

WellesleyWeston

Winter 2007/2008

MAGAZINE

Businesses that Give Back

Following a national trend, local small business owners help causes that hit closer to home [Cheryl Fenton, writer](#)

Preserving What's Important

Combine the desire to keep history from vanishing with an entrepreneurial spirit and childhood memories of pickling and canning, and you have the beginning of Wellesley-based **Root Cellar Preserves**, what Susan Jones calls "an interesting venture." This flavorful label, created by Jones and her husband Lorne, offers a variety of delicious pickled products once commonplace, but now hard to find. "People want homemade taste, but no one has time to make it," she says. "We're offering something that reminds people of their childhood."

From their first jar of sweet and spicy pickle mix, the line has grown to include relish, ratatouille, and maple syrup, and is available in 23 specialty shops and online. There's a recently launched corn and black bean salsa to enjoy, and new tasty treats on the horizon.

On this horizon also stand homes saved through the generosity of Root Cellar, as the company strives to keep the historical foundation of our country intact.

"We grew up in upstate New York and saw around us these old American homesteads falling into disrepair," Jones remembers. "The feeling is that it would take too many funds to restore it, so it's cheaper to tear it down."

"We wanted to do something to raise community awareness because these are really our heritage," she continues. "We should try to preserve at least some of these homesteads."

Root Cellar Preserves is clearly committed to this quest, contributing half of all profits to restoration projects. Their first Massachusetts project is in Dover, where the oldest home in town is trying to move to a new location. Another local home that needs some TLC is the Dadmun-McNamara House of the Wellesley Historical Society. With its quarterly contributions, Root Cellar is assisting with getting it back into shape.

After quickly learning the downside to making the products in their own kitchen, the Joneses moved their pickling needs to smaller farms and family-run businesses, thus even further assisting the growth of communities.

"I think people want to help their community stay viable," says Jones. "We all need to take care of one another and help each other out. We get warm feelings from giving back."

