



THE STATE OF

FOOD WASTE



2022 Impact Report



“It takes a village to solve a problem like this. We’ll need an alliance of people with the best intentions who are willing to work together for the long haul.”

Josh Domingues

CEO & Founder, Flashfood

WHAT IF WE COULD SOLVE TWO PROBLEMS AT ONCE?



A Letter from our Founder and CEO

Across the world, we're experiencing the consequences of interconnected crises. The cost of living and the climate crisis top the list. The problems are huge and complex, but what if a simple solution could make a big difference?

At Flashfood, we believe everyone deserves to eat healthy, affordable food and to live on a thriving planet. Food waste stands in the way of both.

Everybody benefits from **a food system without waste** and Flashfood gets the world one step closer to that reality.

People live better lives when they have access to fresh food. Their physical and mental health benefit because food insecurity is a huge source of stress. Having a well-stocked kitchen with enough to go around is a powerful thing.

Our planet desperately needs us to shift into a new gear. By eliminating retail food waste, we reduce harmful methane emissions at landfills, and conserve the natural resources and energy pouring into food production.

The cost of retail food waste has burdened the grocery industry for decades. **Our retail partners** can finally turn this problem into an opportunity — making Flashfood a rare triple win for people, the planet and industry.

In 2022, our impact was felt across North America. I'm grateful for every person who played a role in that impact.

The world has a long way to go – and so do we. That's why we're setting our sights on massive expansion this year: to be available in more places and at more stores with the goal of saving our consumers money on groceries and rescuing millions more pounds of food from the landfill.

Who doesn't love solving two problems at once? We believe there's a massive opportunity in front of us. Please enjoy our 2022 Impact Report, showing what we've achieved in the past year and a taste of what we have planned for the future.

A stylized, handwritten signature in black ink, appearing to read 'Josh Domingues'.

Josh Domingues
Founder & CEO
Flashfood

The role of retail in the food waste crisis

Food waste is a global problem that happens at every point in the food supply chain.

Although the retail sector contributes a small percentage of overall food waste, the absolute amount of waste is still very significant because retailers handle enormous volumes of food.

Eliminating food waste at the retail level would significantly reduce greenhouse gas (GHG) emissions and help slow climate change, while also addressing the connected problems of hunger and food insecurity.



30-40%
of food produced is wasted
in the US alone, and in Canada nearly 60%¹ of food produced is wasted.

8-10%
of all GHG emissions
are associated with food that is not consumed.

\$26 billion
in lost economic value at retail
in the US and Canada², which accounts for 5-15% of all food waste,

#1
component in US landfills
is food waste; the largest category of municipal solid waste (MSW) in landfills in 2021.³

1 The Avoidable Crisis of Food Waste. <https://secondharvest.ca/resources/research/the-avoidable-crisis-of-food-waste>
2 Combined estimates from [Second Harvest](#) (Canada) and ReFED (ReFED) (USA), source: (2016). A Roadmap to Reduce U.S. Food Waste
3 From Farm to Kitchen: The Environmental Impacts of U.S. Food Waste, US Environmental Protection Agency (EPA), 2021.

People are hungry for change

We know that people are hungry for change when it comes to food affordability and the amount of food that goes to waste. As we continue to expand Flashfood across America, we want to better understand how these connected problems are viewed by US consumers – so we asked them.

Loud and clear, we heard that the majority of American adults are struggling with the cost of healthy eating, and they view the reduction of food waste as an important priority.

“Food production and agriculture contribute as much to climate change as transportation. Yet more than a third of all food produced worldwide — over one billion tonnes of edible food each year — goes to waste. That is shameful when so many people suffer from hunger.”

Ban Ki-moon

Former Secretary-General
of the United Nations
at the UN Global Summit on
Sustainable Development in 2015

A study conducted by The Harris Poll* on behalf of Flashfood found:



Managing food waste is a real priority

Nearly 9 in 10 Americans (88%) say managing food waste is important to them.



It's getting more difficult to eat a healthy diet affordably

The majority of Americans (68%) agree that the rising cost of food is making healthy eating more difficult for them.



People are concerned about how food waste impacts the planet

Just over 3 in 4 Americans (77%) are concerned about the environmental impact of food waste (e.g., on land, water, greenhouse gas emissions, biodiversity).



...and they see it as an important climate solution

Three quarters of Americans (75%) believe that reducing food waste is important for solving climate change.

*Survey Method: This survey was conducted online within the United States by The Harris Poll on behalf of Flashfood from April 20-24, 2023 among 2,018 U.S. adults ages 18+. The sampling precision of Harris online polls is measured by using a Bayesian credible interval. For this study, the sample data is accurate to within +/- 2.8 percentage points using a 95% confidence level. For complete survey methodology, including weighting variables and subgroup sample sizes, please contact esther.cohn@flashfood.com.

WORDS FROM OUR FRIENDS:

“Food waste is a systemwide problem so it will take a systemwide effort to solve it. No matter how we engage with the food system, we can all play a role in ensuring food is used the way it should be – for feeding people. Retailers play an especially important role because they sit at the center of the food system and have so much opportunity to influence the supply chain upstream and downstream. By implementing waste reduction solutions in their operations, retailers can not only benefit their bottom lines, but they can show their customers and partners what’s possible.”



Dana Gunders

Executive Director,  **ReFED**

2022

was a BIG year for
us and our retailers



The Results:

28,119,657

pounds rescued from the landfill

2,937,157

users shopping on Flashfood

\$56,233,945

dollars saved for Flashfood app users

Closing the loop of retail food waste



WORDS FROM OUR FRIENDS:

“Reducing food waste and eating more alternative proteins are the most impactful ways we can help protect our environment and ensure sustainable access to affordable food. It is exciting to see new tools, like the Flashfood app, that make it easier than ever for all of us to save money and reduce our impact.”

Amanda Bess, Ph.D
Science & Technology Analysis Manager



The people solving retail food waste

PARTNERS



IT TAKES A VILLAGE

Our impact grew substantially in 2022, thanks to the commitment of our partners across North America. We added **325 new stores** and **6 new states⁴** to the Flashfood network and worked with our growing list of partners to roll out new initiatives and serve the communities that need it most.



NOT A MOMENT MORE TO WASTE

**The uncomfortable truth is that in retail,
a lot of food gets thrown away.**



Food waste has always been part of my experience in the grocery industry. When I started as a part-timer in stores twenty-three years ago, I remember throwing things away. I remember the compactor, with all its broken packages, spoiled items and unfriendly smells. I remember being astounded at how much energy and time was put into throwing food away and cleaning up the mess left behind.

There is no disputing that the retail industry in North America has made incredible strides since my days in the stockroom. And yet, decades later, the problem of food waste persists. Retailers have formed committees, created targets, expanded programs, and integrated new diversion streams. And yet, the problem persists. To the tune of \$18.2 billion a year in lost value in the US alone.

I believe it's possible to celebrate the improvement while simultaneously recognizing the need for greater action.

In the following pages, you'll see the impact that Flashfood's retail partners are making every single day. These are the leaders who have rejected the status quo and have rightly said: there is more to be done.

These exceptional operators understand the fundamental link between hunger and waste. They see the opportunity that this massive problem has created, which is why they'll be the ones to solve it — and win.

The world needs more courageous companies and courageous people. We aspire to count ourselves among them. **Will you join us?**

We have not a moment more to waste.

Nicholas Bertram

President & COO
Flashfood



Let's look at the places diverting
the most food through Flashfood.

Canada

18,895,439 lbs

(that's 470 fully loaded garbage trucks! )

United States

9,224,218 lbs

(that's 230 fully loaded garbage trucks! )

The little engines that could

These small cities and towns are saving
the most pounds of food per capita

Canada

1. Winkler, MB
2. Moose Jaw, SK
3. Prince Albert, SK
4. Lloydminster, AB
5. Spruce Grove, AB

United States

1. Lancaster, PA
2. Battle Creek, MI
3. Elyria, OH
4. Cuyahoga Falls, OH
5. Harrisburg, PA

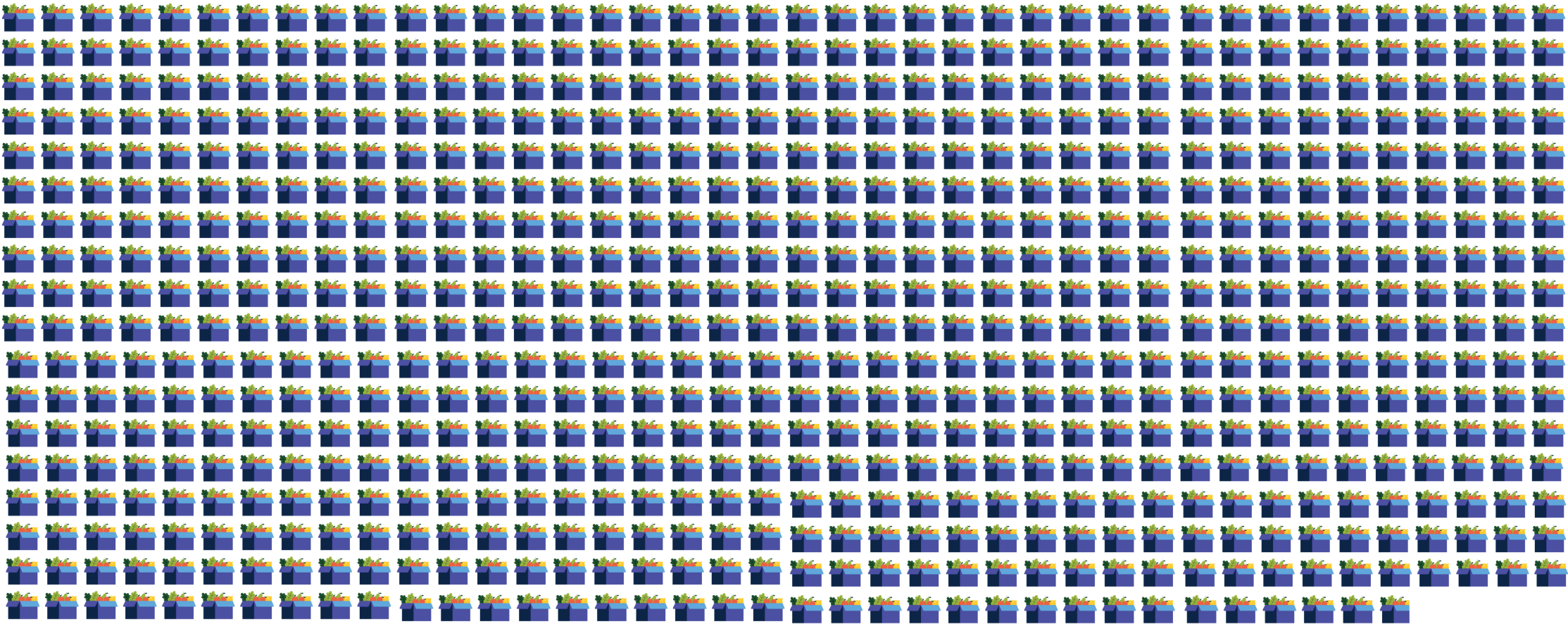
Here’s how many produce boxes we sold by country

 = 1000 produce boxes* sold

 Canada

714,785

(that’s about 7,147,850 lbs of food!)



 USA

235,804

(that’s about 2,358,040 lbs of food!)



*Produce boxes are boxes filled with mixed produce.

FROM OUR RETAILERS

How Flashfood impacts lives and communities

We spoke to team members at partner stores across North America to find out what it's like to see Flashfood in action.

"Knowing that we are able to put food on families' tables instead of into a landfill is a win win!"

MARTIN'S Team Member, Indiana

"It allows people to purchase food, close to expiration, at a reduced price. It's a win-win. I love the fact that we are cutting back on food waste and guests at my store enjoy it."

giant eagle Team Member, Pennsylvania

"I got a lot of my friends and family to join Flashfood and a lot of customers I deal with daily also do Flashfood. I couldn't tell you how many of my frequent customers will come in just for our Flashfood at my store."

Loblaws Colleague, Ontario

"I believe it has helped my community in the way that it may help low-income families buy more than they originally thought they could. Also I think it's nice for people who can't or don't like to leave their homes to have an opportunity to also receive markdowns they normally wouldn't see without Flashfood."

STOP&SHOP Team Member, Massachusetts

"I see numerous families using the Flashfood app. I think it's great, especially the fresh fruit and vegetables. And especially meat! People are finding out about it, you have to get it early if you want it!"

meijer Employee, Michigan

"Flashfood helps people get access to food and deals they need. I have used Flashfood for great deals when I needed some spare meals the most, I wish there were even more items every day."

GIANT Team Member, Pennsylvania



The difference we're making in communities we serve

PEOPLE



IN 2022,

we brought the joy of grocery shopping
back to households across North America.

\$10 for 40 lbs

of bananas in a single Flashfood order (that's over 160 bananas!)

\$22,945

How much Brenda, our
top saver, saved this year.

\$863

Our largest single order.



IN THEIR OWN WORDS: The Flashfood Magic

“Let me tell [you] what I will be eating this month! I got some salmon steaks, a whole rainbow trout, filet of sole which I repackaged in eating portions for me [since] I live alone. I got some chicken, some lunch meat, bread and tortilla wraps and cake and cookies and veggies, fresh baby spinach, kale salad and fresh fruit tray and milk....so I am absolutely happy. **About 90% of what I bought I have not eaten for a few years....because I could not afford it.**”

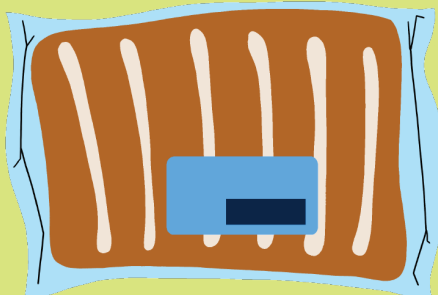
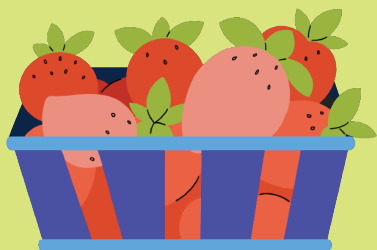
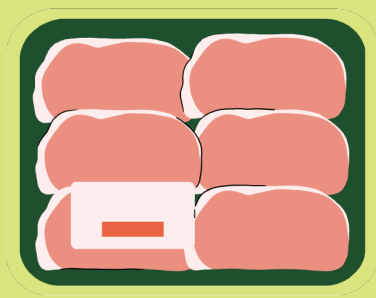
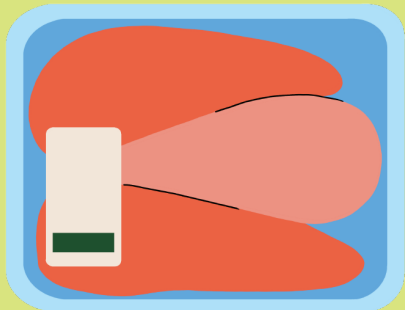
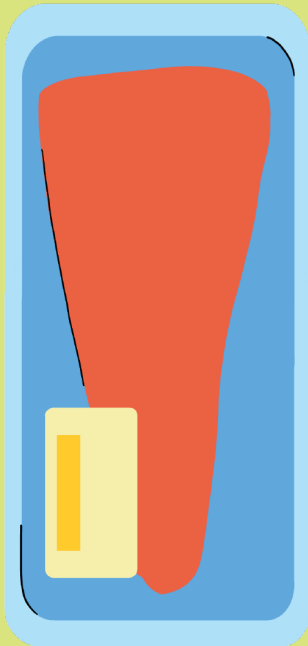
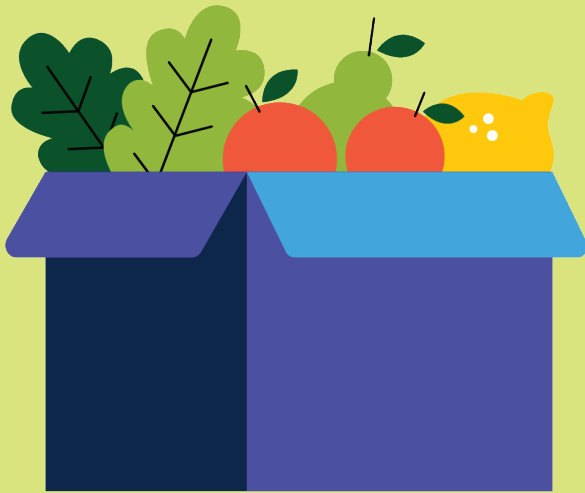
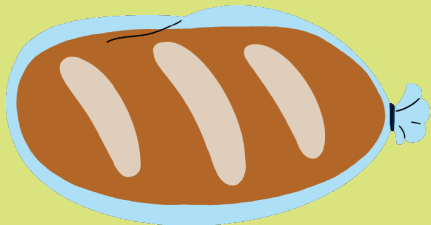
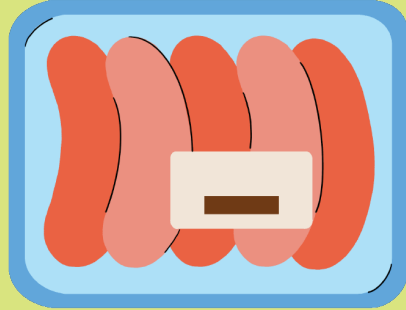
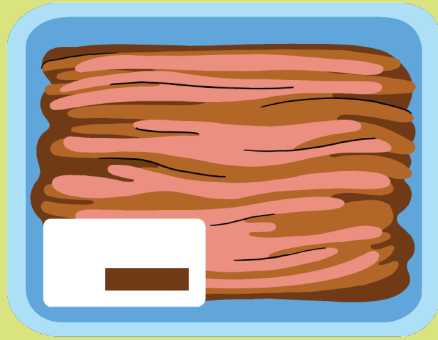


“I don’t know how to tell you how big of an impact this app has had for me. I’ve been able to stock my freezer with fruits and veggies, and provide nutritional meals for my family and friends. I feel so proud about keeping food out of the trash. With the way the world is evolving, **Flashfood is a relief, especially for families trying to figure out alternative ways to ‘get by.’**”



“Thank you for the time and effort you put into this program. This program helps me stretch my grocery budget and allows me to purchase more healthier options that I would otherwise not have the budget for (eg: produce boxes) and allows me to be able to afford things as a treat that I would normally not be able to afford (lamb chops and ahi tuna) but that make me feel that little bit fancy, and that makes me smile. **So thanks for bringing the joy back to grocery shopping!!!!**”





Best sellers on Flashfood

Canada

1. Produce box*

2. Chicken breast

3. Ground beef

4. Ground turkey

5. Baby spinach
6. Cauliflower

7. Light rye bread

8. Ground chicken

9. Pork sausages

10. Snap peas

United States

1. Produce box*

2. Ground beef

3. Chicken breast

4. Ground turkey

5. Super sub Italian sub**
6. Fresh Atlantic salmon

7. St. Louis pork spare rib

8. Pork loin

9. Strawberries

10. Classic Italian deli sub

*Produce boxes are boxes filled with mixed produce.
**Yum!



@sarah.robertson.barnes

How to make your own orange slice garland:

Recipe by @sarah.robertson.barnes

1. Thinly slice oranges, but not too thin! Use a mandolin if you have one.
2. Blot the slices with a towel to speed drying time. I did not think of this until after.
3. Set them on a cooling rack in your oven at 200°F for 1 hour. Flip them.
4. Back in for another hour. Flip again.
5. Keep doing this flip and check business every 30 minutes until they are done.
6. Takes 2-5ish hours depending on your oven, your slicing, and your oranges.
7. Leave them on your counter for 8 days out of laziness slash busyness.
8. String them up using leftover yarn, beads, pinecones, etc.

Getting creative in the kitchen

Flashfoodies are always coming up with creative ways to cook and preserve their Flashfood finds.

Whether it's **dehydrating apple slices** for kids' lunchboxes, **canning tomatoes** for family chili night, **replanting roots** on veggies they've eaten before, **smoking sausages** for a charcuterie board, or **freeze drying yogurt** for a dessert topping, they're always sharing **new ways to reduce food waste**.



@thefrasians



@thriftykoby



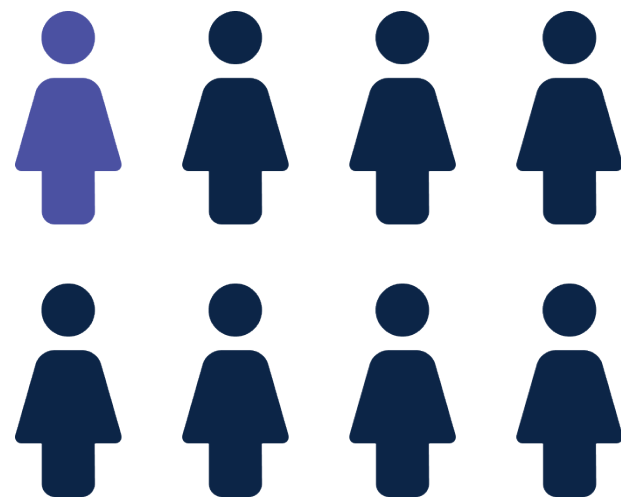
@salmadinani

Check out their posts to recreate these yourself, and don't forget to tag us! We're inspired by the creativity, so keep it up.

 @flashfood

 @flashfood

SNAP comes to Flashfood



Today, one in eight Americans (41 million people) receive government assistance to buy their groceries.⁸

What is SNAP EBT?

SNAP (Supplemental Nutrition Assistance Program) is the USA’s federal program that offers monthly food funding for people in need.

EBT (Electronic Benefits Transfer) is an electronic payments system that allows people to buy groceries online using SNAP benefits.

Less than 200 grocery retailers offer SNAP EBT online purchasing, which has made online shopping difficult for SNAP participants — particularly during the pandemic.



Knowing the difference affordable groceries can make to those in need, we spent 2022 working hard to offer SNAP EBT through Flashfood. The program officially launched in February of 2023, making Flashfood the first discount grocery app to offer SNAP EBT.

Meijer now accepting SNAP benefits in Flashfood app

February 2023

Our SNAP EBT rollout began with Meijer’s Greenville, Michigan location, and has now expanded to all 261 supercenters and grocery stores throughout Michigan, Ohio, Indiana, Illinois, Kentucky and Wisconsin. In the coming months, SNAP EBT payment will soon be offered through [all Flashfood US grocery partners](#).

We’re proud to be able to help shoppers in need get more out of their grocery budgets through SNAP EBT.

⁸ Source: [A Closer Look at Who Benefits from SNAP: State-by-State Fact Sheets](#)

What we're doing about the things we care about

PURPOSE



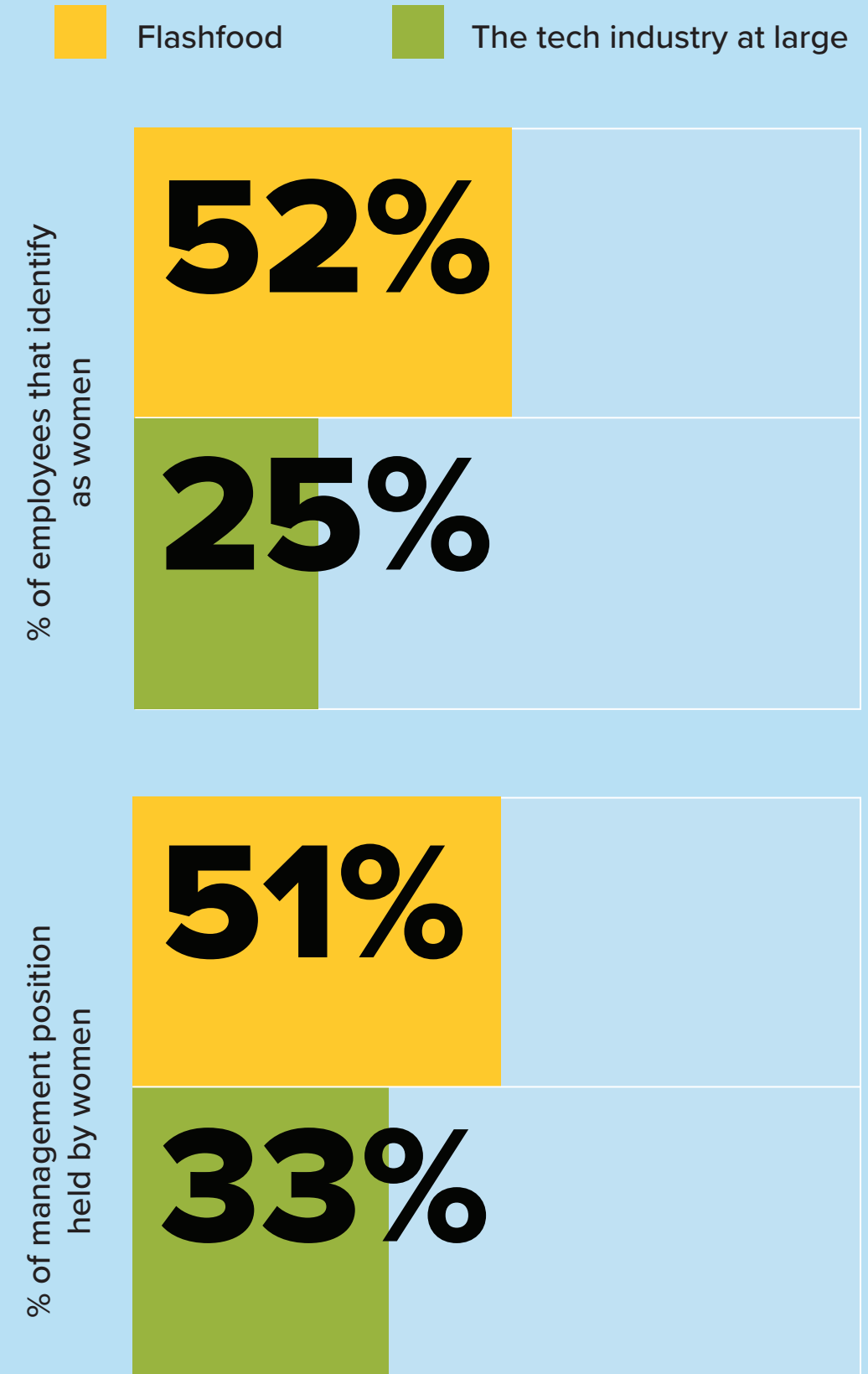
It all comes down to *PEOPLE + PLANET.*

As a mission-driven organization, our values drive everything we do and every decision we make. These values are simple: we care about people — our partners, our shoppers, and our team members — and the planet.



AT FLASHFOOD, WOMEN LEAD THE WAY

We've achieved something few tech companies can claim: when it comes to gender diversity, our world on the inside looks a lot like the world on the outside.



(Deloitte, 2021.)



Every year, we give our team the chance to support causes they care about...



Our people love to do good

Every year, we give our team the chance to support causes they care about through **Do Good December**, when we give our individual team members the chance to be reimbursed for a donation to a cause of their choice, and **Give-Back Days**, which offer the opportunity to spend up to two days volunteering with a recognized charitable organization.



Remote work puts planet and people first

COVID-19 brought a difficult few years, but it also ushered in something new for Flashfood: remote work. We liked it, and we're sticking to it. With our team distributed around the world, we can hire the best talent from anywhere in the world, whether it's Nelson, BC; Taichung City, Taiwan; Betim, Brazil; or Detroit, Michigan.

Our embrace of remote work makes our **team stronger**, but it also makes our **footprint smaller**. In fact, even part-time remote work across the US could slow carbon emissions by **more than 51 million metric tons every year⁹**.

It keeps more cars off the road¹⁰, more greenhouse gasses out of the atmosphere, more paper and plastic out of landfills, and even means roads and highways need less frequent repairs¹¹.

⁹ Source: <https://globalworkplaceanalytics.com/resources/costs-benefits#toggle-id-32>

¹⁰ Source: <https://globalworkplaceanalytics.com/pros-cons>

¹¹ Source: <https://hbr.org/2022/03/is-remote-work-actually-better-for-the-environment>

The Flashfood Team unites!

In June, our entire team got together in person for the **first time since 2020**. For most of us, it was our first time meeting each other **in real life**. We had people travel in from St John's, Newfoundland; Stoney Creek, Ontario; Prussia, Pennsylvania; San Diego, California, and many more.

It was a fun four days filled with celebration and collaboration, and we're looking forward to **continuing this tradition** in the years to come.



Setting the bar high

In 2022, we received our fair share of recognition — and it’s all thanks to our wonderful team.

We made **Great Place to Work’s 2022 Best Workplaces** list, and earned two certifications:

How’d we achieve this?

The Best Workplaces list is based on direct feedback from employees who work at the hundreds of organizations surveyed by Great Place to Work. To be eligible for this list, Flashfood had to be Great Place to Work Certified and score extremely highly on the Trust Index Survey.

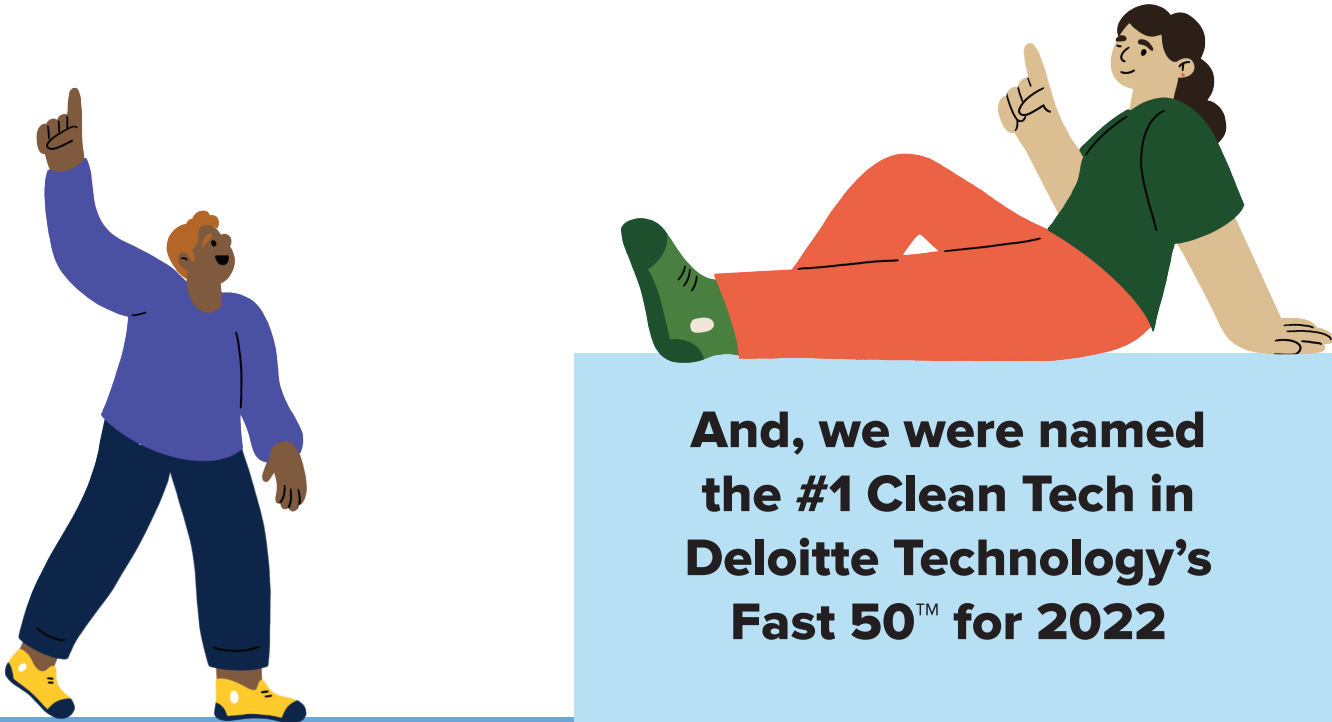
Best workplaces for inclusion

Best workplaces for mental wellness

Earning the #1 spot in Social Good



We also made it onto Fast Company’s **World’s Most Innovative Companies** list for 2023.



And, we were named the #1 Clean Tech in Deloitte Technology’s Fast 50™ for 2022

THE YEAR AHEAD...

**It's pretty simple:
to achieve our mission, we need to make
Flashfood as accessible as possible –
arriving in more cities and more grocery
stores across North America.**

JOIN US AT OUR TABLE

Email: hello@flashfood.com



@flashfood



@flashfoodinc



@flashfood



@flashfoodinc



@flashfoodinc





Special thanks to our friends

