

Harvest Bucks Logic Model (2025)
Goal: To reduce the rate of nutrition-related chronic diseases through increased access to and consumption of vegetables, fruit, and eggs

Harvest Bucks is a collaborative initiative involving the Middlesex-London Health Unit, community organizations, farmers’ markets, and small grocers. The main program involves sponsorship to community programs for: 1) Harvest Bucks vouchers redeemable for vegetables, fruit, and eggs from farmers’ markets and small grocers; 2) London Good Food Boxes; and/or 3) vegetables and fruit grown by Urban Roots and distributed at organization run community pop-up markets.

Rationale / Need

- Eating vegetables, fruit, and protein foods (e.g., eggs) is associated with positive health outcomes and a reduced risk of chronic disease ([Health Canada, 2019](#)).
- In 2021, 19.9% of Ontario residents reported eating vegetables and fruit 5 or more times per day ([Statistics Canada, 2023](#)).
- Many Middlesex-London residents cannot afford healthy food ([Middlesex-London Health Unit, 2024](#)). About 1 in 4 Middlesex-London households are food insecure ([Public Health Ontario, 2023](#)).
- Vegetable and fruit voucher programs have been shown to increase affordability, access, and consumption of healthier foods for households with lower incomes ([CPSTF, 2023](#))⁵.

Inputs		Process			Outcomes - Impact		
Resources	Components	Activities	Target Group	Outputs (process indicators)	Short-term	Intermediate	Long-term
In kind staff time 2025 \$375,000 (LFB) 2026 \$400,000 (LFB)	Harvest Bucks Vouchers	<ul style="list-style-type: none">• Voucher revisions, printing, and distribution• Process direct purchases• Organizations distribute HBs to clients and clients redeem vouchers• Eggs added• Support application process	<ul style="list-style-type: none">• Emergency food programs• Community food programs• Program participants and family members in the same household• Program vendors (e.g., farmers’ markets, small community grocers)• Glen Cairn Community Resource Centre• Urban Roots	<ul style="list-style-type: none">• # community programs• # community organizations <p>Vouchers</p> <ul style="list-style-type: none">• \$ Bucks distributed• # direct purchasers• \$ direct purchase Bucks• # Buck recipients• \$ Bucks redeemed• % Bucks redeemed• # program vendors <p>LGFBs</p> <ul style="list-style-type: none">• # LGFBs sponsored• # households receiving sponsored LGFBs <p>Pop-Up Markets</p> <ul style="list-style-type: none">• # individuals receiving produce• # households receiving produce	<ul style="list-style-type: none">• Community partners have knowledge of and increased capacity to act on the factors associated with the prevention of food and nutrition-related chronic diseases and promotion of wellbeing, including healthy living behaviours and creating supportive environments (ASP)• Community partners are aware of healthy behaviours associated with the prevention of food and nutrition-related chronic diseases (ASP)• Increased public awareness of the impact of risk factors, protective factors and healthy behaviours associated with food and nutrition-related chronic diseases (ASP)• Increased access to and consumption of fresh vegetables, fruit, and eggs• Increased connections between community members and participating organizations (e.g., HB program is a motivator for community members to access programs that can then connect them with further supports)• Increased availability of local food (e.g., vendor reported they remain a vendor at one market location due to HB revenue paying the rental costs, funds for pop-up markets support other Urban Roots programs)	<ul style="list-style-type: none">• Increased adoption of healthy living behaviours among populations targeted through program interventions for the prevention of food and nutrition-related chronic diseases (ASP)• Strengthened local food system	<ul style="list-style-type: none">• Reduced burden of food and nutrition-related chronic diseases of public health importance and improved well-being (ASP)• Reduced population health inequities related to food and nutrition-related chronic diseases (ASP)
	London Good Food Box (LGFBs)						
	Community Pop-Up Markets						

ASP = Annual Service Plan (Middlesex-London Health Unit); CYN/AFLN = Child and Youth Network / Age Friendly London Network; HB = Harvest Bucks; HB SC = Harvest Bucks Steering Committee; MCHP = Municipal and Community Health Promotion Team; MLHU = Middlesex-London Health Unit; LFB = London Food Bank

				<ul style="list-style-type: none"># pounds of produce distributed	<ul style="list-style-type: none">Increased affordability of local food (e.g., vendor reported revenue from vouchers helps to keep costs lower for customers while vendor food costs increase, increased produce value in LGFB due to increased purchasing power from sponsored boxes)Increased revenue for the local food system <p>Other</p> <ul style="list-style-type: none">Increased comfort with shopping at farmers' markets (vouchers)Improved produce quality due to increased purchasing power from the volume of sponsored boxes (LGFB)Decreased food waste due to volume of produce distributed weekly to the community (pop-up markets)		
	Program planning, implementation, and evaluation	<ul style="list-style-type: none">Sponsored application process (i.e., application revision, distribution, review, and funding decisions)Process payments for program vendorsAnnual program evaluation (online surveys, summary report)	<ul style="list-style-type: none">Harvest Bucks Steering Committee (CYN, London Intercommunity Health Centre, Glen Cairn Community Resource Centre, Urban Roots, The Market at the Western Fair, Covent Garden Market, Middlesex-London Food Policy Council)Emergency food programsCommunity food programsMLHU FinanceMCHP Program AssistantProgram vendors (e.g., farmers' markets, community grocers)	<ul style="list-style-type: none"># of partnership meetings# applications received# applications approved\$ funding available\$ funding allocated\$ vouchers redeemed\$ LGFBs sponsored\$ produce for community markets# surveys completedSurvey response rateProcess changes madeSummary evaluation report	<ul style="list-style-type: none">Transparent and equitable process for supporting local programs and organizationsIncreased understanding of program facilitators and barriersKnowledge of program improvements to be made, if anyFunder awareness of the program benefits		

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