



Member Benefits at-a-Glance

See your marketing dollar\$ extended and matched.

Join the only field-to-table network promoting home baking.

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

- Network with 40+ home baking industry and trade professionals
- Participate at 2-day annual fall HBA member meeting featuring **year-round** baking program plans and speakers offering effective category strategies, partnerships and programs
- Your brands, with other baking brands, drive food skill education in homes, classrooms and community programs at a shared cost of 17¢ per educator, 1¢ per student

Teach current and new generations to bake.

HBA engages **2.8 MM life skill educators** with “how and why bake” resources to **teach 142.6+ MM consumers** baking skills in-and out-of-school.

Include your brand with HBA baking resources and recipes for

- **50,020+ educator** subscribers, HBA’s monthly baking e-news (19% open rate)
- **HomeBaking.org** engages **35,000+ monthly visitors**, **526,500+ Blog views** and 12-Months-of-Baking **social media features**

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(s)
- Conduct a baker’s dozen hands-on baking workshops and events—to move baking educators **from virtual interest to actual baking** labs
- Awards excellent classroom and community baking educators

Go where ads can’t and do what ads cannot do.

HBA offers DIY food skill-building baking resources, Pre-K to 12th Grade, for educators to enrich families, meet core competencies, **STEM + Art** goals, and education standards for classrooms and out-of-school programs.

- Offer Portable Kitchen resources to 10 MM+ out-of-school youth educators
- Assist classroom teachers to incorporate baking to achieve multiple sciences, math, literacy, history, art, career and tech education standards
- Provide Home Baking Food Safety 101 resources to educators and consumers

HBA Members

Ardent Mills
 Argo Corn Starch
 Chelsea Milling Company
 Clabber Girl Corporation
 Colorado Wheat
 Country Crock
 Domino Foods, Inc./C&H Sugar
 El Dorado Paper Bag Mfg. Co.
 Farmer Direct Foods, Inc.
 Fleischmann’s Yeast
 Grain Craft
 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
 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 Mill Co.
 Stone-Buhr Flour Company
 Texas Wheat
 The J.M. Smucker Company
 The Sugar Association
 The Uhlmann Company
 Washington Grain Commission

EDUCATION PARTNERS

Family, Career and Community Leaders of America (FCCLA)
 National Extension Association of Family & Consumer Sciences (NEAFCS)
 The Family Dinner Project
 Wheat Foods Council
 Whole Grains Council

Learn more about Membership and see how HBA includes members in field-to-table home baking resources.
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