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.

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

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

Long-Term Marketing Objective
Increase the frequency and appreciation of home baking.

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

Officers FY20
PRESIDENT
Courtney Gaine, PhD, RD
President and CEO, The Sugar Association

FIRST VICE-PRESIDENT
Stephanie Petersen
Corporate Executive R&D Chef
Culinary Marketing Specialist, Panhandle Milling

SECOND VICE-PRESIDENT
Julene DeRouchey
Nutrition Educator
National Festival of Breads Co-Director
Kansas Wheat Commission

Board of Directors
END 2020
Colorado Wheat, Madison Andersen
Ardent Mills, Meredith McGregor
Grain Craft, Eric Wall*
Shawnee Milling Co, Sarah Haselwood
Open position

END 2021
Open position
Kansas Wheat, Julene DeRouchey*
Hopkinsville Milling, Robert Harper*
Oklahoma Wheat Commission, Chris Kirby*
North Dakota Mill, Mike Leddige

END 2022
American Sugar Refining, Ileana Durand
Panhandle Milling, Stephanie Petersen*
Open position
Stone Buhr Flour Co, Tom Payne*
The Sugar Association, Courtney Gaine*

*Executive Board

FY20 budget
$215,310
- Program 73%
- Membership 12%
- Administrative 10%
- Meetings 5%
Message from Home Baking Association President

While we all hope there is never another year quite like this one, that certainly doesn’t mean there is a shortage of accomplishments to reflect on. The year was filled with many successes and many obstacles overcome. Let’s start with welcoming four new members to the Home Baking Association. Without a strong and active membership, HBA wouldn’t be able to accomplish all that we do and we are excited to have an expanded “family.”

Virtual is certainly a good way to explain most of this year. While the cancellation of in-person conferences kept the world from Charlene and Sharon’s one-on-one charm, the shift to virtual meetings enabled us to have a large reach while keeping costs down. We were able to do more, for less. The shifting of gears took tremendous effort by the HBA staff and we are all appreciative of their flexibility in adjusting to new formats and seizing new opportunities in order to maximize our impact.

As the world stayed home, baking – and the number of home bakers – skyrocketed. It was great to see so many others appreciate all of the benefits and share the enthusiasm of home baking that we all know to be true and work so hard to promote. HBA was there every step of the way to meet a surge in demand for information, introducing hundreds of new recipes to the website, adding newsletter subscribers, launching the baking events calendar and handling media requests.

I would like to thank all members for their support this year as we all scrambled to figure it all out ourselves. And, of course, a special thanks to the HBA staff for guiding the way.

Moving into next year, our challenge is to keep the momentum going.

Keep rising!

Courtney
P. Courtney Gaine, PhD, RD, HBA President
President and CEO, The Sugar Association

Baking Educator Partnerships
Each food educator served via partnerships reaches 100 or more consumer households.
HBA collaborates year-round with seven essential food educator partner associations, sharing e-news features, blogs, event promotions and web-site links.

Welcome new HBA members
States Request Educator Baking Resources

Washington 
FACSE/CTE, Aug. 4 (serving 329 educators and 49,350 students)

Indiana FCS/CTE, Sept. 19 (reaching 631 educators and 94,650 students)

Illinois FCS requested 75 baking resource sets (reaching 11,250 students)

Home Baking Presents LIVE

Kansas City Metro area
Connie Nieman, FCS Baking Science Teacher, HBA educator and Kansas Wheat spokesperson, presented two farm-to-oven workshops LIVE to over 200 parent and child care educators.

• Feb. 8, 2020 – Bentwood Elementary, Overland Park, Kan. Family and Farm STEAM night
  • Students/Parents K-5th grades learned about wheat, flour and how-to-shape a pretzel at the Farm to Pretzel exhibit

• March 10, 2020 – Child and Adult Care Food Program, Lenexa, Kan.
  • Participants included 140 day care providers from the Day Care Connection collaborative
  • Resources included Whole Grain Baking 101 and National Flour Month, homebaking.org/baking-farm-to-table/ and HBA Smart Snack recipes, homebaking.org/?s=Smart+Snack

HBA presents for National Association of State Administrators of FCS (NASAFACS)
Washington, D.C. – Feb. 3, 2020

• Sharon Davis, HBA Staff, presented Build the Baking Bridge: Home to Careers to 40 state administrators of the 17,000+ Family & Consumer Sciences, FCCLA and Career and Tech education programs.
  • NASAFACS is now LEAD FCS, leadfcsed.org
  • HBA presentation included representatives from North American Millers’ Association, The Sugar Association and American Bakers Association

EXTRA! EXTRA! Thanks for providing extra sponsorships and resources for HBA programs:

Grain Craft
Kansas Wheat Commission
Nebraska Wheat
North Dakota Mill
North Dakota Wheat Commission
Share Our Strength/
No Kid Hungry
Shawnee Milling Company
The Butter Book
The Sugar Association
The Uhlmann Company
ThermoWorks
Washington Wheat Foundation
In person or virtual, we’re all about getting the flour in the bowl.

Virtual Home Baking Events
2020 included webinars, Zoom workshops, EXPO exhibit

Holiday Baking for BAC Fighters – Nov. 19, 2019
• Partnership for Food Safety hosted
• Collaborating with North American Millers’ Association (NAMA), Sharon Davis, HBA staff, provided Mintel Home Baking Survey and HBA’s new Baking Food Safety resource site

Bake for Family Fun – Jan. 23, 2020
• National Extension Association of Family and Consumer Sciences (NEAFCS) hosted
• Sharon Davis and Charlene Patton, HBA staff, presented resources for February weekly themes
• 65 participants, each reaching 5,000 to 200,000 consumers in cities, counties and states across the U.S.
• Webinar posted at Bake for Family Fun

Baking Video Shoot – May 26, 2020, Manhattan, Kan.
• HBA recorded 11 baking education videos, ranging from three to 20 minutes in length, for conferences and HomeBaking.org
• Thank you Kansas Wheat Commission test kitchen staff; Aaron Clanton, KSU Baking Science; Lisa Pluff, Manhattan high school FCS Baking Science teacher; and Julene DeRouchey, Kansas Wheat

American Association of Family & Consumer Sciences (AAFCS) – June 25-26, 2020
• HBA provided two break-out sessions for 310 educators serving 46,000+ students with on-going availability in AAFCS Curriculum Library:
  • Baking Ingredient Myths and Sciences with Courtney Gaine, The Sugar Association and Sharon Davis, HBA
  • Why and How New Generations Bake and Apply Baking Food Safety with Sharon Davis, HBA

Baking that Bridges Home and Careers – June 17, 2020
• Nasco hosted
• Sharon Davis and Charlene Patton, HBA staff, demonstrated HBA baking education resources featured in Nasco catalog and enasco.com
• 112 FCS educators participated live; 111 viewed recorded webinar
• Participating educators will teach 24,600+ student bakers
• Top resource requests: More video demonstrations and baking science experiments.

I love to bake and this webinar really motivated me to teach a basic baking class to our 4-H members.
(Quote from Bake for Family Fun participant)

Virtual Conference Sessions

Family, Career and Community Leaders of America (FCCLA) National Leadership Conference and EXPO – July 7-8, 2020
• Access to event’s resources available July 5 to September 15, 2020
• Virtual exhibit offered 36 HBA and member resource links, downloadable PDFs and videos
• 655 unique EXPO visitors and 2,617 unique resource views reaching 392,550 student bakers
• HBA’s recorded video workshops received 2,929 views by teachers and student bakers:
  • Advisers Professional Development: Baking Education Home to Career–Flour is NOT Just Flour
  • Career Pathway Demonstration, A Bakers Dozen Labs: Scones
  • Red Talks, Chef Earl Martin, ThermoWorks, Quality Baking Temperatures; Build a Baking or Milling Career Aaron Clanton and Lisa Pluff
  • Say Yes to FCS, Bake to Build FCS STEAM Lisa Pluff, FCS Baking teacher, Manhattan High School, Kan.
  • Adviser Baking Best Practices, Baking Food Safety, Distance Learning
• Additional EXPO videos provided by The Butter Book, King Arthur Flour Company, National Festival of Breads and Share Our Strength
• Virtual Leadership Experience (VLE) HBA interview reaching 5,253 advisers and 185,000 students

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Website Statistics Oct. 2019 to Sep. 2020

Website Traffic
Total Visitors: 177,380
New Visitors: 78%

Duration of Visit
Average: 00:03:30

Website Visits
Country of Origin

Website & Social Media

Website Annual report – 2019-2020

Top Visited Pages
- Distance Learning
- Recipe Index
- HBA Homepage
- Blog
- Glossary
- Members
- Educator Award
- Getting Started
- Sourdough Bread
- About HBA

Top Search Terms
- HomeBaking.org
- Homeschool Lessons
- Baking Lesson Plans
- Bread Recipes
- Baking Recipes
- Yeast
- Baking Activities
- Portable Kitchen
- Cookie Recipes
- Educator Award

Website Special Feature:
Bake for Family Fun Month (BFFFM)
- Website traffic reaching nearly 14,000 visitors
- Redesigned BFFFM adding new member resources
- Weekly highlights, videos, baking resources, recipes and resources from member websites and social media.
- Every HBA member and partner featured
- 130 recipes, activities & lesson plans featured

Baking 2020 Calendar of Hospitality and Hacks – new monthly addition! Blondie Bars and Strawberry Shortcake were favorites during Covid-19 quarantine. View October 2020!

Website & Social Media

Additions to HomeBaking.org in 2020
- You’ve Got Flour blog post
- Sourdough Baking resources
- Tortilla recipes and tutorials
- How to Bake a Loaf of Bread: Breadmaking Basics
- Distance Learning resources
- Who Wants Pizza: Pizza Making Basics
- Waffle and Pancake resources
- Recipes! 240+ new recipes in database
- @The Table Mealtime Solutions

NEWSLETTER
Home Baking Association Newsletter Archive

eNewsletter
115,564 subscribers
Open rate average 27%
(national avg. 15%)
Mobile open rate: 61%
Desktop open rate: 32%

BFFFM-related social media:
- Facebook posts – 41
- Member reposts/shares – 39
- Admin comments/likes on member posts – 109
- Follower interactions/question responses - 23
- Twitter tweets – 39
- Member retweets - 29

Top Videos
- New video views: 124,519
- 21 new videos this year
- 84 videos published since the channel was created

Tablet, Progressive device

2020 October Bakers
- October’s a month for celebrating hand-harvested American Black Walnuts
- Top Baking Hack: Choose premium “stand-out” ingredients for your hand-crafted dessert, entrees or sides. American Black Walnuts are a natural with a robust, fuller flavor. Compliment these native nuts with cake and pastry fillings formulated with real fruit.

Home Baking Association Blog
276,919 views
Mintel conducted research on The Home Baking Consumer Part 2 - Social Media Trends in Home Baking. HBA members learned about:

- baking habits prior to and since the beginning of the COVID-19 pandemic
- how behavior changed from March to June
- what further changes to expect for 2021
- how education is happening on- and offline and what this means for future education opportunities

**Social Media Trends in Home Baking**

**On Your Side Learning**

Skype Interviews WIBW.com, featuring *Baking with Friends* book

- Quilt Cake – April 10
- Crispy Whole Grain Waffles – May 8
- Flour Tortillas – May 22
- Country Cobbler – May 29

**Gaining 2021 Home Baking Vision**

**Media Interviews March to September**

- United Press International (Jessie Higgins)
- Bloomberg News (Time.com) (Lydia Mulvany)
- Baking Business (Sosland Publishing, Josh Sosland)
- Boston Globe Higher Education/The Hechinger Report (Jon Marcus)
- BBC World Service Business Programmes (Clare Williamson and Rob Young)
- Consumer Reports (Mary H.J. Farrell)
- WTKR-TV, Norfolk, Va. CBS Affiliate (Chelsea Donovan)
- Dakota Farm Talk (Pam Geppert)
- How Stuff Works (Alia Hoyt)
- Washington Times (Jackie Park)
- Prairie Grains Magazine (Shawna Aakre) August 2020, pp 8-10
- 313 The Flint Hills Magazine, Sourdough On the Rise (Savannah Rattanavong)
- Midwest Messenger of Lee AgriMedia (Jon Burleson)

Thank You Mintel Sponsors!

Ardent Mills, Chelsea Milling, Lesaffre Yeast, The Sugar Association

You’ve Got Flour! Now What?

View this handy resource

The Home Baking Association is pleased to partner with The French Pastry School! Educators receive a discount on a yearly subscription to The Butter Book using code: tbbhb150. HBA receives $15 to support baking education! Thank you French Pastry School!
Members & Partners

**HBA Members** *New members*

ADM Milling Company
American Sugar Refining, Inc.
Ardent Mills
Canadian National Millers Association
Chelsea Milling Company
Colorado Wheat
El Dorado Paper Bag Manufacturing Co, Inc.
Grain Craft
Hammons Black Walnuts*
Hopkinsville Milling Company
Kansas State Bakery Science Program*
Kansas Wheat Commission
King Arthur Baking Company
Lesaffre Yeast Corporation
North American Millers’ Association
North Dakota Mill
North Dakota Wheat Commission
Oklahoma Wheat Commission
Panhandle Milling
Redfern Books*
Renwood Mills
Share Our Strength
Shawnee Milling Company
Sokol Foods
South Dakota Wheat Commission
Stafford County Flour Mills Company
Stone-Buhr Flour Company
Texas Wheat Producers Board
The French Pastry School
The Sugar Association, Inc.
The Uhlmann Company
ThermoWorks*
Washington Grain Commission

**Virtual Conference Sessions**


- 155 FCS educators registered for the 2½ hour HBA pre-conference virtual workshop
- HBA speakers presented live via Zoom webinar:
  - David Lockwood, Home Baking Study Mintel researcher
  - Ali Swietek, The Sugar Association
  - Cindy Falk and Julene DeRouchey, National Festival of Breads co-directors
  - Chef Earl Martin, ThermoWorks
- HBA provides 2,800 NEAFCS educators the HBA e-newsletter and Baking Events Calendar providing social media and newsletter baking posts for more than 14 MM consumers

**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