Theory of Change
Our Mission:
To change the way children, youth, families and the greater community learn about and develop healthy relationships with food!

Our Programs:
- provide hands-on experiential learning opportunities about food systems and food literacy
- are evidence-based and linked to the Ontario Elementary and Secondary School curriculum
- were created in-line with Public Health Ontario’s definition of Food Literacy and Canada’s Food Guide
“Food literacy is a set of interconnected attributes organized into the categories of food and nutrition knowledge, skills, self-efficacy/confidence, food decisions, and other ecologic (external) factors such as income security, and the food system.”

Ontario Dietitians in Public Health
FoodLiteracy.ca
Growing Chefs! Programs
Food Literacy and System Change

The soil and environment represent contributing societal factors that are outside our control – but are also key influences on our program design.

Economic Constraints
Social Pressures
Convenience Culture
Established Preferences

Food Access
Social Determinants of Health
Food System Strengths / Weaknesses
A growing plant represents the individual factors, or primary categories of our food literacy program outcomes.
Roots: Food & Nutrition Knowledge

Stem: Food Skills
Leaves: Self Confidence and Food Attitude

Stem: Food Skills

Roots: Food & Nutrition Knowledge
Roots: Food & Nutrition Knowledge

Stem: Food Skills

Fruit: Food Decisions

Leaves: Self Confidence and Food Attitude
Plant supports represent the many factors required to support food literacy:

- Growing Chefs! programs
- Program repetition
- Parents/guardians
- Teachers
- Food accessibility
Growing Chefs! Programs
Food Literacy and System Change

Our integrated programs collaborate with parents/guardians, teachers and our food system to contribute to deep change in food literacy.
Growing Chefs!
As our programs reach scale, healthy individual relationships with food impact the broader food system.

If every household in Ontario spent $10 a week on local food, we’d have an additional $2.4 billion in our local economy at the end of the year. Keeping our money circulating grows those dollars to $3.6 billion and creates 10,000 new jobs/year.

“The Martin Prosperity Institute, University of Toronto

“Improving food literacy in Canada will support better choices in diet, nutrition, attitudes, and food skills leading to improved health and safety. In addition, improved food literacy will positively impact environmental sustainability.”

- Conference Board of Canada
Growing Chefs! Vision

A healthy, empowered community that is engaged in our food system
# Growing Chefs! Ontario Program Logic Model

## Inputs
- **Program Partners**
  - Community Groups
  - Teachers
  - Schools

- **Food System Partners**
  - Chefs
  - Farmers
  - Suppliers

- **Funders**
- **Donors**
- **Social Enterprise**
- **Volunteers**

## Activities
- **School Programs**
  - In-School Program
  - Field trips
  - Virtual Programs

- **Online Resources**
  - Recipe Videos
  - Parent/Guardian Resources
  - Teacher Resources

- **Community Programs** (customized as needed)
  - Workshops
  - Webinars and Virtual Workshops

- **Public Programs at The Grove**
  - Culinary Program Series
  - Monthly Kid’s Cooking Classes
  - Family Programs
  - Summer Camps

## Outputs
- **School Programs**
  - 6,500 participants/year

- **Online Resources**
  - 13,000+ Recipe video views

- **Community Programs**
  - 3,500 participants/year

- **Public Programs at The Grove**
  - 1,000 Participants/year

- **Total Participants**
  - 10,000 + /year

## Outcomes
- **Missional**
  (all programs)

- **Food Literacy**
  (Defined with the Thames Valley District School Board)

- **Cross Curricular**
  (School programs)

  - **Learning Outcomes**
    - Experiential Learning
      - Food systems
      - Personal Health

  - **Ecologic Factors**
    - Food Decisions

  - **Impacting learning in**
    - Science
    - Math
    - Health
    - History/Geography
    - Languages/Literacy
    - Art