

FoodMesh: Turning Surplus into Value Across Canada's Food Supply Chain



Company Overview

FoodMesh is a Canadian technology-enabled food recovery company headquartered in Vancouver, British Columbia. Operating across retail, wholesale, production and manufacturing segments of the food supply chain, FoodMesh connects businesses with surplus food to a national network of charities, farmers, and value-added processors.

As one of Canada's leading pioneers in food recovery, FoodMesh has helped transform surplus management from a fragmented, largely manual process into a coordinated, data-driven system.

Today, the company supports more than 200 retail locations nationwide and works with over 1,600 recipient organizations to keep edible food in the system.

Through its integrated platform, managed services, and national partnerships, FoodMesh enables organizations to treat surplus not as waste, but as a recoverable and measurable asset—unlocking environmental, social, and financial value across the supply chain.

The Solution

FoodMesh addresses food loss and waste through a system-wide approach that integrates technology, operations, and behaviour change, ensuring surplus food is actively managed rather than passively discarded.

At the operational level, FoodMesh enables real-time matching of surplus food with a network of more than 1,600 charities, food banks, farmers, and processors.

This ensures that edible food is prioritized for redistribution to people, while lower-grade or non-edible materials are directed to secondary pathways such as animal feed, upcycling, or composting.

A managed services model supports consistent execution at store and distribution levels, reducing operational burden and ensuring that surplus diversion becomes embedded in day-to-day operations rather than dependent on ad hoc effort.

This structured approach aligns with the food recovery hierarchy, maximizing value retention at each stage and ensuring that food remains in productive use for as long as possible.

Canada has all the ingredients to lead on food waste reduction. What's been missing is connectivity. At FoodMesh, we're building that connective tissue—linking supply, demand, and behaviour so food moves with purpose, not friction.

Where Loss Occurs

Retail, wholesale, distribution nodes across Canada, on farm.

⚡ Main Drivers

Forecasting variability, cosmetic standards, perishability, operational constraints

✂ Solutions

Real-time redistribution, structured recovery pathways, prevention campaigns

👤 Key Partners

Retailers, food banks, charities, municipalities, farmers, processors

🍌 Produce Types

All categories (produce represents ~44% of total volume)

📊 Measurement

Platform-based tracking, partner reporting, verified diversion metrics

🌍 Social/Environmental Impact

Increased food access, landfill diversion, reduced GHG emissions

💰 Financial Outcomes

Reduced disposal costs, recovered product value, improved operational efficiency

🏛 Policy Context

Municipal and provincial waste diversion strategies, ESG reporting expectations

🎯 UN SDGs

2 – Zero Hunger
12 – Responsible Consumption & Production
13 – Climate Action
17 – Partnerships for the Goals

Food waste doesn't happen because people don't care—it happens because systems aren't connected.

Beyond recovery, FoodMesh plays a leadership role in advancing food waste prevention strategies across Canada, including through its delivery of the Love Food Hate Waste Canada outreach and education program. Through national behaviour change campaigns focused on meal planning, food storage, and strategies for using up food, FoodMesh helps reduce food waste at the household level, addressing one of the largest and most persistent sources of food loss in the system.

Beyond Recovery: Designing a System Where Food Flows with Purpose

FoodMesh's approach reflects a fundamental shift in how food loss and waste is understood—not as a downstream disposal issue, but as a **system coordination challenge**.

Across the retail and distribution landscape, surplus food is generated daily due to tight operating margins, short product lifecycles, and variability in demand.

Without a coordinated system, this surplus is often managed inconsistently—discounted, donated opportunistically, or ultimately discarded.

FoodMesh changes this dynamic by introducing real-time visibility, structured pathways, and system accountability. Through its platform, surplus is identified early and matched quickly to appropriate outlets. Edible food is redirected to charities and food banks, strengthening food access across communities.

Lower-grade materials are directed to alternative uses, ensuring that food retains value even when it no longer meets primary market specifications.

This approach ensures surplus is not treated as a single stream, but as a managed system flow—directed, measured, and optimized in real time.



FoodMesh enables efficient redistribution of edible surplus through a network of 1,613+ charities, food banks, farmers, and upcyclers.



FoodMesh solutions are intentionally designed to align with and operationalize the **food recovery hierarchy**, prioritizing the highest-value outcomes.

“The real breakthrough is not just redistribution—it's creating a system where every product has somewhere to go.”

Data is central to enabling this shift. Through platform tracking and reporting, FoodMesh provides businesses with visibility into where surplus occurs, how it is managed, and what outcomes are achieved.

This transparency allows organizations to move from reactive waste management to proactive surplus optimization, identifying patterns, improving forecasting, and reducing surplus generation over time.

Prevention

FoodMesh partners with municipalities and national organizations to drive **behaviour change and upstream waste prevention**, including collaborations with:

- City of Toronto
- City of Ottawa
- Metro Vancouver
- Capital Region District
- City of Saskatoon
- Recyc-Québec

These initiatives focus on consumer education, retail best practices, and demand alignment to reduce surplus generation at the source.

FoodMesh's model extends upstream through its work supporting **Love Food Hate Waste Canada**.



A significant portion of food waste occurs at the household level, driven by confusion around food storage, date labeling, and purchasing behaviour.

Through national campaigns and partnerships, FoodMesh helps address these challenges directly—equipping consumers with practical tools to reduce waste in their own homes.

As a B Corp, FoodMesh monitors measurable impact across three dimensions:

Social Impact

- **8M kg of food** redistributed to charities in 2025
- **Over \$2M** in revenue sharing to charity partners
- Strengthened food access for vulnerable communities
- Expanded capacity of local food recovery organizations

Environmental Impact

- **27M kg of CO₂ emissions avoided** in 2025
- Reduced landfill waste and methane emissions
- Improved resource efficiency across the supply chain

Economic Value

- **\$61.3M in donated food value** in 2025
- Reduced disposal and hauling costs for businesses
- Enhanced eligibility for tax incentives and ESG

This integration of prevention and recovery is what distinguishes FoodMesh's approach.

Rather than focusing solely on diverting waste, the organization is working to reduce its generation across the entire system.

From a financial perspective, this system delivers measurable value.

Businesses reduce disposal and hauling costs, improve inventory efficiency, and protect margin by recovering value from surplus.

At the same time, participation supports ESG objectives and strengthens relationships with communities and stakeholders.

FoodMesh demonstrates that reducing food loss and waste is not just about diverting food; it is about designing a system where food moves efficiently, predictably, and with purpose.

When surplus becomes visible and measurable, it becomes manageable, and ultimately valuable.

Spotlight:

FoodMesh plays a key role in enabling and advancing **Love Food Hate Waste Canada (LFHW)**—a national behaviour change initiative focused on reducing household food waste. Prevention sits at the top of the food recovery hierarchy. By reducing waste at the source, LFHW amplifies the impact of downstream recovery efforts across the entire system.

Focus Areas:

- Meal planning and food management
- Food storage education
- Clarifying "best before" vs. food safety
- Consumer awareness and engagement

System Impact:

- Addresses one of the largest sources of food waste (households)
- Complements retail and supply chain interventions
- Aligns with municipal and national waste reduction strategies



For more information visit www.foodmesh.ca or contact jessica@foodmesh.ca