

Rosie<sup>\*</sup> Makes Jam



Rosie's  
Top Ten Tips  
for Taking Your  
Big Jam Hobby  
to the  
Next Level

# INTRO

Rosie <sup>★</sup>Makes Jam



*I know what you are going through*

*I have done it!*

*I am still doing it!*



*rosie* →

There are undoubtedly pitfalls but with my support and experience you can learn not to fall into all of them.

I have been making preserves since I was eleven years old but was fortunate enough to make it my job around fifteen years ago.

My 'big hobby' grew fairly rapidly once the decision to expand was made. I started with local shows and markets then graduated to large national food fairs. I won awards, wrote for some food magazines, started The Guild of Jam & Preserve Makers . . . but there was more

## FROM HERE TO PRESERVITY!



It was then that I decided to consolidate everything by selling jars to other jam makers.

In those days it was very hard to buy empty jars and lids and I reasoned if I was buying them wholesale for me I might as well sell them on. Pretty soon I was too busy to travel to fairs - which were becoming prohibitively expensive - so I went into making for local outlets, demonstrating and teaching.

I have made pretty much every mistake going so I thought I would put this to good use by helping you avoid them.

Preserve making is one of the most satisfying things you can spend your time doing.

So, come with me and let me take you through

My Top Ten Tips for Taking Your Big Jam Hobby to the Next Level

(catchy title Rosie!)

# REGISTRATION



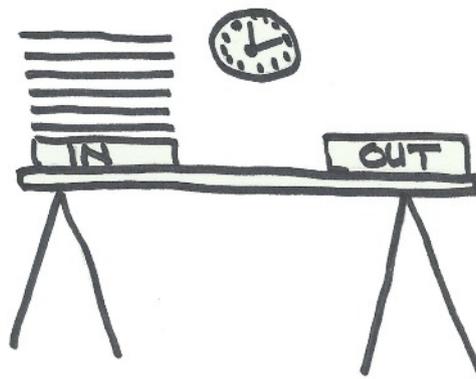
## REGISTER AS A FOOD PRODUCER WITH YOUR LOCAL AUTHORITY

It is best to keep the authorities onside right from the start. They can be very helpful so ask them questions and pick their brains.

The forms are simple to complete and there isn't a fee.

At the same time, make contact with your local Environmental Health Officer. They are also a mine of information regarding the law and local bylaws. Sometimes their requests can seem ridiculous but there is always a reason for it so try to comply without arguing too much!

Sometimes there is such a backlog of work they will not be able to come and see you. You can still go ahead and get your business going providing you know what the regulations are and you exercise due diligence.



# PREMISES

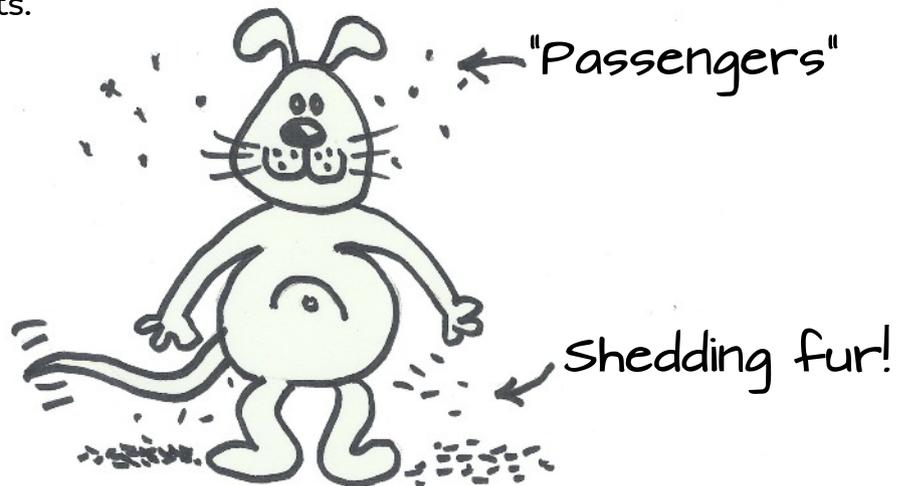
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AIM TO HAVE SEPARATE PREP  
AND COOKING AREAS, PLUS  
SEPARATE UTENSILS AND PANS

Do yourself a favour and arrange to have a dedicated production area if at all possible.

As a minimum, you must have separate hand washing facilities.

Be extra vigilant if you have pets.



# INSURANCE



## REGISTER WITH THE GUILD OF JAM & PRESERVE MAKERS

Join our Guild and one of the many benefits will be a tailor-made insurance policy specifically designed for preserve makers. It is very cost effective and saves you having to try to explain your business to someone who doesn't understand! "You do what?!"



(By the way - The Guild doesn't profit from commission, all part of the service)

The Guild is also launching a Quality Assurance Scheme for members which will give customers confidence with the good quality ingredients, authentic production methods and the price

# BRANDING



## MAKE DECISIONS EARLY ON THE 'LOOK AND FEEL' OF YOUR BUSINESS

Your branding is too important to just drift into. In the early days it can be a lot of work but you will be thankful for it later.

If possible, have a name that is unique to you - a made up word is best - so that it can't be copied easily by others. Believe me, there are lots of wolves out there who will interact with you dressed in sheep's clothing. Learn from the big boys - Tesco, Aldi, Lidl etc cannot be claimed by any other business as theirs.

Decide on the size of jar you want to use - make sure it is not going out of production. Research packaging - don't be defeated by something simple like not having the right box.

Look at what others do - emulate the best, discard the rest.

# CERTIFICATES

MAKE SURE THEY ARE IN PLACE,  
AND KEPT UP TO DATE



Take the Food Hygiene Certificate at Level 1 as the bare minimum - and then make sure it is kept up to date. It is best practice for anyone who works in the production area of your business to also take the exam.

Familiarise yourself with all regulations connected to the manufacture, labelling and the sale of preserves in your marketplace e.g. the UK.



# EMPLOYMENT



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## AVOID EMPLOYING OTHERS FOR AS LONG AS POSSIBLE!

Try to avoid employing other people to start with - they take up a disproportionate amount of your time. You have to factor in training, cost, supervision, - and deputising for them when they are:-

- Ill
- their children are ill
- they are holiday
- they are on maternity leave or
- doing jury service.

All have happened to me, and with the exception of the last two, on a regular basis. You have to weigh against that what they will actually produce for you - and does their cost leave enough profit to make it worthwhile?

# LABELLING



## THERE ARE SPECIFIC LAWS FOR LABELLING JAMS AND PRESERVES

As well as deciding on the branding of your products - you must be aware of, and implement the labelling laws of the country you are producing in. The UK comes under European Law and we also have specific laws for items like mincemeat and marmalade which are rarely produced outside of the UK.

Trading Standards can sometimes be useful but they are not experts in the labelling of preserves. Their remit is so wide it is sometimes difficult to get consistent advice.

As a minimum you must make a refractometer reading for all new jam recipes and record the sugar content of the product on your labels. There are many on the market - be sure to buy one suitable for jam making - all I will say is you will get what you pay for.

We have a make that we offer for sale on our website which we have found to be reliable.



# SAVINGS



## SAVE MONEY WHERE YOU CAN

Register with a trade warehouse and buy as big as you can as few times as possible to maximise discounts - not only with jars and ingredients, but cleaning and stationery supplies. Get as much delivered as possible, to save your time.

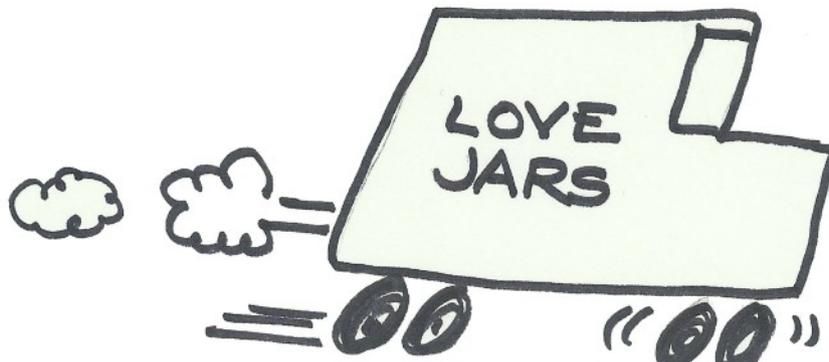


# SUPPLIERS



## FORGE GOOD RELATIONSHIPS - IT WILL SAVE YOUR BACON ONE DAY!

Get to know your key suppliers and treat them as well as you would like to be treated. Don't just shop around for the cheapest price because one day you will need someone to go that extra mile for you. Someone will have forgotten to order your jars, or you have a big order to fulfil suddenly from one of *your* customers and you need some special ingredients - whatever it is, they will be life-savers in an emergency. Pay on time and they will reward you with discounts, maybe offer bargains to you first.



## REWARDS

### DON'T BE PUT OFF FROM YOUR DREAM



The reality of running your own business is that it is hard work, often lonely, and generally speaking full of anxiety. However, the rewards are great - freedom to make your own decisions, satisfaction from creativity, flexibility to work round family requirements and you never know - you might just make some money!

Don't be put off by other's negativity because the reality of running your own business is easier than you think. If you don't know the answer to something - find someone that does! One day, you will be that person so never hold back from giving someone else a hand up when they need it.



# APPENDIX



## USEFUL LINKS AND CONTACTS

- The Guild of Jam & Preserve Makers  
<https://jamguild.co.uk>
- *for jars, lids, ingredients and refractometers*  
<http://lovejars.co.uk>
- *Jam & Similar Products 2003 Legislation*  
<http://www.legislation.gov.uk/uksi/2003/3120/contents/made>
- *Artisan Labelling System*  
<http://www.lovejars.co.uk/label-designer/label-selector/index.asp?ltgid=2>
- *Packaging and postal boxes*  
<https://www.davpack.co.uk>  
<http://www.odlpackaging.co.uk>