

Area X.O – Drive the Future

Heartee Foods

The Story

Founded in 2020 by co-founders Rob Imbeault and Jonathan Murray, Heartee Foods is revolutionizing the way exotic mushrooms are grown and distributed. Located in Canada, this innovative company addresses the challenge of short shelf-life for exotic mushrooms by developing hyper-local growing solutions. Rob, a serial tech entrepreneur, and Jon, with his expertise in medical device sales, designed container farms that can be manufactured and distributed across the country. Rob and Jon recognized the need to solve the shelf-life of exotic mushrooms and designed a way to grow hyper-locally. Heartee Foods' unique approach ensures fresh, sustainable produce for local communities, making them a company worth knowing.

The Obstacle

Heartee Foods began with just one container in downtown Ottawa, but their rapid growth soon highlighted the need for additional farms and a more robust infrastructure. Recognizing the substantial amount of research and innovation required, the ag-tech company communicated their challenges to a member of the Invest Ottawa staff. This connection led to an introduction to the team at Area X.O, operated by Invest Ottawa, which proved pivotal for our development as there is a substantial amount of R&D and innovation happening.



The Solution

Through numerous rounds of ideation and trial and error, Heartee Foods managed to innovate in a way that is revolutionizing the smart farming industry. The producers have engaged with other innovators at Area X.O, including Farm Credit Canada (FCC), to explore potential collaborations. Area X.O, operated by Invest Ottawa, played a crucial role in overcoming the company's challenges. Heartee Foods are a current tenant of Area X.O and benefit from introductions, and collaborations where Heartee's unique technology can entice other ag tech clients. The support has provided Heartee Foods with valuable resources and opportunities.

The Update and the Future

Thanks in part to FCC and other collaborators and partners at Area X.O, Heartee Foods are now among the top two retailers in the country, with products available in Loblaws and Sobeys stores. Heartee Foods continues to grow and are looking to expand by adding more farms at Area X.O and even renting building space on the grounds.

Recent discussions include opportunities to integrate new technology into the growing chamber for the mushrooms and a current horticulture experiment on site in Field 2 at Area X.O has been testing the use of the spent substrate as a fertilizer to provide nutrients in the soil.



Testimonial

“Simply being at Area X.O and with a team that supports and encourages innovation has been inspiring. It's also exciting to see autonomous vehicles, drones, and military equipment whizzing by in action at the site. Area X.O is a fantastic environment for anyone looking to work with cutting-edge technology and drive the future of smart mobility.”

— Rob Imbeault, Co-Founder, Heartee Foods

Get Connected!

The logo for Heartee Foods, featuring the word "heartee" in a lowercase, rounded, orange sans-serif font.

Rob Imbeault, Co-Founder
Heartee Foods

hearteefoods.com

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