

## Love Food Hate Waste Canada Enters a New Era in the Fight Against Food Waste

**March 13, 2025, VANCOUVER, BC** - [Love Food Hate Waste Canada](#), a globally recognized and proven behavior-change campaign, is excited to announce its strategic merger with [FoodMesh](#), a leader in food recovery and data analytics.

“Preventing food waste isn’t just the right thing to do—it makes social, environmental, and economic sense, now more than ever. With food prices at an all-time high, none of us can afford to waste food,” said Jessica Regan, CEO & Co-Founder of FoodMesh. “At FoodMesh, we’re thrilled to take on the Love Food Hate Waste Canada campaign, building on our work with businesses to reduce waste and now empowering Canadians with practical tools and tips to prevent food waste at home. Together, we can create a waste-free and more affordable future.”

In Canada, [63% of household food waste could have been eaten](#), costing the average household \$1,300 per year. Through its network of campaign partners, Love Food Hate Waste Canada provides Canadians with practical strategies to shop smarter, store food properly, and make the most of every ingredient.

Founded in 2016, FoodMesh has helped Canadian food businesses rescue the equivalent of more than 60 million meals, ensuring their surplus food is redirected primarily to charitable organizations that support people facing food insecurity. By adding Love Food Hate Waste Canada into its business portfolio, FoodMesh is now closing the full loop on food waste prevention—bringing its proven food waste expertise directly into Canadian households.

The National Zero Waste Council, an initiative of Metro Vancouver, launched the campaign nationally in 2018. Metro Vancouver will continue to engage as a regional campaign partner from 2025 onwards.

### From the Love Food Hate Waste Partners

“The [City of Toronto](#) has partnered on the Love Food Hate Waste initiative since 2018 and is excited to continue its support of the campaign with FoodMesh. Food waste reduction is a top priority that aligns with the City’s Long-term Waste Management Strategy and efforts to reduce the amount of waste being sent to landfill. This campaign provides education and awareness to help the public be more aware of avoidable food waste at home and reduce their waste footprint.”

*Charlotte Ueta, Acting Director, Policy, Planning & Outreach, City of Toronto.*

“At [RECYC-QUÉBEC](#), we firmly believe that every action counts to reduce food waste. For several years, we have been actively involved alongside innovative organizations that share this vision. Through our various financial assistance programs, we have supported proactive organizations that, like us, want to have a positive impact. Thanks to our partners and initiatives, such as the pan-Canadian Love Food Hate Waste campaign, we help raise consumer awareness and offer them concrete solutions to make a real difference. Together, we can change our habits and consume better.”

*Emmanuelle Géhin, President and CEO, RECYC-QUÉBEC.*

“Love Food Hate Waste helps Canadians prevent food waste and save money. Since introducing the campaign to Canada in 2018, we’ve created a strong foundation for addressing food waste in households. We are pleased to see FoodMesh take the helm of Love Food Hate Waste Canada and look forward to continuing to engage as a campaign partner.” Craig Hodge, Chair of the National Zero Waste Council.

Love Food Hate Waste Canada’s partners also include [Metro Vancouver](#) and the [Capital Regional District](#).

“At a time when food costs are higher than ever, reducing food waste at home is critical—not just to help Canadians save money, but also to fight climate change, right from our fridge doors,” added Regan.

Businesses, governments and community groups interested in becoming a Love Food Hate Waste Canada partner or campaign champion can contact Megan Czerpak at [lovefoodhatewaste@foodmesh.ca](mailto:lovefoodhatewaste@foodmesh.ca).

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### **About FoodMesh**

FoodMesh is a Vancouver-based Certified B Corporation dedicated to reducing food waste and feeding more people. Through innovative digital solutions, they connect all parts of the food supply chain, enabling organizations to quickly and easily divert surplus food to those who need it most in our communities. <https://foodmesh.ca>

### **About Love Food Hate Waste Canada**

Love Food Hate Waste Canada helps Canadians make the most of the food they love. Founded in 2018, Love Food Hate Waste Canada has reached over 20 million Canadians throughout the years with practical and easy tips and is the leading resource to help people prevent food waste at home. <https://lovefoodhatewaste.ca/>

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