

~ P R O G R E S S I V E B A K E R ~

update



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a d v a n c i n g t h e a r t o f s c r a t c h b a k i n g

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Making a Difference

Generosity has its own rewards, but community-minded bakers like Sally Weissman and Tom Amundson, Great Harvest Bread, Minnesota, will tell you it's good for business, too. Inside, we highlight a variety of bakers with big hearts for helping out in their neighborhoods. See how they're making a difference—and getting back as much as they give.

Parents and volunteers from the Burroughs Community

School in Minneapolis, Minnesota donned aprons and baking caps one Sunday last March, and spent the day helping out at the neighborhood Great Harvest Bread store.

Working in rotating three-hour shifts, several dozen volunteers kneaded bread, waited on

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featured baker

Great Harvest Bread's unique annual fundraiser lets a nonprofit group run the bakery for one day—and keep every penny of what's sold.

customers and cleaned up in the bakery. What did their school get in return? Every single cent that the bakery brought in that day—a grand total of about \$7000.

It's all part of a fun—and lucrative—fundraiser sponsored by Sally Weismann and Tom Amundson, the couple that owns the Upton Avenue bread store. Each year, they hold a contest to choose the nonprofit group that gets to come in and serve as Baker for a Day.

This year, about 20 groups filled out an application hoping to be selected. How does the bakery decide on a winner? They leave it up to their customers. Each group that registers is put on a ballot. Then people come into the bakery over a three-week period to cast their votes for the group they prefer.

By turning it into a contest, the bakery has leveraged the fundraiser into an effective self-promotion tool as well as an opportunity to support a worthy local cause. The various “contenders” spread word through the community trying to rally as many votes for themselves as possible. And since supporters have to come into the bakery to vote (“we don’t take mail or call-in votes,” Amundson said), the bakery reaps the benefit of the added traffic. “People don’t have to buy anything to vote, but they’re here anyway, so sometimes they do.”

The bakery staff asks every customer who visits during the voting period if they’d like to vote. Many people don’t know what the contest is all about, which gives the bakery an extra opportunity to tell the public about the different groups on the ballot—and emphasize the bakery’s strong community support philosophy. “We try to be

generous; we just believe it’s good business,” Amundson said. “What goes around comes around. That’s not why we do it—but it does usually work out that way.”

Once Burroughs Community School was selected, Amundson worked closely with a coordinator from the school to help them promote the event to get a big turnout on fundraiser day. Volunteers announced the fundraiser repeatedly at school, and posted parents in the parking lot to pass out information on the event as people came and went.

“As business owners, it’s not always easy to find the time to volunteer. This event gives us a chance to not just give away money—but give our time, too.”

“They did a great job with promotion,” Amundson said. “This year’s event was the most successful one our store has sponsored so far.” The bakery also helped get the word out by allowing the school to piggyback on one of its neighborhood newspaper ads to announce the event. The bakery also handed out flyers to customers for a week before the fundraiser.

It’s up to the nonprofit group to round up 25 to 30 people to come work the bakery on fundraiser day, and Burroughs did a great job of making sure there were always 7 to 9 volunteers there to lend a hand. Although the bakery staff still handled production, there was plenty for the “amateurs” to do, with a little guidance from Amundson and

his team. “They really worked hard,” he said, acknowledging that pulling off the event each year is a lot of work on his part, too.

“We really enjoy doing it, though. It’s so rewarding. We make sure we have enough volunteers participating so it doesn’t get to be too big of a job for any individual. It becomes very social, and it’s fun—for us and for the volunteers. Plus, it gives us a chance to volunteer our time. As business owners, it’s not always easy to find the time to volunteer. This event gives us a chance to not just give away money—but give our time, too.”

When Weissman and Amundson opened their bakery 20 years ago, it was the first Great Harvest Bread franchise in Minneapolis. Today they’re partners in three Twin Cities stores. Each store sponsors its own “Baker of the Day” event on the same day, but they all hold individual contests to support charities from their own neighborhoods.



The Upton Avenue Great Harvest Bread store specializes in whole wheat breads—but makes a great white bread on the side, using Progressive Baker® Hummer Flour. “We like it because it’s pure—and because it gives us better results than we’ve gotten from other flours,” Amundson said.

featured baker



Offering Comfort in Chaos

In the days following the terrorist attack on the Pentagon, Uptown Bakers stepped up to help a community in crisis.

In the midst of tragedy, often a small gesture of support can have a big impact in bringing comfort to people in pain. To exhausted rescue workers sorting through the rubble after the Pentagon attack last September, Uptown Bakers was the source of such comfort.

When news of the terrorist attack hit, Frank Sciacca felt like most other Americans—wanting to do whatever he could to help. So when the Arlington County Police called his bakery asking for food donations to sustain weary officers at the scene, Sciacca did more than say yes. He loaded up his truck and drove the needed baked goods to the metro police station himself.

Uptown Bakers is located in Washington D.C., just a few miles from the Pentagon disaster site. In the days following the attack, Sciacca delivered hundreds of free muffins and other pastries to the cause—donations that were used to feed hungry police officers, as well Red Cross workers and the many citizens who came forward to donate blood. A grateful police chief sent Sciacca a letter of thanks, commending the bakery for its gift of support during those awful days.

It wasn't the first time Uptown Bakers has come forward in a time of need. No strangers to generosity, Sciacca and his partner, Lou Statzer, have built a reputation for running a business that's

Specializing in bread and European pastries, Uptown Bakers is one of the most successful bakeries in the nation's capitol. To support the community, partners Lou Statzer (l) and Frank Sciacca (r) provide free baked goods to more than 20 local organizations and charities on a regular basis—from boys and girls clubs in the area, to Orange Hats, a local neighborhood watch group that patrols local streets to prevent crime and drug trafficking.

serious about being a good neighbor. "We're very committed to this community," Sciacca said.

They often say yes when asked to help—like last year when teachers from a nearby elementary school asked them to donate products for low-income kids who weren't eating breakfast at home. The children were coming to school on empty stomachs, making it difficult to concentrate and learn. Uptown Bakers responded with boxes of free muffins to help the students get a nourishing start each morning.

Feeding others is a natural way for a bakery to give back. "As a bakery, we believe we have that responsibility," Statzer said. "It's just a part of what we've always done."

featured baker



Taking Care of Business

Despite the demands of running a busy bakery, Sarah and Kevin Lovgren always find time to help vitalize neighborhood business.

Not everyone is willing to devote the time and energy it takes to help build a strong business climate in their community.

Sarah and Kevin Lovgren are the exception. Despite the demands of running Sarah Jane's Bakery, a popular spot in Northeast Minneapolis, the Lovgrens have always found the time to get involved in helping make the neighborhood a positive place to make a living.

Having operated a successful bakery since 1975, the Lovgrens draw on their own business experience to offer the kind of

leadership and vision that's so vital for local economies to grow and thrive. "We all need a strong business community to succeed," said Kevin Lovgren.

Sarah Jane's Bakery is located along a stretch of Johnson Street near I-35W—an area the locals have dubbed "Northeast." Once heavily Scandinavian, the area has grown increasingly diverse. Over the years, both Kevin and Sarah have been active in a number of local organizations helping the local business to adapt and thrive through changing times.

They've both served on the board of the Johnson Street Shopping Association,

A proud and active member of its Northeast Minneapolis community for more than a quarter of a century, Sarah Jane's Bakery specializes in good old-fashioned bread, doughnuts, pastries, muffins, scones, coffee cakes and cakes (with the occasional Polish or Scandinavian specialty thrown in to satisfy its ethnic residents).

On the left are owners Sarah and Kevin Lovgren, and employee JoAnne Blancher (r) who has been with them since the bakery opened.

Kevin as president, and Sarah as secretary and treasurer for many years. They're also both active in the Audubon Neighborhood Association, a group that finds and disburses federal funds to beautify area streets and parks, and make other enhancements around town.

Taking a stand isn't always easy, as the Lovgrens found out four years ago when they agreed to rent space in their building to a fellow business. The Silver Angel Thrift Store, which sells used clothing and other second-hand items, wanted to open next door to the bakery. Afraid that such commerce would bring more harm than good to the neighborhood, a group of citizens led a vocal campaign to try to stop the thrift store from moving in. They even sent editorials to the local newspaper calling for residents to boycott

the bakery if it chose to rent to the proposed tenants.

“We were sticking our necks out,” Lovgren said, “but we went ahead and did it anyway, because it was the right thing to do.” Today, they’re glad they did. “Silver Angel has turned out to be a terrific neighbor—and a great asset to this community.”

The Lovgren’s spirit of giving goes beyond just giving of their time. They also give away as much as \$20,000 worth of product each year. “We don’t throw anything away,” Lovgren said. “We can’t always predict how much product we’ll need to meet demand, so anything that’s left at the end of the day goes to feed families in need. Nothing goes to waste.”

For years, they contributed their day-olds to the Chapel of Hope Mission. Now they support another mission called Love Lines, a local nonprofit that provides a variety of help services for the community. Describing their business as a “small town bakery in the middle of the

city,” the Lovgrens say the opportunity to build a community-based business was a driving force behind why they opened their bakery in the first place.

“This neighborhood has given us a good living over the years,” Lovgren said. “We couldn’t exist without the people who support us here. They take care of us, so we want to help take care of them.”



Sarah Jane’s Bakery makes most all of its baked goods from scratch. It switched to Progressive Baker® Spring Hearth Spring Patent Flour last year, a decision that has made a big difference in its bread. “We bounced around for 10 years looking for the right flour, but we really like this one,” Kevin Lovgren said. “We couldn’t find one that gave our bread the jump we wanted; this one gives us a nice, full loaf. It’s a quality product. You can just feel it in the quality of the dough.”



wheat watch

—by Rob Ostrander, technical service representative

Farmers, millers and bakers all play an influential role in determining what wheat varieties will be available now and in the future. Farmers look for wheats that deliver good yield, resist disease and tolerate the weather in their growing region. Millers want varieties that lend themselves to the milling process, so they can maintain consistent quality in the flours they produce. Bakers demand specific performance characteristics in the finished flours they buy. They evaluate flour on measures like water absorption, protein levels, enzyme activity and overall baking performance.

Wheat breeders are constantly introducing improved wheats in an attempt to balance the diverse desires of these various groups. Working in both public and private programs, these highly skilled specialists have efforts underway for all the major classes of wheat grown in the U.S. Organizations like the Institute of Baking (AIB) and Wheat Quality Council work with the various programs to help evaluate the traits of new experimental varieties before they’re released to growers.

The process of breeding better wheat varieties takes several years and requires constant input from everyone who touches the wheat—as it’s being grown, processed or used in its final flour form. Horizon Milling participates in the process, too. Benefiting from Cargill’s privately owned Goertzen Seed Research business (a wheat breeding program focused on developing new hard winter wheat varieties), Horizon Milling works closely with Goertzen staff to help develop new wheat varieties with unique traits that provide better performing flours for specific end uses. Horizon also works with other wheat breeding programs, and participates in the Wheat Quality Council to help provide direction to the various breeding programs.



Rob Ostrander answers your specific questions about wheat on our website. Go to *Wheat Watch* at www.progressivebaker.com

on the horizon

Two great names in flour milling have become one!

As you’ve probably already heard, Cargill Flour Milling joined with Harvest States Milling in January, forming a new company called Horizon Milling, LLC. You’ll start seeing the Horizon Milling name on Progressive Baker flour bags, as well as invoices, bills of lading and other communication you receive from us. Aside from that, you can expect virtually no change in how you do business with the new Horizon Milling. You can continue to rely on us as you always have for top quality baking ingredients, and support tools to help you grow your business.



progressive baker®
products

Progressive Baker® baking ingredients are available nationally in limited, but expanding geographic areas. Check our website at www.progressivebaker.com to find a local distributor nearest you.

Spring Wheat Flour

Hummer High Gluten.....	50# bags*
Gibraltar Medium High Gluten.....	50# bags*
Spring Hearth Spring Patent.....	50# bags*
Spring King Spring Patent.....	50# bags*

Bread and Pastry Flour

Qualitate Patent.....	50#/100# bags*
Artisan Bread Flour.....	50# bags*
Bread Flour.....	25#/50#/100# bags
H&R All Purpose Flour.....	25#/50# bags
Pastry Flour.....	50# bags*
High Ratio Cake Flour.....	50# bags*

Oils and Shortening

All Purpose Shortening.....	50# cube
Premium Icing Shortening.....	50# cube
Cake and Icing Shortening.....	50# cube
Yeast Raised Dough Shortening.....	50# cube
Donut-Frying Shortening.....	50# cube
Soybean Salad Oil.....	35# jug in a box
Corn Salad Oil.....	35# jug in a box
Canola Salad Oil.....	35# jug in a box

Cocoa and Chocolate

Semisweet Chocolate Drop.....	25# carton/2,000 count
Cinnamon Drop.....	25# carton/5,000 count
Chocolate Flavored Confectionery Drop.....	25# carton/4,000 count
Bittersweet Chocolate.....	10# blocks in a 50# carton
Milk Chocolate.....	10# blocks in a 50# carton
White Chocolate.....	10# blocks in a 50# carton
Chocolate Liquor.....	10# blocks in a 50# carton
Cocoa Powder.....	50# bags

Salt

Premium Baker's Salt.....	50# bags
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* Available in 25# bags in certain markets



Get complete product specifications at...
www.progressivebaker.com

products in action

New Shortenings Give You More Options

Progressive Baker is enhancing our line of bakery shortenings—adding a number of new items to meet more of your ingredient needs. You'll soon have a wider range of options to choose from, including new high-performance icing shortenings, additional all-purpose and cake products, convenient shortening flakes and more. Watch for these new shortenings, coming soon:

Perfection Icing Shortenings

Perfect for wedding cakes, gourmet cakes and other upscale desserts, these top-of-the-line shortenings are specially formulated to produce rich, creamy icings that are light, fluffy and delicious—with no greasy or waxy aftertaste. Two blends will be available, made from soy/cotton and palm oils.

All-Purpose Shortening

We're adding a second all-purpose shortening with palm oil for bakers who want the improved flavor, texture and stability that palm oil provides.

Donut Frying Shortening

Our new formula sets a higher standard of performance, with better stability, lower absorption and longer shelf life.

Flake Shortenings

These premium flakes help stabilize your icings and fillings so they'll hold up better during the warm weather months.

Bake Release

This convenient, all-purpose spray fosters easy release of high-sugar products from

baking pans, without imparting any off-taste to your baked goods.



"Different shortenings are better suited to different applications," said Bob Burge, national bakery

distribution manager for Progressive Baker shortenings. "No single shortening meets every need, so bakers need more high-quality choices to achieve the various taste, texture and quality characteristics they're looking for in the different products they make. We're building the Progressive Baker shortening line to give them those options."

The new shortenings will deliver the same high quality and consistent performance that Progressive Baker flour and other baking ingredients are known for. You can trust each case to perform like the last.

Watch for these new products, coming to your area soon.

Raise Some Dough for Your Community!



Progressive Baker's new Neighbor to Neighbor™ fundraising promotion helps you raise money for local causes.

We've shown you how other bakers are giving back to their communities. Now we'll show you how you can do it too, with the help of Progressive Baker's new Neighbor to Neighbor™ Community Bake Day fundraiser promotion.

This free, turnkey promotion gives you tools and instructions for hosting a fundraising event in your bakery—to support a local cause and draw new customers into your bakery.

Donate a portion of one day's sales

Here's how it works.

- You select a local charity or nonprofit group you'd like to support, and agree to donate a preset percentage (you decide how much) of all sales generated by that group on a designated day.
- Members of the chosen group invite family, friends and neighbors to visit your bakery on the designated day, and hand out Community Bake Day tickets for people to present with their purchase.
- On the designated day, you track all purchases made with tickets. After the event, add up those sales and send a check to the charity for the percentage you agreed upon.

One good turn deserves another

Socially responsible businesses are more successful, and earn greater loyalty from their customers and employees. The Neighbor to Neighbor™ Community Bake Day fundraiser is first in a series of promotion ideas we're developing to make it easier for busy bakers like you to support local causes you care about. Watch our website for new Neighbor to Neighbor™ promotion programs in the future.

Free merchandising tools help you promote your fundraising event

Go to our website for detailed information on how the fundraiser works, why giving back to the community makes good business sense, things to consider when choosing a charity to support, and other tips. You can also download free merchandising materials, like colorful posters, table tents, tickets and other tools you'll need to run a successful Community Bake Day event.

Merchandising materials are designed so you can type in specifics about your event from your computer—then print out custom merchandising to display inside your bakery, or elsewhere around town. There's even a sample press release you can customize and send off to your local newspaper to get some well-deserved publicity for your fundraising efforts.



Find the complete Neighbor to Neighbor fundraiser program in the Baker's Toolbox at www.progressivebaker.com



featured formula

White Cake with Cream Icing and Raspberry Filling

Ingredients	Std Wt	Metric Wt	Bakers %
140% White Cake			
Progressive Baker® Cake Flour	4 lb 13 oz / plus 11 oz	2.495 kg	100%
Progressive Baker® Cake & Icing Shortening	2 lb 8 oz	1.134 kg	45%
Sugar	7 lb 10 oz	3.459 kg	142%
Progressive Baker® Premium Baker's Salt	3.5 oz	99 gr	.08%
Baking powder			
Skim milk	3 lb 12 oz / plus 1 lb 10 oz	2.438 kg	98%
Egg whites	4 lb 3 oz	1.899 kg	76%
Flavoring	3 oz	85 gr	3.4%
Total	25 lb 9.5 oz	11.609 kg	364.48%
Cream Icing			
Progressive Baker® Premium Icing Shortening	5 lb	2.268 kg	
6X Sugar	10 lb	4.536 kg	
Progressive Baker® Premium Baker's Salt	0.5 oz	14 gr	
Raspberry filling	As needed		
Total	15 lb 0.5 oz	6.818 kg	

Process:

Prepare cake batter: Mix shortening with 4 lb 13 oz flour on low speed 5 min. to thoroughly coat all flour particles. Add remaining (11 oz) flour, sugar, salt, baking powder and 3 lb 12 oz skim milk. Mix 1 min. on low, scrape bowl, mix 4 more min. Scale 1 lb 10 oz skim milk, egg whites and flavoring. On low speed, add half of scaled mixture over 30 sec. Scrape down and add remainder over 30 sec. Scrape down and mix 4 more min. on low. Scale into pans and bake 365°F to 370°F.

Prepare icing: Weigh dry ingredients and shortening into mixing bowl. With mixer on low using paddle attachment, gradually add one-third of water and mix 4 min. Slowly add remaining water and flavoring, mixing on low 4 more min. Scrape down bowl and continue mixing about 10 min. or until icing achieves desired smoothness. Use higher speed at this stage to produce a lighter icing. For a faster drying icing, add 4 oz. nonfat milk solids at first stage of mixing.



~ PROGRESSIVE BAKER ~ update



To receive more information on Progressive Baker® products and where to obtain them, call toll-free (800) 356-8799. Or visit www.progressivebaker.com

The Progressive Baker® Update is published quarterly by Horizon Milling to provide bakers with tips, trends and ideas for building a profitable scratch-baking business.
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advancing the art of scratch baking

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