

# Jamie oliver

Business



**ASSIGN  
BUSTER**

Jamie Oliver is evidently an authority in the world of food. He is arguably one of the most famous television personalities in the world today. Jamie is also one of Britain's most renowned exports. He has been very successful with his television series like Jamie at Home, The Naked Chef, Jamie's Chef, and Jamie's Ministry of Food among others. As a result of his presentations, he has recently won an Emmy Award for Jamie's Food Revolution (JOF, 2012). Born in 1975, Jamie took an interest in food.

He was brought up in Essex, where his parents Sally and Trevor still operate their highly respected restaurant cum pub, The Cricketers. Jamie's fascination with food continued to develop (JOF, 2012). At the age of 16, Jamie left school and decided to complete his training at Westminster Catering College. After having spent a lot of time working in France, Jamie joined the famous River Cafe where he was engaged for almost three and a half years (Clawson 2010, p. 12-9). Jamie Oliver has a number of ventures.

One of them is the Jamie Oliver Foundation. This is a registered charity that is involved in the educating, empowering, and inspiring people of all ages to be in a position of making informed decisions when it comes to food (JOF, 2012). The organization also aims at arming people with the right tools to make choices with food, being at the heart of everything the organization is involved in (JOF, 2012). Additionally, the organization works hard to instill positive eating habits that are able to last for long. In this regard, the organization makes good and clear information available to all.

It also reaches out to people, teaching practical skills to as many people as it can possibly reach. Furthermore, the organization encourages individuals to

get cooking from scratch. This goes a long way in inspiring people to take a greater control of their lives (JOF, 2012). Subsequently, Jamie Oliver Foundation aims at inspiring individuals to reconnect with food. Its objective is to raise awareness as well as individual responsibility.

It also works to breathe new life into the dying food culture all over the world, and ultimately, keep the cooking skills alive (JOF, 2012). Stakeholders in Jamie's ventures are of the view that the organization is involved in the pursuit of social outcomes that are related to the improvement of the community. With regard to governance, there are substantial lay as well as non-executive elements with quite a varied stakeholder representation (Clawson 2010, p. 80-5). In addition to this, there are multiple accountabilities. Among the key staff in the organizations are human service professionals who are instrumental in bringing other strong and distinct value commitments to their roles.

However, it is always a challenge to the organization when it comes to integrating these administrative rationalities. The organization obtains funding from a combination of voluntary, public, as well as commercial sources. This is usually through quasi-market as well as other competitive processes. When it comes to public scrutiny, there is a very close public scrutiny (Clawson 2010, p. 80-5). This takes place through a combination of supervision with regards to professional standards, managerial arrangements as well as client or citizen involvement.

The organization also works through partnerships. This is mainly for financial reasons and statutory requirements. This is due to the nature of the tasks of

the partnerships that involve firms, government bodies as well as other social enterprises (Clawson 2010, p. 80-5).