

ANNUAL REPORT 2021



Baking STEAM Family & Consumer Sciences Career & Tech Teachers
Super Week Workshop • Campus High School, Wichita, KS

Strategic Plan 2020-21

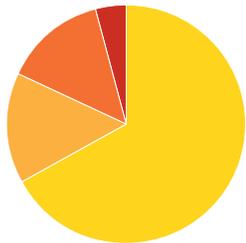


Vision Statement

Grow the practice of home baking.

Mission Statement

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



FY21 budget \$210,210

- Program 67%
- Membership 15%
- Administrative 14%
- Meetings 4%

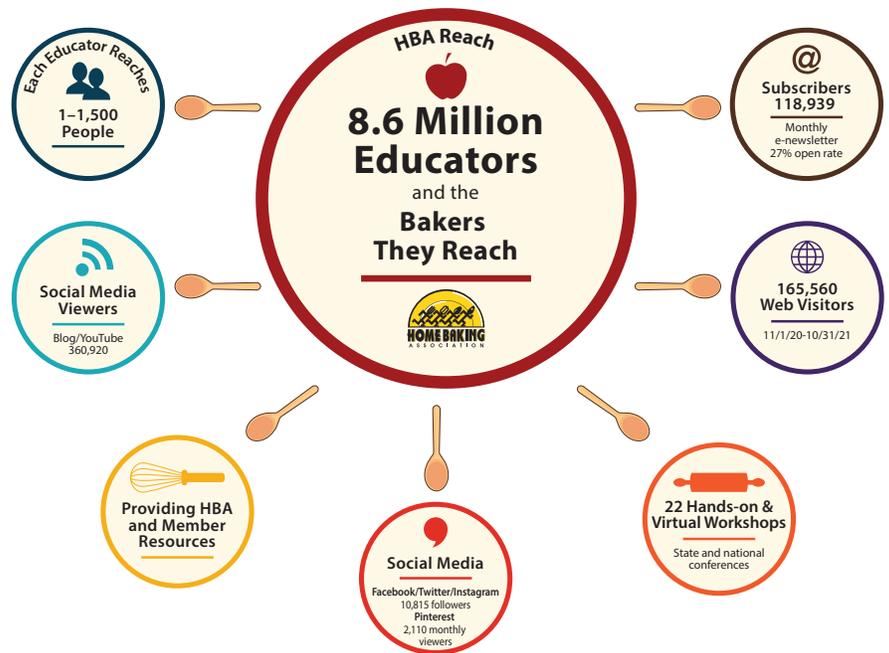
Target Audience

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 2021

ThermoWorks, Kyle Halvorson
Kansas Wheat, Cindy Falk
Hopkinsville Milling Company, Robert Harper*
Oklahoma Wheat Commission, Chris Kirby*
North Dakota Mill, Mike Leddige

END 2022

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

END 2023

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

*Executive Board

Welcome & Partners

Message from Home Baking Association President

“Your workshop was one of the best I’ve ever attended in 20+ years of teaching” is a familiar response echoed by attendees of HBA events.

This year was no different, with HBA playing its valuable role demystifying the baking process for individuals, home, classroom and out-of-school educators who connected via numerous virtual library materials, Cooperative Extension, 4-H, Family & Consumer Sciences and Career and Technical Education conferences, workshops, sessions and “after hours” programs. We must thank our Family & Consumer Sciences professional partners at the state and national level for the wealth of opportunities as they link us with local FCS teachers in thousands of classrooms and community extension education events. COVID couldn’t hold back HBA members in milling and baking who, with FCS staff, were able to provide Baking STEAM in-person and virtual professional development workshops for 15 state and national conferences!

HomeBaking.org’s Baking Food Safety pages rose to meet questions about baking flour food safety while best practices for baking a range of delicious products all year round were plentiful with the monthly Baking Calendar of Hospitality and Hacks. The HBA educator e-newsletter and Baker Spotlights featuring home bakers from across the U.S. were a hit and the Bake for Family Fun month remains a February baking spark for member and HBA media connections

As we move into next year, there are new exciting programs to look forward to and with baking and cooking at home remaining up 10% since pre-COVID, many families are looking to build upon their already enhanced home food prep skills given that they see the many personal benefits.

Of course, none of this would be possible without the dedicated members who support HBA. So, thank you to all members and a special welcome to our newest members, Anchor Hocking glass bakeware and the Northern Crops Institute – both great additions to the complete “farm to oven” scope of HBA’s resources.

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 between 1 and 1,500 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.

Proud Partner of the



American Association of Family & Consumer Sciences (AAFCS) aafcs.org



Child and Adult Care Food Program (CACFP) cacfp.org



The Family Dinner Project thefamilydinnerproject.org



Family, Career and Community Leaders of America (FCCLA) fclclainc.org



National Extension Association of Family & Consumer Sciences (NEAFCS) neafcs.org



Wheat Foods Council WheatFoods.org



Whole Grains Council WholeGrainsCouncil.org



Congratulations to the 2021 Home Baking Association Educator Award Winners!



First Place

ELIZABETH SUSAN HAGAN

Family and Consumer Sciences Educator • Bayard, Iowa

Entry: *Bearthday Celebrations:*

How Baking at Home Takes You Around the Globe

Honorable Mention

CARLA SCHAER

Family and Consumer Sciences Educator • Sparland, Ill.

Entry: *Baking on Break*

Media Interviews and Features



Creative Living with Sheryl Borden on 116 PBS TV stations nationally

(Sheryl is celebrating her retirement after 40 years!)

- Play Clay and Dough Sculpting
- Kitchen Science & Baking for Special Needs
- Kansas Wheat Commission and HBA

Dakota Farm Talk radio feature

Radio feature on the rise of home baking in 2020-2021 with Pam Geppert

Oklahoma State U. Cooperative Extension web feature

“Baking Surges with Renewed Sense of Home” by Gail Ellis, Communications Specialist, Agriculture Communications Services, Extension news site
extension.okstate.edu/articles/2021/baking.html

Oklahoma Wheat Wheat Brief magazine

“Baking Workshops Stimulated Teacher Creativity,” Summer 2021, pgs 4-7
okwheat.org/wheat-briefs/



A weekly pizza night can be a great way to get kids excited about family dinner, and can provide a routine time to check in and chat. Try this homemade version from our friends at the Home Baking Association!

Family Dinner Project newsletter

The Family Dinner Project included HBA in their September newsletter! thefamilydinnerproject.org/newsletter/getting-back-to-learning/

“This recipe was provided to us by our friends at the Home Baking Association. As the HBA points out, the average delivery pizza costs \$16.13, and that’s before delivery fees and tip.”



Wheat Foods Council

- “Important Kitchen Tools for Teaching Kids to Bake” video youtu.be/XuvZDQ2BfR4
- Chef Video Series (Zoom recorded interview) Beth Day and Sharon Davis
- “The Bountiful Benefits of Baking with Kids” eKernels magazine, Winter 2021, Bake For Family Fun feature wheatfoods.org/wp-content/uploads/2021/02/Kernels-31-Winter2021_FINAL.pdf
- Social Media monthly calendar features of HBA resources, recipes



Whole Grains Council – Whole Grains Month

Video featuring Brown Rice Pudding Bake for Council website, by Sharon Davis with Caroline Sluytce
WholeGrainsCouncil.org/month

...Getting the Flour in the Bowl!

In person or virtual, we're all about getting the flour in the bowl.

State Conferences: Virtual Professional Development for FCS Educators

Arkansas Baking STEAM

Recorded session: **Baking Ingredients**; Say Yes to FCS- Scones; Quality Baking Temperatures

Kansas United FCS Associations conferences

Live Zoom: **Baking Trends, Myths and Resources**

St. Louis Culinarians

Baking Trends, Myths and Resources

Colorado Teachers of Family & Consumer Sciences (CATFACS)

Baking STEAM: Pizza Labs, with HBA staff and members, Ardent Mills, Panhandle Milling, Colorado Wheat; PLUS, Baking Best Practices Roundtable, Quality Baking Temperatures, Thermoworks

California FCS Conference

Baking STEAM: Trends, Myths and Resources, with HBA staff with ASR resources (C&H Baking Guide)

North Carolina FCS/CTE teachers

Baking STEAM half-day with HBA with Renwood Mills Chef Devin Donley Lisa Pluff, FCS Education and Sharon Davis
<https://youtu.be/IEC5gZv8SqA>



Nebraska FCS/CTE teachers

Baking STEAM half-day with HBA with Sharon Davis, Aaron Clanton, KSU Baking Science and Lisa Pluff, FCS Education

Ohio FCS Teachers

Baking STEAM introductory workshop with HBA staff and new member Anchor Hocking introduced

Delaine Stendahl's Baking Workshop Wisconsin

Build a Baking Bridge for Home and Careers with HBA with ASR Chef Eleanora Lahud and HBA Sharon Davis

Baking with Chicago Libraries

- **Baking with Friends** and Chicago Metro Libraries: Wauconda Area Library; Lake Bluff Library; Morton Grove and Carey Public Libraries



Kansas State University

- **Baking Together** training for Kansas State University Cooperative Extension county educators



In-Person Workshops

Home Baking Association provided baking professional development workshops to Family & Consumer Sciences Career and Tech education state staff for their teachers. **A Baker's Dozen Lab Manuals** were provided to each teacher.



- **Oklahoma FCS/CTE** teachers attended 2-day workshop at Oklahoma State University with HBA instructors Sharon Davis, Connie Nieman, HBA members from Oklahoma Wheat, Chris Kirby and Mike Shulte teaching about Oklahoma Wheat and Artisan Focaccia, and Shawnee Milling providing milling and biscuit demonstrations.

- **Kansas FCS/CTE** teachers attended Campus High School for a full day workshop provided by Grain Craft, HBA Sharon Davis, Kansas Wheat Cindy Falk, KSU Baking Instructor Aaron Clanton and Stafford County Flour Mills Tabra Ward.



- **North Dakota FCS/CTE** teachers attended Fargo South High School for a two-day workshop taught by HBA instructors Sharon Davis and Connie Nieman with members North Dakota Mill, North Dakota Wheat, American Crystal Sugar and Sugar Association, and the Northern Crops Institute.



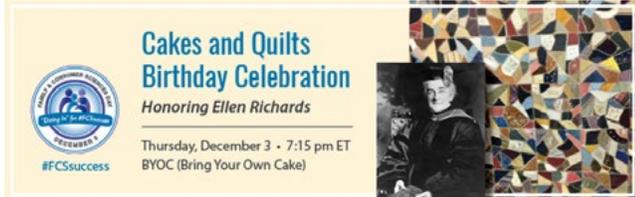
Baking with HBA...virtually

COVID provided ample opportunities to teach and promote home baking and baking careers with consumers and educators at home, communities and classrooms.

HBA staff and members prepared and presented for Webinars, Forums and Conferences.

Quilts and Cakes, a Dine In!

- American Association of Family & Consumer Sciences (AAFCS) webinar for FCS professionals.



Engaging Baking Flour and Food Safety

- Consumer Educator Partnership for Food Safety conference, HBA, NAMA and General Mills ZOOM recorded presentation and Resource Guide.

Build the Baking Bridge, Home to Careers

- Simulive presentations and Quality Baking Temperatures BEST BAKING PRACTICES for Association of Career and Tech Educators and it's FCS Teacher professional section.
- Thermoworks and KSU Baking Sciences pre-recorded videos



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

- Virtual recorded presentations: *Measurement Matters* and *Baking Ingredient Science*

Baking Trends, Myths and Resources

- LEAD FCSed, Carol Wehan host, Indiana FCS

Whole Grain Rich Baking for the Child and Adult Care Food Program (CACFP) Saturday Summit

Professional training virtual summit for 900 CACFP child and adult meal providers.



Child and Adult Care Food Program (CACFP)
\$3.7 billion



90,301 Homes



64,489 Centers



27,227 Afterschool Sites



135,000 persons in Adult Day Care



4.9 million children and adults served daily in CACFP

NEW HBA Lesson Resources

Lesson plans • ASR Baking Guides • Anchor Hocking infographic



homebaking.org/bakers-spotlight/

HBA features home bakers and educators from across the country and a baking favorite."

Some include:

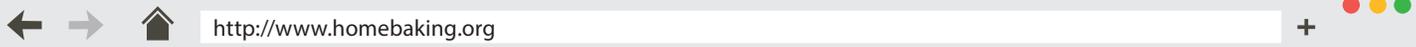
- Charity Bagels**, Leo Barnes, Hanover, VT High School's Entrepreneur of 2021
- Carrot Hazelnut Quick Bread**, Roberta Duyff, MS RD, Author
- Pumpkin Browned Butter Chocolate Chip Cookies**, Lisa Pluff, Baking/FCS teacher



- Lithuanian Bacon Buns**, Jenny Kalvaitis, NASCO
- Chewy Dairy-free Brownies**, Katy and Liam Benne
- Apricot Raisin Hot-Cross Buns**, Charlene Patton, HBA Executive Director
- Gluten-Free Cornmeal Cookies**, Jana Patton, RD
- Flat Breads**, Connie Nieman, FCS Teacher
- Blueberry Mug Muffins**, Chillicothe High School FCS Bakers
- Kolaches**, Linda Valiga, FCS/CTE teacher



Website & Social Media



Website Annual Report – 2020-2021

Website Statistics Oct. 2020 to Sep. 2021

Website Traffic
Total Visitors: **165,560**
New Visitors: 82%

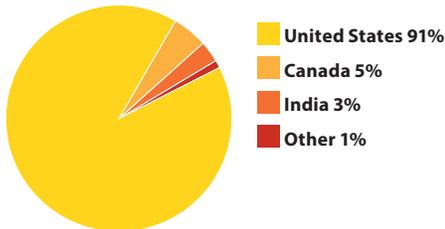
Duration of Visit
Average: 00:03:00

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 Visits Country of Origin



Website Special Feature: **Bake for Family Fun Month (BFFFM)**

This year we featured weekly highlights, videos, baking resources, recipes and other resources pulled from member websites and social media. Every HBA member and partner was featured during this month of baking celebration.

Additions to HomeBaking.org in 2021

Baker's Spotlight home baker features

12 Monthly **Baking Calendars**



New **Visual Graphics** from members

40 **Glossary** additions

Recipes! 180+ new recipes in our database



NEWSLETTER

Home Baking Association Newsletter Archive



eNewsletter
118,939 subscribers
Open rate average 27%
(national avg. 15%)



Follow us
@HomeBaking

YouTube

- New video views: 97,077
- 12 new videos this year
92 videos published since the channel was created

Top Videos
All-purpose Flour: 82,900
Cornbread: 37,122
Quilt cake: 36,393
Preheating an oven: 18,184



Home Baking Association Blog
263,843 views

Facebook
3,5945 followers
279 posts

Twitter
3,419 followers
325 tweets

Instagram
3,802 followers
231 posts

Pinterest
2.1k monthly viewers

HBA Members

ADM Milling Company
American Sugar Refining, Inc.
Anchor Hocking*
Ardent Mills
Canadian National Millers Association
Chelsea Milling Company
Colorado Wheat
Grain Craft
Hammons Black Walnuts
Hopkinsville Milling Company
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
Renwood Mills
Share Our Strength

Shawnee Milling Company
South Dakota Wheat Commission
Stafford County Flour Mills Company
Stone-Buhr Flour Company
Texas Wheat Producers Board
The Sugar Association, Inc.
The Uhlmann Company
ThermoWorks
Washington Wheat Foundation

**New member*

Associate Non-Voting Members

Bigger Bolder Baking
Kansas State Bakery Science Program
Northern Crops Institute



Members show off their baked goods at the HBA Annual Membership Meeting.

Welcome new HBA members



Committees

Program & Strategic Planning

Chair: Stephanie Petersen
Darby Campsey
Josh Dorf
Chris Kirby
Alison Swietek

Educator Award

Chair: Chris Kirby
Cindy Falk
Sarah Haselwood

HBA Staff

Charlene Patton, Executive Director

Family and Consumer Sciences
Foods and Nutrition in Business

Nicholas Beatty, Webmaster

Digital/Website

Chair: Madison Andersen
Aliyah Belinkie
Josh Dorf
Ileana Durand
Kevin Kurtz

Membership

Chair: Meredith McGregor
Chris Kirby
Mike Leddige
Eric Wall

Sharon Davis, Director

Program and Membership Development
Family and Consumer Sciences Education

Kimberley Blosser, Social Media Coordinator

Annual Meeting

Chair: Robert Harper
Devin Donley
Meredith McGregor

