools and knowledge to perpetuate generations of home bakers." We were able to accomplish this again this year, because of the unsurpassed knowledge and collaboration among our member companies and partners, and then the execution of our yearly goals by our staff to accomplish our mission. We must continue to provide the resources and teaching tools to dedicated family and consumer science teachers and extension educators, and after-school and community youth program educators, to teach their students the art of home baking and the enjoyment it brings, not only to themselves, but to their families.

I'm very pleased and excited to announce that our new HBA web-site should be up and functional in the upcoming fiscal year. Our staff, web-site committee, and our webmaster have put in a lot of time and hard work to make this new, updated web-site a reality. It will have a new, fresh look, and should be very user- friendly and much improved over our old site. Also, keep an eye out for our new logo as well.

Also, baking food safety continues to be a topic that HBA, along with our partners, have put a lot of effort into to educate bakers and consumers on the correct and safe way to handle and store baking ingredients. This has been done with our

Baking Food Safety 101, a two-page checklist, posters, lesson plan and guide cards, which are distributed by our staff to educators and participants, conferences and workshops.

Partnerships:

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

State Family Consumer Sciences (FCS) Workshops:

Conducted teacher baking training workshops in Iowa, Washington, Oklahoma, Wisconsin, Missouri and Montana.

In conclusion, I want to thank my fellow officers, Sam Garlow, Shawnee Milling Co., and Robert Harper, Hopkinsville Milling Co., for their hard work over the past year. And, none of our efforts and work could happen without our outstanding dedicated staff of Charlene Patton, Executive Director, and Sharon Davis, Director of Program and Membership Development. A special thanks to both of you.

If you are an educator wanting to receive some of our materials, or a representative of a company needing more information on becoming a member, or a baking or foods writer wanting to join our Writers Guild, please check out our web-site for more information or contact our staff.

I am really looking forward to another exciting new year as we continue our vision of **"Growing the practice of home baking."**

Eric Wall, HBA President
 Grain Craft, Director of Sales

PARTNERS



Highlights of HBA:

- Bake for Family Fun Month
- 2018 Educator Award
- HBA Writers Guild
- Baking Food Safety 101 resources
- Web-site update HomeBaking.org
- E-Newsletter subscribers – 77,285
- 4-H Congress Workshops
- Blog views – 205,263
- Facebook – 2,578 followers
- Twitter – 1,677 members
- Instagram – 2,112 followers
- Youtube – 185,000 views with 400 subscribers and 3,000+ weekly visitors
- PBS television – 6 programs
- A Baker's Dozen – Digital version



Special Opportunities



2017 National 4-H Congress

Atlanta, GA – November 24-27, 2017

Dough Sculpting 101: Science, Art and Math

- Four hands-on 90 minute sessions for 200 4-H youth leaders
- Each workshop participant received take-home baking kit
- 425 baking resource packets provided
- 123 surveys returned/results:
 How many benefit when you share baking information? 21,935
 12 youth reported a reach of more than 1,000 individuals
 Have you visited the web-site HomeBaking.org? 3% - Yes 97% - No
 I would use HBA resources for the following:
 62% - School classroom/lab 54% - Community club program
 43% - After-school program 39% - Leader training
 34% - Summer camp 28% - Web-site
 27% - Public event 9% - E-news or newsletter
 9% - Media feature
 What social media do you use? 45% - Instagram 37% - Facebook
 Do you bake? 86% - Yes 13% - No
 How often do you bake?
 25% - weekly 24% - occasionally 17% - daily 14% - monthly

HBA Member Support; Kansas Wheat Commission; additional support provided by: Crisco, Fleischmann's Yeast, Hodgson Mill, Red Star Yeast, The Sugar Association, Wheat Montana, American Sugar Refining

Quotes from Workshop Attendees

- ~ My favorite thing of the day!
- ~ This workshop has engaged me to work with my county extension to set up months of cooking classes for 4-Hers!
- ~ Even though I bake often I really enjoyed this workshop! I got to play with the dough and learned I really need to break measuring habits.



Child & Adult Care Food Program (CACFP)

HBA joined as an Ally

Providing baking information for:

- 52,000 CACFP child care centers
- 137,000 family child care providers serving 2+ billion meals and snacks to over 4.4 million children daily and 115,000 elderly persons.

2018 CACFP national conference with 1,400 attendees

HBA joined Grain Foods Foundation (GFF) and provided "whole grain rich" baking and baking food safety resources

HBA invited to contribute to the GFF conference micro-site www.123mealplanning.com



PBS Television Segments

7400 Series – *Creative Living* with Sheryl Borden
 118 PBS Stations in 40 states, Guam, Canada & Puerto Rico

Kitchen Science
 "adapting baking recipes for special needs"

Aired: November 18, 2017 and June 12, 2018

Baker's Dozen Smart Snacks
 "bake sale recipes meet USDA guidelines"

Aired: February 7, July 26 and September 11 & 20, 2018



Meal Solutions@TheTable

New micro-site: HomeBaking.org/atthetable.php
 Members and Writer's Guild resources

Links to "why," "how," and "what" to prepare to engage families in more home baked and shared family meals and snacks

Partner resources and promotions links include:

- AAFCO "Dine In!" promotion
- CACFP Meal Planning Guide
- FCCLA@TheTable Resources
- The Family Dinner Project "Dinner Tonight" and "Device-Free Dinner" apps



Kansas Wheat Blogger Tour

- June 2018 Kansas Wheat and Red Star Yeast brought nine food bloggers to experience Kansas wheat harvest
- Bloggers combined reach of 5.4 million social media followers
- Encouraged to share the farmers' story and "wheat to oven" baking resources at eatwheat.org
- HBA presented totes with baking resources and *Baking with Friends* book
- 4-H Congress



2018 Educator Award



Louann Moos & Cheryl Doyle

Family and Consumer Sciences Teachers
 Pennbrook Middle School,
 North Penn School District,
 North Wales, PA
 Entry: **The Pennbrook Baking Club**

Writers Guild Members

- Nancy Baggett, Author
- Deanna Cook, Children's Writer
- Father Dominic, Author, Media Personality
- Connie L. Evers, MS, RD, LD; Child Nutritionist and Author
- Mary Gunderson, Author
- Katherine Hayes, Highlights Magazine
- Stephanie Petersen, Corporate Executive R&D Chef
- Corrie Whisner, PhD, Arizona State University





SIGN UP

BAKING LESSON PLANS



ABOUT TIPS, TERMS & TECHNIQUES TEACH BAKING BAKING BUZZ RECIPES THE BAKE SHOP



2018 EDUCATOR AWARD ANNOUNCED

The Educator Award Selection Committee has chosen the 2018 winners, and the results are now available here. Congratulations!



News and Resources



HBA Educator Award ▶



Feature Educator

Blog



September Blog ▶

Voting Members



Web-site Annual Report – 2017-2018

E-newsletter

Current Subscribers: 77,285
Open Rate: 22%
Mobile Open Rate: 61%
Desktop Open Rate: 32%
National Average Open Rate: 15%
Current Subscribers: 77,285

Social Media



Facebook members (2,578) broadcasts (322)



Twitter members (1,677) broadcasts (275)



Pinterest followers (1,331) pins (11,446)



Instagram followers (2,112) posts (261)



Wordpress blog views (205,263) posts (24)

Web-site Special Features

Bake for Family Fun
130 recipes, activities & lesson plans featured

BFFFM Social Media:

Facebook posts related to BFFFM – 41
Member reposts – 39
Admin comments/Likes on member posts – 109
Follower interactions/Question responses – 23
Twitter posts related to BFFFM – 39
Member re-Tweets – 29



Facebook post

Youtube Videos

Reached over 185,000 views on the Baking channel
400 subscribers
3000+ weekly visitors

Top Search Terms

1. HomeBaking.org
2. Baking
3. Baking Lesson Plans
4. Baking Resources
5. Educator Award

Top Referring Websites

1. Google.com
2. Facebook.com
3. Youtube.com
4. Wordpress Blog
5. Twitter

Top Page Views

1. HomeBaking.org (homepage)
2. Bake for Family Fun Month (homepage)
3. Recipes (homepage)
4. Glossary
5. Portable Kitchen Educator Resources

Videos

25 new videos added

Youth Educator Programs

American Association of Family & Consumer Sciences (AAFCS) National Conference

June 25-26, 2018, Atlanta, GA

- 450 FCS University, state, classroom and community FCS educators
- Three face-to-face teacher roundtables for 31 teachers
- Curriculum Showcase of HBA, member and partner resources for 35 teachers
- 30 FCS student teachers received baking resources
- Davis served as the HBA liaison at four AAFCS Alliance meetings
- Baking lab education reach: 9,900 FCS students



Family, Career & Community Leaders of America (FCCLA) National Leadership Conference

June 28-30, 2018, Atlanta, GA

Attendance: 1,215 FCS teachers/advisers and 6,755 student leaders

- Participating Member: Chef Stephanie Petersen, Panhandle Milling (FCCLA Culinary Judge; HBA exhibit)
- Four, 45-minute workshops for 108 FCS teachers and 95 FCCLA student leaders
- 15 hours of exhibit reached 235+ FCS teachers
- 224 surveys returned
- 150 E-news additions
- Baking lab education reach: 65,700 students



Oklahoma FCCLA Cluster Conference

November 18-19, 2017; Oklahoma City, OK

- Two-day exhibit and three Inspire Baking Food Safety 101 workshops
- Presented by Sharon Davis, HBA, and Chris Kirby, Oklahoma Wheat Commission

500+ advisers and youth received:

- HBA baking resource packets
- 10 HBA members provided survey gifts and door prizes



505 teacher and student surveys completed:

- 134 FCS teacher/advisers completed surveys adding 110 e-news subscribers
- 57% had not yet accessed HomeBaking.org
- 13% are HBA social media followers
- 99% bake – 13% daily; 32% weekly; 21% monthly; 27% special occasions
- 371 FCCLA students completed surveys adding 224 e-news student addresses
- Self-reported reach – 15,295 students/households
- 95% have not accessed HomeBaking.org; or social media
- 93% bake – 6% bake daily; 26% weekly; 10% monthly; 34% occasionally; 18% special occasions; 5% do not bake
- Top four items baked: cookies, cakes, cupcakes, brownies
- Baking lab education reach: 23,810 students

Member support: Oklahoma Wheat Commission

Missouri FCS/CTE Workshops and Exhibit

July 23-25, 2018, Springfield, MO

- 200 teachers were provided HBA resource packets and baking education resources at the exhibit
- 58 e-news addresses added
- Event conducted by HBA staff, Cindy Falk, Kansas Wheat and spokesperson Connie Nieman

- Baking lab education reach: 30,150 students

Member support: Grain Craft and Kansas Wheat Commission



State Family and Consumer Sciences (FCS) Workshops

Baking STEAM Teacher State Workshops

supported by member sponsorships and teacher registration fees in the following states:

Washington State FCS Educators

October 15-17, 2017; Spokane, WA

- 150 FCS educators
- One-hour Essential Baking Resources for Culinary and FCS Labs presentation and exhibit
- Conducted by Connie Nieman, HBA Educator Award winner
- Stone-Bohr Flour provided flour for educators
- Baking lab education reach: 22,500 students

Member support: Washington Grain



Montana FCS Career and Tech Conference

October 19-20, 2017; Fairmont, MT

- 33 culinary and foods teachers
- Baking Builds STEAM four-hour workshop taught by HBA Staff, Sharon Davis and member Amy Danielson, Wheat Montana

Member support: Wheat Montana and MT Wheat and Barley Committee

Iowa FCS Teachers Workshop

June 11-12, 2018; Boone, IA

- Host: Boone H.S. FCS classroom
- 17 teachers and state FCS Education director, Lisa Stange
- Presented by Sharon Davis, HBA; Jane Hoegh, Iowa FCS teacher; Connie Nieman and Katie Brouwer, HBA Educator Award winners
- Provided HBA Baking Food Safety resource links in statewide e-blast to all Iowa FCS teachers
- Baking lab education reach: 2,250 students

Member support: Grain Craft and Kansas Wheat



Wisconsin State FCS

March 1-3, 2018; Lake Delton, WI

Baking Steam workshops/exhibit

- Attendees 116
- 43 FCS educators surveyed report:
- 71%, FCS teachers; 7% Career & Tech Education
- 21% FCS university FCS education students
- 74% were introduced to HBA for first time
- 100% are bakers – 6% daily; 37% weekly; 31% monthly; 22% occasions
- Top 5 items taught: Yeast breads; cookies; cakes; quick breads; pastry
- Social media most used: 72% FB; 35% Pinterest; 30% Instagram; 13% Twitter
- Baking lab education reach: 7,050 students

Member support: Red Star Yeast



HBA Ed Award winner Delaine Stendahl

teaches teachers

Whitehall High School, WI

- 35 FCS and culinary teachers
- HBA resource packets provided
- Baking lab education reach: 5,250 students



* Complete reports available upon request

New Resources

New Materials

The Family Dinner Project flyer



A Baker's Dozen Digital Lab Manual



Bake for Family Fun



Baking Food Safety posters



New Web-site Resources

Glossary

Meal Solutions@TheTable, homebaking.org/atthetable.php

The Muffin Man and the Healthy Kids Act lesson



Baking Math for Families and Young Children

article proposed, written, edited National Association of Educators of Young Children (NAEYC) Families blog posted July 6, 2018 /baking-math

NOTE: Refer to NAEYC's National gold standard for early childhood education for HBA programs –

naeyc.org/our-work/families/10-naeyc-program-standards



Baking Resource Packets

Targeting Family and Consumer Sciences (FCS) educators with Sciences, Tech, Engineering, Art and Math (STEAM) resources

- American Association of FCS/Atlanta, GA/50
- Association of Career and Tech Education (FCS) Teachers/50
- Family, Career and Community Leaders of America/Atlanta, GA/400
- Iowa FCS Workshop and Conference/100
- Kansas FCS Conference/Manhattan/25
- Kansas FCS Conference/Salina/30
- Kansas Nutrition Council/115
- Kansas United FCS Conference/100
- Kentucky FCS Conference/50
- Missouri FCS Workshop & Conference/100

- NASAFACS National Association of State Administrators of Family & Consumer Sciences/50
- Oklahoma FCCLA/350
- South Carolina FCS Conference/50
- Washington FCS Conference/150
- Wheat Foods Council Board Meetings/20
- Wisconsin FCS Workshop/100
- Wisconsin FCS Education & DPI Child Care Conference/193
- Wisconsin FCS Baking Workshop/35

HBA Partners

Two new national partners in 2018

AAFCS Alliance

- American Association of Family & Consumer Sciences (AAFCS) only professional association dedicated to family and consumer sciences students and professionals
- Not-for-profit, broad-based 501 (c)(3) membership organization
- Connects FCS professionals to share knowledge, research, and experience



Alliance includes 35 other partners and sponsors to advocate for FCS in schools and communities and share the "Say Yes to FCS!" message across the country.

CACFP Ally

The Child & Adult Care Food Program (CACFP)

- Provides education and support to CACFP sponsors of all sizes from across the country and strives to improve communication between individual sponsors of day care centers, family day care and elder care, and between the sponsors and their supervising government agencies
- HBA shares video and baking resources with CACFP community
- Support annual conferences (see p. 4)



FCCLA Special Edition Fast Facts

promoting Baking Food Safety



Posted Sept. 19, 2018

CACFP Newsletter

Aug. 18, 2018



2017-2018 Membership

American Sugar Refining, Inc.
Ardent Mills
Argo Corn Starch
Canadian National Millers
Association
Chelsea Milling Company
Colorado Wheat
Crisco
El Dorado Paper Bag
Manufacturing Co, Inc.
Fleischmann's Yeast
Grain Craft
Hodgson Mill, Inc.
Hopkinsville Milling Company

Kansas Wheat Commission
Karo Syrup
King Arthur Flour Company
Land O' Lakes, Inc.
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 Sugar Association, Inc.
The Uhlmann Company
United Sorghum Checkoff
Program
Wheat Montana, LLC
White Lily Flour
Washington Grain Commission

Non-Voting Supporter:
Nebraska Wheat Board

Partners

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



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