

YEAR IN REVIEW 2024



We celebrated 100 years of serving the commercial baking industry in February at BakingTECH where we inducted four baking legends into the Hall of Fame. A new strategic plan and bylaws were adopted to position the organization for the future.



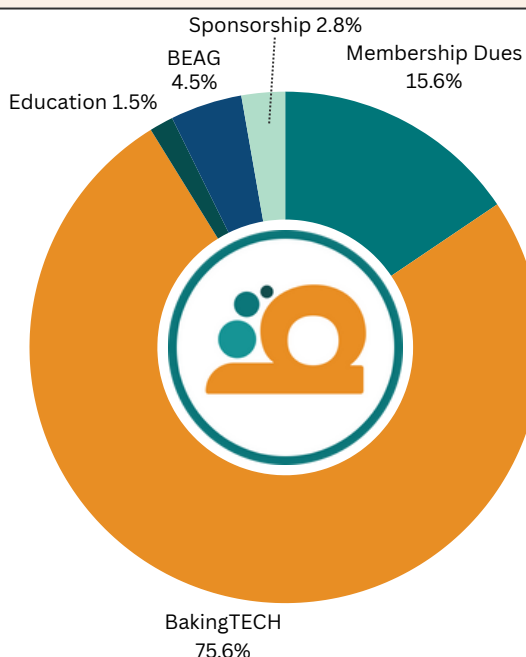
Industry Engagement

One in three members were new to ASB in 2024 generating profound social media engagements and a resurgence of volunteers and contributors in new programs such as technical webinars and mentoring.

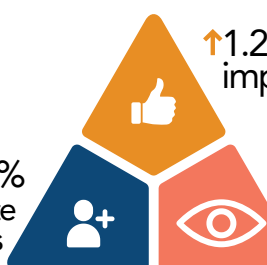


Financials

The year saw outstanding results from the 100th BakingTECH in Chicago (Feb. 26-29) and solid investment performance. Membership continues to be the biggest area for growth to help fund new programs in education and training. Resources were dedicated to technology enhancements and a wholesale rebranding effort to reposition the organization for the future.



↑126% website users



↑1.2M FB impressions

↑86% page views



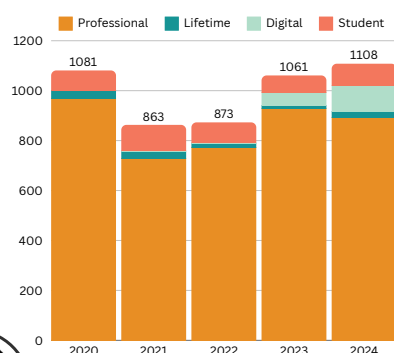
Brand Awareness

2024 brought incredible growth through increased social presence and website improvements



Membership

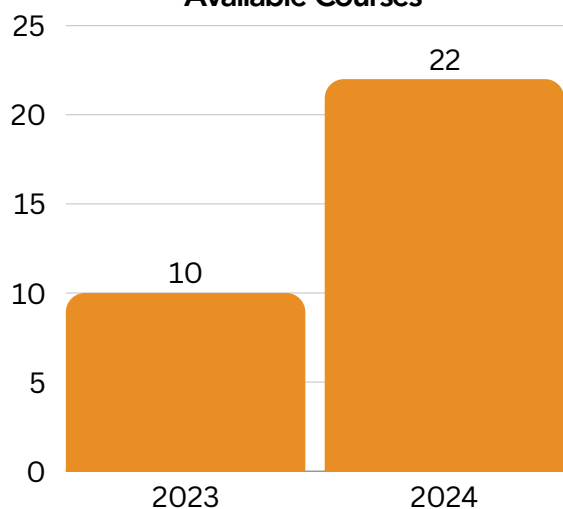
Rebounded to pre-pandemic levels as we focus on the goal of engaging 10K members by 2030



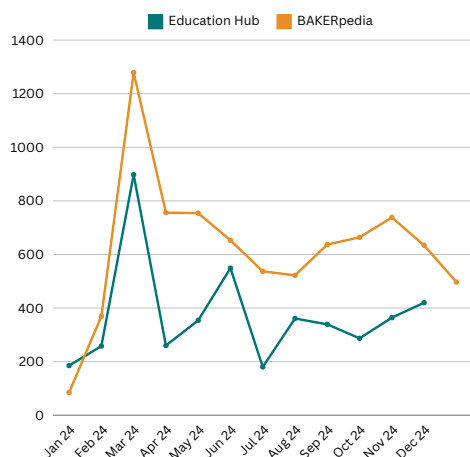
Education

Education took center stage in 2024 with the addition of more courses and increased technical resources from partners and subject-matter experts.

Available Courses



Website Activity



More Resources

Our expanded Education Hub doubled in size, now hosting courses on Breads & Buns, Cookie & Cracker, and Tortillas

Member Value

ASBE.org saw increased activity in 2024 as members discovered the value of the new resources.