



Partnering with Josephine to Foster an Inclusive Food System

Josephine helps home cooks earn extra income selling meals directly to friends and neighbors. We partner with cities to legitimize this vital lever of economic empowerment, deliver inclusive technology to underserved neighborhoods, and bolster the local food economy.

How Josephine Works

Josephine helps home cooks earn extra income by selling meals directly to friends and neighbors. For customers – we're a simple new option for supporting healthy, local food:



Order from a neighborhood cook.



Pick up from their home.



Enjoy the meal with your family!

Josephine Helps Underserved Cooks

Josephine supports food entrepreneurs, many of whom have existing informal food businesses, in doing their work more safely and with more accountability. We are working with cities to legitimize a vital lever of economic empowerment, deliver inclusive technology to underserved neighborhoods, and improve public health safeguards in the existing informal food economy. Josephine cooks are:

84%

Women

48%

African, Hispanic, or
Multiracial Descent

36%

Household income
under \$45K

Josephine Ensures Food Safety

- **Education & Training:** Extensive food safety and micro-enterprise skills training
- **Reduced Risk:** Food safety training, kitchen safety protocols & remediation, sponsorship for 3rd party Food Handler training, and \$1M liability Insurance.
- **Online Management Platform Tools:** Meal advertising, publishing, order management, and customer feedback tools
- **Community Support & Benefits:** Cook events & skillshares, local forums, bulk sourcing

Ensuring public health is top priority and Josephine has facilitated sales of 50,000+ individual meals without food safety incident. We are committed to sharing data to facilitate food safety.

How Josephine Works with Cities

Josephine, in partnership with local government, will pilot its technology in certain neighborhoods for a predetermined period of time (usually 12-18 months). Josephine will work with local non-profit and community partners to recruit cooks, conduct food safety and business trainings, and raise awareness about the local food ecosystem.

We are seeking city partners to help us:

- **Identify Key Neighborhoods / Communities:** We focus our programs in traditionally underinvested areas that can most benefit from increased economic and food access.
- **Work with Local Stakeholders:** We rely on the expertise of local non-profits and neighborhood groups to ensure that we are fulfilling our commitment to communities.
- **Identify Regulatory Best Practices:** We work with health regulators, elected officials and other experts to develop practices that prioritize public health.
- **Assess Impacts:** We commit to sharing data with local government and community groups as an asset for regulators and policy makers to track and assess impacts.

What Josephine Brings to Cities

Josephine creates inclusive opportunities in food for the communities that need them most. We focus on food entrepreneurs who have difficulty accessing professional opportunities outside the home, such as stay-at-home parents, immigrants, and minority groups.

- **Expanded Economic Opportunity:** Josephine lowers the barriers to incubating new food businesses or earning extra income within lifestyle constraints. This creates new pathways to professional opportunity and alleviates gentrification pressures in vulnerable areas.
- **Increased Healthy Food Access:** Josephine increases access to healthy and affordable food options, particularly in food deserts. Our safety training and kitchen inspections also improve public health safeguards around the existing informal food economy.
- **Improved Tech Equity:** Josephine provides technology and workforce development options to communities that aren't always first to benefit from technological innovations.

Contact

Josephine is committed to working collaboratively with local governments. If you're interested in partnering, or have any questions, please say hello!



Josephine

Josephine, Inc., 1721 Broadway, Suite #202, Oakland, CA 94612
Matt Jorgensen, Co-CEO // matt@josephine.com // 860.614.3361