



Company Profile

Jack & Jake's, Inc.

Connecting you to local healthy foods

Jack & Jake's represents the first local food hub established in Louisiana and was recently selected by Winrock International's Wallace Center for inclusion in the NGFN Food Hub program.

Our foundation is built upon social and environmental impact in communities and represents an innovative local food distribution and retail market business that solves limited community access to safe, healthy, fresh foods at an affordable price. Jack and Jake's provides locally grown and organic food, sourced from a network of farms, ranchers, and fishers within 65 miles of New Orleans to wholesale accounts (schools, universities, hospitals, and assisted living facilities), retail markets, and underserved communities.

Jack & Jake's can provide social and environmental impact Our foundation and success is built upon the our company can achieve in New Orleans and its rural agricultural surroundings, throughout the southeast, including:

- Locating the first local food hub for Louisiana inside a underserved community (Central City/New Orleans)
- Providing community space, programs, and on-the-job training
- Neighborhood enhancement – not displacement
- Job creation (over 150 jobs will be created by 2013 in wholesale, retail, and distribution)
- A commitment to hiring within the community – including management level positions
- Career path opportunities (working with local non-profits to develop career paths in local agriculture, culinary training, management, wholesale distribution, and sales)
- Providing incubator space for small community-based businesses within the market on OCH
- Strategic partnerships on nutrition with community leaders and the Tulane School off Public Health specific
- Providing specific fresh food discounts to our Central City neighbors
- Utilization of Social Metrics to track success
- Education – indirect education and learning through programmatic activities and events inside the market.

Jack & Jake's is built upon a foundation that is defined by fiscal sustainability and the strength to

provide realized social and environmental impact. We believe we can help solve a number of social issues related to the prevalence of obesity and diabetes in the southeastern U.S. by connecting local producers with those who need access to fresh healthy foods in schools, hospitals, and underserved communities. We do this by participating in almost every facet of the local fresh food economy that includes a network of local farms and fishers, a certified fresh food distribution center, fresh food transportation, and sales to wholesale institutional markets and company-owned retail centers in underserved communities.

Our Roots

Jack & Jake's, Inc. was founded in 2010 by a restoration ecologist who is re-establishing a local food economy following the impacts of Hurricane Katrina on New Orleans and the Gulf South region. The company began as an entrepreneurial venture supported by social venture interests. It has grown to become the first successful local food distribution system in Louisiana.