



JULY 2024 NEWSLETTER



## A BRAND NEW DAY

### ASB Launches New Brand to Mark the Beginning of a New Era

Over the course of 100 years, our brand's evolution has told the story of an advancing industry by illustrating ASB's response to shifting market conditions, consumer preferences, and business goals. This new look carries on a century of evolution. The deepened colors and circle motifs reflect ASB's commitment to embracing the diverse mix of professionals in the commercial baking industry, inviting each one into the warm and inclusive fold.

ASB is proud to be a community for individuals who support one another through knowledge sharing and expertise representing a variety of brands, products, and bakery operations. The familiar yet fresh approach to the new brand is intentional to reflect the ASB legacy with a modern and updated style to mark a new era.

**What do you think?** Share your thoughts at [info@asbe.org](mailto:info@asbe.org) or on any of our social media channels by tagging [#ASBOnTheRise](https://twitter.com/ASBOnTheRise).



## WHAT OUR MEMBERS SAY

"Most of us in the baking industry have a legacy story to share about someone who molded and helped us level-up our careers. I have been blessed with several mentors, and now I'm at a place where I really want to give back, serve, and honor the baking craft so we can pass along that love to the next generation of bakers."

— Matt Bowers, Sr. Director R&D, New Horizons Baking Co., 2025/2026 ASB Board Chair



### Join the Buzz: 2025 Product Development Competition

We're excited to announce the 2025 Product Development Competition, themed "Busy Bees." This year, we challenge student teams to create an innovative grab-and-go bakery product featuring honey as the main sweetener.

- **Key Ingredient:** Honey must be a highlighted ingredient.
- **Base Ingredient(s):** Products should be made using a grain or pseudo-grain flour (also including pulse and legume flours). The product should start as dough or batter before being cooked into its final form.
- **Grab-and-go Ready:** Suitable for sale in quick service restaurants, convenience stores, grocery store end caps, drive-thrus, or similar establishments.
- **Shelf Life:** The product must have a minimum shelf life of 14 days.

Finalists will present their creations at BakingTECH 2025 in Orlando, FL, with scholarships of up to \$2,500 per team member up for grabs! Encourage your students to participate and showcase their baking brilliance.

For more information, visit [asbe.org/product-development-competition](https://asbe.org/product-development-competition) or contact Sarah Day at [sday@asbe.org](mailto:sday@asbe.org).

## NEW Course Alert!

Ready to up your game in bread production? Try these 2 new courses available from ABA's Bakers Manufacturing Academy.

Learn the ins and outs of Bread Quality, understanding the tests and evaluation processes used to ensure the quality and consistency of white pan bread products. Then, dive into the Bread Manufacturing Process, building knowledge of the function of ingredients from the benchtop and put it to work on the production floor.

Both courses allow you to check your knowledge and receive a certificate of completion. Plus, get a discount as an ASB member!

Learn more in our [online store](#).

## Regional Meet-Up with the National Honey Board

Meet us in Chicago, at Revolution Brewing, on August 28 to learn about honey bees, honey's chemical composition and its impact on made-with-honey formulas. A honey-themed networking happy hour will follow the educational content provided by the National Honey Board.

[Connect with us](#)

## Upcoming Events

**July 16**

**Casual Meet-Up at IFT**

Attending IFT First in Chicago? Join us for a casual meet-up after your day of learning to connect with fellow bakers at VU Rooftop Lounge, 133 E. Cermak Rd., Chicago. We'll gather at 4:30 PM local time and go until 6:30. No RSVP required, just stop in and say Hi or hang out for a bit.

[Save the date](#)

**September 19**

**ASB Regional Meet-up in Sinking Spring, PA**

Hosted by Reading Bakery Systems and AMF Bakery Systems, join us behind the scenes at the Reading Bakery Systems Science & Innovation Center to meet and greet industry friends while enjoying refreshments, and snacks.

[Learn More](#)

**October 1 - 3**

**NEXUS 2024**

Join ABA and BEMA for the transformative baking industry event, NEXUS, where they focus on strengthening the relationship between bakers and suppliers.

[Learn more](#)

**October 24**

**ASB Regional Meet-Up in Urbana, OH**

Celebrate with us at the Bundy Baking Museum in Urbana, OH as we announce the 2025 Baking Hall of Fame inductees.

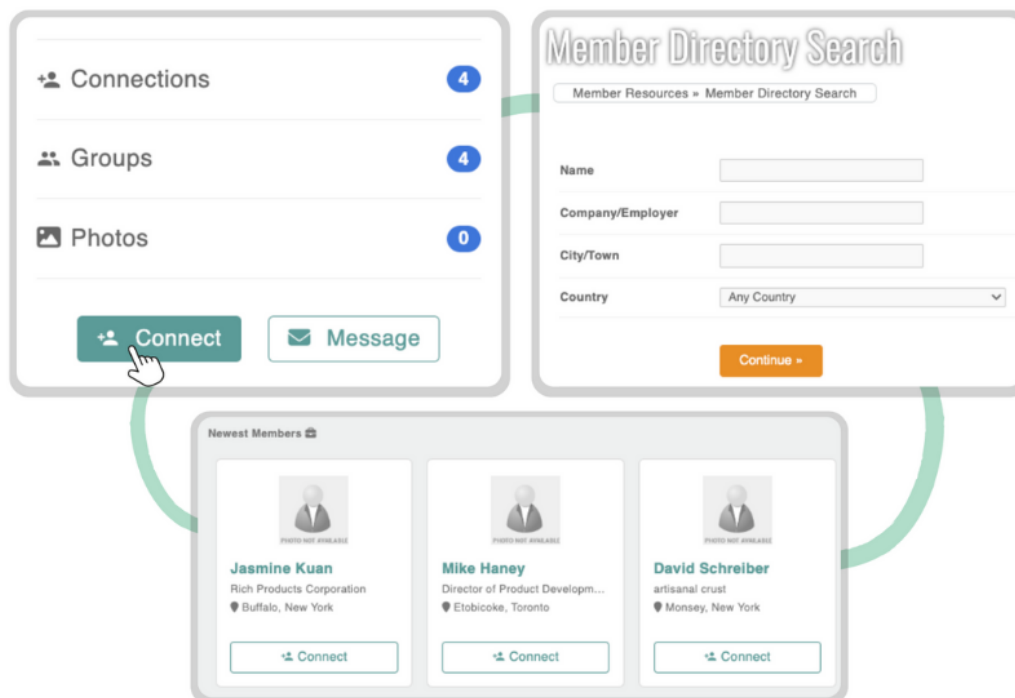
**More info coming soon!**

# Staying Connected on ASB's Member Portal

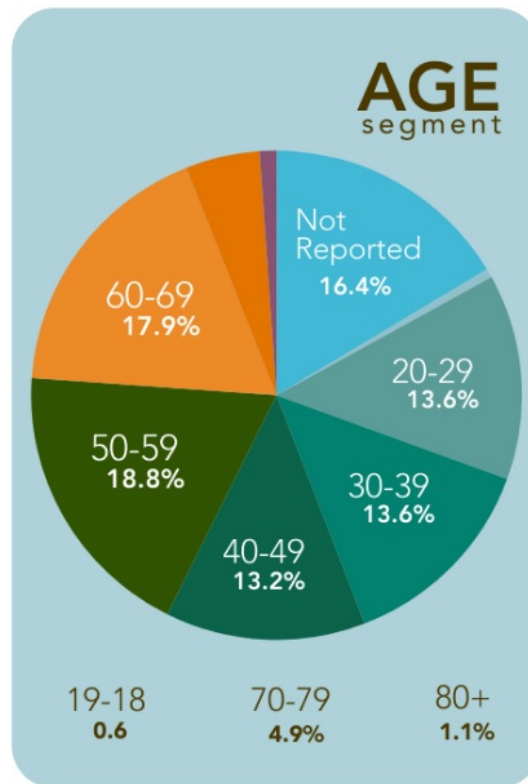
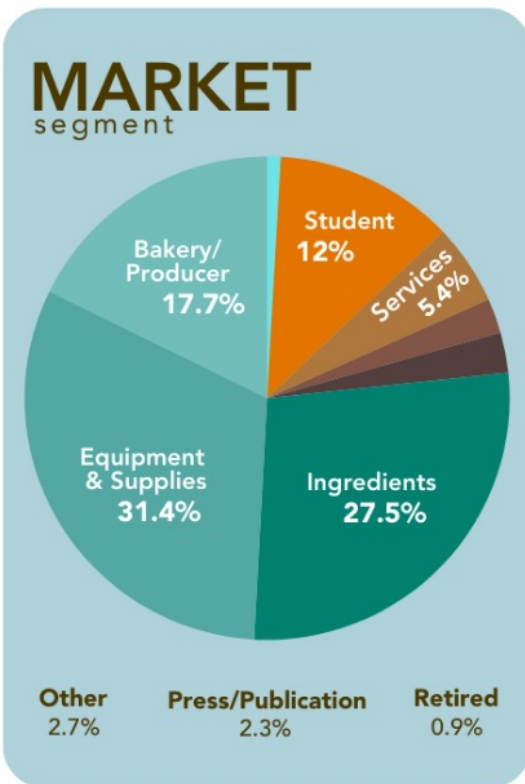
How many personal connections do you have on the member portal? Sending and accepting connection requests is a great way to interact with other members online, build a network, and see a variety of updates on your feed.

Getting started is as easy as 1,2,3:

1. **Search the directory:** find other members in your area or at similar companies, see what current contacts are also members, or follow up with someone you met at an in-person event. Simply go to their profile and then click on the "Connect" button.
2. **Welcome new members:** whether you're new to ASB yourself or have been around a few years, you can help our newest members feel connected. Scroll down in your feed to the "Newest Members" section and say hello!
3. **Update your profile:** Your profile is a great way for other members to get to know you and see common interests. So, add a picture, share your career history, and post updates to spark conversations.



# ASB Membership: By the Numbers



## Protecting Our Industry

*To keep you informed on important legislative and regulatory issues impacting our industry, ASB is partnered with the American Bakers Association to bring you timely updates*

### Insights from FDA Deputy Commissioner Jim Jones

During the ABA, ASB & RBA 2024 Bakers Fly-In and Policy Summit, the ABA Food Technical Regulatory Affairs Professionals Group met with FDA Deputy Commissioner Jim Jones, who shared valuable insights on the restructuring of the Human Foods Program (HFP), chemical safety, and food allergens.

Below are a few of the key takeaways:

- The plan to restructure HFP is set to be implemented by October 1, 2024, and negotiations with unions and logistical preparations are ongoing to ensure a smooth transition.
- FDA plans to focus on post-market review programs for food chemicals to ensure safety standards are met.
- FDA is actively addressing challenges related to allergens, particularly sesame, and exploring effective regulatory approaches.

## Member Spotlight



### John Del Campo

**Retired**

**Lifetime Member**

John began his professional career in 1972, graduating from Kansas State University with a degree in Bakery Science and Management. He started working at his family's business, Del Campo Baking Company in Wilmington, Delaware, while serving in the US Army Reserves as a 2nd Lieutenant. In 1973, after his father's premature passing, John became president of the company, a position he held until selling the business in 2002. He then transitioned to the technical ingredient industry, focusing in product development and sales until his retirement in 2020.

Encouraged by his father, John attended ASB meetings starting in 1969 and officially joined the Society in 1974, maintaining continuous membership since. He served as Chairman in 1989-90 and joined the Hall of Fame selection committee in 2006, chairing it from 2011 to 2016. John remains on the committee and is an active member of the Education Committee. Additionally, he serves as treasurer of the Bakers National Educational Foundation, which has supported the Bakery Science program at Kansas State University since 1963.

John was the recipient of the 2011 Robert A. Fischer Distinguished Service Award which recognizes outstanding service and leadership by an individual to the Society.

We are thankful for your contributions to the baking industry and ASB for the past 40 years, John!

## #ASBOnTheRise

Show our support on social media by using **#ASBOnTheRise**. Even though we have a century of baking under our belt, we're just getting started.

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