

SMALL BUSINESS SUCCESS STORY

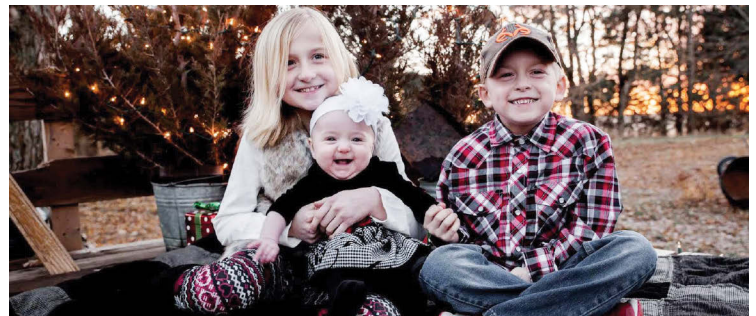


Danelle and Josh Nutt

Owners of Nutt Family Jams and Jellies

JAMS AND JELLIES TURN INTO CAREER

Danelle, and her husband, Josh, came up with the idea for their family business more than a decade ago while making Christmas gift baskets for family and friends. Since then, the business has grown and thrived due to Danelle's hard work and dedication.



ASSISTANCE FROM CENTER FOR RURAL AFFAIRS

Danelle had been wanting to add nutrition labels to her products, but always came upon a road block. The family was unsure who to talk to and where to begin. Craig Eberle, loan specialist for Center for Rural Affairs Rural Enterprise Assistance Project, guided the Nutts in plans to start making nutritional labels for the jellies by working with the University of Nebraska–Lincoln.



The jams and jellies are homemade using fruits and vegetables grown on the Nutt family's acreage outside Ravenna, Nebraska.





AWARD WINNER

Danelle received the Center for Rural Affairs 2018 Rural Enterprise Assistance Project (REAP) Women’s Business Center Entrepreneur Award as the owner and operator of Nutt Family Jams and Jellies.



KNOWLEDGE IS KEY

“ We specialize in making a wide variety of jams and jellies, syrups, and hand scrubs. And, we can easily tell you what to eat any flavor on or with. -Danelle Nutt ”



“ We started making bigger batches [of jams and jellies] each year so we could sell them at shows and take pride in knowing absolutely everything about the ingredients in our products. Gradually, we’ve made bigger batches and more flavors for Christmas presents, craft fairs, and stores trying to expand our business and make new contacts. -Danelle Nutt ”

EXPAND THE REACH

“ Danelle is very deserving of all her success. She has developed a product that is growing in popularity, and with the new labeling, this will hopefully allow her to expand reach and get the products into more stores throughout Nebraska. - Craig Eberle, loan specialist for Center for Rural Affairs Rural Enterprise Assistance Project ”



FUTURE PLANS

Danelle hopes to continue making new flavors, as well as sell her products in more stores, attend more craft shows and fairs, and to eventually build a licensed kitchen on their property. She also hopes to expand their Nutt Family Country Market Produce Basket deliveries using the homegrown produce out of their gardens.



ONE-ON-ONE ASSISTANCE AVAILABLE

To utilize this resource, visit cfa.org/reap.

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