

Trexity™

Case Study

FARM 2 FORK

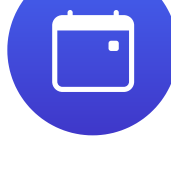
DELIVERY



Industry
Grocery



Location
Ottawa, ON



Founded
2014

Fueling Farm2Fork’s growth with fast and reliable

local delivery

Farm2Fork, an Ottawa-based provider of ethically sourced meats and sustainable local foods, connects customers with high-quality, flash-frozen products straight from Canadian farms. Focused on transparency, freshness, and community values, they’ve built a loyal following that expects both premium quality and reliable service. But behind the promise of farm-to-door convenience, their local delivery process was a growing challenge—until Trexity stepped in.

The challenge

As Farm2Fork’s business expanded, so did the complexity of local delivery. Managing their own fleet of drivers and vehicles created HR challenges and operational strain—especially during high-volume periods like Black Friday and the holiday season.

The team needed a reliable partner that could handle spikes in demand without compromising service or creating logistical headaches.



Enter: the Trexity solution



Approach:

Farm2Fork partnered with Trexity to scale their local delivery operations without the need to grow their own fleet.



Implementation:

Trexity’s platform integrated seamlessly into Farm2Fork’s operations, freeing up time to focus on growth.



Key features:

Reliable same-day delivery, scalable operations, route optimization, real-time tracking, and responsive support.

Farm2Fork & Trexity: Delivering on what matters

1. Faster, more reliable deliveries

✖ *Before Trexity:* Managing high volumes internally led to delivery bottlenecks, delays, and stress during peak periods.

✔ *After Trexity:* Deliveries are consistently fast and dependable—even during the busiest weeks of the year.

2. Scalable operations without the HR strain

✖ *Before Trexity:* Scaling meant hiring more drivers and managing fluctuating demand week to week.

✔ *After Trexity:* Trexity handles 100% of their deliveries, letting Farm2Fork focus on growth—not staffing

3. Peace of mind for the whole team

✖ *Before Trexity:* Delivery logistics demanded constant oversight and problem-solving.

✔ *After Trexity:* The team sleeps better at night, knowing delivery is taken care of.

4. Improved efficiency and customer satisfaction

✖ *Before Trexity:* Managing the fleet took time away from other core areas of the business.

✔ *After Trexity:* Trexity frees up time and resources, allowing them to focus on quality service and customer experience.

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Trexity has taken the pressure off our team. We know deliveries are handled reliably, even during our busiest weeks—so we can focus on what really matters: bringing high-quality, local food to our customers.

—Derek Firth, Owner, Farm2Fork

Real results from Farm2Fork



+100%

Customer growth



+100%

Revenue increase



+6 hours

Saved per week

How Trexity transformed

delivery for Farm2Fork

Trexity enabled Farm2Fork to scale local delivery with confidence and consistency. Even during high-volume weeks like Black Friday and Christmas, they fulfilled 100% of orders —now totaling over 9,500 deliveries. With dependable service and stress-free operations, Trexity has helped Farm2Fork grow without sacrificing quality—or sleep.

Fuelling local growth with every

delivery, from farm to front door

Trexity supports growing businesses like Farm2Fork by making local delivery seamless, dependable, and scalable. By taking logistics off their plate, we help grocers stay focused on what matters most—bringing fresh, local food to the communities they serve.



Competitive differentiators of Trexity

vs Canada Post and other delivery platforms

	Trexity	Canada Post & Other Delivery Platforms
Delivery speed	Same-day, on demand	Next-day to several days
Pricing model	Transparent, flat rate pricing No subscriptions, distance-based	Weight & size-based pricing with surcharges. Subscriptions, hidden fees
Business focus & ease of integration	Seamless API & e-comm integrations (ex. Shopify, Lightspeed), SMB-friendly	Complex setup, requires e-comm plugins or manual setup
Real-time tracking	Live GPS tracking for businesses & customers	Tracking updates at sorting points (not live)
Proof of delivery	3 secure options with timestamps and digital proof: Photo, PIN, and Signature	Signature or delivery confirmation (varies by service)
Customer experience	Personal, real-time updates	Standardized postal delivery
Weekend & evening delivery	Available	Limited (extra fees may apply)
Delivery process	Trexity sends couriers direct from business to customer	Packages go through sorting facilities, warehouses, multiple days to deliver
Support	Human-first, real people in Canada Fast communication, direct access	Automated systems, call centres, requires multiple steps/long waits for resolutions
Lost/damaged package handling	Hands-on support	Formal claims process, may take time

Trexity

Trexity is a last-mile delivery platform designed to help all businesses offer local same-day, or next-day local deliveries.

With seamless integrations, real-time tracking, and a user-friendly dashboard, Trexity enables businesses to streamline their delivery process, reduce costs, and enhance customer satisfaction—all with a simple setup. From there, we take care of every delivery detail.

👉 [Book a demo](#) with our Customer Success Team

Supercharge your local deliveries today!