



## The Home Baking Association

**Vision:** Grow the practice of home baking.

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

**We know why people bake at home, and why adults teach baking for health and wellness.**

**They want to:** Treat people they love in a special way--to build or keep traditions

Control ingredients for quality, flavor, health

Save resources—money, environmental, packaging

**Foundational program research:**

- Early baking experiences create a lifetime of memories and greater lifelong baking involvement
- Every level of Maslow's Hierarchy of Needs can be impacted by mastering food skills for home, community and careers—an opportunity across-ages for better health and well-being
- Hands on food preparation is key to changing what and how young people eat
- Healthy lifestyle habits begin early, at home, and are much more difficult to change after junior high
- Chefs, dietitians, nutrition and health educators/leaders seek to provide hands-on food skills at early ages to play an essential role in nutrition and health education that will change behavior.
- Young adults desire personal food/culinary skills—89% bake at home and half teach others after learning

**Home Baking Association's Program—reaching current *and* future consumers.**

**HBA collective cost per contact:** Adult Educators: 16 cents 12,865,000 households: 1 cent

Advertising (impressions) to reach this audience:\$60-70CPM HBA's reach \$10CPM w/skill development

**Link with/feature corporate brand(s)** at [www.homebaking.org](http://www.homebaking.org) Site visitors include over 313,500 home bakers, media, educators and culinarians; monthly e-news reaches 10,500 key baking educators/enthusiasts.

**HBA Target audience:** Adults teaching food skills-- parents at home, educators in schools and in out-of-school programs year-round. Anyone who teaches home baking! **We reach over 1.2 MM food and culinary educators, who reach 25.6 million+ households with minimum of one adult with children.**

- **Family and Consumer Sciences teachers** in over 17,000 middle and high schools. Each teacher reaches 50-125 pupils or more—and teaches new bakers year after year.
- **Community foods and nutrition professionals**--university extension programs, health and human services—weekly and daily food columns in print media and on-line web-spaces
- **Education and culinary media**, such as *Baking with Friends* (Goops, 2010), *Creative Classrooms*, *Journal of Family & Consumer Sciences*, *Afterschool Journal*, Camp Fire Health Curriculum (2009), Boys & Girls Clubs Triple Play Health resources, *Creative Living* TV with Sheryl Borden, You-Tube culinary demo videos
- **On-line News wire Readers, Facebook and Twitter**
- **2011 Educator Partners:**  
Boys & Girls Clubs Life Skills program; Camp Fire USA Curriculum development  
Family and Consumer Sciences/Family Career and Community Leaders of America (FCCLA)--secondary school culinary and foods classrooms  
4-H & Youth--in community clubs, after school and classroom enrichment programs  
*Healthy Kids Challenge*--Johnson & Wales/HBA, Partners for 2011 Healthy Kids Recipe Contest  
Parents as Teachers educators in homes across the U.S.

*"Cooking and baking as a family is a wonderful way to strengthen family ties. HBA's resources help families be successful in the kitchen. Kids learn cooking skills and life skills by expanding their vocabulary and learning fun facts about the food they're making. What a great resource!"* Camp Fire USA, 2010. (*Baking with Friends* book)

**We have the home baking network—over 30 key companies and trade associations.**

- Multiple opportunities annually; watch for 2011 Fall Annual Meeting dates, Stowe, VT.

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