

The Upper Midwest Bakers Association realizes that the baking industry has changed over the past several decades. In the past it use to be a bunch of bakers with bakeries small and large getting together to tell stories, trade formulas and try to help each other out with problems they all face equally. Today, we have bakers in all areas of food manufacturing and the old ways do not transcends into todays manufacturing or food service.

We are different in how we handle production. Some have scratch, mixes, bases, frozen dough, par bake, frozen ready to serve and many in-between items that are dealt with at different levels in each institution.

However, at the same time we have many of the same issues we face daily, commodities, labor, trans fat, labeling, packaging, whole wheat and many other issues in-between. Sometimes you feel like the last person on an island with no where to go to ask for help and support. We want to help but to be honest we don't know the best way to do that today. Please take the time to fill out the Survey. Be honest help us to be able to help and support you. There is always room for a few more on that island.

Thank You,

John M Schneider - UMBA Board Member
District 2, Co-chair of Strategic Planning Committee

UPPER MIDWEST BAKERY ASSOCIATION SURVEY (UMBA) – June 2008

1. Do you know of the Upper Midwest Bakery Association? Yes ___ No ___

What do you know of the Association? _____

2. What do you expect of a Business Association? _____

3. What benefits have you received from a Business Association? _____

4. What are your expectations of a Bakery Association? _____

5. Under UMBA present format what one benefit is most important to you? _____

6. How can UMBA bring value to your business? _____

7. If you are a member of the UMBA what should the Association do for you to better serve your needs _____

8. What area of the baking industry do you represent?

- Retail Vendor Supermarket Hotel/Restaurant
 School/Cafeteria Educator Student

Name: _____

Business: _____

Address: _____ State: _____ Zip: _____

E-mail: _____ Telephone: _____

Please return by June 20th to:

Curt Borchert – Executive Director Upper Midwest Bakery Association
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