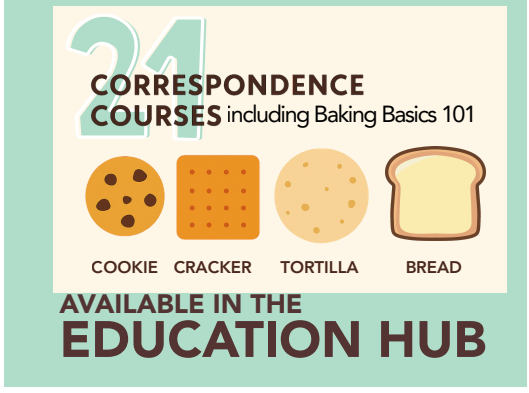
YEAR IN REVIEW 2025

Collaboration took center stage in 2025 with ASB's engagement in IBIE and other industry events. Our focus on understanding the needs of members through research, dialog, and engaging in advocacy efforts brought greater insight to our work and training efforts.

INDUSTRY ADVANCEMENT

Our focused approach to developing training and professional development resources resulted in nearly 1,800 estimated hours spent gaining insights from ASB resources. Access to BAKERpedia pages jumped to 7,000+ views.

Expanded Categories



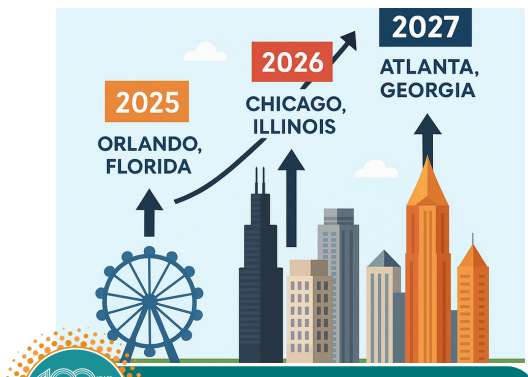
Digital Delivers Value

Hands-on Training

The first-of-its-kind hybrid training courses launched in October to bring a dynamic and practical learning environment to bakers.

Mentoring Program

The baking industry's only one-on-one formal mentoring program successfully engaged a second cohort in 2025.



Brand Awareness

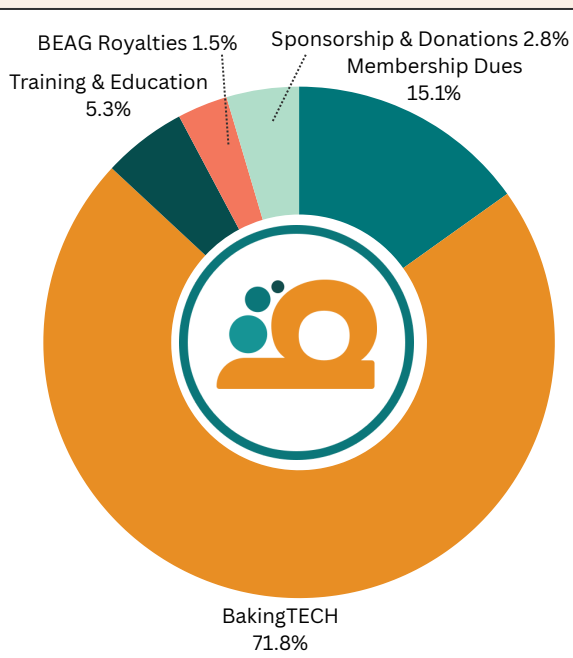
Social media engagement and participation illustrates a growing community of baking professionals interested in ASB programs and activities around the country.

21.4% to goal

Our community grew by 9% in 2025. New member growth jumped 45% compared to the previous year. The next generation (<40 yrs old) represents 34% of total membership.

Responding to Industry Needs

ASB's Standards Committee rewrote the ANSI-certified Z50.1 Standard to respond to OSHA concerns and improve safety in our bakeries. Six in ten baking companies report serious shortages in maintenance and engineering roles, and at the same time, 85 percent struggle with first-year retention. That combination makes standardized education essential to the success of our industry.

Financials

BakingTECH continues to lead revenue and net income generation. Long-term education and training will support future investment in meeting industry needs. Professional and digital membership growth fuels investing in new programs, services, and resources with a long-term goal to generate 30% of total revenue from member dues signaling a strong value proposition. Donations and scholarship contributions add support.