ABSTRACT

Jam is a very popular processed food among the people all over the world. As the demand for processed foods increases with the concept of globalization the demand for the jams also increases as it saves a lot of time that spend to preparation of foods.

As there are a lot of types of jams available in the market, the objective of this project was to develop an innovative jam for the dynamic market, and to diversify the jam market by developing tender coconut jam out of tender coconut kernel.

Jam samples were prepared according to the method adopted for the other jam formulae. However antioxidants and emulsifiers were used as additional ingredients in order to prevent fat oxidation of the coconut pulp, the coconut kernel after blending.

Tender coconut kernel extracted from the form typica belonging to the variety *typica*, was taken to the experiment. Kernel from 9 and 10 months old nuts were scooped and blended to a pulp. Then jam samples were prepared according to 16 treatment combinations by using 4 variables at two levels. The variables taken were maturity level sugar level, pH level and antioxidants each using at two levels; low and high. Each treatment was replicated three times.

All the 16 samples were tested for pH and Brix values and organoleptic properties after one month and three months respectively. The results obtained were analyzed statistically and there were no significant differences between 16 samples according to the results. That implies all the 16 samples were at satisfactory level to the consumer for 3 months of period

pH value of individual samples was found constant up to three months. However different samples had various pH values ranging from 2.9 –3.2. One of the reasons for retaining the pH value constant can be suppression of microbial and autooxidation due to ingredients of the product. Brix value of the samples were at the range of 67^0 -70^0.

According to the results obtained it can be noted that the product has a shelf life of minimum of three months. Studies can be recommended to investigate on the shelf life of the product further