

Profitable Preserves

HOW TO START AN ARTISAN JAM AND JELLY BUSINESS

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Checklists, Examples, and other Documentation

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Making Jam and Making Money Everything You Need to Know!

Let's define your beginning business ideas. Write the answers on the next page so you won't forget!

Will your business be a one-person endeavor? Or a two or three-person endeavor? Or some other configuration?

Will it be seasonal? If so, which season? Spring? Summer? Fall? Winter? Holiday?

Or will it be a year-round part-time gig?

Do you have a specific goal in mind? I.E., making enough money for a vacation or to supplement your family income?

Where will you obtain your start-up funds?

Profitable Products

Choosing Soft Spreads to Make and Sell

Let's review your business ideas:

Which three products will you start with? Don't worry, you can always change your mind by the time you finish this guide. The important thing is to get started with some products in mind.

What Is Your USP? Again, don't worry – it can be changed later. The important thing is that you now are well on your way to a viable business!

Should you update your food preservation skills? What kind of training works best for you? How and when will you access the training?

The Home or Away Challenge Finding the Space to Make Your Products

Now it's time to review. Consider:

Will you operate your business from home as a cottage food industry? Or will you pursue a small food manufacturer/processor approach? Or what about building your own commercial kitchen? Is that a viable option for you?

If as a cottage food industry: how will you keep pets out of the kitchen? How will you sanitize your processing area? Do you have enough storage space for your supplies and ingredients?

If as a small food manufacturer/processor: Where will you find certified kitchen space that you can afford? Is it possible to also store your ingredients and equipment there? Or will you have to bring these items each time you prepare products?

Do you have the space and expertise to build your own commercial kitchen? Where will you put it? Where will you get the necessary equipment? Who will build it for you? How long will it be before it is completed?

The Science of Soft Spreads Ensuring a Successful Batch of Jam

It's time to capture all of your creative product ideas. Jot them down on the following notes page.

Will you use a pectin product for your soft spreads? If so, which type?

What kind of sugar will you use for your soft spread products? Honey? Maple Syrup? Cane sugar? Beet sugar? Capture your thoughts before you forget!

Will your product be a long-cooking product or a quick-cooking product?

Do you have any additional recipe ideas to add to your initial product offerings?

Remarkable Recipes Creating Unique Products

Have these recipes spurred additional creative ideas?
Let's capture those thoughts!

Will you add citrus zest or an herb infusion to your soft spread? If so, which?

Will you add a spiced soft spread to your product line?

Will you use ground spices? Whole spices?

Will you combine two (or more) different fruits in any of your products?
Which combinations are you considering?

Will you flavor any of your soft spreads with honey or maple syrup? Which?

The Professional Perspective Make Your Business Legal in 7 Easy Steps



Time to review and update your ideas!

I bet you have several business name ideas already! Write them down so you don't forget. Then check the whois.com site. Chapter 9 lists several places to purchase your desired website domain name.

What kind of legal entity will work best for you? If it is a partnership or multi-member LLC, who else will be part of your business?

What licenses do you need? Where will you find the information needed? Add pertinent phone numbers and website addresses to your to-do list now.

Where will you get a business checking account? Will you try to obtain a business credit card? Or will you designate a personal card strictly for business purposes? Write it down now to keep track.

How will you accept payment? Set up your accounts now so you are ready to receive money!

Where will you get your liability insurance? List a few local companies now and request quotes.

What kind of labels do you need? Will you have a front label and a back label? Will you have a generic label made or product specific labels? Will you hire a graphic designer or design your own labels? Jot down some of your initial ideas now.

Spotlight on the Details Which Materials Do You Need?

Let's Review: Time to pull your materials together!

Where will you get your needed fruit? Sugar? Other product flavorings?

Do you have all the equipment you need to make soft spreads?

What tools should you purchase? Where will you get them?

What kind of jars and lids will you use?

Do you have a notebook for record keeping?

All the miscellaneous equipment needed?

Successful Sales Selling Your Products

You are getting closer! Review, using the following Notes page.

How much does product A cost you?

How much does product B cost you?

How much does product C cost you?

Are your recipes cost effective? If not, what changes can you make so that the cost per piece is reasonable?

Where will you sell your products? Do you want to sell wholesale? Retail? Both?

Will you open an Etsy store or your own website store?

Jot down some local establishments or craft shows that might be a good fit for your jams

A Shrewd Eye Managing Your Business

Production Record: Peach Butter

| Date | Daily Batch # | # Jars | Processing | Processing Time | Ingredients | Where Sourced | Lot # | Preparer | Product Batch or Lot # |
|---------|---------------|--------|---------------|-----------------|-------------------------|--|---------------|------------|------------------------|
| 8/14/20 | 1 | 8 | Water bath | 15 min | Peaches Sugar/Domino | Smith Farm Joe's Restaurant Supply | None 12345 | Renee | 011 |
| 8/14/20 | 2 | 8 | Same as above | Same above | Same above | Same above | Same above | Same above | 002 |
| 8/16/20 | 1 | 10 | Water bath | 15 min | Peaches Sugar/C & H | Smith Farm Joe's Restaurant Supply | None Ab105 | Renee | 003 |
| | | | | | | | | | |
| | | | | | | | | | |
| | | | | | | | | | |
| | | | | | | | | | |

Sales and Inventory Record: Peach Butter

| Date | # Jars on hand/Inventory | Account | Wholesale or Retail | # Jars sold | Contact Person |
|---------|--------------------------|------------------------|---------------------|-------------|---------------------------|
| 8/14/20 | 100 | | | | |
| 8/14/20 | | Bob Smith's Farm Stand | Wholesale | 24 | Bob Smith |
| 8/16/20 | 86 | | | | |
| 8/21/20 | | Country Craft Show | Retail | 61 | Country Craft Shows, Inc. |
| 8/22/20 | 25 | | | | |
| | | | | | |
| | | | | | |

Now let's pull our plans together!

Do you need employees to get your jam business started?

Do you perhaps have some family members who can help out?

Have you developed needed policies? Designed a simple Wholesale Bulletin?

Do you need a formal business plan? Or a simple plan for your business?

Are you planning to enlist the help of a CPA? A web designer? A virtual assistant?

Have you decided how you will keep your records? Will you use a notebook? Or use a digital program?

Do you need some home bookkeeping software? Which program will you use?

Have you chosen your business launch date? Write it down. Congratulations, you are a new business owner!

Reliable Resources Helpful Information for Business Success

Business Start-up and Completion Checklist

| ✓ | Date | NA | |
|---|------|----|---|
| | | | I identified 3 potential soft spread products |
| | | | My product recipes meet state and local guidelines |
| | | | I have chosen a business USP |
| | | | My food preservation skills are up-to-date |
| | | | I have chosen: cottage industry: or Small manufacturer: or building my own commercial kitchen: (Identify which) |
| | | | I have decided between: long-cooking: or quick-cooking: products (ID which) |
| | | | I chose a great name for my business |
| | | | I decided on a legal business entity: sole proprietor, partnership, LLC, or S-corp (ID) |
| | | | I obtained my local business license |
| | | | I obtained my state reseller's license |
| | | | I obtained my state Department of Agriculture license/approval |
| | | | I obtained my local Health Department approval |
| | | | I obtained my EIN number |
| | | | I obtained my food handler's card |
| | | | I opened a business checking account |

| | | | |
|--|--|--|--|
| | | | I obtained a business credit card or a credit card for my business |
| | | | I set up a Paypal or Google Wallet account |
| | | | I set up a Square account |
| | | | I am pursuing a bank merchant account |
| | | | I obtained business insurance |
| | | | My product front labels are designed and printed |
| | | | My product back labels are designed and printed |
| | | | I joined GS1 for UPC labels |
| | | | I found a source for fruit for my products |
| | | | I found a source for sugar/sweeteners for my product |
| | | | I found a source for other needed ingredients |
| | | | I found a source for jars and lids |
| | | | I purchased needed miscellaneous equipment |
| | | | I got a record keeping notebook (physical or digital) |
| | | | I determined my wholesale and retail prices for each product |
| | | | I did a market price comparison |
| | | | I determined that my products are cost effective |
| | | | I decided to sell wholesale |
| | | | I decided to sell retail |
| | | | I decided to sell via consignment |
| | | | I identified several potential markets |
| | | | I have a website for my business |
| | | | I opened an Etsy store for my business |
| | | | I set up business social media accounts |

| | | | |
|--|--|--|--|
| | | | I developed a payment policy |
| | | | I developed a shipping policy |
| | | | I wrote a simple plan for my business |
| | | | I wrote an official business plan |
| | | | I enlisted the help of a graphic designer, web designer, CPA, or other professionals |
| | | | I keep track of business income/expenses in real time |
| | | | I determined my product best buy dates |
| | | | I purchased home bookkeeping software |
| | | | I identified/embraced new business ideas |
| | | | I made the choice to grow my business – or NOT! |

A Plan for Your Business

Basic Information

Business Name

Legal Structure/Entity Type

Formation Date

Location/Where Products Prepared

How Products are Sold/Wholesale/Retail/Consignment

Employee Names/Avg. Hours Worked

Procedures/Responsibilities

Business Operation Steps/I.E.

How is Product Prepared?

Who is Responsible for Preparing Product?

Who is Responsible for Shipping Products?

Who is Responsible for Selling Products?

Who is Responsible for Product Record Keeping?

Who is Responsible for Financial Record Keeping?

Starting Up

Who is Your Target Market?

What is Your USP?

What are Your Initial Products?

Where are You Selling Your Products?

How Much Profit Do You Plan to Gain in Year 1?

Year 2 Projections

Identify Projected Types and Number of New Products in Yr 2

Identify Projected Profit Numbers for Yr 2

Identify Other Business Changes for Yr 2, e.g. new employees, expanded sales

outlets, new manufacturing location, etc.

Year 3 Projections

Identify Projected Types and Number of New Products in Yr 3

Identify Projected Profit Numbers for Yr 3

Identify Other Business Changes for Yr 3, e.g. new employees, expanded sales outlets, new manufacturing location, etc.

Year 4 Projections

Identify Projected Types and Number of New Products in Yr 4

Identify Projected Profit Numbers for Yr 4

Identify Other Business Changes for Yr 4, e.g. new employees, expanded sales outlets, new manufacturing location, etc.

Year 5 Projections

Identify Projected Types and Number of New Products in Yr 5

Identify Projected Profit Numbers for Yr 5

Identify Other Business Changes for Yr 5, e.g. new employees, expanded sales outlets, new manufacturing location, etc.

Your Jam and Jelly Company

Mailing Address
City, State, Zip Code

Telephone Number

Website address

Email address

WHOLESALE BULLETIN – SOFT SPREADS

Applicable Date

| UPC # | Item # | Product | Size | Wholesale Price | MSRP |
|--------------|--------|---------------------|----------|-----------------|-------------|
| 000000000000 | Jam 1 | Soft Spread example | 8 ounces | \$3.10/each | \$6.20/each |
| 000000000000 | Jam 2 | Soft Spread example | 8 ounces | \$3.10/each | \$6.20/each |
| 000000000000 | Jam 3 | Soft Spread example | 8 ounces | \$3.10/each | \$6.20/each |
| 000000000000 | Jam 4 | Soft Spread example | 8 ounces | \$3.10/each | \$6.20/each |

PRODUCT FEATURES

Your product tag line/USP could go here

Case Pack: 12

Product features/benefits (for example)

- “Made from organic ingredients”
- “Made in small batches”
- “We only use ripe, local, berries”

Ordering

- Minimum order – 1/2 case
- Orders shipped within 7 days unless otherwise requested

Terms

- Net 30 days from date of invoice. A finance charge of 1.5% per month will be added to all balances over 30 days.
- Mastercard/Visa accepted
- New accounts please pre-pay or submit credit references

Shipping

- Shipping is FOB *My Location*.
- Items shipped FedEx or least expensive carrier

Resale Certificate

- *My State* retailers must include a copy of their resale certificate or resale tax number with each order.