

## Food Safety Updates

Volume 1, Issue 2, August 2011

### The Inside Track Simone Scarpance of Wee Bee Jammin’

Keeping things “lighthearted and fun” is how Simone Scarpance, creator of Wee Bee Jammin’, sums up the handcrafted jams she and her family produce and sell.

“Picking wild berries in the Northern Michigan woods and making jam for over 30 years” inspired Simone and her family to “bring to market high quality jam.”

Wee Bee Jammin’ has demonstrated marketing savvy, drawing attention with their trademark grinning bee on product labels and totes. The company prides itself on retaining a strong personal touch.

“We manufacture all of our own products. Each jar passes through our hands,” Simone said. “We don’t produce in a big facility, and each jam is truly handcrafted.” Wee Bee Jammin’ honey jam is even made with honey from the Scarpance family’s own honeybees.

“Making a people connection” is Wee Bee Jammin’s top priority. “We truly have a passion for this, and we build relationships with our customers.”



Simone with a display of Wee Bee Jammin’ products

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### REMINDER:

**STORE READY-TO-EAT (RTE) FOOD ABOVE RAW EGGS AND ANY OTHER UNCOOKED FOOD IN THE REFRIDGERATOR**

### Tip of the Month

Hands must be washed before putting on gloves and when changing to a new pair.

**Never** use gloves in place of handwashing.  
**Never** wash and reuse gloves.

ServSafe Essentials, National Restaurant Association (NRA)

### Food Safety Checks Keeping You on Track in the Kitchen

- √ Be sure to sweep the floor, under all equipment and tables, and mop when you are finished. Leave the kitchen the way you would like to find it.
- √ Be sure to clean and sanitize **all equipment** you will use before
- √ production, including tops of ovens, all surfaces, utensils, pans and bowls, etc. **Thorough Sanitation is crucial to controlling Listeria, a bacterial pathogen that can contaminate ready-to-eat (RTE) food items.**

## WHEN TO WASH HANDS from ServSafe Essentials, NRA

- √ When you start work and before beginning a new task
- √ After
  - Using the restroom
  - Touching hair, face, or body
  - Sneezing, coughing, using a tissue
  - Eating, drinking, smoking, or chewing gum or tobacco
  - Handling chemicals
  - Taking out garbage
  - Touching clothing or aprons
  - Transferring dirty dishes
  - Touching anything that may contaminate hands (dirty equipment, work surfaces, towels used to wipe work surfaces)
- √ Before and after handling raw meat, poultry, and seafood

**Online, 24/7 answers  
to your food safety  
questions!**

Visit:

[http://www.fsis.usda.gov/  
Food\\_Safety\\_Education/  
Ask\\_Karen/index.asp](http://www.fsis.usda.gov/Food_Safety_Education/Ask_Karen/index.asp)

### Additional

### Resources:

- US Department of Agriculture
- www.foodsafety.gov
- blogs.usda.gov
- Type FDA What's New in Food into Google search

*(The Inside Track, continued)*

The lighthearted spirit driving Wee Bee Jammin's success shines through in the jam names. From song-inspired titles—"Wild Blue Yonder" (wild Michigan blueberries), and "Apples, Peaches, Pumpkin Pie" (fruit butter)—to the mischievous "Toe Jam" (apples, peaches, strawberries, cherries), playful names elicit double-takes in specialty markets and high-end boutiques where Wee Bee Jammin' products are displayed, including stores in New York City, Chicago, and Atlanta.

Wee Bee Jammin' jams will soon be available in select Michigan Meijer stores. Meijer "will be a different market" for the company, noted Simone. "We started in a smaller market and we're going into a bigger market. We've changed our packaging and jam names to suit the grocery store-type marketplace," she said.

As Wee Bee Jammin' sales markets evolve, the Scarpace family's quality products will retain their down-home goodness. "Our goal is to spread a little happiness, one jar at a time."

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Check out Wee Bee Jammin's website, [www.weebiejammin.com](http://www.weebiejammin.com) for products, events and recipes.

*The Starting Block is West Michigan's Non-Profit Regional Kitchen Incubator and Entrepreneurial Center. Our Mission is to incubate and support the entrepreneurial spirit by providing licensed commercial kitchen facilities, entrepreneurial education, and peer-to-peer networking to new and expanding businesses. The Starting Block will be the premier regional resource for growing any new idea into a profitable, local and wealth-creating business.*

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