



Theory of Change



Our Mission:

To change the way children, youth, families and the greater community learn about and develop healthy relationships with food!

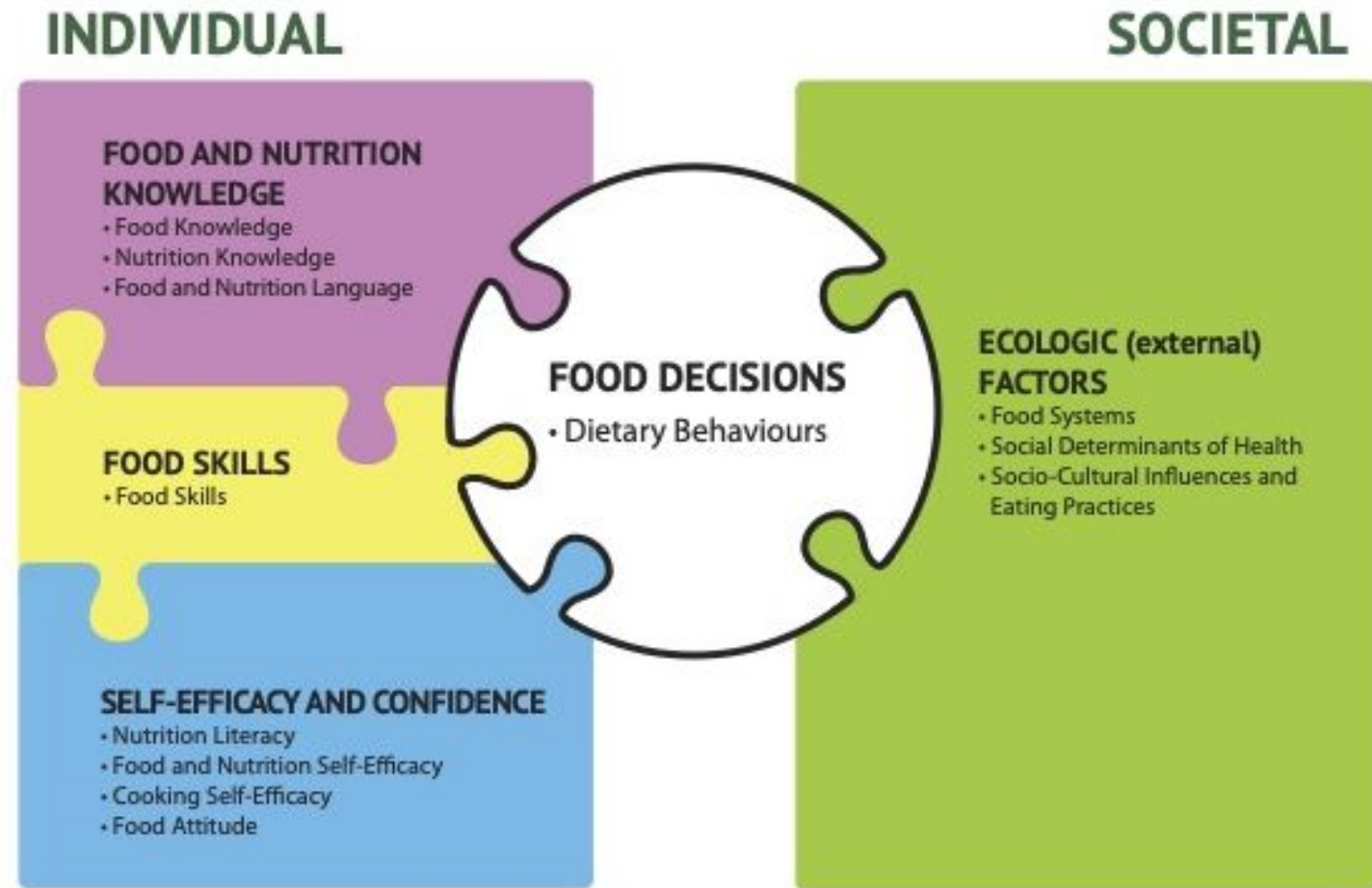
Our Programs:

- 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: A Framework for Healthy Eating

“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



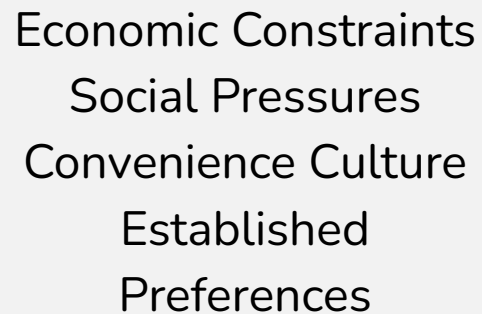
Growing Chefs! Programs

Food Literacy and System Change

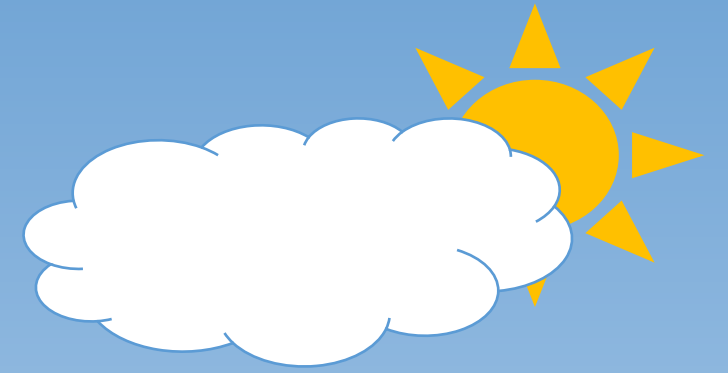
The **soil** and **environment** represent contributing societal factors that are outside our control – but are also key influences on our program design.



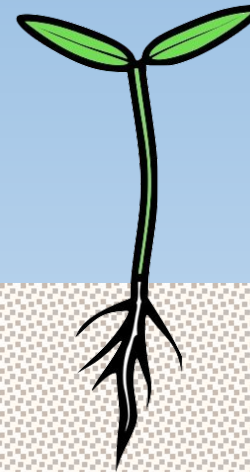
Food Access
Social Determinants of Health
Food System Strengths /
Weaknesses



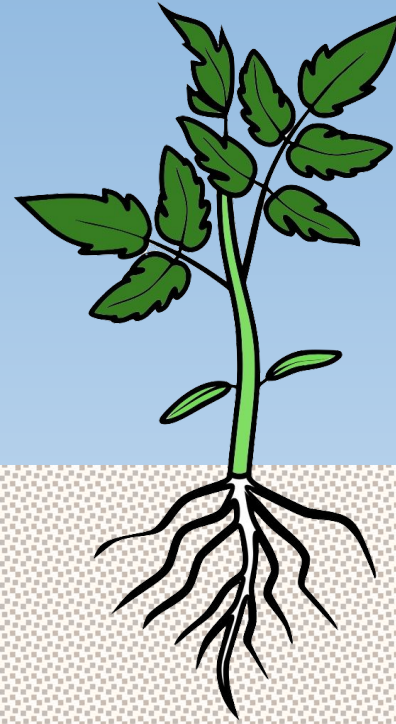
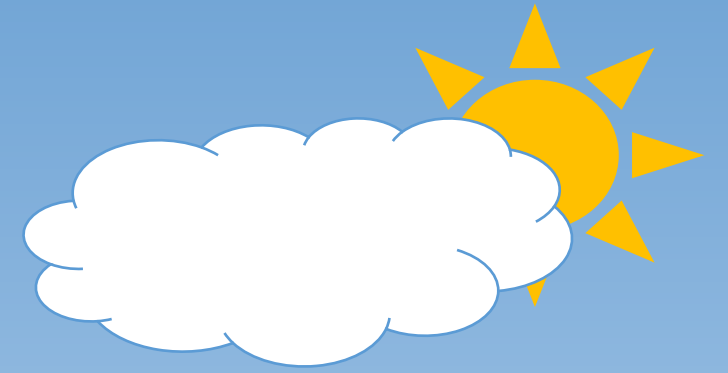
Economic Constraints
Social Pressures
Convenience Culture
Established
Preferences



A **growing plant** represents the individual factors, or primary categories of our food literacy program outcomes



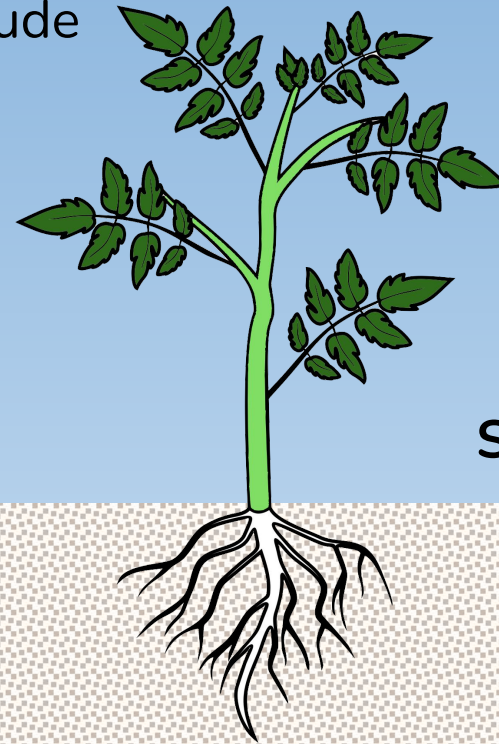
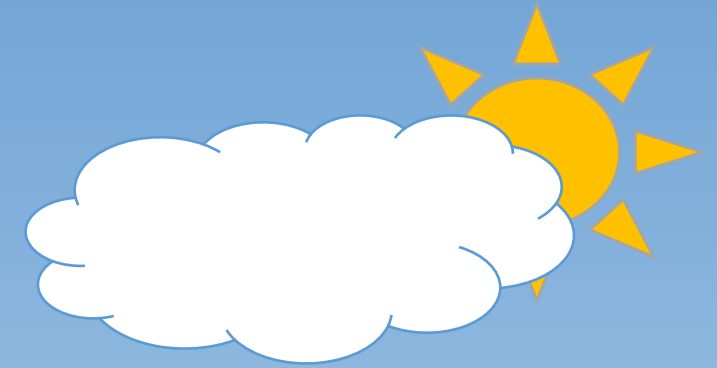
Roots: Food &
Nutrition Knowledge



Stem: Food Skills

Roots: Food &
Nutrition Knowledge

Leaves: Self
Confidence
and Food
Attitude



Stem: Food Skills

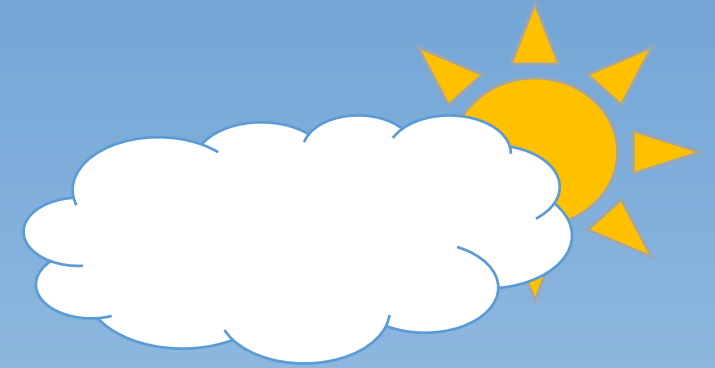
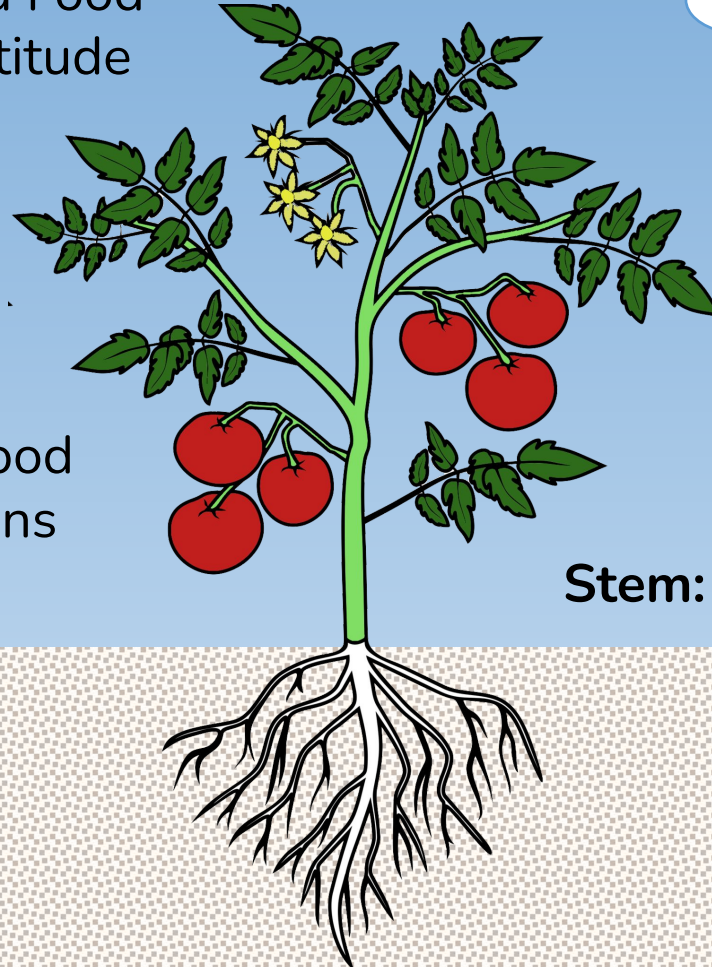
Roots: Food &
Nutrition Knowledge

Leaves: Self
Confidence
and Food
Attitude

Fruit: Food
Decisions

Stem: Food Skills

Roots: Food &
Nutrition Knowledge



Plant supports represent the many factors required to support food literacy:

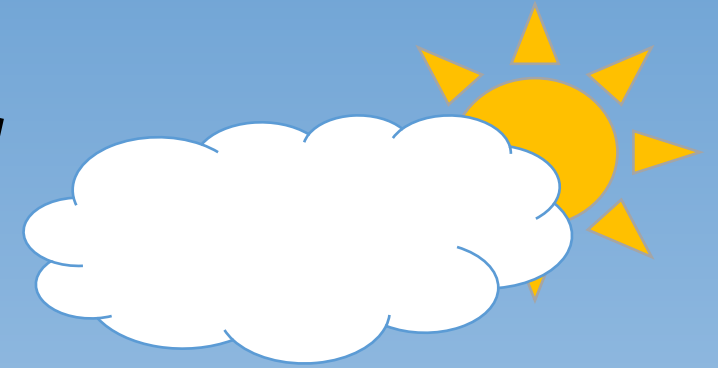
- Growing Chefs! programs
- Program repetition
- Parents/guardians
- Teachers
- Food accessibility



High

Medium

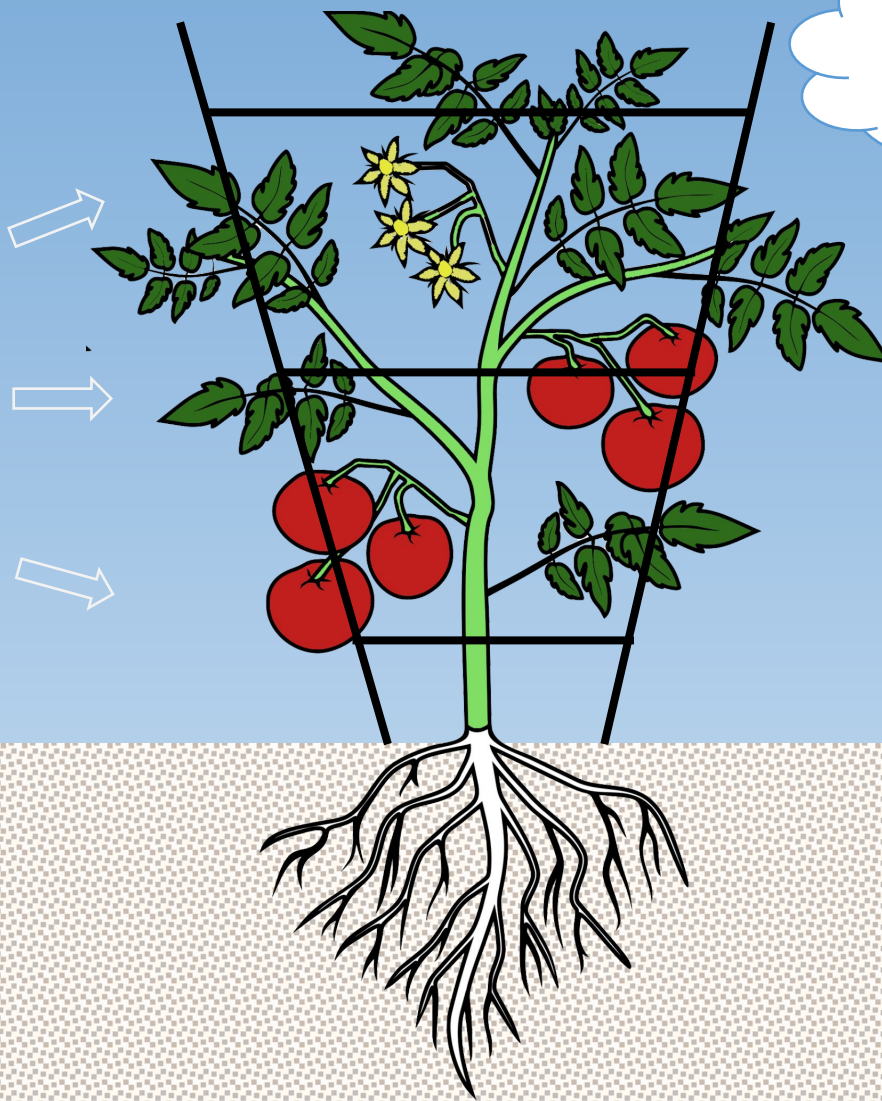
Low



Growing Chefs! Programs

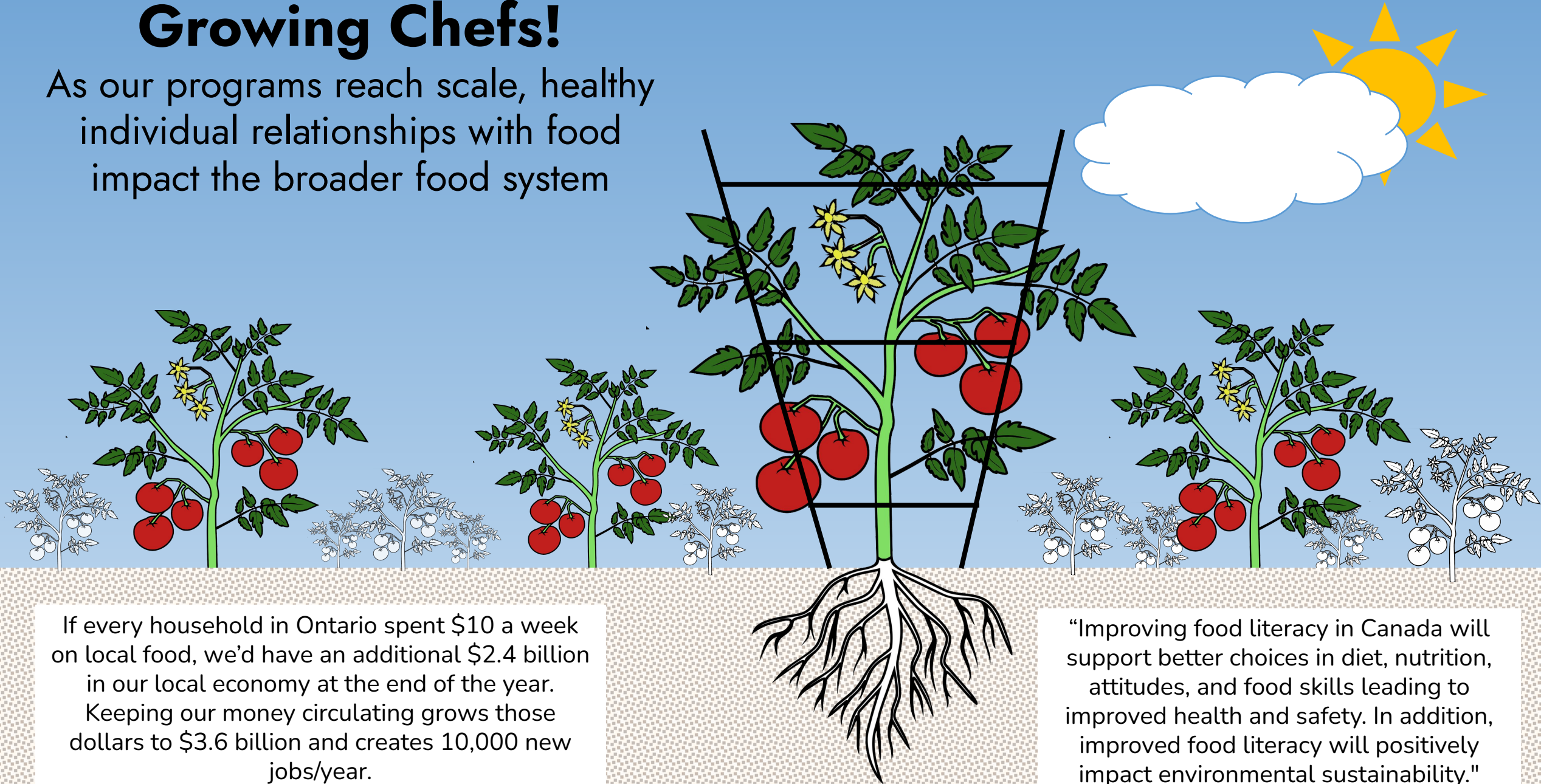
Food Literacy and System Change

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.

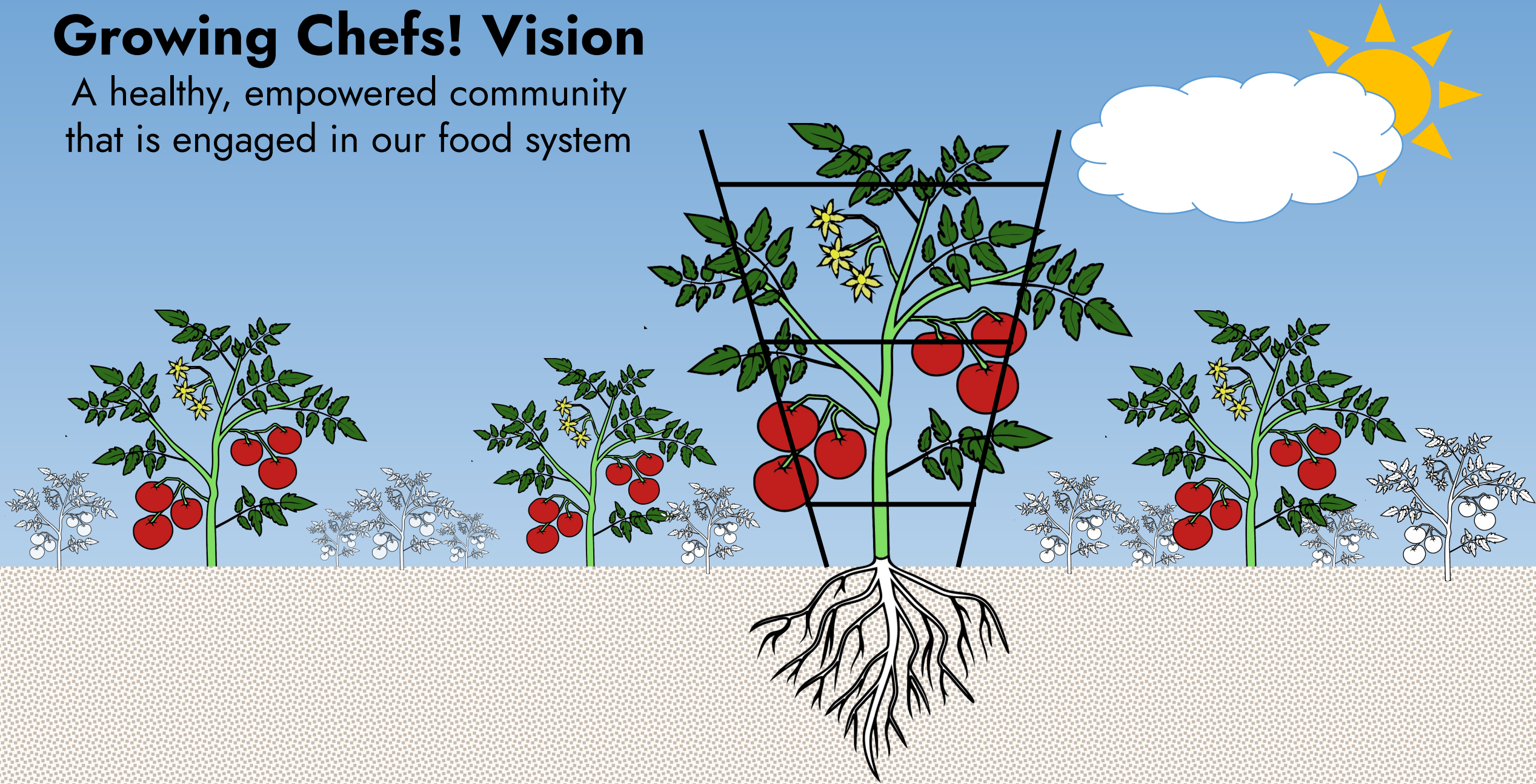
-[The Martin Prosperity Institute](#), University of Toronto

"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

