2022 Annual Report

Baking STEAM II
two-day professional
development, Washington Family &
Consumer Sciences and Career and Tech teachers,
Target Audience
Home Baking Educators
• Anyone who teaches or fosters home baking skills
• Family and consumer sciences and culinary teachers in middle and secondary schools
• Family and consumer sciences and foods and nutrition extension educators
• After-school and community youth program educators
• Education trade media and social media influencers
• Any individual who shares baking skills and knowledge

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 the Home Baking Association.
4. Leverage existing member materials to educators and home bakers.
5. Promote the many benefits of home baking.
6. Advocate & promote safe home baking practices.
7. Teach, encourage and sustain home baking.
8. Advocate year-round baking.

Officers FY21
PRESIDENT
Courtney Gaine, PhD, RD
President and CEO,
The Sugar Association

FIRST VP – PROGRAM
Stephanie Petersen
Corporate Executive R&D Chef
Culinary Marketing Specialist,
Panhandle Milling Company

SECOND VP – MEMBERSHIP
Meredith McGregor
Retail Channel Manager Sales,
Ardent Mills

Board of Directors
END 2022
American Sugar Refining, Ileana Durand
Panhandle Milling, Stephanie Petersen*
Renwood Mills, Devin Donley
Stone Buhr Flour, Josh Dorf
The Sugar Association, Courtney Gaine*

END 2023
Colorado Wheat, Madison Andersen*
Ardent Mills, Meredith McGregor*
Grain Craft, Eric Wall*
Shawnee Milling, Sarah Haselwood
Texas Wheat Producers Board, Darby Campsey

END 2024
ThermoWorks, Kyle Halvorson
Hammons Black Walnuts, Kim Hammons
Hopkinsville Milling, Robert Harper*
Oklahoma Wheat Commission, Chris Kirby*
North Dakota Mill, Mike Leddige

*Executive Board
**Welcome & Partners**

**Message from Home Baking Association President**

As the world returned to normal, the Home Baking Association focused on meeting its audiences where they are most engaged and ensuring they have the tools they need to both educate on and grow the practice of home baking.

With a concerted effort on social media channels, the HBA newsletter, and website, over 200,000 educational and instructional materials were downloaded, reaching students of all ages. Compelling new digital offering this year included a monthly calendar with expanded content, a more inclusive Baker’s Spotlight program and valuable additions to Baker’s Glossary. These efforts and new offerings are working, as HBA’s reach continues to be impressive across all channels: 120,000 newsletter subscribers, 51 blog posts and 12 new videos, just to highlight a few.

While we have learned how valuable virtual events can be in reaching large numbers of people, we have also been reminded of how important in-person connections are. Hands-on professional development workshops are highly valued by teachers and teens. Over 800 4-H teen leaders learned baking STEAM connections to share with clubs and communities. Washington Wheat and 29 state Family & Consumer Sciences and Career and Technical Education teachers returned to Spokane for a two-day Baking STEAM opportunity with HBA baking educators and ranked it a top experience. Over 6,800 teachers in 24 states received the valuable Heat is an Ingredient baking resource to learn more about the importance of food safety and baking best practices.

Connecting with educators through awards continues to inspire and build relationships with those that carry out the HBA mission. This year, there were 12,000 downloads of the Bearthday Cakes Celebrations lesson, highlighting how important these lessons are to educators and, through them, this one culturally rich baking lesson will reach well over 2 million students and households in just one year.

All of this isn’t possible without the critical support of HBA members. Whether it’s providing content for baking calendars, branded tools and resources, and ingredient samples, the contributions of members are what keeps the momentum going.

As we move into next year, the mission of the Home Baking Association is especially critical as we enter a period of economic uncertainty. With food prices up, the interest in home baking stays strong, only further solidifying the extremely important role home baking plays in communities across the country!

**Courtney**

Courtney Gaine, PhD, RD
President and CEO
The Sugar Association
sugar.org/blog/the-kitchen-as-the-classroom/

**Baking Educator Partnerships**

Partners provide HBA and its members research and standards-based foundation to our program offerings. They are our grass-roots connections with homes, communities, schools and out-of-school baking opportunities. With our partners’ professional assistance, baking best-practices are taught, elevating HBA beyond just another online or social media baking post.

Partners are provided monthly updates with live links to baking resources, the baking calendar, enews, and features to share with their members and food educators.

A bonus is that many also launch career bakers into the industry. Each educator will teach – not just once, but week-over-week, year-over-year – one to thousands of consumer households, and share our resources exponentially with their peers. Thank you partners!

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Sure, including kids in preparing meals and baked goods can add time and mess, but at the end of it you get to enjoy a tasty meal or treat together!

100th National 4-H Congress
Four Baking STEAM! Sessions, including “Baking STEAM: Home to Careers,” and baking STEAM kits were provided to 800 4-H teen leaders Nov. 26-27, Atlanta, Ga. The workshops featured Aaron Clanton, KSU and National Baking instructor, Kansas extension and 4-H professional, Julene DeRouchey and Sharon Davis, HBA. All members were represented with 10 contributing baking kits.

HBA Spring Baking Innovations Virtual Forums
HBA provided two Baking Innovations 2022 web events with HBA member Test Kitchens and Chefs:

Bake and Take’s 50th Anniversary
March 10 with Cindy Falk (Kansas Wheat Test Kitchen and Bake and Take co-founder) and Chef Stephanie Petersen (Panhandle Milling)

Bake and Take is an opportunity to get together in the kitchen and prepare gifts of fresh-baked wheat foods for relatives, friends, co-workers and neighbors; the HBA website features recipes and reference links

Celebrations Take Cake
April 6 with Chef Eleanora (American Sugar Refining) and Elizabeth Hagan (FCS teacher and Educator Award winner)


Washington FACSE/CTE Baking STEAM II professional development for 29 culinary and foods teachers, Spokane (Wash.) New Tech High School, August 6-7

AAFCS 113th Conference
American Association of Family & Consumer Sciences Conference, June 26, Orlando, Fla.

Virtual Presentation: Sustaining Home Food Preparation Benefits through FCS Education and Resources, available in the conference library until 12/22

Family and Consumer Sciences Unified Conference
FACS Unified Conference Five roundtables, exhibit, educator resource kit and FCCLA baking and pastry event reached 230 teachers and extension professionals. March 3 and April 4, Wichita, Kan.

New Baking Resources
HBA and members’ resources were featured and provided through virtual, website and in-person events:

- Native Black Walnuts
- Heat is an Ingredient
- Celebrations Take Cake
- good natured Products
- Bake Sale Packaging
- Blueberry Mug Muffins Lesson
- Bake and Take’s 50th Anniversary
- Bake and Take Recipes

North American Millers Association (NAMA) provided a new website page and resources for Flour Baking Food Safety.

- namamillers.org/news/bake-for-family-fun-month-flour-food-safety
- namamillers.org/consumer-resources/consumer-food-safety
Congratulations 2022 Home Baking Association Educator Award Winners!

First Place
CARLA SCHAER
FACS Educator • Sparland, Ill.
Entry: Mozzarella Mash

Honorable Mention: Youth Teaching to Bake and Donate
LEO BARNES
Youth Teaching Youth • Hanover, N.H.
Enter: Charity Bagels – Donations made Delicious!

Thermoworks Partnership

HBA and its partner Thermoworks provided teaching resources for best practices in baking food safety and processes to national and state FCS, FCCLA and related Career and Tech conferences. HBA staff coordinated with Thermoworks to deliver Thermopops digital food thermometers and a discount offer to conference attendees.

Heat is An Ingredient – a resource developed by Thermoworks – and Blueberry Mug Muffin lesson – classroom-tested by FCS educator Connie Nieman with Chillicothe (Mo.) High School students – were provided to 6,823 FCS and FCCLA culinary and baking teachers – a reach of 7 million students and households.

HBA and Thermoworks Partnership resources were provided to:

- Family, Career and Community Leaders of America (FCCLA), National Leadership Conference, San Diego, Calif.
- Alabama (ALAFCS) Teacher Conference, FCCLA and CTE Education
- California FCS Professional Development Project
- Idaho Summer FCS/CTE Professional Development Conference
- Illinois FACS and FCCLA State Conference
- Indiana Association of FACS Spring Conference
- Kansas FCS and FCCLA State Conferences and Baking & Pastry STAR event competitors
- Minnesota Association of Family & Consumer Sciences Conference
- Missouri Educators of Family and Consumer Sciences Summer Conference, Springfield, Mo.
- Montana FCS Teacher Trainings
- New Jersey FCS and FCCLA
- North Carolina FCS Professional Development Conference

North Dakota FCS and CTE Teacher Professional Development Conference and new FCS teacher graduates
Ohio FCS Conference (OATFCS) Summer Conference, Dublin, Ohio
Oklahoma FCS, FCCLA and CTE State Conferences
South Carolina Career and Tech/FCCLA Conference
South Dakota Association of Family and Consumer Sciences
Texas Hospitality Educators Association (FCS CTE) Summer Conference & Training
Texas FCS Teachers Summer Professional Development
Utah Family & Consumer Sciences Summer Conference
Virginia FACS Training Institutes
Washington FACSE Training Institute; Fall FACS Conference
Wisconsin Teaching, Learning and Leadership Department, Programs and Delaine Stendahl Baking Workshop

...Getting the Flour in the Bowl!
Media Interviews and Features

Television
Recorded for WIBW-TV 13, Topeka, Kan. (News This Morning and Midday in Kansas News) & KAKE-TV, Wichita, Kan.

February – Bake for Family Fun (WIBW)
- Soynut Butter and Jelly Poke Cookies
- Cheddar Bacon Crispy Biscuits
- Strawberry Banana Muffins (both Morning and Midday)

March – Bake and Take (WIBW)
- Triple Chocolate Cookies
- Bacon Salted Soynut Brownies
- Gluten-Free Lemon Bars (both Morning and Midday)

June – Kids in the Kitchen (WIBW and KAKE)
- Measuring for Success
- Overnight French Toast with a Twist
- Ingredient Substitutions (both Morning and Midday)

Radio
Dakota Farm Talk
KNEB Rural Radio Network, Scottsbluff, Neb.
March 2022 – Bake and Take
July 2022 – Nebraska Wheat and HBA

Online News Releases
Bake for Family Fun Month (homebaking.org/bake-for-family-fun)
Educator Award contest (release)

WECN Energy Cooperative Magazine
wecnmagazine.com (circulation 152,000) with Jennifer Taylor featured HBA recipe Moroccan Chicken Apricot Hand Pies in the July 2022 issue.

During the holidays, HBA featured WECN Cookie Baking Contest winners in the Bakers Spotlight on HomeBaking.org, including Beth Blecher and her recipe for Candy Bar Pillows.

HBA Partner Wheat Foods Council regularly features Home Baking Association videos.

“Tools for Teaching Kids to Bake,”
youtu.be/XuvZDQ2BfR4
(2,700 views)

“In the winter 2022 Kernels magazine, the HBA video “Measurement Matters” is included in “10 Tips to Become a Better Baker” wheatfoods.org/wp-content/uploads/2022/01/Kernels-34-Winter-2022_FINAL.pdf

“6 Simple Baking Food Safety Tips,”
youtu.be/0PxHk4xy6cc
(29,000 views)
Website & Social Media

Website Statistics Oct. 2021 to Sep. 2022

Website Traffic
Total Visitors: 128,254
New Visitors: 76% (Nat'l Avg=72%)

Duration of Visit
Average: 2:45 (Nat'l Avg=02:30-04:30)

Top 20 Downloaded Resources
- Educator Award Flyer - 4,188 1.9%
- Cookie Capers (High School) - 15,991 7.1%
- Muffin Man - 6,329 2.8%
- Ingredient Superheroes - 5,443 2.4%
- Dough Sculpting 101 (Lesson) - 11,783 5.2%
- Kitchen Science - 14,334 6.4%
- Baking Certificate - 16,787 7.5%
- Did You Know? Poster - 11,119 4.9%
- Blueberry Mug Muffin - 9,034 4.0%
- Safe Kitchen Checklist - 10,983 4.9%
- Dough Sculpting 101 Lab - 11,921 5.3%

Top Visited Pages
- HBA Homepage
- Lesson Plans
- Baking Food Safety
- Getting Started
- Baking Glossary
- Houska Czech Braided Bread Recipe
- Measuring Baking Temperature
- Celebrations Take Cake
- Recipe Index
- Bake for Family Fun

Top Referring Websites
1. Google.com
2. Facebook.com
3. Youtube.com
4. Wordpress
5. HBA newsletter
6. KansasWheat.com
7. Instagram
8. Reddit.com
9. AnchorHocking.com
10. NationalFestivalofBreads.com

Features on HomeBaking.org
- Baker’s Spotlight, shines on bakers from kitchens all over the country, home, corporate, schools and community
- HBA Blog, highlighting new additions to the website and in-depth articles
- Baking Calendar, monthly issues highlighting seasonal resources, tips, and recipes
- HBA eNewsletter, delivering timely features and recipes straight to Inboxes

Each year all members are featured through February’s four weeks of Bake For Family Fun Month
Welcome new HBA Members

HBA members create New Mexican Tortillas in the annual hands-on baking (left). Members, staff and educators at 2021 HBA Annual Meeting, Santa Fe, N.M. (right).

Committees

Program & Strategic Planning
Chair: Stephanie Petersen
Darby Campsey
Josh Dorf
Chris Kirby
Alison Swietek

Educator Award
Chair: Chris Kirby
Cindy Falk
Kim Hammons
Sarah Haselwood

Digital/Website
Chair: Madison Andersen
Josh Dorf
Ileana Durand
Kevin Kurtz

Membership
Chair: Meredith McGregor
Chris Kirby
Mike Leddige
Tim Robinson
Eric Wall

Annual Meeting
Chair: Robert Harper
Devin Donley
Meredith McGregor

HBA Staff
Charlene Patton, Executive Director
Family and Consumer Sciences
Foods and Nutrition in Business

Sharon Davis, Director
Program and Membership Development
Family and Consumer Sciences Education

Nicholas Beatty, Webmaster

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HBA members create New Mexican Tortillas in the annual hands-on baking (left). Members, staff and educators at 2021 HBA Annual Meeting, Santa Fe, N.M. (right).