

Amplifying Impact with More Michigan Farms and Foods

10 CENTS A MEAL 2021-2022
EVALUATION RESULTS



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MICHIGAN STATE
UNIVERSITY

Center for
Regional Food Systems



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For more information about 10 Cents, visit tencentsmichigan.org. For more information about 10 Cents evaluation, see canr.msu.edu/10-cents-a-meal, and to learn more about farm to school in Michigan, visit mifarmtoschool.msu.edu. Contact Megan McManus, Farm to Institution Specialist, at mcmanu60@msu.edu or Colleen Matts, Director of Farm to Institution Programs, at matts@msu.edu for more information.

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Executive Summary

The 2021-2022 school year had the largest number of participating grantees yet for the 10 Cents a Meal for Michigan's Kids and Farms (10 Cents) program. This was the second year that schools and other non-school sponsors participating in United States Department of Agriculture (USDA) Child Nutrition Programs across the state were eligible to participate.

\$2m+
IN GRANT FUNDS

257
GRANTEES

57
MICHIGAN COUNTIES

The Michigan Department of Education (MDE), which administers the program, awarded over \$2 million in grant funds to 257 grantees in 57 Michigan counties.

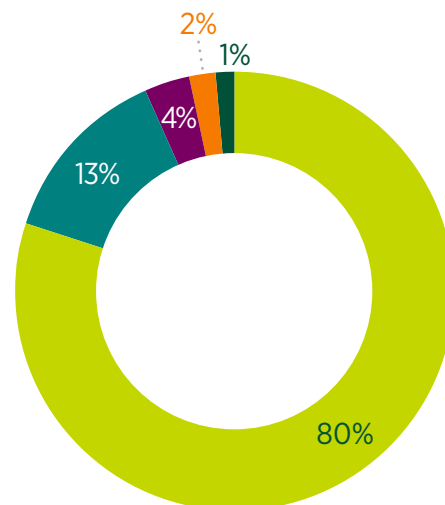
To follow the impact of the 10 Cents program, evaluators conducted three evaluation surveys with participating food program managers (FPMs) throughout the year (October, January, and August). Additionally, purchasing information reported by grantees to MDE was analyzed to learn more about the Michigan-grown fruits, vegetables, and dry beans purchased and served through the program.

Key Findings and Highlights

Key findings and highlights are outlined below, grouped by summaries of results that follow.

10 Cents Grant Distribution

- In 2021-2022, 257 school districts and other non-school sponsors were awarded over \$2 million in grants.
- Grantees across the state were comprised of:
 - 206 public school districts
 - 34 early care and education sites (ECEs)
 - 9 non-public schools
 - 5 residential child care institutions (RCCIs)
 - 3 other non-school recipients (ONSR)



Children Reached Through 10 Cents

- Collectively, an estimated **570,504** K-12 schoolchildren could have been reached by and benefited from the program, about 40% of all K-12 schoolchildren in Michigan the same year (1,443,456 total).
- An estimated **15,696** children are likely to have benefited by the program through grants to ECEs.
- The percentage of schoolchildren eligible for free and reduced-price meals in 10 Cents schools and school districts was two percentage points higher than that of all Michigan schoolchildren overall (51.5% compared to 49.3%).
- Regarding the diversity of schoolchildren reached through the program, 10 Cents school grantees had a higher percentage of African American (19.9%) schoolchildren than the total percentage of the statewide population (17.1%) and just a slightly higher percentage of Asian American (3.9%), and Hispanic/Latinx schoolchildren (8.6%) than the total percentages of the statewide population (3.4%, and 8.3%, respectively).¹

An estimated
570,504
K-12 schoolchildren
could have been reached
by and benefited from
10 Cents

Food Program Managers and Staff Participating in 10 Cents

- More than half (58%) of all grantees were new to the program in 2021-2022. Additionally, this was only the second year of participation for a quarter (24%) of grantees.
- Nearly half (49%) of all responding FPMs had opposite levels of experience: nearly a quarter (23%) indicated that they had 10 years or more of experience purchasing local foods while another quarter (26%) indicated that they were new to this practice.
- The majority of responding FPMs (89%) reported a positive staff response to local foods purchased and served through 10 Cents.

89%
of FPMs reported a
positive staff response
to local foods purchased
and served through
10 Cents

Top Motivators

The top motivators of FPMs for purchasing and serving local foods included:

- benefits to children (27% of reported motivators), included increasing their consumption of healthy and nutritious foods as well as providing educational opportunities,
- product attributes of Michigan-grown foods (24%), such as freshness, increased quality, better taste, and increase in variety,
- supporting the community (22%), and
- helping Michigan farms and food businesses (20%).

Top Barriers

The top barriers and logistical challenges FPMs reported for purchasing and serving local foods included:

- lack of availability of local foods (38% of reported barriers, 25% of reported logistical challenges),
- issues related to food service operations such as lack of available labor, equipment or storage (23%, 32%), and
- supply chain issues (18%, 32%).

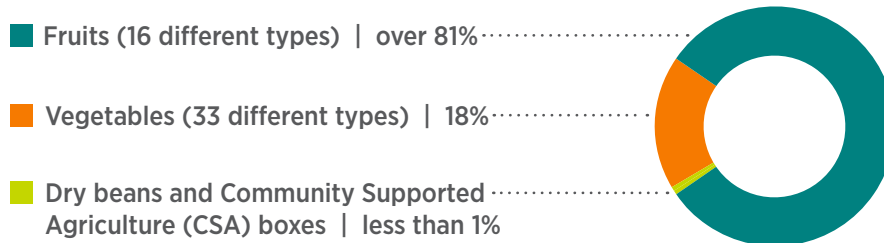
¹ Demographic terminology and data provided by the state of Michigan's official public portal for education data, [MI School Data](#).

Michigan Farmers and Vendors Participating in the 10 Cents Supply Chain

- Of the grantees who reported purchases (56%, 145), there were 222 unique vendors reported, of which 174 were farms that supplied Michigan-grown foods through the 10 Cents food supply chain.
- Nearly half (48%) of all 10 Cents purchases (in dollars) were from **broadline (full-service) distributors** and 39% were from food hubs.
- Grantees purchased over **\$170,000 of Michigan-grown products** directly from 105 individual farms (6% of total reported purchases).
- Grantees indicated an average of **six farms of origin (5.7)** for their local food purchases.
- Over half of responding grantees reported that participating in 10 Cents allowed them to make **connections with new farmers or suppliers**, and that participation improved their existing relationships with farmers or local food suppliers (52%, 111, and 54%, 114, respectively).

Purchase and Use of Michigan-Grown Fruits, Vegetables, and Dry Beans

- Throughout the year, grantees' purchases (in dollars) were for:



- A majority (66%, 141 of 215) of grantees reported that 10 Cents grants allowed them to try new products in their food program that they would not have otherwise tried. This is a slightly lower percentage than the previous year, which could be due in part to the increase in the number of new grantees (58% of grantees, as noted above).
- As a group, grantees reported trying for the first time 35 types of vegetables and 15 types of fruits. On average, FPMs reported serving three new Michigan-grown foods during the year.
- The top five Michigan-grown foods that FPMs reported trying for the first time (in rank order) were apples, blueberries, cherries, carrots, and asparagus.
- Over one-third of grantees (91 grantees of 241 responding) reported at least once that there were Michigan-grown fruits, vegetables, or dry beans they wanted to use but have not been able to find or buy.

The most common products grantees purchased (by number of grantees purchasing) included:

- Apples (133 grantees)
- Blueberries (76 grantees)
- Peaches (65 grantees)
- Cucumbers (62 grantees)
- Carrots (61 grantees)



Top five Michigan-grown foods that FPMs reported trying for the first time (in rank order) were:

- Apples
- Blueberries
- Cherries
- Carrots
- Asparagus



A Closer Look at the Program

- **A majority of grantees agreed that their food program was positively impacted** through participating in 10 Cents, including that they:
 - **offered more local fruits** (78% of grantees)
 - **offered more local vegetables** (75%), and
 - **increased fruit consumption** among children (69%).

- **The most commonly reported needs** reported by FPMs to support their efforts to purchase and serve Michigan foods included:
 - **programmatic support for 10 Cents participation** (45% of responses for both current and future needs),
 - **support related to the food supply chain** (22% of responses for current needs, 13% of responses for future needs), and
 - **support with food service operations** (8% of responses for current needs, 10% of responses for future needs).

- **Over half (63%, 98 grantees) of all FPMs who shared program feedback responded positively** about participating in the 10 Cents program (39% of all responses).
 - **Most positive feedback was about general support and positive reception** towards the program, including a positive impact on food service staff, teachers, and students.
 - **Other positive responses** shared about the benefit of 10 Cents grants
 - to help them **afford more local foods**, and
 - the **positive influence of the program on new and existing relationships** with farmers and local food suppliers.

Over

75%

of grantees were able to offer more local fruits and vegetables because of 10 Cents

63%

of all FPMs who shared program feedback responded positively about participating in the 10 Cents program

2x

Public school grantees with 5 years or more of experience participating in 10 Cents reported:

- **nearly twice as many different farms of origin** (9.3) and
- **more than twice as many Michigan grown products** (17.0) as grantees with 2 years or less of experience (4.7 and 7.9, respectively).

Recommendations for Evaluation Purposes and Program Practices

- 1 Continue providing targeted technical assistance** to individual grantees over the program year.
- 2 Continue advocating for farm of origin information** for Michigan-grown foods from food suppliers.
- 3 Collect data and track participation** of Early Care and Education (ECE) grantees.
- 4 Help inform grantees about additional funding opportunities** to better leverage 10 Cents funds.

Evaluation shows that as the program continues to grow it is making significant progress towards its two main goals to:

- improve daily nutrition and eating habits for children through the school and childcare setting, and
- invest in Michigan agriculture and the related food business economy.²

Survey responses reveal that grantees continue to purchase and serve a diverse range of Michigan-grown foods to children across the state, despite reported barriers to purchasing local foods such as limited staff capacity and ongoing supply chain issues. As we look to the future of the program, evaluation can continue to help us identify and explore what parts of the program do and do not work well, suggest program improvements, and gain insight into the impact that 10 Cents can have on Michigan's children, agriculture, and local economy.

² Goals are set by the Michigan Legislature. [Michigan Public Act 144 of 2022](#).

Overview

10 Cents a Meal for Michigan’s Kids and Farms (10 Cents) is a state-funded program that matches what participating schools and other non-school sponsors spend on fresh or minimally processed³ Michigan-grown fruits, vegetables, and dry beans with grants of up to 10 cents per meal.

Grant amounts are determined by multiplying the previous year’s worth of meals by 10 cents. The goals of the program are to improve daily nutrition and eating habits for Michigan children and invest in Michigan’s agriculture and local food business economy. Since the pilot program first began in 2016-2017, the total number of participating grantees, the number of children they reach, and the total dollar value of grants awarded have all grown over time, as seen in the table below.⁴

Table 1: 10 Cents Grant Distribution, 2016-2022

| Year | Total grants awarded | Eligible regions [*] | Counties | Grantee Type | | | Estimated students enrolled ^{**} | Estimated ECE children served ^{***} |
|-----------|----------------------|----------------------------------|----------|-------------------|------|----------|---|--|
| | | | | Schools/districts | RCCI | ECE/ONSR | | |
| 2021-2022 | \$2,027,100 | Statewide | 57 | 215 | 5 | 37 | 570,504 | 15,696 |
| 2020-2021 | \$1,410,700 | Statewide | 48 | 129 | 5 | 14 | 423,879 | 11,683 |
| 2018-2019 | \$493,500 | Prosperity Regions 2, 4, 6, 8, 9 | 27 | 57 | — | — | 134,000 | — |
| 2017-2018 | \$315,000 | Prosperity Regions 2, 4, 9 | 18 | 32 | — | — | 95,000 | — |
| 2016-2017 | \$210,000 | Prosperity Regions 2, 4 | 8 | 16 | — | — | 48,000 | — |

Note. While the 10 Cents program did proceed in 2019-2020, this year is not included in the chart above because it was operated very differently due to legislative and pandemic-related delays, including to state funding. 10 Cents grants were not made available until August when the traditional school year was already complete, and only previous grantees were invited to participate in this unique year.

^{*} In prior years, the 10 Cents pilot program referenced Prosperity Regions as used by Governor Rick Snyder’s administration.

^{**} Data were supplied by Michigan Department of Education. Most student data for non-public schools and residential child care institutions (RCCIs) are not publicly available, so they are not included in this chart. For some non-public schools, average monthly enrollment from 2022 lunch claims were used in lieu of Center for Educational Performance and Information’s (CEPI) enrollment counts.

^{***} Data were supplied by Michigan Department of Education. License capacity estimates an early care and education site (ECE)’s or other non-school recipients (ONSR)’s maximum number of children served, and it includes capacity for all possible sites under each grantee.

³ The [USDA Geographic Preference](#) definition of minimally processed includes products that have not been cooked, heated, canned, or contains any additives or fillers.

⁴ For a full list of participating grantees over time, see [10 Cents a Meal Grantees Across All Years](#).

How 10 Cents Granting Works

Similar to previous years, the Michigan Department of Education (MDE) administered the program with additional support from a core team consisting of staff members from the Michigan Department of Agriculture and Rural Development (MDARD), the nonprofit Groundwork Center for Resilient Communities, and Michigan State University Center for Regional Food Systems (CRFS).

MDE staff selected eligible applicants to receive 10 Cents grants through a competitive application process.⁵ Applications were evaluated on the applicant’s capacity to purchase, serve, and market Michigan-grown fruits, vegetables, and dry beans in their food programs. A variety of other characteristics were also considered in the application review and selection process, such as the ability to provide related educational and promotional activities, free and reduced-price meal rates for school applicants (when applicable), food service program type (self-operating or contracted food service operations), and urban and rural settings. For the 2021-2022 year, all applicants who applied to the program were awarded.

10 Cents a Meal reimbursed grantees for 50% of the cost of eligible Michigan grown fruits, vegetables, and dry beans up to their maximum grant. For example, if a grantee was awarded a \$5,000 grant, they were expected to submit \$10,000 worth of purchasing information for Michigan-grown fruits, vegetables, and dry beans to receive the full \$5,000 grant. Reimbursements were issued after participating FPMs responded to surveys and submitted invoices, which were reviewed and validated by MDE staff. Legislation for 10 Cents required grantees to report the name and Michigan location of the farm that grew the food product that is being reported for reimbursement, so all purchases reported by grantees had to list the farm of origin.⁶ Eligible Michigan-grown produce could have been purchased from any farm and food supplier, including federally funded programs such as the Department of Defense Fresh Fruit and Vegetable Program (DoD Fresh). This could have helped to drive demand — and potentially availability over the long-term — for local foods across all market channels, including through customary food suppliers and government-funded food programs for grantees who are schools and other non-school sponsors, because grantees are asking for local foods through these channels. Grantees were required to complete evaluation surveys and submit purchasing information for local foods purchased and served in the program. Results and analyses from these data sources are shared in the report that follows.

10 Cents a Meal reimbursed grantees for 50% of the cost of eligible Michigan grown fruits, vegetables, and dry beans up to their maximum grant.

Evaluation Activities

For the 2021-2022 year, the Michigan Legislature sought reporting for 10 Cents similar to previous years.

Legislative goals that stemmed from the two primary goals mentioned above included “increase in market opportunities and income generation” for farmers and related businesses and the ability for children to “access a variety of healthy Michigan-grown foods through schools and child care centers and increase their consumption of those foods”.⁷

⁵ Eligible applicants of 10 Cents include all sponsors of a federal child nutrition program in Michigan.

⁶ [State of Michigan Public Act 144 of 2022.](#)

⁷ [State of Michigan Public Act 144 of 2022.](#)

Evaluation can help us learn more about the program’s progress toward these goals and its impact, but the program data — responses to evaluation surveys and purchasing information provided by food program managers (FPMs) — are still limited, primarily due to the 10 Cents team’s staff time and capacity. Beyond the findings described in this report, there is still much to learn about the full scope of the impact of 10 Cents on Michigan farms and related businesses as well as the children reached through it.

Evaluation Surveys

The Michigan State University CRFS leads evaluation of 10 Cents. As in previous years, CRFS staff developed and administered a series of electronic evaluation surveys through Qualtrics that were distributed to all participating FPMs via email by MDE staff.



This year’s evaluation plan was developed with the consideration of two separate application cycles in the program to maximize grant awards.

- 1 The first application cycle in September 2021 resulted in 228 grantees.**
First round grantees completed surveys in October, January, and August.
- 2 The second cycle in March 2022 resulted in an additional 29 grantees.**
Second round grantees completed surveys in April and August.

For the purposes of evaluation and readability of the report, responses from the April survey were aggregated and analyzed with the previous surveys (October and January). The April survey had all the same questions from the October survey so the total number of responses for the October survey also includes responses from April. Additionally, there was one question from the January survey about food preparation methods that was also in the April survey, so the total responses for this question include both January and April responses. The last survey in August was the only survey that all grantees took in the same time period. For more information, refer to the [Technical Notes](#) summary.

Survey questions were similar to those asked in the previous year to maintain consistency in evaluation, and to allow for more rigorous analyses of responses across years in the future. Question types ranged from multiple choice to written, open responses. Only one new question was added this year to ask grantees about the food preparation methods used in their food programs. For this program year, we share the results of this question as they relate to how participating FPMs and staff prepared their meals later in this report. We hope to conduct more in-depth analyses in the future as food preparation methods may have implications for the Michigan-grown foods purchased and served through 10 Cents.

Like previous years, some questions were asked of FPMs in every survey, including the following related to their 10 Cents activities:

- **Michigan-grown foods served** in the food program for the first time,
- **Michigan-grown foods they wanted to use** but could not find and buy,
- **promotional and educational activities implemented** in the school or child care setting to support Michigan-grown foods (to the best of their knowledge), and
- **open responses for needs and feedback** (positive and negative) related to participating in the program.

Some other questions were designed to capture specific information during the program year. For instance, the October survey included some baseline questions to gauge FPMs' experience with purchasing and serving local foods.

Again this year, MDE staff sent follow up emails to grantees who initially did not respond to surveys, which was especially helpful for the last survey in August when school and district grantees, especially FPMs, may be unavailable. The response rate for this year's August survey was 85%, a significant increase from 67% during the previous year (2020-2021). Each survey's response rates can be seen in the table below. For more information about the survey questions and their respective response rates, please visit the [Technical Notes](#) summary.

Table 2: Evaluation Survey Response Rates for 2021-2022

| | SURVEY MONTH | | |
|---|--------------|---------|--------|
| | October | January | August |
| Total grantees who received the survey | 257 | 228 | 257 |
| Number of responses | 224 | 178 | 217 |
| Response rate | 87% | 78% | 85% |

Note. Second round grantees completed a survey in April and their responses were aggregated into the October survey because they were the same questions. There was one additional question in the April survey that was also in the January survey. The last survey in August was the only survey that all grantees took in the same time period. See [Technical Notes](#) for more information.

Demographic and Purchasing Data

MDE supplied data, when available, for schools and other non-school sponsors participating in 10 Cents to help us understand children potentially reached and served by the program. This included K-12 enrollment and meal counts, and license capacities for child care centers (ECEs and other sponsors).

The license capacity is an ECE site's maximum number of children served, and it includes all possible sites or locations under the management of each grantee. Demographics for K-12 schoolchildren, including race and ethnicity, were sourced from the [MI School Data's website](#), the State of Michigan's official education data source.

MDE also supplied purchasing data reported by grantees through an online reporting system. Grantees self-reported their purchases of Michigan-grown fruits, vegetables, and dry beans for 10 Cents reimbursement, including the product, cost, its farm and county of origin, and additional vendors and suppliers to get the product from the farm to the grantee. With these purchasing data (from those grantees who reported it), we assessed the number of different types of Michigan-grown foods purchased for the program, the number of different types of vendors and food suppliers (including farms) and market channels used, and patterns and opportunities related to grantees' food purchasing overall. This information can be found in the [What Foods Are Served Through 10 Cents](#) and [Michigan Farmers and Vendors Participating in the 10 Cents Supply Chain](#).

There are some limitations with these purchasing data. First, only 145 of the 257 awarded grantees provided information about their food purchases, so the findings shared in this report are representative of only these 145 grantees, and not of all grantees participating in the program in 2021-2022. Next, there were confirmed instances in which errors in invoice submissions by some grantees, as determined by MDE staff review,

resulted in overall underreporting of the total dollars spent on foods purchased for the program. Additionally, FPMs may have had limited capacity to report every transaction, and they also may have also received incomplete product and sourcing information from some suppliers, particularly more traditional school food suppliers, so these **data may underrepresent the actual number of transactions, dollars spent, total farms participating in the 10 Cents supply chain, and the total Michigan-grown foods purchased this year.** Finally, purchasing information was required for products to be counted toward 10 Cents, but FPMs may purchase more Michigan-grown products than their grant award plus match dollar amount. They may even purchase Michigan-grown or raised products that are not eligible for 10 Cents, such as ground beef, honey, or grains, so the potential impact that 10 Cents can have on local food purchasing may extend beyond what we can currently see through data collected in our evaluation.

145

out of 257 awarded grantees provided information about their food purchases

Structure of the Evaluation Report

This summary began with a brief overview of the 10 Cents program, how it works, and evaluation activities. In the following three summaries, we share evaluation findings starting with who was involved program:

- 1 **Children reached through the program** and served Michigan-grown foods.
- 2 **10 Cents grantees** and their respective food program managers (FPMs).
- 3 **Michigan farmers and food business operators** who supply Michigan-grown foods to 10 Cents grantees and their food programs serving children.

These are followed by a summary about the Michigan-grown foods purchased and served through 10 Cents and a summary that reflects on how the program worked to reach its goals. Additionally, we share a summary that examines public school grantees and their use of the program, as the largest type of grantee participating in the program. The report concludes with a summary of recommendations, technical notes on evaluation, and appendices. Throughout the report, the voices of participating food program managers, suppliers, and community members are represented, through feedback from evaluation surveys and interviews that were conducted by partners from Groundwork Center for Resilient Communities.

Children Reached Through 10 Cents: Geographic Distribution and Demographics

A key group directly engaged in the 10 Cents program includes the children reached through the program and served Michigan-grown foods. They are intended to be one of the primary beneficiaries of the program, in addition to farmers and food suppliers.



An estimated 570,504 K-12 schoolchildren could have been reached by and benefited from the program.

- This amounts to about **40% of all K-12 schoolchildren in Michigan** the same year (1,443,456 total)
- A **10% increase over the previous year, which reached about 30% of the 1,437,612 K-12 schoolchildren** in the state that year (2020-2021).



More early care and education sites (ECEs) participated in the program in 2021-2022, likely reaching 15,696 young children.

- This was an increase of over **4,000 more children** than the year before (11,683 children in 2020-2021).

Because enrollment information for participating RCCIs and non-public schools are not publicly available, the total number of children reached through 10 Cents is higher than what is presented here.

Continued expansion of 10 Cents in 2021-2022 resulted in a new record number of participating grantees (257)

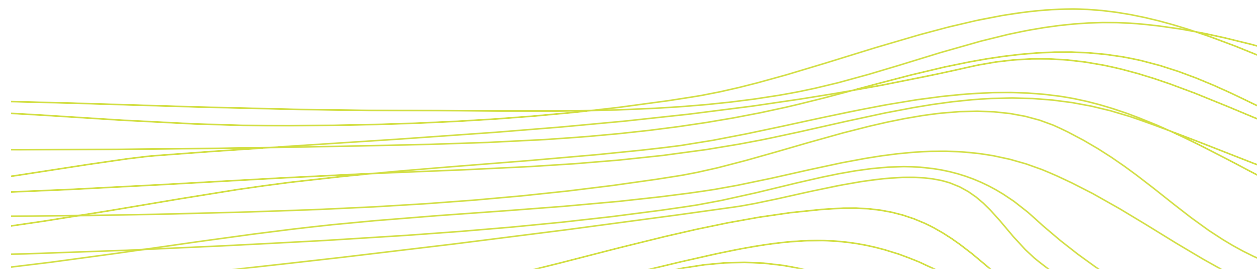
- Participants included school, school district, and non-school sponsor grantees geographically distributed throughout Michigan.

The table below shows 10 Cents grant awards by region using the 10 regions of the Michigan Association of Superintendents & Administrators (MASA), the grantee type, and children reached in the 2021-2022 year.⁸ Total children served includes K-12 school enrollment and license capacity for ECE sites. License capacity is the maximum number of children a site is licensed by the state or local licensing agency to serve at any one time, so it may be an overestimate of actual children served at any given time.

Table 3: Regional Breakdown of 10 Cents Grant Awards for 2021-2022

| MASA Region | Counties | Schools/ district grantees | ECE/ ONSR/ RCCI grantees | Total K-12 children enrollment | ECE license capacity | Total children served |
|--------------|-----------|----------------------------------|-----------------------------------|--------------------------------------|----------------------------|-----------------------------|
| 1 | 5 | 10 | 1 | 8,415 | 437 | 8,852 |
| 2 | 13 | 28 | 2 | 35,035 | 167 | 35,202 |
| 3 | 12 | 45 | 8 | 97,752 | 2,318 | 100,070 |
| 4 | 6 | 12 | -- | 26,109 | -- | 26,109 |
| 5 | 4 | 20 | 3 | 32,624 | 170 | 32,794 |
| 6 | 3 | 14 | 3 | 40,386 | 5,620 | 46,006 |
| 7 | 7 | 19 | 9 | 46,301 | 2,747 | 49,048 |
| 8 | 4 | 21 | 1 | 54,647 | 159 | 54,806 |
| 9 and 10 | 3 | 45 | 15 | 229,234 | 4,078 | 233,312 |
| Total | 57 | 215 | 42 | 570,504 | 15,696 | 586,200 |

Note. Most student data for non-public schools and residential child care institutions (RCCIs) are not publicly available, so they are not included in this chart. For some non-public schools, average monthly enrollment from 2022 lunch claims were used in lieu of Center for Educational Performance and Information (CEPI) enrollment counts. There were no participating ECE sites in MASA Region 4. MASA Regions 9 and 10 were combined for this evaluation report; Region 10 is the City of Detroit. For more information about how data from the State of Michigan were calculated, visit the [Technical Notes](#).



⁸ For a full list of participating grantees by region, see [2021-2022 Grantees and Their Counties by MASA Regions](#).

As seen in the chart below, the K-12 population of schoolchildren reached through 10 Cents grants can be described as follows:

- The percentage of schoolchildren eligible for free and reduced-price meals in 10 Cents schools and school districts was two percentage points higher than that of all Michigan schoolchildren overall (51.5% compared to 49.3%).
- Overall, 10 Cents grantees reached a higher percentage of African American (19.9%) schoolchildren than the total percentage of the statewide population (17.1%) and a lower percentage of white schoolchildren than the total state-level percentage (60.8% compared to 62.2%).
- Grantees in MASA Regions 9 and 10 (Southeast Lower Michigan, including the City of Detroit and Detroit Metropolitan area) served the highest percentage of African American schoolchildren (33.8%).
- 10 Cents grantees served just a slightly higher percentage of Asian American (3.9%), and Hispanic/Latinx schoolchildren (8.6%) than the total percentages of the statewide population (3.4%, and 8.3%, respectively).

Table 4: Demographics of K-12 Michigan Students Reached Through 10 Cents Grants for 2021-2022

| | MASA Region | | | | | | | | | All Eligible | State Of Michigan |
|--|-------------|--------|--------|--------|--------|--------|--------|--------|---------|--------------|-------------------|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 & 10 | | |
| Aggregate enrollment | 8,415 | 33,905 | 97,701 | 26,109 | 32,492 | 40,300 | 46,301 | 54,647 | 228,593 | 568,463 | 1,443,456 |
| African American (percent) | 0.7% | 0.8% | 6.1% | 16.9% | 17.0% | 14.9% | 16.5% | 11.2% | 33.8% | 19.9% | 17.1% |
| American Indian/ Alaska Native (percent) | 5.1% | 1.7% | 0.3% | 0.7% | 0.3% | 0.3% | 0.4% | 0.2% | 0.2% | 0.4% | 0.6% |
| Asian (percent) | 1.0% | 0.7% | 2.2% | 1.6% | 0.4% | 5.6% | 1.2% | 5.0% | 6.1% | 3.9% | 3.4% |
| Hispanic (percent) | 2.0% | 3.7% | 13.1% | 6.1% | 6.5% | 11.1% | 11.7% | 7.2% | 7.5% | 8.6% | 8.3% |
| Native Hawaiian/ other Pacific Islander (percent) | 0.1% | 0.1% | 0.1% | 0.3% | 0.1% | 0.1% | 0.1% | 0.0% | 0.1% | 0.1% | 0.1% |
| White (percent) | 85.6% | 88.9% | 71.3% | 67.9% | 68.9% | 56.0% | 60.1% | 67.2% | 48.7% | 60.8% | 62.2% |
| Two or more races (percent) | 4.7% | 4.0% | 4.3% | 3.1% | 5.3% | 8.7% | 8.9% | 7.5% | 3.4% | 4.9% | 4.7% |
| Free and reduced-price meal eligibility (percent) | 50.7% | 49.0% | 45.5% | 51.1% | 62.7% | 51.0% | 54.9% | 38.2% | 55.4% | 51.5% | 49.3% |

Note. K-12 student data were sourced from the MI School Data website, which uses the race and ethnicity categories as presented here. Data for non-public schools, ECEs, and RCCIs are not publicly available, so they are not included in this chart. MASA Regions 9 and 10 were combined for this evaluation report (Region 10 is the City of Detroit).

The population of K-12 and young children served by 10 Cents grantees has continued to increase since the inclusion of ECE sites and the statewide expansion of the state-funded program from a regional pilot (beginning in 2016-2017).

It appears that 10 Cents is reaching and serving a wide range of children who may participate in food programs offered by grantees. This includes children in areas where gaps in food and nutrition security persist. Nutrition security occurs only when all members of a community have consistent and equitable access to healthy, safe, affordable foods essential to health and well-being.⁹ Factors such as unemployment, poverty, or supply of or access to nutritious food in a community can influence the security of a child's household. According to Map the Meal Gap by Feeding America, some of the highest insecurity rates in Michigan in 2021 occurred in the Upper Peninsula, Southeast Michigan, and North Lower Michigan.¹⁰ For example, MASA Region 10 (City of Detroit) is in an area with a food insecurity rate of 22.1% among children under age 18, regardless of race or ethnicity.² During the 2021-2022 program, 14 grantees collectively served nearly 55,800 children in this region across the year.

As 10 Cents expands, future evaluation will continue to allow us to track the program's reach to children and explore who is benefitting from increased access to healthy and Michigan-grown foods. This can include where grants are distributed and how they reach regions most impacted by nutrition or food insecurity. Through these findings, we can measure how 10 Cents is achieving one of its goals to improve daily nutrition and eating habits for children. Those administering the 10 Cents program as well as supporting partners can then use this information to identify opportunities where increased support is needed to help grantees serve Michigan-grown foods to children across the state.

55,800

children were served by 14 grantees in MASA Region 10 (City of Detroit) during the 2021-2022 program



⁹ Based on the U.S. Department of Agriculture's definition of [nutrition security](#).

¹⁰ Refer to Food Insecurity among Child Population in Michigan 2021 using the [Map the Meal Gap](#) tool by Feeding America. They define food insecurity as an economic and social condition of limited or uncertain access to food.

Food Program Managers and Staff Participating in 10 Cents

Food program managers (FPMs) at grantee sites are one of the primary groups of people directly engaged in 10 Cents.

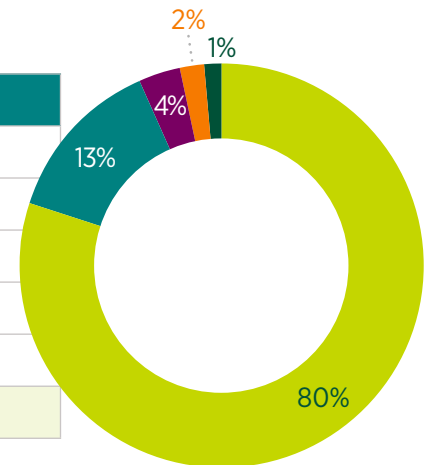
The 2021-2022 program year had the highest number of participating grantees to date, with 257 across the state. The majority of grantees were public schools and districts (80%), but other types of grantees, including early care and education sites (ECEs), also participated, as seen in the chart below.

257

grantees participated in 2021-2022 — the highest number to date!

Table 5: 10 Cents Grantees by Type in 2021-2022

| Grantee Type | Number of Grants |
|---|------------------|
| Public schools and districts | 206 (80%) |
| Early care and education sites (ECEs) | 34 (13%) |
| Non-public schools | 9 (4%) |
| Residential child care institutions (RCCIs) | 5 (2%) |
| Other non-school sponsors (ONSRs) | 3 (1%) |
| Total | 257 |



Michigan-Grown Food Purchasing Experience of Participating Food Program Managers

Previous evaluation findings have suggested that more years of experience with 10 Cents and other farm to school programs might lead FPMs to purchase a greater diversity of Michigan-grown fruits, vegetables, and dry beans for the program.¹¹ In the future, as more FPMs participate over time, evaluators can use these survey responses to investigate how FPMs' experience influences their participation in 10 Cents, potentially including analyses related to foods they purchase and/or market channels they use.

¹¹ Refer to "Farm to School Experience Matters: Insights From an Analysis of Food Service Director Behavior" from *What a Dime Can Do: An Evaluation of the 10 Cents a Meal Pilot*.

Similar to previous years of 10 Cents, FPMs who participated in the 2021-22 year had varying years of experience participating in the program, purchasing local foods, and managing the food service program at their respective school, district, or center. In some cases, FPMs working in schools and RCCI's, managed more than one food service program across districts and therefore represented more than one grantee participating in 10 Cents. In 2021-22, 12 FPMs managed food programs for two different schools and/or districts, and 2 FPMs managed programs for three different school districts. Additionally, these FPMs had different years of experience managing each food program, so all responses on behalf of a grantee were counted in analysis.

More than half (58%) of all FPMs were new to the 10 Cents program in 2021-2022. This was the second year of participation for a quarter (24%) of FPMs. Only seven grantees (3%) participated in 10 Cents for the maximum possible of six years, since the first pilot program year began in 2016-2017 with 16 grantees in just two regions of the state.

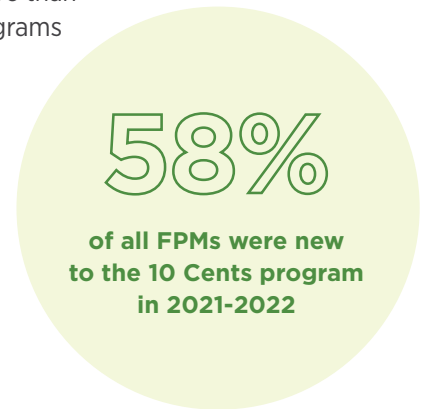
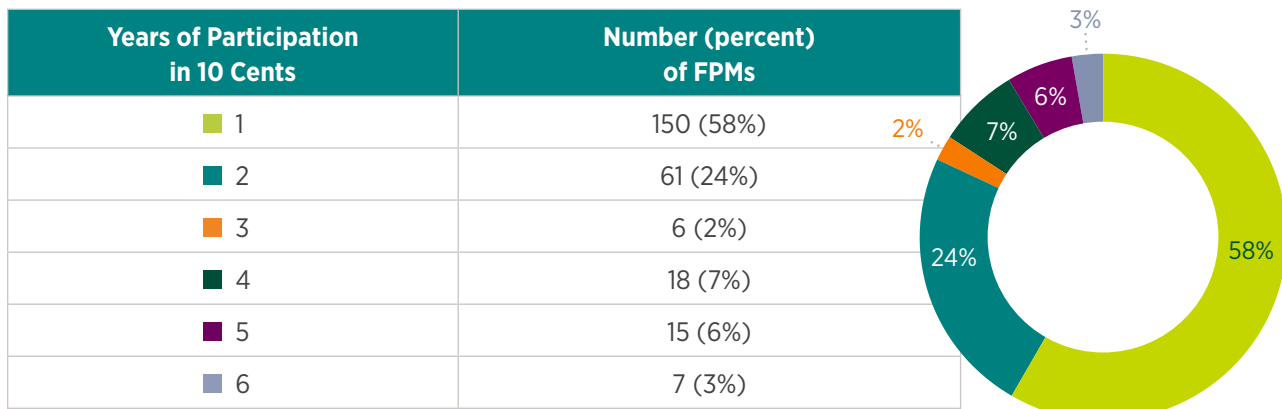


Table 6: Years of Participation in 10 Cents by Grantees in 2021-2022

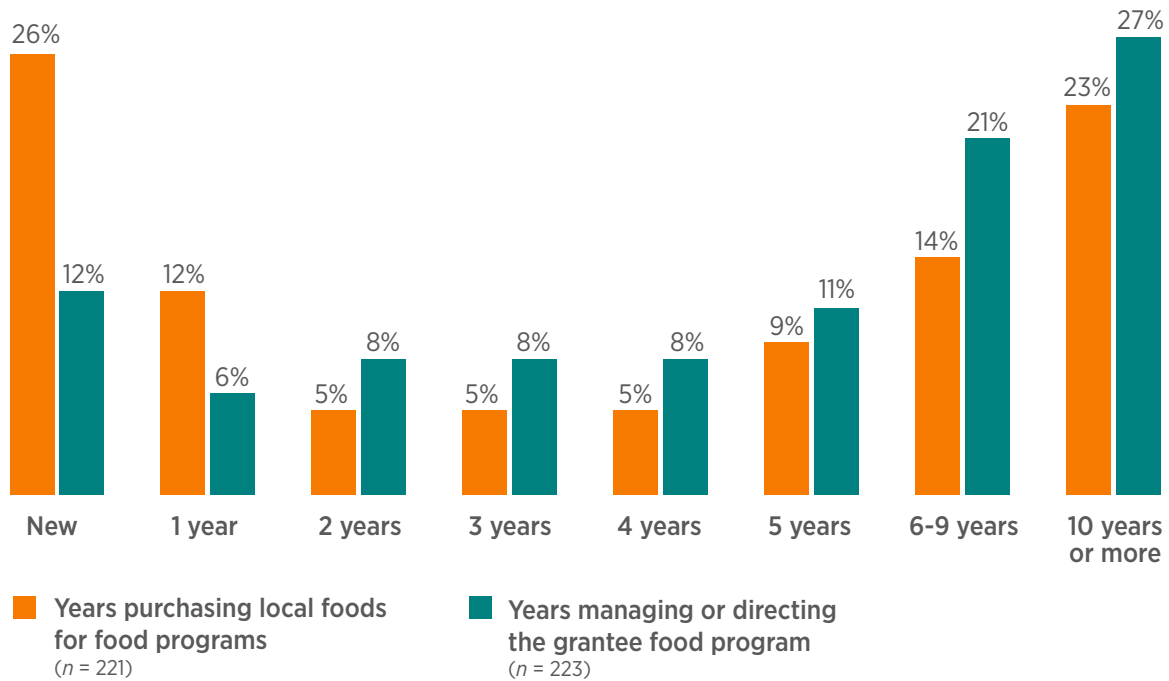


Note. N = 257

In the first survey (October), participating FPMs were asked about their local food purchasing experience. Nearly half of all responding FPMs had opposite levels of experience: nearly a quarter indicated that they had 10 years or more of experience purchasing local foods (23%, 51 grantees) while another quarter indicated that they were new (26%, 58 grantees) to this practice. Almost half (46%) of grantees new to 10 Cents had only one year or less of experience purchasing local foods while a third (32%) had at least six years or more of experience.

Finally, nearly half of all FPMs had six years or more of experience managing their respective food programs: 21% (47 grantees) of FPMs indicated 6-9 years and 27% (61 grantees) stated 10-19 years. Only 12% (27 grantees) were new to managing their programs. These findings show there could be a relationship between FPM experience managing food programs and purchasing local foods. As more grantees participate over time, this could be explored further to determine whether there is a correlation between experiences.

Figure 1: Years of Food Program Manager Experience Purchasing Local Foods for Food Service Programs and Managing or Directing Food Service Programs in 2021-2022



10 CENTS SPOTLIGHT

MICHELLE MORRISSEY

Director of Food Services at Battle Creek Public Schools

Morrissey has overseen the 10 Cents grant at Battle Creek Public Schools for four years by the 2021-2022 year. When asked about the different tasks she is responsible for, she shared,



On a daily basis it is anything and everything...from menu planning, orders, HR, grants, ensuring staff are on task for 12 buildings. The list of responsibilities is endless.



Photo credit: Michelle Morrissey

Battle Creek Public Schools is a public school district located in Calhoun County in Southwest Michigan. During the 2021-2022 school year, over 4,000 children were enrolled in the district, which includes preschool through 12th grade. Battle Creek Public Schools has been a grantee since 2018-2019.



Motivations, Barriers, and Challenges for Purchasing and Serving Local Foods

In the first evaluation survey (October), we asked FPMs about the motivators, barriers, and logistical challenges to purchasing and serving local foods in their food program.¹² This is the second year that all three questions were open-ended to allow participants to describe their feedback in their own words.

For the purposes of this evaluation, barriers were considered general and bigger picture obstacles that prevent or block a grantee's ability to purchase and serve local foods while logistical challenges were intended to be more specific to the operations of food service program operations, including how they work with food vendors. Many grantees reported similar responses to both challenges and barriers, such as supply chain issues, so improvements to this question design (potentially including descriptions of each) and/or the categorization of responses should be considered in future years.



We believe deeply in the value of teaching our youngest neighbors healthy eating habits that can positively affect their lifelong health.

— Early care and education grantee

The top motivators for purchasing and serving local foods reported by FPMs were:

- 1 **benefits to children** (27% of reported motivators), included increasing their consumption of healthy and nutritious foods as well as providing educational opportunities;
- 2 **product attributes of Michigan-grown foods** (24%), such as freshness, increased quality, better taste, and increase in variety;
- 3 **supporting the community** (22%); and
- 4 **helping Michigan farms and food businesses** (20%).

Other motivators reported by FPMs (6%) included the benefit of additional funds from grant awards, the positive impact of program participation on public and community relations, and goals related to sustainability.



What motivates me to purchase locally is that I get to support my state and community. Small business owners, particularly minorities, often struggle and have to compete with big businesses, so by buying locally it helps me reach my goal of serving healthy foods to the children while keeping money and business in my community.

— Early care and education grantee

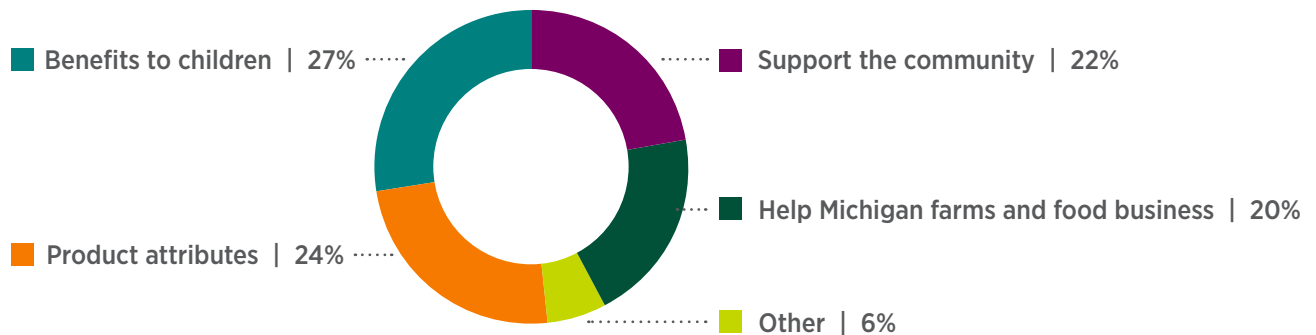
¹² Refer to the [Technical Notes](#) for detailed response rates and analysis on these questions.



[10 Cents] enriches the connection communities have with fresh, healthy food and local food producers by changing food purchasing and education practices.

— Public school district grantee

Figure 2: Reported Motivators to Purchasing and Serving Local Foods by 10 Cents Grantees in 2021-2022



FPMs' responses about the top barriers and logistical challenges include:

1 Lack of availability of local foods

The lack of availability of local foods was cited in 38% of reported barriers and 25% of logistical challenges. This relates to the seasonality of Michigan produce and how it limited the availability of produce in the off-season (winter), as well as the lack of large volumes of local foods from farms and food suppliers.

2 Issues related to food service operations

A variety of **issues related to food service operations** were cited in 32% of reported logistical challenges and 23% of barriers. FPMs reported challenges with lack of available labor and capacity as well as equipment and storage, limited food service budgets, and restrictions to procure from local food suppliers through their food service management or vended meal company.

3 Supply chain issues

Supply chain issues were cited in 18% of reported barriers and 32% of logistical challenges. These reported issues were related to limitations in delivery methods from food suppliers to the grantees and information available from food businesses about local products such as the farm of origin.



We do not have a lot of places to buy in bulk locally, and with the shortages we are all facing it makes it hard to get anything.

— Public school grantee



Equipment and storage is limited; would love resources for serving line.

— Other non-school recipient sponsor grantee



To some level we have additional steps in ordering, receiving, storing and processing. These steps...don't seem that big of a deal when you add them together [but] as you deal with 2-3 extra farms or vendors, then it becomes a burden.

— Public school district grantee

Promotional and Educational Activities Supporting 10 Cents

The 2021-2022 program year was the first to allow grant funding to be used towards the purchase of Michigan-grown foods for supportive activities, such as taste testing and nutrition education, aside from the foods served in food programs. These activities may further engage children in farm to school programs and introduce them to Michigan-grown foods that grantees purchase and serve.

In each of the evaluation surveys conducted in the 2021-2022 program year (October, January, August), participating FPMs were asked about activities that have been conducted to support local foods. Note that these results may be limited by what the FPMs know about activities being conducted, and may be more likely to include activities related to the food program and/or cafeteria and less likely to capture all related activities conducted within the broader environment they operate within. Additionally, the supportive activities were reported by type and not by number of instances for each type.

Across the year, 211 different participating FPMs submitted 1,245 reports of types of activities conducted in support of 10 Cents throughout the school year. The key results are summarized below.

- **The average number of types of activities reported throughout the year was six (5.7)**, but 73 different grantees reported no supportive activities conducted across all surveys.
- **The top activities** reported by total percent of FPMs were:
 - **Promotional posters** (103 grantees, 49%),
 - **Nutrition education in the classroom** (69 grantees, 33%), and
 - **Nutrition education in the cafeteria** (69 grantees, 33%).

211

FPMS submitted 1,245 reports of types of activities conducted in support of 10 Cents

- The top activities reported by total number of activities were promotional posters (188 reports, 14%), social media (126 reports, 9%), nutrition education in the classroom (123 reports, 9%), and nutrition education in the cafeteria (121 reports, 9%).
- There were 27 different grantees who selected “other activities” and 31 grantees who selected “other classroom activities” during the year. Some of the responses mentioned were related to hands-on classroom activities, themed menu ideas, field trips, on-site farmers markets, informational materials, and partnerships with other programs.
- Although taste testing was only reported in 7% of responses by FPMs, it was considered the most successful (75 different grantees, 99 reports, 22%) by FPMs. Other top activities considered successful included promotional posters (46 grantees, 52 reports, 12%) and creative menu names for dishes featuring local foods (35 grantees, 43 reports, 10%).
- At least 42 Michigan-grown foods were tried through taste tests conducted by 75 grantees. Among other foods, Michigan-grown apples, blueberries, carrots, dry beans, and potatoes were taste tested, along with menu items such as hummus, smoothies, soups, salads, and bean muffins.

At least 42 Michigan-grown foods were tried through taste tests conducted by 75 grantees.



Taste testing and sampling gives our students the opportunity to try new food items that they may not otherwise.

— Public school district grantee

Figure 3: Promotional and Educational Activities Supporting 10 Cents by Percent of Grantees in 2021-2022

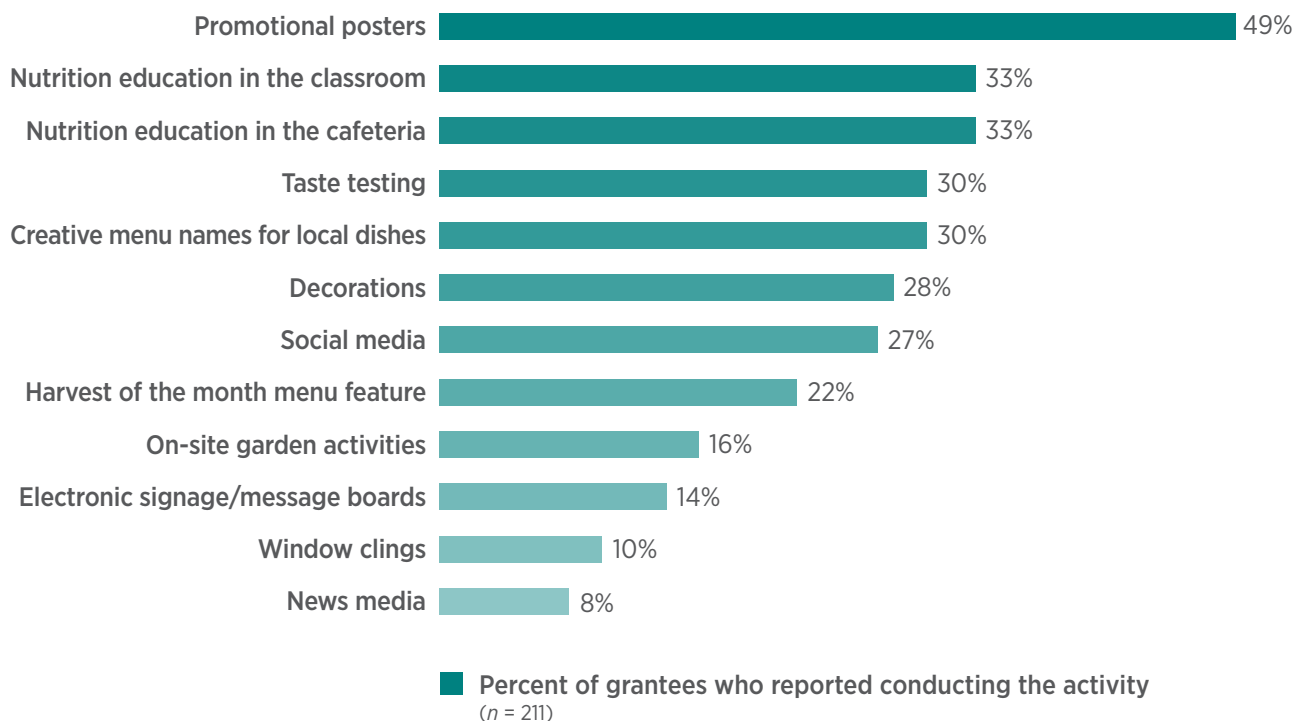
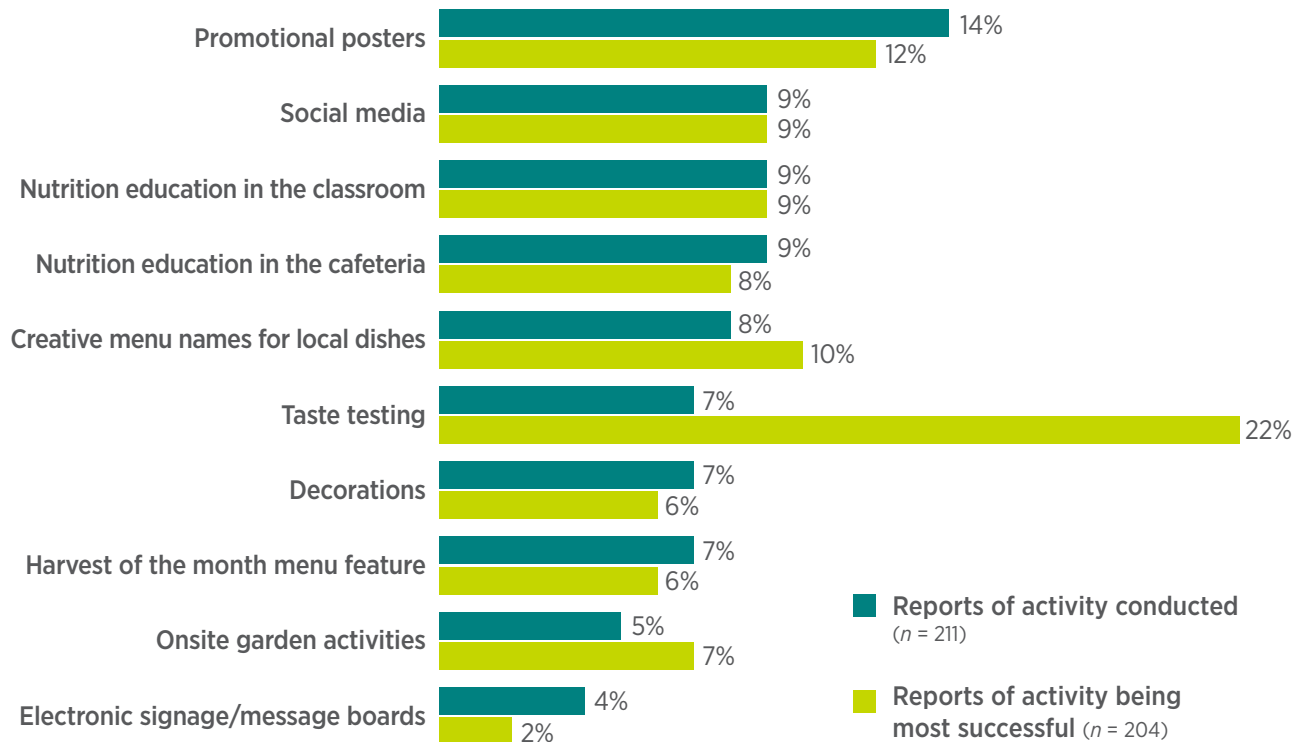


Figure 4: Promotional and Educational Activities Supporting 10 Cents by Number of Reports in 2021-2022



Food Preparation Methods

Food preparation methods at 10 Cents grantee sites may influence how FPMs use the program, so we asked FPMs about these methods in the first survey (October).

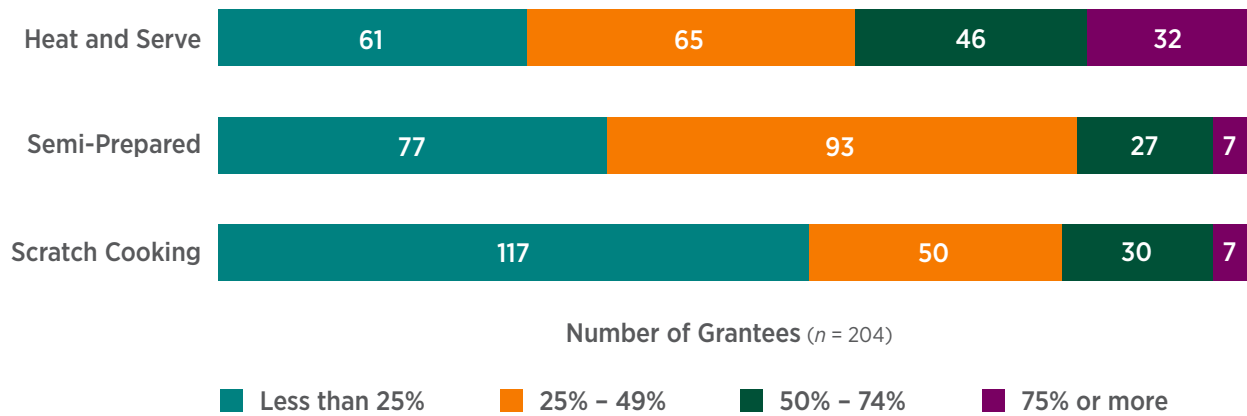
Specifically, FPMs were asked how much they used each of three meal preparations — heat and serve, semi-prepared, and scratch cooking, with an “other” option if needed¹³ — as part of their overall food service operation. We asked them to share this information out of 100 percent. “Other” was selected by 15 grantees, with the most common method reported as the use of cold, fresh, or uncooked methods such as a salad bar.

Of the 204 FPMs who responded to this question:

- **Heat and serve was the most commonly reported method**, with over a third of responding grantees (38%, 78 grantees) using this method for at least 50% of their food preparation;
- **Scratch cooking was the least commonly used method**, with the majority of grantees (57%, 117 grantees) using it for less than 25% of their food preparation; and
- **Semi-prepared methods were used for less than 50% of food preparation** by most grantees (83%, 170 grantees).

¹³ Related to food programs serving children, there are typically three types of food preparation methods: heat and serve methods use foods that are ready to eat and do not require additional preparation other than heating before serving; semi-prepared methods typically use a combination of processed and unprocessed foods that require some preparation prior to serving; and scratch cooking methods mainly use unprocessed foods and whole, fresh ingredients that require preparation prior to serving.

Figure 5: Reported Percentage Use of Meal Preparation Methods (out of 100%) by 10 Cents Grantees in 2021-2022



[We] have found they [the children] enjoy the vegetables when we make them from scratch and not from a can. It's rewarding to see them begin to embrace new foods when they sometimes have a history of disliking something.

— Early care and education grantee

Questions about meal preparation methods could help inform future evaluation related to differences in the ways grantees prepare Michigan-grown foods through their participation in the 10 Cents program.

Possible areas to explore, among many others, include the influence of scratch cooking on the consumption of local foods by children, and the influence of heat and serve methods on the purchasing of local foods by FPMs. This information could, in turn, be used to inform future training and education of food program personnel participating in 10 Cents.



Response of Food Program Staff to Purchasing and Serving Michigan-Grown Foods Through 10 Cents

Beyond FPMs, food program staff are critical to the growth and success of local food purchasing activities at 10 Cents schools, ECEs, and other sites.

In the last (August) evaluation survey, FPMs participating in 10 Cents were asked about how food program staff responded to the purchase and service of Michigan-grown throughout the program year. Of 257 grantees, 175 participating FPMs shared responses, which evaluators categorized as positive, negative, or neutral feedback.

- The majority of FPMs (90%, 157 grantees) reported a generally positive staff response to local foods for 10 Cents, but 11 FPMs (7%) stated their staff response was indifferent.
- Of the seven grantees who shared that their food program staff had a negative response to local foods for 10 Cents, six of them indicated that this was due to increased labor to prepare and serve local foods.



Staff has been tough to get buy in. They are not used to the additional prep work it takes to use fresh produce...

— Public school district grantee

Evaluators also categorized the FPMs' feedback regarding staff responses into themes. While many FPMs shared a general positive response among staff that did not specify a reason (100 grantees), some provided more detailed descriptions about a positive staff response including that they:

- **enjoyed new varieties** of local foods (18);
- **were excited to serve local foods** to children (13);
- **were satisfied with the taste or quality** of local foods (10);
- **had pride** in serving local foods (10); and
- **increased their knowledge** of preparing local foods as a result of the program (6).



There has been a learning curve for sure throughout the course of this program. My staff has grown immensely in their skill set and comfort level of preparing farm fresh produce.

— Public school district grantee (5 years of experience participating in 10 Cents)



At the beginning, baby steps was the win for us. Now, our employees cannot wait to see what comes in from the farms. They are eager and ready to prepare it.

— Public school district grantee (5 years of experience participating in 10 Cents)



Our staff is very excited to try new recipes with our [CSA] share each week. They have expanded their knowledge about the items we receive, and it has allowed them to be more creative with our monthly menus.

— Early care and education grantee (1 year of experience participating in 10 Cents)

Conclusion

Evaluation findings show there is a wide range of experience in purchasing and serving local foods among participating FPMs.

FPMs reported using at least one of the three typical meal preparation methods in their food service programs — heat and serve, semi-prepared methods and scratch cooking — showing FPMs can participate in 10 Cents with any type of meal preparation method. Throughout the year FPMs conducted a variety of promotional and educational activities such as taste testing, in addition to purchasing and serving meals with local foods. Lastly, FPMs shared that the majority of their food program staff, a key part of food program operation, had a positive reception to 10 Cents.

Different characteristics — such as the meal preparation methods and perceived motivators, barriers, and challenges — may influence their purchasing and service of local food through 10 Cents, but further investigation would be required to understand the extent to which and in what ways these characteristics influence everyday practice. Knowledge about participating food program managers is important for those administering the 10 Cents program as well as supporting partners so that they can provide appropriate resources to support grantees in their efforts to purchase and serve Michigan grown foods.

QUESTIONS FOR A 10 CENTS A MEAL GRANTEE:

Brent Bishop | Food Service Supervisor, Charlotte Public Schools

Charlotte Public Schools is a public school district located in Southern Michigan in Eaton County. During the 2021-2022 school year, there were over 2300 children enrolled in the district which includes preschool through 12th grade. Charlotte has been a 10 Cents a Meal grantee since 2020-2021 when the program went statewide for the first time. Brent Bishop is the district's Food Service Supervisor and manages the 10 Cents grant.

WHAT IS YOUR ROLE AS THE FOOD SERVICE SUPERVISOR?

I'm responsible for overseeing a dynamic food service team that serves over 2000 nutritious meals across our district. I'm proud of the hard work our team puts in to make this a reality each and every day!



Photo credit: Brent Bishop

WHAT ARE THE DAILY ACTIVITIES OF YOUR JOB?

I wear many hats! My primary responsibility is to work with my team to ensure we provide a seamless level of service to our district and partners while constantly looking for ways to elevate and improve upon what we do in a fiscally responsible manner. COVID-19 has been tough to navigate through, but the reality is it's provided many opportunities for school food service professionals to provide better food on our students' lunch trays!

HOW ARE YOU INVOLVED WITH 10 CENTS A MEAL?

I'm very "hands on" with the program. I feel you will only reap the rewards from this program if you are fully engaged. It takes a commitment to develop the relationships that make the program a success. When we were awarded this grant, I assembled some of our key staff members and challenged them to help us develop relationships with local farms. I was pleasantly surprised to have tremendous buy-in from my team, which resulted in identifying suitable farm families for us to partner with.

We've been able to use the funding to purchase local foods to support a variety of our programs throughout the district. Every student has seen local foods offered to them at breakfast, lunch and a few of our afterschool programming initiatives.

HOW HAS 10 CENTS CHANGED YOUR PROGRAM?

The apples we serve make a short 9-mile trip from the farm to our cafeterias. This helps reduce our carbon footprint and keeps those dollars in our county, supporting local farm families! And this past January we were able to partner with a like-minded organization to supply us with lettuce that comes from the farm to our tables within three days! I know some chefs that would give their right arm to get that type of high-quality produce during the winter months in Michigan! If it was not for this program, we would not have been able to cultivate this relationship!

- **Positive:** Supporting local farm families, reducing our carbon footprint and offering nutritious items that we can tell a story about is a big deal for us at CPS!
- **Negative:** The reporting we've had to provide was a little challenging, but Wendy and her team were able to navigate us through that process.

WHAT WOULD YOU LIKE TO SEE FOR THE FUTURE OF 10 CENTS?

I think the program has made tremendous strides and it will only get better as more of our peer institutions get involved. The local food initiative for schools in Michigan is really picking up steam, "persistence breaks resistance" and it seems like next year will be even better!

ANYTHING ELSE YOU'D LIKE TO SHARE ABOUT YOUR DISTRICT'S EXPERIENCE WITH 10 CENTS A MEAL?

Two things. Thank you for making this a possibility, it's been a win-win for our local farm families and CPS. And I'd encourage anyone who's considering applying for the 10 Cents a Meal program to do so! Start small, the people involved are passionate about local foods and will go out of their way to give you the tools to be successful at serving more local foods!

Michigan Farmers and Vendors Participating in the 10 Cents Supply Chain

The 10 Cents program has benefits that extend to children and grantees, but also to small- and medium-scale Michigan farms and food suppliers through market opportunities. Using information about food purchases submitted by grantees between September 2021 – August 2022, it is clear that a diverse range of Michigan foods were purchased throughout the year from a variety of farms and food suppliers.

This summary shares findings about participating Michigan farms and food suppliers, including the variety of market channels they sold through to reach 10 Cents grantees.

Please note that the results summarized below are representative of the 145 grantees who reported purchasing information to the Michigan Department of Education (MDE). MDE administers 10 Cents and provides this purchasing information for evaluation. Additionally, there were instances in which invoice submission errors by some grantees resulted in overall underreporting of the total dollars spent of purchases.

During the program year, grantees who reported their purchases spent over \$3 million dollars on Michigan-grown fruits, vegetables, and dry beans.¹⁴ For these food purchases, grantees reported at least **222 unique vendors, of which 174 were farms that supplied Michigan-grown foods** through the 10 Cents food supply chain. These farms were located in **45 different counties**, just over half (54%) of all counties in the state. Additionally, several vendors (distributors and food hubs) shared lists of farms to 10 Cents program administrators because some of their products purchased by grantees may have been sourced from multiple Michigan farms. Together, their lists included an additional 117 farms not already reported by grantees, for a possible total of **291 unique Michigan farms** as the original sources of 10 Cents purchases. Other vendors included farmer cooperatives, grocery stores, food hubs, processors, and distributors.

222

unique vendors supplied Michigan-grown foods through the 10 Cents food supply chain

Based on grantees' purchasing information, the market channels through which foods moved from the farm to 10 Cents grantees are described below.

- Regardless of the market channel used, grantees reported an **average of six farms of origin (5.7)** for their food purchases.
- More than half of grantees (54%, 79 of 145 who reported purchasing information) used **two or more types of market channels**, while 45% (65) reported using just one type of market channel.
- Nearly half (48%) of all 10 Cents purchases (in dollars) were from **broadline distributors** and 39% were from **food hubs**, as seen in the table below.

¹⁴ More information about the different Michigan-grown foods served can be found in the summary, [What Foods Are Served Through 10 Cents?](#)

Table 7: Purchases Through Market Channels Used by 10 Cents Grantees in 2021-2022

| Market Channel | Total reported dollars spent | Percent of total purchases | Number of grantees | Percent of total grantees |
|-----------------------|------------------------------|----------------------------|--------------------|---------------------------|
| Broadline distributor | \$1,461,590 | 48% | 98 | 68% |
| Food hub | \$1,202,830 | 39% | 74 | 51% |
| Farm direct | \$172,785 | 6% | 51 | 35% |
| Specialty distributor | \$89,462 | 3% | 14 | 10% |
| Farmer cooperative | \$58,095 | 2% | 14 | 10% |
| Grocery | \$50,406 | 2% | 5 | 3% |
| Processor | \$30,917 | 1% | 22 | 15% |

Note. n = 145

Often grantees reported using only one vendor such as a broadline distributor, but they did not account for an intermediary vendor that sold a farm's product to the broadline distributor. Using information collected from distributors, we can see that all grantees reported purchases (145) that used intermediary market channels to acquire Michigan-grown products at least once, and over a quarter of all 10 Cents purchases (28%) involved an intermediary vendor (33 vendors total). For 10 Cents, an intermediary vendor is defined as a vendor that purchases products from Michigan farmers and then sells those products to another vendor or distributor before they reach grantees, as seen in the figure below.

Figure 6: Possible Market Channel in the 10 Cents Supply Chain in 2021-2022

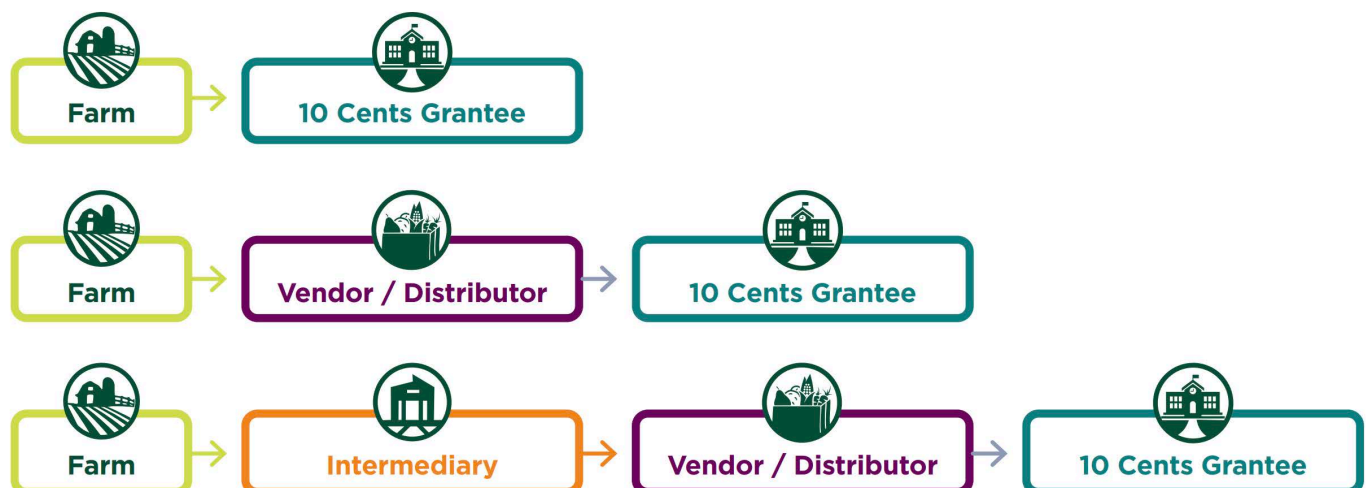
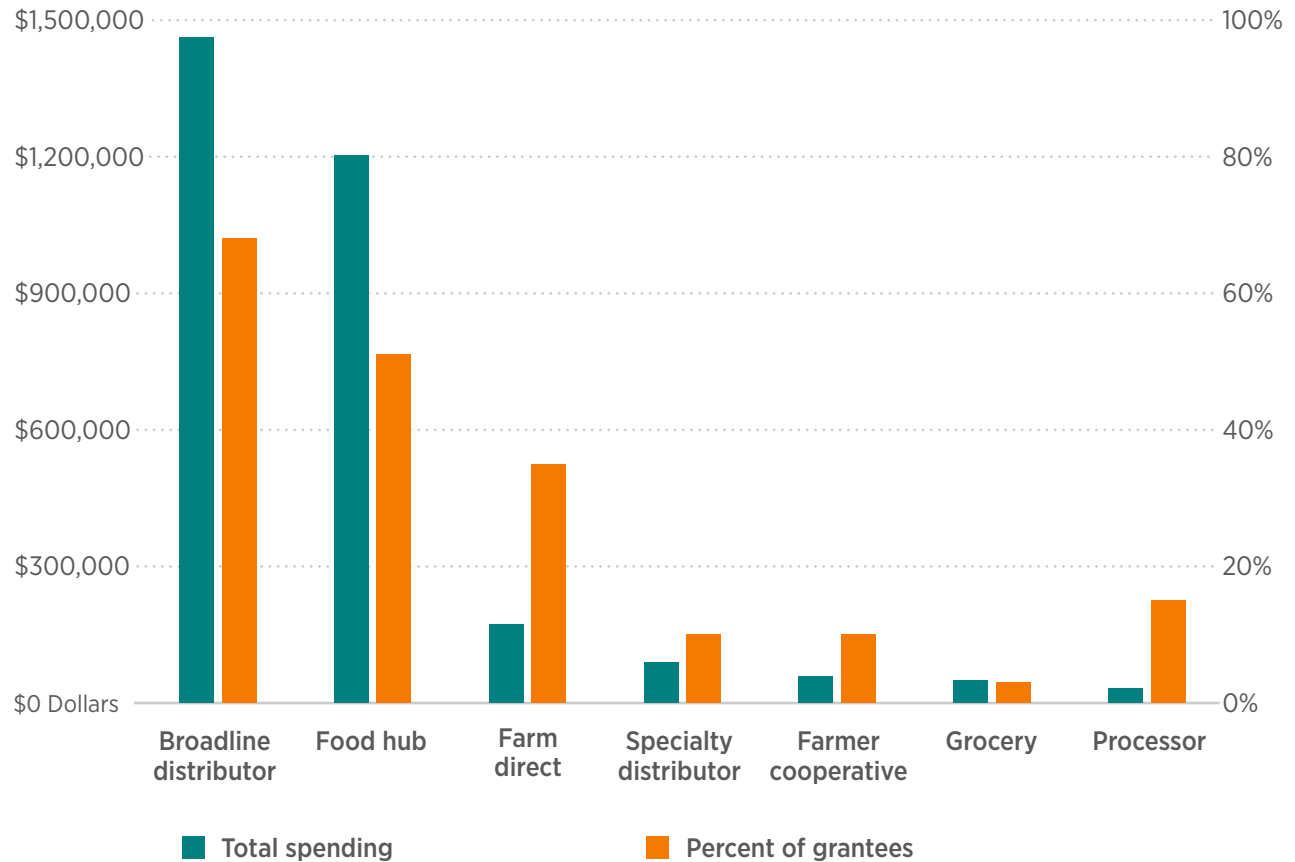


Figure 7: Spending Through Market Channels Used by 10 Cents Grantees in 2021-2022



Note. n = 145

Michigan Farmers’ Sales in the 10 Cents Supply Chain

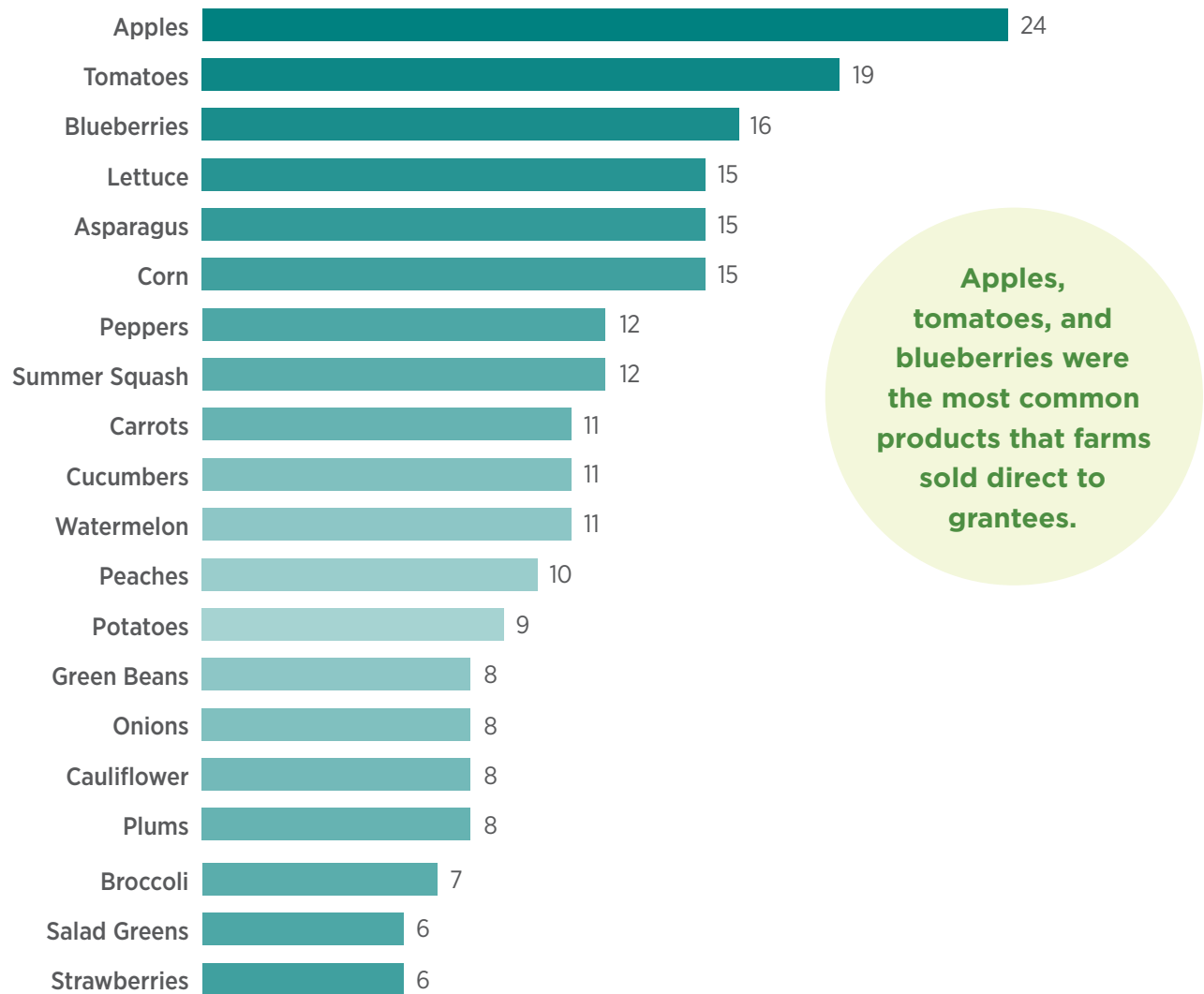
One way that farmers participated in the 10 Cents supply chain was by selling direct to 10 Cents grantees. Fifty-one grantees reported purchasing over \$170,000 of Michigan-grown products directly from 105 individual farms (6% of total reported purchases) in 32 counties across the state.

- Most farms reported by grantees (82%) sold just one category of food products directly to grantees, whether it was fruits, vegetables, or dry beans. No farms sold all three categories of products direct to grantees.
- The top Michigan-grown foods grantees reported most frequently as purchased directly from farms were apples (24 farms), tomatoes (19), blueberries (16), lettuce (15), asparagus (15), and corn (15). See additional products most frequently purchased from farms in the figure below.

Most common Michigan-grown foods purchased directly from farms:

- Apples (24 farms)
- Tomatoes (19)
- Blueberries (16)
- Lettuce (15)
- Asparagus (15)
- Corn (15)

Figure 8: Most Common Products Farms Sold Direct to Grantees in the 10 Cents Supply Chain in 2021-2022



Note. n = 105

Grantees reported purchasing Community Supported Agriculture (CSA) boxes for the first time this grant year, totaling over \$9,000 of purchases.

Some farmers who sold directly to 10 Cents grantees did so through CSA boxes. As shared in the summary on [What Foods are Served Through 10 Cents](#), grantees reported purchasing CSA boxes for the first time this grant year, totaling over \$9,000 of purchases.¹⁵ Five farms sold CSA boxes directly to three school districts and several ECE grantees, but the types of products included were not required reporting for grantees. CSAs may present a convenient way for some grantees, particularly smaller schools and ECEs, to get a variety of produce on a consistent basis. At the same time, CSAs can ensure some up-front income for farm businesses as they typically require payment from customers for a subscription in advance of the growing season.

¹⁵ Refer to the [Key Definitions](#) for the definition of a community-supported agriculture (CSA) box.



We did not know about CSA and are now participating with a local farm due to our participation in the 10 Cents program.

— Early care and education grantee

Many farmers who participated in the 10 Cents supply chain sold through more than one market channel.

While some sold directly to grantees, some sold through food hubs and distributors (known also as intermediaries) instead or in addition to selling direct to grantees. Among the farms reported as vendors by grantees (174 farms in 45 counties):

- **137 farms sold through one type of market channel**, while 27 sold through two different market channels, and 10 sold through three or more market channels. One farm sold through five different market channels, the most of any farm.
- **138 farms sold just one category of eligible 10 Cents food products** (fruits, vegetables, or dry beans), 34 farms sold two categories, and only two farms sold all three categories.

To further illustrate this point, see a few examples outlined in the table below of how farms participating in the 10 Cents supply chain reached different types of grantees through different market channels.

Table 8: Examples of How Farms Participated in the 10 Cents Supply Chain in 2021-2022

| Farm | Products | Market channels | Grantees reached | Potential reach (children) |
|------|---|--|--|----------------------------|
| A | Fruits (2 types) Vegetables (1 type) | Farmer cooperative, farm direct | 5 public schools and districts | 11,076 |
| B | Community-Supported Agriculture (CSA) Box | Farm direct | 2 public schools and districts | 2,119 |
| C | Fruits (1 type) Vegetables (8 types) | Broadline distributor, farm direct, food hub | 42 public schools and districts, 1 nonpublic school, 1 ECE | 128,978 |

Overall this year, about one-fifth (21%) of all 10 Cents purchases (in dollars) did not include a farm of origin, a significant increase in transparency from the previous program year (when 60% of purchases did not list a farm of origin). One big reason for this improvement was program administrators from MDE having additional staff capacity to follow up with grantees to ensure they named an eligible farm with their eligible product purchases. Administrators were also able to work with several vendors to obtain farm of origin for their products as one way to verify grantee purchases. When grantees can report the farm of origin, it helps improve the integrity of the program because their purchased foods can be verified Michigan-grown.

- Aside from farm direct purchases, grantees reported the farm of origin most often when they purchased from farmer cooperatives and food hubs.
- Additionally, MDE staff could verify 100% of all food hub purchases and 92% of farmer cooperative purchases by using the lists of farms that vendors provided.
- Grantees most often did not report the farm of origin when they reported purchasing from specialty distributors (50% of purchases) and broadline distributors (40% of purchases).

About one-fifth (21%) of all 10 Cents purchases did not include a farm of origin, a significant increase in transparency from the previous program year.

Influence of 10 Cents on Grantees' Relationships with Farms and/or Food Suppliers

FPMs were asked several questions related to their participation in 10 Cents and its impact on farmers or local food vendors/suppliers¹⁶ in the final evaluation survey (August).

- **Over half of responding grantees (52%, 111) reported that participating in 10 Cents allowed them to make connections with new farmers or suppliers**, and 54% (114) reported that participation improved their existing relationships with farmers or local food suppliers.
- **The majority (69%, 85 out of 123) of responding grantees indicated that 10 Cents participation positively influenced farms, distributors, processors, or other food businesses** to better meet their food service needs.

Of FPMs who responded, 95 shared written responses about new connections and improved relationships with farmers and food vendors. Evaluators coded these responses, including for themes, which are described below.

Of responses about new connections to food suppliers, nearly half of grantees (49%) indicated new connections with farmers, and a third (34%) specified food hubs. Other new sources of local foods reported by grantees included farmers markets, distributors, and one food processor.



We have been in contact with lots of Michigan local farms and have talked with them about what fruits and vegetables are good at certain times of the year. We have had some really delicious products from them to try. We also had a local farmer come to our center and provide tips on how to keep up our garden. The children were able to grow some radishes and cucumbers.

— Early care and education grantee



I have been able to make connections with farmers in my local vicinity and had in-depth discussions about what items might be mutually beneficial for both our school and their farm... This program has provided an opportunity to open dialog between farmers/supplier and our program directly. We have been able to have discussions to find more opportunities for mutually beneficial arrangements.

— Public school district grantee

¹⁶ Refer to the [Technical Notes](#) for a detailed explanation of open-text written response analysis.

Among responses about improved relationships with food suppliers because of 10 Cents, the most common theme reported by FPMs was related to vendors adjusting their invoices and product information to help grantees identify the farms of origin for their food purchases (38%). Grantees also commonly shared about a perceived increase in business for farms/food suppliers due to increased sales through the 10 Cents program (30%).



Communication has improved ... through reaching out to see what is new or available and our representative reaches out to us to provide the information on what farms/locations that produce is coming from and that helps a lot.

— Early care and education grantee



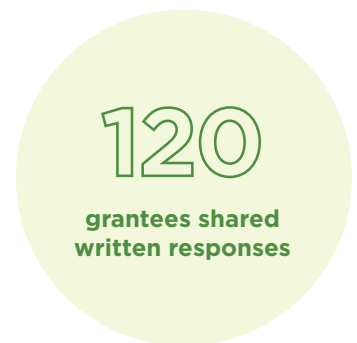
We were able to do a marketing spotlight on two local farmers who grew the produce and post it on their website. It was a little bio, picture and list of produce including where it was grown.

— Public school district grantee

Of the responding grantees, 120 shared written responses about their participation in 10 Cents positively influencing farmers or other food vendors to better meet their food service needs.

Some of the most common of these themes were:

- **Improved supply chain logistics** (24%);
- **increased access to local foods** for food service programs (22%);
- **increased demand** for local products (14% of all responses); and
- **improved relationships** (10%).



For the purposes of this analysis, we define the components of supply chain logistics as physical goods and services (ex. delivery methods), as well as information about products, vendors, and invoices. In the future, we hope to examine how more and more transparent information, including its exchange between vendors and grantees, improves over time, potentially including its impact on increasing sales of Michigan-grown foods through the 10 Cents program.



There have been times that I have been able to connect with a supplier on how to use a product that they are having difficulties moving that might work well for us because they can offer us a discounted rate.

— Public school district grantee



This is allowing the bridging of the local farm industry directly with the local community, which allows the school to share where the produce has been obtained, which in return increases the traffic to the local farm we use.

— Non-public school grantee

Conclusion

Information reported by FPMs shows that 10 Cents grantees are purchasing from a variety of farmers and food suppliers across the state who are participating in, and benefitting from, the 10 Cents supply chain through different market channels.

- **Grantees reported over 200 unique vendors**, of which 174 were farms in 45 counties that supplied that Michigan-grown fruits, vegetables, and/or dry beans.
- **An additional 117 farms were reported separately by local food suppliers** for a possible total of 291 Michigan farms as sources of products purchased and used through 10 Cents.

Evaluation survey responses also revealed that many grantees reported new connections and/or improved relationships with Michigan farmers and food vendors through participating in 10 Cents. As we look into the future of the program, evaluation can help us track the evolution of grantees' spending and relationships with farms and/or food suppliers over time, potentially including the exchange of information within this supply chain. For now, this information can help grantees and other farm to school practitioners learn more about how Michigan-grown foods travel through the 10 Cents supply chain before ending up on children's plates. Additionally, farmers and food suppliers can learn more about the market channels and the Michigan-grown foods that grantees currently use so that they can make more informed business decisions, should they seek to participate in this growing market.

QUESTIONS FOR A 10 CENTS FARMER:

David Rennhack | Manager, Rennhack Orchards

Rennhack Orchards is a farm located in Hart, Michigan that grows a range of products and are well known for their delicious apples. They currently sell through various markets, including 10 Cents grantees as well as their farm market, Rennhack Orchards Market. Dave Rennhack is the manager of Rennhack Orchards and Rennhack Orchards Market.

WHAT DO YOU DO?

I manage around 100 acres of apples as well as around 15 acres of sweet and tart cherries, peaches, apricots, nectarines and plums. We also raise around 25 acres of sweet corn, and several acres of tomatoes, melons, peppers, pumpkins and squash. I enjoy raising high quality, healthy produce and getting positive feedback about our fruits and vegetables. I feel like the 10 Cents program has given us the opportunity to impact our future consumers by giving them good tasting, healthy fruit, mainly apples, that they can incorporate into their diet.

HOW ARE YOU INVOLVED WITH 10 CENTS A MEAL?

We have been involved with the 10 cent program for several years, maybe 7-8, and have expanded the number of schools we work with during that time. The 10 cent program has allowed us to have a better market for some of our fruit that is good for fresh consumption but beyond what our farm market can sell.

HOW HAS 10 CENTS CHANGED YOUR FARM BUSINESS?

The program has definitely impacted our operation in a positive way.

WHAT WOULD YOU LIKE TO SEE FOR THE FUTURE OF 10 CENTS?

As far as the future goes, I would like to see the program's cost share increase slightly to keep up with rising costs. We need to increase what we charge schools every couple years to reflect our increasing costs of materials and labor. My fear is that the schools will not be receiving enough assistance and will eventually scale down or stop purchases in the future.

ANYTHING ELSE YOU'D LIKE TO SHARE ABOUT YOUR EXPERIENCE WITH 10 CENTS A MEAL?

We have actually planted some new apple varieties specifically for the program because we believe that they are well suited to that market. It has also been nice to hear from the food directors how well the kids like our apples.

Learn more about Rennhack Orchards at www.renhackorchardsmarket.com.

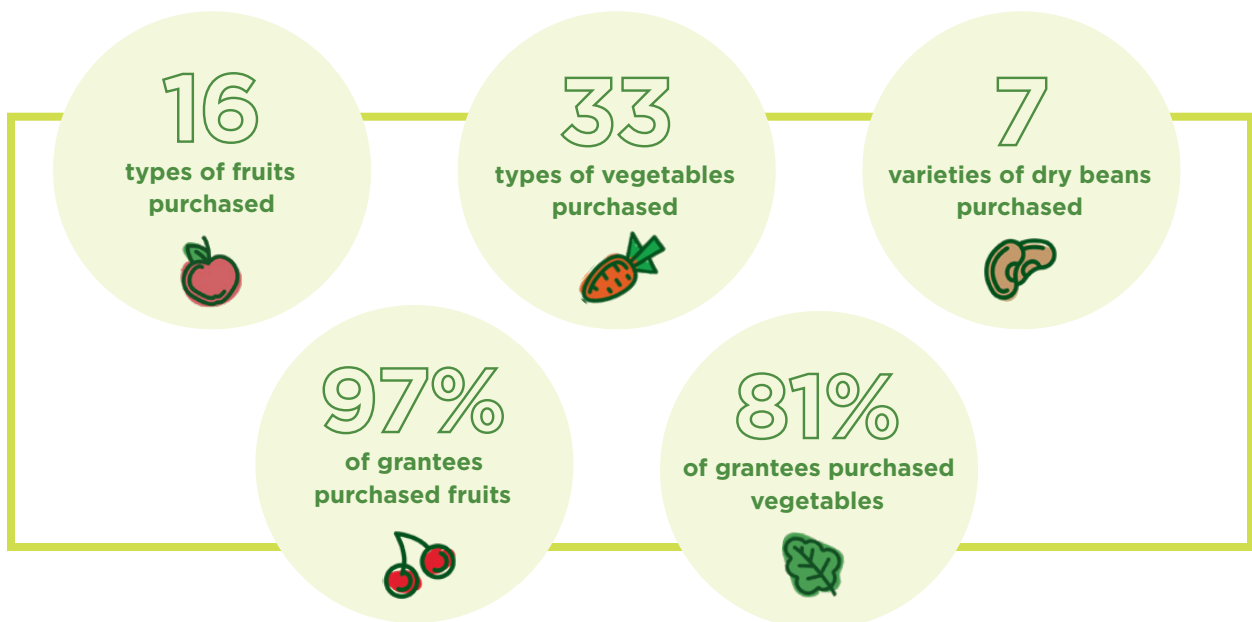


What Foods Are Served Through 10 Cents?

Each year, food program managers (FPMs) report a variety of Michigan-grown fruits, vegetables, and dry beans purchased and served to children through 10 Cents.

For the 2021-2022 program year, 145 out of 257 grantees shared purchasing information (September 2021 – August 2022) such as types of foods and their dollar amounts and farms of origin. Also, 253 different grantees responded to questions in evaluation surveys about their food purchasing, including Michigan-grown products they tried for the first time and those that are of new and growing interest. This summary shares findings about the many diverse Michigan-grown foods served through the program.

Throughout the year, 10 Cents grantees together purchased:



- On average, a grantee purchased **four different types of fruits** and **six different types of vegetables** during the program year.
- Of all the grantees who reported purchases, **97% purchased fruits** and **81% purchased vegetables**.
- In dollars, **fruits made up the majority (81%) of 10 Cents purchases** and nearly a fifth (18%) of purchases were on vegetables.
- Less than 1% of 10 Cents purchases (in dollars) were for dry beans** by 9% of all grantees (13 grantees). As a state that leads the country in dry bean production, this category has huge potential to increase purchases by grantees.

For the first time, grantees reported purchases of Community Supported Agriculture (CSA) boxes.

Three school district grantees and child care providers who participated in a family day care home pilot reported purchasing \$9,000 in CSA boxes (>1% of purchases).¹⁷ The products in a CSA box can vary greatly throughout the year, and they may include a combination of fruits, vegetables, and/or dry beans. Since grantees are not required to report the specific foods sold in each CSA box, the full extent of products included in them is unknown.



We have joined CSA in our community at a farm we did not know existed! We have made new friends in our community, and our kids are so excited about what we get each week.

— Early care and education grantee

QUESTIONS FOR A 10 CENTS GRANTEE:

Angie Torres | Executive Director, Stars and Stripes Learning Station

The Stars and Stripes Learning Station is a childcare center through Young Child Associates in Southern Michigan. New to the program, 2021-2022 was their first year participating in 10 Cents. Angie Torres is the Executive Director of the Stars and Stripes Learning Station, and she oversees the 10 Cents grant.

WHAT DO YOU DO?

Maintaining enrollment of our 7 classrooms, ensuring enough staff for ratios, training staff to be able to provide quality care, and answering a million emails.

WHAT DRIVES YOU?

When I see children grow from each classroom to the next, watching the staff engage with the children, talking with the families daily, and seeing the community grow together in childcare.

WHAT ARE SOME ACTIVITIES THAT YOU DO THROUGH/FOR 10 CENTS?

We did taste testing, graphing on our favorite snacks, and provided recipes to families to try at home.



¹⁷ 10 Cents a Meal was piloted in family child care homes with providers who participate in the Child and Adult Care Food Program (CACFP) with a CACFP sponsor (The Association for Child Development).

HOW HAS 10 CENTS CHANGED YOUR PROGRAM/BUSINESS/ACTIVITIES?

We have been able to change our meals and snacks that we serve. We went from serving mostly crackers to fresh hummus or salsa, adding fresh fruit instead of canned fruit, and much more.

WHAT WOULD YOU LIKE TO SEE FOR THE FUTURE OF 10 CENTS?

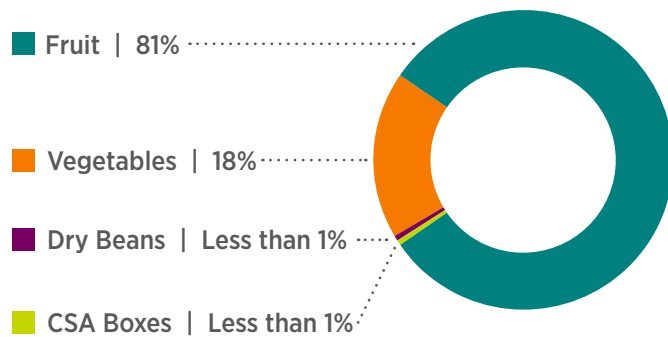
A list of local stores that provide Michigan grown items.

ANYTHING ELSE YOU'D LIKE TO SHARE ABOUT YOUR EXPERIENCE WITH 10 CENTS A MEAL?

This is an amazing program and we are excited to partner again this year.

Learn more about Young Child Associates at www.youngchildassociates.com.

Figure 9: Reported Purchases of Michigan-Grown Products by 10 Cents Grantees in 2021-2022



Through 10 Cents, children have the ability to choose and try different Michigan-grown fruits, vegetables, and dry beans.

Note. n = 145

Through 10 Cents, children have the ability to choose and try different Michigan-grown fruits, vegetables, and dry beans.¹⁸ This year’s findings show that through 10 Cents FPMs are often serving foods that are common to food programs, but in some cases they are likely introducing Michigan children to new tastes and flavors as well.

- Some of the most common Michigan-grown foods served included apples (purchased by 133 grantees), blueberries (76 grantees), peaches (65 grantees), cucumbers (62 grantees), and carrots (61 grantees).

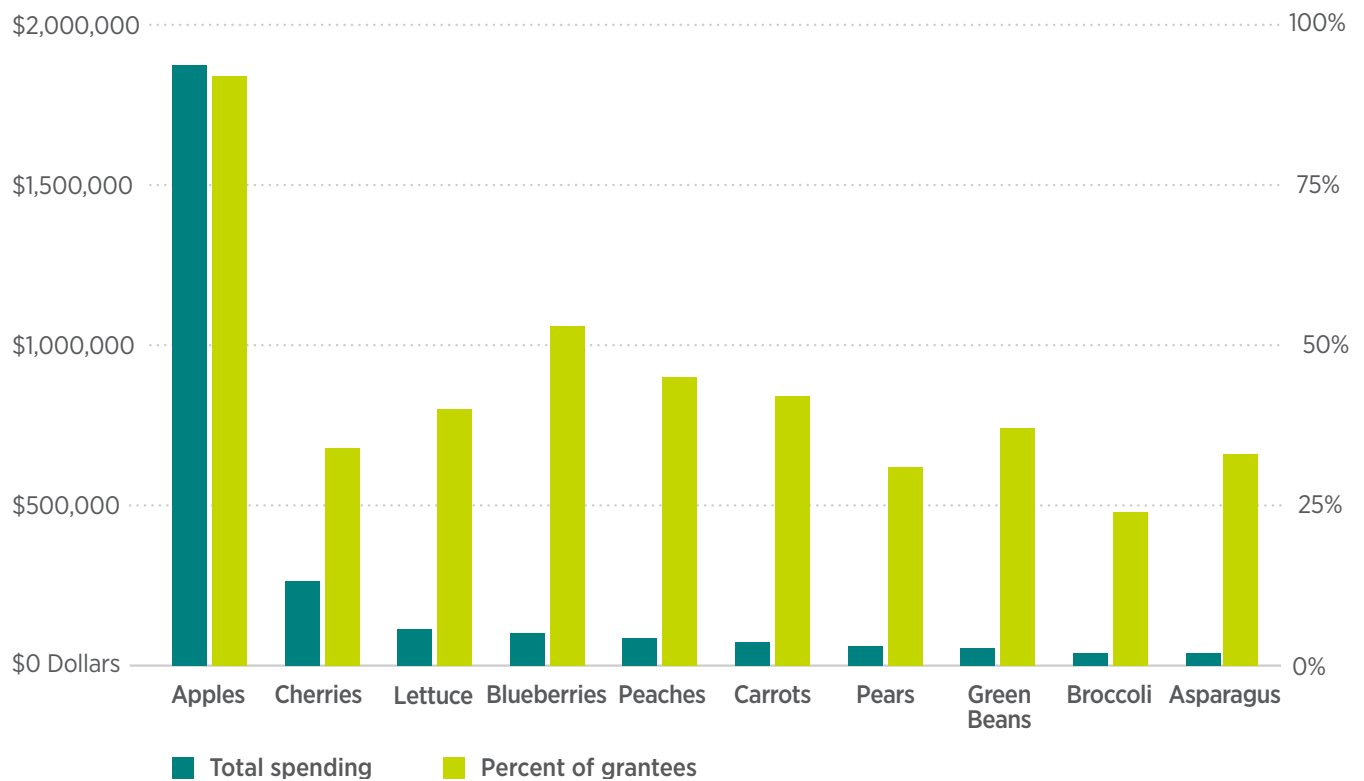
¹⁸ Refer to [Why 10 Cents Matters: A Framework](#), which was developed with program stakeholders for more information about program goals.

Grantees spent the most on

- **Apples** (61% of total purchases in dollars)
- **Cherries** (9%)
- **Lettuce** (4%)
- **Blueberries** (3%)
- **Peaches** (3%)

- Thanks to 10 Cents grants, some **Michigan children had the chance to try some foods that may be uncommon in food programs** in school and ECE settings, such as candy cane beets, heirloom dragon tongue beans, fennel, clamshell mushrooms, rhubarb, saskatoon berries, and black radishes.
- Although specific varieties of foods were not required for reporting, some grantees also shared varieties of some of the purchased products:¹⁹ at least **six varieties of dry beans** (cannellini, navy, pinto, red kidney, garbanzo, and great northern) and **over 30 different varieties of apples** were served to children.

Figure 10: Top 10 Foods Purchased by 10 Cents Grantees in 2021-2022



Note. n = 145



We spoke with our local apple grower, and he had apples that came from trees that were set up as pollinator trees. They produced a smaller apple that had a rougher look and skin but were very sweet and tasty. We did signage to promote and get students excited about them. They were a hit. So, we were able to use a product that might not have been consumed or generate income for our local grower and offer a fun exciting healthy local addition to our school meal program.

— Public school district grantee

19 Since product varieties were not required for grantee reporting, product names were inconsistently reported and therefore not examined in detail.

In the final August evaluation survey, FPMs were asked if 10 Cents funding allowed them to try new Michigan-grown products in their food programs. The majority of responding grantees (66%, 141 out of 215) reported that 10 Cents grants allowed them to try new Michigan-grown foods that they otherwise would not have tried.



[10 Cents] has allowed us to expose some students to items that they would never have tried. When we introduced the watermelon radish, I was amazed at the amount of students who had zero clue as to what it was. They were all excited to try it though, and that is always the best part.

— Public school grantee

66%

of grantees reported that 10 Cents allowed them to try new Michigan-grown foods

139

FPMs reported trying a Michigan-grown fruit, vegetable, or dry bean for the first time

Additionally, in each survey during the year (October, January, August), FPMs were asked if they served any new Michigan-grown fruits, vegetables, or dry beans for the first time in their program since the start of the year or the last survey.²⁰ If they indicated yes, they were asked to list up to 12 Michigan-grown fruits, vegetables, and/or dry beans they tried. Throughout the year, 139 FPMs made 559 total reports of trying a Michigan-grown fruit, vegetable, or dry bean for the first time.

On average, FPMs reported serving **three new Michigan-grown foods** during the year.

- Together, grantees reported trying for the first time **35 types of vegetables and 15 types of fruits**.²¹
- The **top 10 new Michigan-grown foods reported by FPMs** (in rank order of the number of written responses) were apples, blueberries, cherries, carrots, asparagus, peaches, potatoes, pears, cucumbers, and green beans.
- FPMs reported **purchasing and serving new Michigan-grown vegetables** (312 reports) **more than Michigan-grown fruits** (239 reports) and dry beans (8 reports).
 - The top new Michigan-grown vegetables served for the first time were **carrots** (26 grantees), **asparagus** (25 grantees), and **potatoes** (19 grantees).
 - **Apples were also reported by 69 grantees**, of whom the majority (74%) were new to the program as this was their first year of participation. The other top new Michigan-grown fruits served for the first time were blueberries (35 grantees), cherries (31 grantees), and carrots (26 grantees).
 - **Eight FPMs reported serving Michigan-grown dry beans for the first time** with specified varieties including black beans (2 grantees), lima beans (2 grantees) and kidney beans (1 grantee).

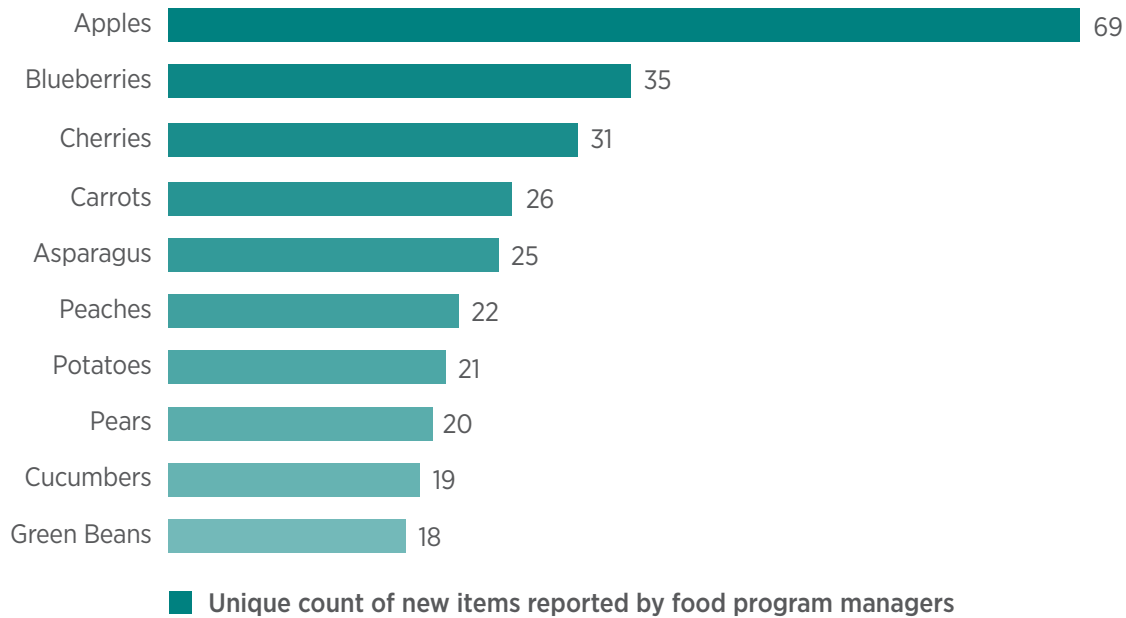
Top 10 new Michigan-grown foods reported by FPMs:

1. Apples
2. Blueberries
3. Cherries
4. Carrots
5. Asparagus
6. Peaches
7. Potatoes
8. Pears
9. Cucumbers
10. Green beans

²⁰ Refer to the [Technical Notes](#) to see the survey months and response rates for each question.

²¹ Although not included in our findings, grantees purchased various types of unspecified fruits and vegetables such as mixes, blends, and medleys.

Figure 11: Top Reported Michigan-Grown Fruits and Vegetables Purchased and Served for the First Time Through 10 Cents in 2021-2022



In each evaluation survey during the year (October, January, August), FPMs were asked if there were any Michigan-grown fruits, vegetables, or dry beans that they wanted to use but were unable to find or buy for their food program. If FPMs responded yes, they were asked to list up to 12 Michigan-grown fruits, vegetables, and/or dry beans they wanted to use in their food program, including the product form. Throughout the year, nearly 38% of all responding grantees (91 out of 241) confirmed that there were Michigan-grown products they would like to serve but were unable to find or buy.²² Of these grantees, 81 different grantees made 480 total reports of a Michigan-grown fruit, vegetable, or dry bean that they wanted to try and on average, they reported four foods each.

- FPMs reported **wanting to find and buy 16 different types of Michigan-grown fruits and 31 different types of vegetables**, but they more frequently reported fruits (308 reports) than vegetables (157).
- **The top ten foods FPMs reported wanting to try** (in rank order of the number of responses) included apples, cherries, blueberries, mixed berries, apricots, strawberries, carrots, corn, dry beans, and grapes.
- **Fifteen FPMs reported wanting to try dry beans**, including black beans.
- **Twenty-seven FPMs reported wanting a food that was in a minimally processed form** such as pre-chopped vegetables.

Top 10 new Michigan-grown foods reported by FPMs:

1. Apples
2. Cherries
3. Blueberries
4. Mixed berries
5. Apricots
6. Strawberries
7. Carrots
8. Corn
9. Dry beans
10. Grapes

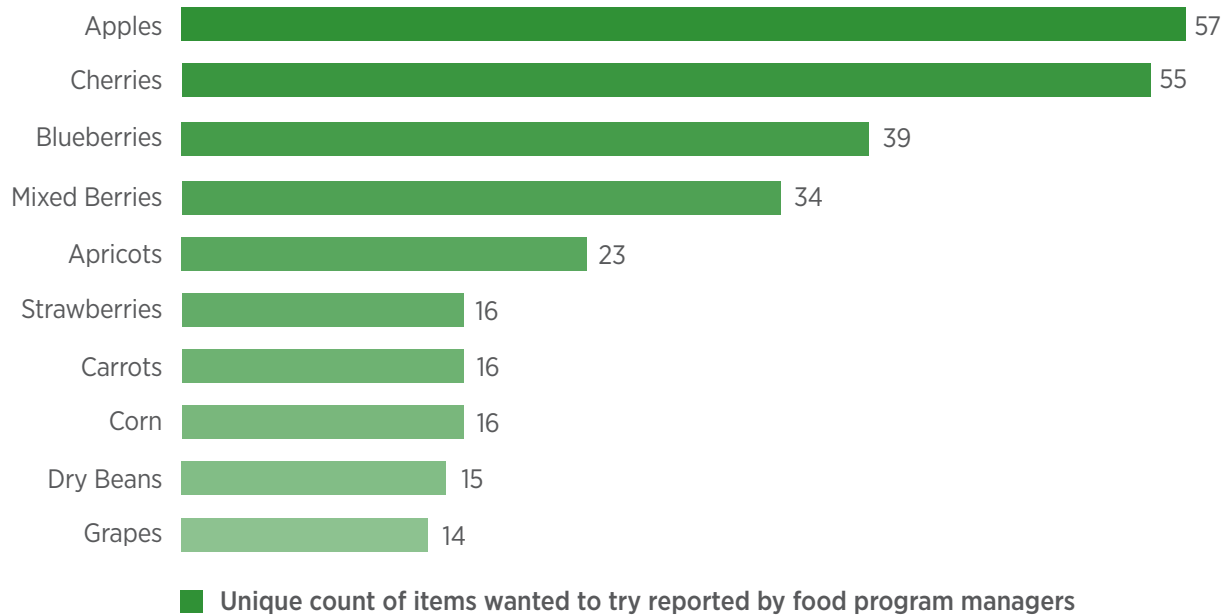


The biggest barrier that we face is the small growing window in Northern Michigan. When the produce is typically at its peak, we are not in school.

— Public school grantee

²² Refer to the [Technical Notes](#) to see the survey months and response rates for each question.

Figure 12: Top Reported Michigan-Grown Fruits and Vegetables That 10 Cents Grantees Wanted to Try but Were Unable to Find or Buy in 2021-2022



Conclusion

Grantees report a variety of Michigan-grown fruits, vegetables, and dry beans served to children through 10 Cents. While most grantees purchased fruits (97% of grantees) and vegetables (81%), some also reported purchasing dry beans (9%) and CSA boxes (3%).

There was a diverse range in the reported new foods served to children for the first time in food service programs, and the types of reported foods that FPMs wanted to serve but could not find or buy. As we look to the future, we can follow purchasing trends over time, including what Michigan-grown foods grantees are most interested in and/or able to incorporate into their menus. This can help 10 Cents grantees learn more from each other about how the program is used and other farm to school practitioners learn more about the local foods purchased by some of their peers which can offer ideas for growing their own programs. Additionally, farmers and food suppliers can learn more about the growing demand for Michigan-grown foods through 10 Cents, including the foods that 10 Cents grantees are most interested in purchasing, to inform their plans to sell to this market, if it is a good fit for them.

The Big Picture: Does 10 Cents Work?

The voices of the food program managers (FPMs) participating in 10 Cents, shared as feedback through evaluation surveys, help us paint a picture of how the program works in action and illustrate how it is reaching towards the two overarching goals set by the legislation:

1 to improve daily nutrition and eating habits for Michigan children, and

2 to invest in Michigan's agriculture and local food business economy.

In the following summary, we share evaluation findings related to outcomes, impacts, and feedback reported by FPMs as well as their needs to support their continued purchasing and serving of local foods²³ for the 2021-2022 program year.

Outcomes of Participating in 10 Cents

In the last of three evaluation surveys throughout the year (in August), FPMs were asked, "Related to your food service operation, which of the following outcomes has the 10 Cents program helped you to achieve?" FPMs could select all options that applied from a list of outcome statements. Over 200 grantees (212) reported outcomes of the 10 Cents program. For this evaluation report, we consider outcomes as short-term actions or results achieved through participation in 10 Cents.

- FPMs selected an average of three positive outcomes of participating in the program.
- The ranking of these results is almost identical to the previous year (2020-2021) apart from "ability to meet school requirements," which was less common last year and selected by only 16 (13%) grantees.
- Eleven grantees reported that no outcomes were achieved, most often due to their inability to participate in 10 Cents, despite being awarded a grant, due to limited available labor and staff capacity in their food service operation.

²³ Refer to the [Technical Notes](#) to learn more about the response rates and analysis for survey questions.

The top five outcomes (in rank order) chosen by FPMs were the following:

- 1)** The variety of produce served in the food service program has increased (102 grantees);
- 2)** We can plan local produce and dry bean purchasing with greater certainty (76 grantees);
- 3)** Our food purchasing budget increased. (74 grantees);
- 4)** Our purchasing power is enhanced. (69 grantees); and,
- 5)** We are better able to meet school meal requirements (44 grantees).

Table 9: Outcomes Achieved by Grantees through 10 Cents Participation in 2021–2022

| Outcome Statement | Number (percent) of grantees |
|---|------------------------------|
| The variety of produce served in our food service program has increased. | 102 (48%) |
| We can plan local produce and dry bean purchasing with greater certainty. | 76 (36%) |
| Our food purchasing budget has increased. | 74 (35%) |
| Our purchasing power is enhanced. | 69 (33%) |
| We are better able to meet school meal requirements. | 44 (21%) |
| Our food service budget is more stable. | 38 (18%) |
| We have better support for our food service program from the community. | 38 (18%) |
| Food vendors and farmers are more willing to supply our food service program. | 36 (17%) |
| Challenges to purchasing local foods are reduced. | 35 (17%) |
| Food waste has decreased. | 34 (16%) |
| The cooking skills of food service staff have increased. | 33 (16%) |
| Marketing menus is easier. | 31 (15%) |
| Participation in our food service program has increased. | 27 (13%) |
| Other | 14 (7%) |

Note. *n* = 212



Impacts of Participating in 10 Cents

In the final August evaluation survey, 212 food program managers (FPMs) also responded to the question, “To what extent are each of the following impacts true for your food service operation since participating in 10 Cents?” FPMs were provided with a list of statements and asked to choose their level of agreement ranging from strongly agree (5) to strongly disagree (1). For this evaluation report, we consider impacts as broader and more long-term results that can be achieved through participation in 10 Cents.

A majority of grantees agreed (either strongly or somewhat agreed) that **their food program was positively impacted** through participating in 10 Cents, including that they:

- **offered more local fruits** (78% of grantees);
- **offered more local vegetables** (75% of grantees);
- **increased fruit consumption** among students/children (69% of grantees);
- **increased vegetable consumption** among students/children (64% of grantees); and
- **identified new Michigan-grown fruits, vegetables, and dry beans** that are accepted/eaten by the children they serve (60% of grantees).

Grantees agreed the most with the impact statements

- “we offered more local fruits” and
 - “we offered more local vegetables”
- in their food programs due to 10 Cents grants (agreement levels of 4.1 and 4.0, respectively).



The two impact statements offered about dry beans had the lowest levels of agreement (3.0):

- “we added more dry beans to our menus” and
- “our students/children are eating more dry beans”



This is not surprising given the low levels of purchasing of dry beans, both in dollars and numbers of grantees, as reported by FPMs and shared in the summary, [What Foods Are Served Through 10 Cents](#).²⁴

FPMs were also asked questions related to their participation in 10 Cents and the perceived impact on farmers or local food vendors/suppliers. Results from these questions can be reviewed in further detail in the summary, [How Foods Move Through the 10 Cents Supply Chain](#). In short, over half of responding grantees agreed that participation in 10 Cents allowed them to make new connections with farmers or local food vendors/suppliers and improve existing relationships (52% and 54%, respectively).

²⁴ Learn more about how 10 Cents grantees purchase and serve of dry beans in the report, [All About Beans: A Summary of Legumes in the 2020-2021 Year of 10 Cents a Meal for Michigan's Kids and Farms Program](#).

Table 10: Impacts Reported by Grantees through 10 Cents Participation in 2021–2022

| Impact Statement | Number of grantees (<i>n</i> = 212) | | | | | Average Response |
|--|--------------------------------------|--------------------|--------------------------------|-----------------------|-----------------------|------------------|
| | Strongly agree = 5 | Somewhat agree = 4 | Neither agree nor disagree = 3 | Somewhat disagree = 2 | Strongly disagree = 1 | |
| We offered more local fruits. | 88 | 77 | 31 | 6 | 10 | 4.1 |
| We offered more local vegetables. | 84 | 74 | 35 | 11 | 8 | 4.0 |
| Our students/children are eating more fruits. | 55 | 91 | 52 | 6 | 8 | 3.8 |
| Our students/children are eating more vegetables. | 47 | 91 | 52 | 6 | 8 | 3.8 |
| I have identified new Michigan-grown fruits, vegetables, and legumes that are accepted/eaten by the children we serve. | 48 | 79 | 64 | 13 | 8 | 3.7 |
| We added more dry beans to our menus. | 15 | 34 | 122 | 24 | 17 | 3.0 |
| Our students/children are eating more dry beans. | 47 | 90 | 61 | 10 | 4 | 3.0 |

Needs to Support Purchasing and Serving Michigan Foods and Program Feedback

In two evaluation surveys (October, and January), FPMs were asked, “What else do you need to support your efforts to purchase and serve Michigan foods (of any kind) this year?” In the final survey (August), FPMs were asked about what they need to support these efforts into the future. Overall, 174 different grantees shared responses about current needs at least once across the first two surveys, and 124 grantees shared responses about future needs in the last survey.

FPMs also provided general program feedback about participating in 10 Cents. Across the year, 156 grantees shared their feedback in surveys, with response themes similar to those for their needs to support efforts to purchase and serve Michigan foods. Evaluators grouped these responses into themes, with highlights of findings described below.²⁵



I would like to see more info given of which farmers are selling produce, so I don't miss opportunity to buy from them.

— Early care and education grantee

²⁵ Refer to the [Technical Notes](#) to learn more about the response rates and analysis for survey questions.

Nearly a quarter of all responses to both questions about current needs and future needs (24% and 27%, respectively) indicated that grantees had no needs at the time. For FPMs who did report needs, **the most prominent response theme was about programmatic support for 10 Cents participation**; this was shared in almost half of all current and future need responses (45% of responses for both). It was also shared in one-third (33%) of all responses about program feedback. While many of these responses were about general training on topics like invoice submission and program requirements, they also included requests for lists of local farms and food vendors, promotional materials for local foods served, and help finding and connecting to sources of local food.



I am new to the process and would like some suggestions for best practice or more specifically some one-on-one time with a consultant to ask questions to increase our participation within the program.

— Public school grantee

QUESTIONS FOR A 10 CENTS FOOD SUPPLIER:

Dazmonique Carr | Owner & Founder, Deeply Rooted Produce

Deeply Rooted Produce is a zero-waste mobile grocery store Detroit, Michigan that prioritizes hyper local produce and Michigan-made value-added products.

They first learned about the 10 Cents program from the Detroit Food Policy Council in addition to learning about it from 10 Cents grantees. They currently distribute local produce to 10 Cents grantees, including early care and education centers. Dazmonique Carr is the owner and founder of the company.

HOW CAN YOU SEE 10 CENTS A MEAL EXPANDING IN YOUR REGION?

More local produce being provided to all childcare facilities and other organization that have access to more families.

WHAT IS YOUR PRIMARY CHALLENGE IN UTILIZING 10 CENTS A MEAL?

Communication and clarity around the grantee spending process and how they are to track the funds they spend: some grantees didn't know how the grant would work and didn't know if they could purchase from us thus we only received one order from a 10 cents a meal grantee although we were connected to others.

IS THERE SOMETHING ABOUT THE PROGRAM THAT YOU WOULD CHANGE TO MAKE IT MORE ACCESSIBLE TO ORGANIZATIONS LIKE YOURS IN YOUR REGION?

More consistent conversations with ECEs and schools, maybe a way to share our harvested items directly with the 10 Cents a Meal grantees.

Learn more about Deeply Rooted Produce at www.deeplyrootedproduce.com.

Other common responses included needs related to the food supply chain (22% of all current need responses, 13% of all future need responses, 14% of all feedback responses), such as the desire for larger volumes of local foods to order and purchase, increased and improved delivery options, and increased transparency from vendors about farms of origin for products purchased.



It would be helpful if [our vendor] was better able to pinpoint actual local produce and provide this information to us regularly. I find it is hard to submit required proper documentation....

— Public school district grantee



Our local [vendor] needs to offer a bigger variety of produce and more items that are partially prepped (carrot sticks, for example).

— Public school district grantee



It would be nice if [a vendor] would deliver to us. We are not on their list of places to deliver.

— Public school district grantee

Some FPMs mentioned needs related to their food service operation (8% of all current need responses, 10% of all future need responses, 15% of feedback responses) such as more staff to prepare food and better equipment to prepare and store foods.



At this time, the only thing needed to support our efforts lies on my shoulders. We need more staff. I am in the process of hiring more employees and cannot wait to start ordering in abundance like I have done before.

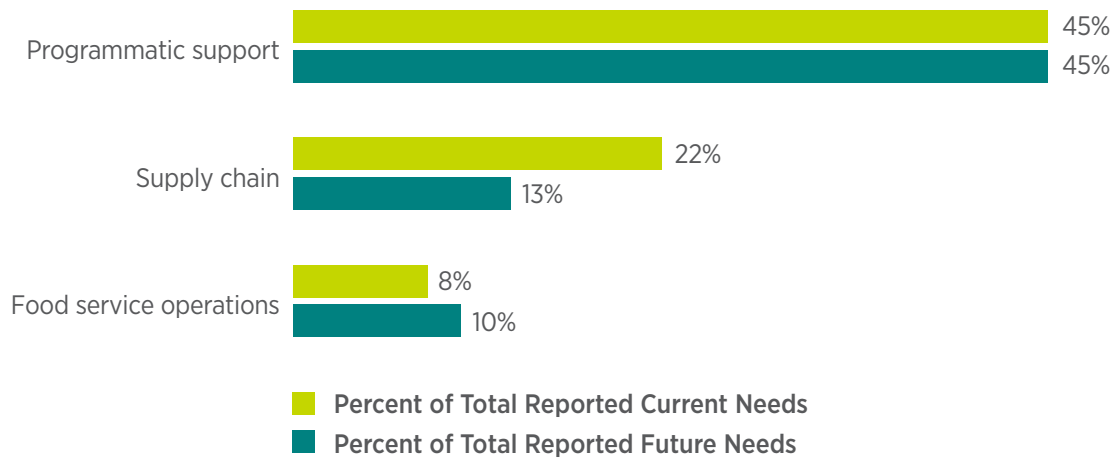
— Public school district grantee



I feel like I have not had the time to invest into the program that I need since the beginning of the school year. We were understaffed the first part of the year, and I spent many weeks working in the kitchen and trying to play catch up with managerial duties. I think it is a great program, but I feel that I lack the proper time for program success.

— Public school district grantee

Figure 13: Top Current and Future Needs Reported by 10 Cents Grantees in 2021-2022



Aside from the program feedback already mentioned about programmatic support, food service operations, and the food supply chain, over half (63%, 98 grantees) of all FPMs who shared program feedback responded positively about participating in the 10 Cents program (39% of all responses).

- Most positive feedback was about general support and positive reception towards the program, including a positive impact on food service staff, teachers, and students.
- Other positive responses shared about the benefit of 10 Cents grants to help them **afford more local foods**, and the **positive influence of the program on new and existing relationships** with farmers and local food suppliers.

Highlights from these responses include the following:



Thank you for this opportunity. We purchased about 30% more local fruits and vegetables than we originally planned for. That is the best indication that the program works...

— Public school district grantee



This program has helped us create a better menu...We have added more home cooked items, fresh snacks, and new menu ideas.

— Early care and education grantee



Participating in the 10 Cents program has really encouraged me to purchase some vegetables that I would not have tried otherwise. To my surprise, students have been more willing to try the new vegetables and have given us great feedback as to how they liked them.

— Public school district grantee

Reflection

Across the year, FPMs participating 10 Cents shared important information and feedback that provided insight into how the program works at the grantee level and whether it is reaching towards its legislative goals.

Survey feedback showed the program still has room for improvement to support grantees with their local food purchasing efforts. However, findings also show that many benefits resulted from 10 Cents, per the perceptions of participating FPMs. Grantees reported several different positive outcomes achieved in their food service programs, such as increased purchasing budget to purchase more foods from Michigan farms and food suppliers, as well as impacts, such as serving more Michigan-grown fruits and vegetables.

These findings also reveal opportunities to support local food purchasing by grantees and improve their use of the 10 Cents program by identifying where technical assistance can be provided to meet their needs. Findings can also help local food supporters and partners to understand what grantees seek to support their continued efforts. The needs identified by grantees can also be helpful to farmers and food suppliers who are seeking to increase and improve their business relationships and sell more local foods to grantees. As the program expands, continued evaluation will allow us to follow and document how 10 Cents is reaching toward its goals and the impact it may have on children in school and other settings and Michigan's farms and food businesses.

QUESTIONS FOR A 10 CENTS A MEAL COMMUNITY PARTNER:

Amy Kuras | Research and Policy Program Manager, Detroit Food Policy Council

A local food council is a group that gathers around a specific region to assess and recommend practices or policies that affect the food system.²⁶ Groups like these can help promote and strengthen programs like 10 Cents a Meal.

Since its establishment in 2009, the [Detroit Food Policy Council](#) has worked to influence policy to ensure a sustainable and equitable food system in the city of Detroit. Amy Kuras is the council's Research and Policy Program Manager.

WHAT IS YOUR ROLE AND THE DAILY ACTIVITIES OF YOUR WORK?

Broadly, I monitor and advocate for policy on the federal state and local level, as well as work on communications, lead our grocery store work on an interim basis, and am running our Summit Planning Committee.

WHO IS INVOLVED OR IMPACTED IN YOUR WORK?

Food system leaders throughout the city of Detroit are most involved in our work, either through our committees, as council members, or partners in our work. We impact the city of Detroit as a whole through working towards equitable policy that benefits all the people of Detroit.

WHAT DRIVES YOU?

As a lifelong Detroiter I care deeply about removing barriers for people of Detroit to survive and thrive while being mindful of the systemic racism and inequality of opportunity we're fighting against. Food access and food sovereignty is particularly important to me as a gardener, cook, and mother. I'm especially concerned about making sure longtime Detroiters have access to the same opportunities as newcomers and are given the respect they are due for keeping the city functioning and neighborhoods connected when systems utterly failed them.

HAVE YOU SEEN WAYS THAT 10 CENTS A MEAL HAS IMPACTED YOUR WORK?

Yes! In response to the opportunities created by 10 Cents a Meal, farmers have done a lot of organizing work around aggregating their produce in order to take advantage of that funding. More abstractly, we have found that organizing around 10 Cents a Meal built support for

²⁶ Definition adapted from the [Michigan Local Food Council Network](#).

a policy benefitted several different sectors of the food system and was something our whole coalition could support. We would use it when working with youth groups as an example of how and why to get involved with policy work. Working with Groundwork to get the policy passed and then expanded was very rewarding and an illustration of how policy successfully goes from idea to fully-funded program.

WHAT WOULD YOU LIKE TO SEE FOR THE FUTURE OF 10 CENTS A MEAL?

Continued funding and increased messaging about its impact.

ANYTHING ELSE YOU'D LIKE TO SHARE ABOUT 10 CENTS A MEAL?

We're really proud of having helped bring this to fruition and are enjoying watching it play out in Detroit early childhood and K-12 settings.

Learn more about the Detroit Food Policy Council at: www.detroitfoodpc.org.



A Closer Look at Public School Grantees Participating in 10 Cents

For the second year, evaluators explored how key characteristics of public school district grantees may influence their use of the 10 Cents program in 2021-2022. Throughout the program's lifespan, public school grantees have been both the greatest in number and eligible to participate in 10 Cents the longest (since it first became a state-funded pilot in 2016-2017), so we focused on that group of grantees to investigate further.

Many variables — including those specific to school food program managers (FPMs) themselves — inform the ways that food service programs at public school districts take shape and are delivered. To begin to better understand how public school district grantees use 10 Cents, we analyzed FPMs' years of experience participating in 10 Cents along with the following key characteristics:

- **Number of outcomes** selected as a result of participating in 10 Cents;
- **Different types of Michigan-grown foods** purchased, tried for the first time, and of interest to purchase in the future;
- **Farms of origin** reported and market channels used for Michigan-grown products purchased; and
- **New connections and improved relationships** with farmers and food vendors.

Additionally, we investigated whether the food service operation type may influence public school grantees' use of the program using FPMs' number of years of experience with:

- **participating in 10 Cents;**
- **purchasing local foods;** and
- **managing their current food program.**



We also analyzed if there may be some differences between public school district grantees in their use of 10 Cents with some of the same key characteristics used above and their food program type, but this yielded mixed results, as noted below.

Data from the Michigan Department of Education about school food service types were used for this analysis, as well as 10 Cents program data gathered from grantees through evaluation surveys (October, January, August) and their reported purchases of Michigan-grown foods.²⁷ It is important to note that not all FPMs submitted purchasing data, so this analysis only includes the public school district grantees who

²⁷ Refer to the [Technical Notes](#) to learn more about the evaluation surveys and response rates for survey questions.

submitted both purchasing data and responded to surveys (110 of the 206 public school district grantees). Therefore, these results are not generalizable, or representative of all public school grantees. We intend to continue exploring this question in future years of the program so that analyses may more clearly show patterns of how different types of grantees may use the program differently, and the extent to which some of these characteristics of public school grantees, and other types of grantees, may influence that usage.

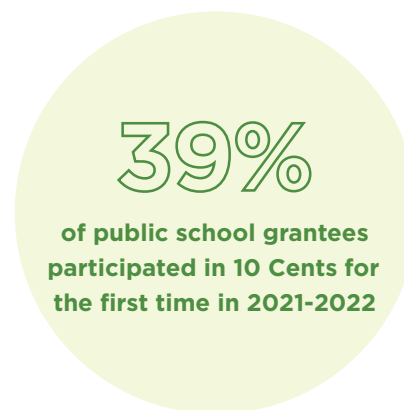
Does the Number of Years of 10 Cents Participation Influence Public School Districts Grantees' Use of the Program?

For 2021-2022, six years was the maximum number of years that a grantee could have participated in 10 Cents.²⁸

Of the public school district grantees who submitted both purchasing data and responded to surveys ($n = 110$), six grantees participated in 10 Cents for all six years that the state-funded program has been in operation, but most grantees (67%) had two years or less experience participating. The program started as a small regional pilot in 2016-2017 with 16 grantees and has grown over time to include 257 grantees this program year. For more information about the number of grantees who participated in each year of 10 Cents, refer to the [Overview](#) summary.

Table 11: Number of Public School Grantees by Years of Participation in 10 Cents in 2021-2022

| Years of Participation in 10 Cents | Total Grantees in 2021-2022 ($n = 111$) |
|------------------------------------|--|
| 1 | 43 (39%) |
| 2 | 31 (28%) |
| 3 | 5 (5%) |
| 4 | 14 (13%) |
| 5 | 11 (10%) |
| 6 | 6 (5%) |



To simplify our analyses, we grouped grantees into three categories based on their years of participation in 10 Cents: 2 years or less, 3-4 years, and 5 years or more. Survey responses and purchasing information reported by grantees suggests that there may be differences between public school district grantees in their use of 10 Cents depending on their years of experience participating in the program.

²⁸ The first year of the state-funded 10 Cents pilot program, in just to regions of the state, was 2016-17.

Table 12: Characteristics of Public School District Grantees (in the 2021-2022 program year) and Years of Participation in 10 Cents

| | Years of Participation of Public School District Grantees | | |
|---|---|----------------------------|----------------------------------|
| | 2 years or less (n = 75, 68%) | 3-4 years (n = 19, 17%) | 5 years or more (n = 17, 15%) |
| Average reported number per grantee over program year | | | |
| Outcomes of 10 Cents participation | 2.9 | 3.6 | 4.9 |
| Different types of Michigan-grown foods tried for the first time* | 3.3 | 1.5 | 1.2 |
| Different types of Michigan-grown foods of interest | 1.6 | 1.0 | 0.4 |
| Different types of Michigan-grown products purchased* | 7.9 | 8.8 | 17.0 |
| Farms of origin ²⁹ reported for Michigan-grown products purchased* | 4.7 | 8.2 | 9.3 |
| Market channels used for Michigan-grown products purchased* | 1.8 | 1.7 | 3.2 |
| Percent of responding grantees who affirmed: | | | |
| New connections to farmers and food vendors | 54% | 58% | 35% |
| Improved relationships with farmers and food vendors | 54% | 79% | 65% |

Note. n = 110. Response rates vary for each question and more information can be found in the [Technical Notes](#) section.

*Asterisk indicates a statistically significant result (p < 0.05).

Data analyses showed, at a statistically significant level when compared to grantees with 5 years or more experience, that grantees with 2 years or less participating in 10 Cents purchased fewer types of Michigan-grown products, tried fewer new foods, reported fewer farms of origin along with their product purchases, and used fewer market channels to purchase those products.³⁰ Similar to findings from the previous program year (2020-2021), these results may mean, broadly, that grantees with more years of 10 Cents experience have a greater understanding of how to purchase local foods and the local food supply chain, more knowledge about determining the farm of origin when sourcing local foods and/or place greater emphasis on obtaining and understanding this information, and/or a better understanding of how to use a greater variety of local foods in their food programs that serve children.

Grantees with 2 years or less participating in 10 Cents purchased fewer types of Michigan-grown products, tried fewer new foods, reported fewer farms of origin along with their product purchases, and used fewer market channels to purchase those products.

²⁹ Farm of origin is the farm that is the source of a Michigan-grown food purchased through 10 Cents.

³⁰ Refer to the [Technical Notes](#) section for further details on the statistical analyses.

For this program year, these findings indicate a positive relationship with grantees' use of the program and years of participation in 10 Cents. Public school grantees with 5 years or more of experience participating in 10 Cents reported nearly twice as many different farms of origin (9.3) and more than twice as many Michigan grown products (17.0) as grantees with 2 years or less of experience (4.7 and 7.9, respectively). Other potential positive influences such as the frequency that they purchase Michigan-grown foods, and the number of program outcomes they achieve through 10 Cents, could be further investigated in future program years and across years.

Does the Food Service Operation Type Influence Public School Districts Grantees' Use of the Program?

Of the public school district grantees who submitted both purchasing data and responded to surveys ($n = 110$), the majority had self-operated food service programs (69%, 76) and nearly one-third used contracted food service management companies (FSMCs) (31%, 34).

No public school district grantees used vended food service companies, which was expected as this food service type is most commonly used, among schools, in charter or private schools.

- **Self-operated food service program:** A food service program that prepares its own meals and manages its own food service operation, including personnel. These types of programs are most often found in school districts.
- **Contracted food service program:** A food service program that contracts the preparation of its meals and/or management of its food service operation, sometimes including personnel, to a food service management company.

When compared to all public school grantees, there were similar proportions of food service types among grantees with 2 years or less of participation in 10 Cents (66% self-operated, 71% contracted), however, there was a higher proportion of grantees with self-operated programs who participated for 5 years or more (18% self-operated, 9% contracted).

When FPMs' level of experience purchasing local foods and directing their current food service program were also taken into account, analysis showed that public school district grantees differed in the type of food service programs;³¹ grantees with self-operated programs reported less experience with purchasing local foods for their food service program and directing their current food service program than grantees with contracted FSMCs, as seen in the chart below.

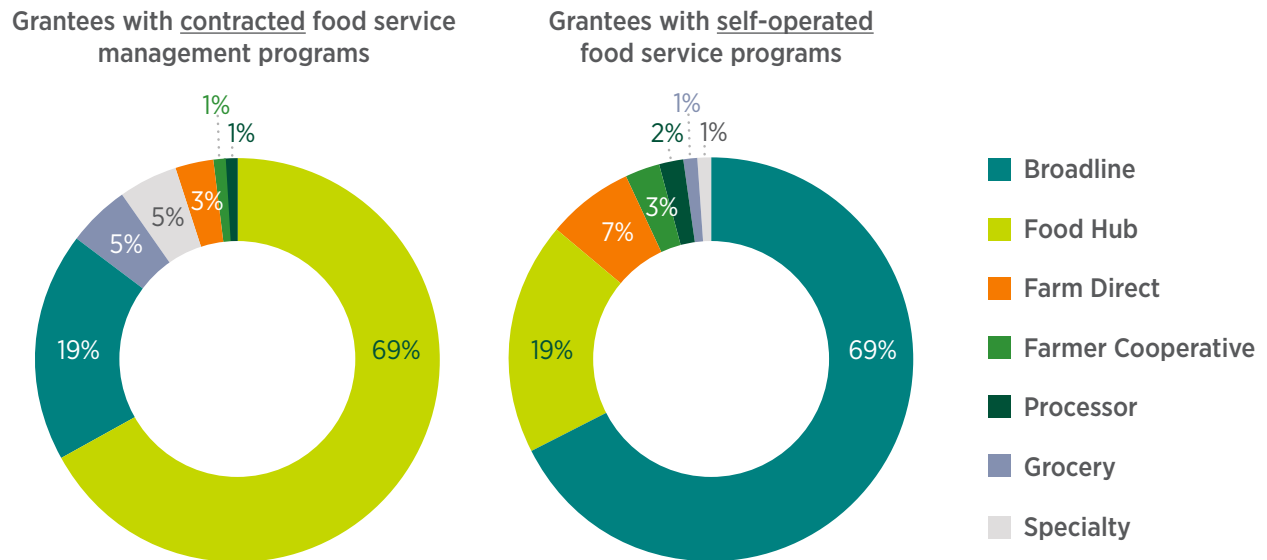
31 Refer to [Who is Engaged in 10 Cents](#) for more information about food program manager experience.

Table 13: Years of Experience Reported by Public School Grantees in 2021-2022

| Years of Experience | Purchasing Local Foods for Food Programs | | Managing their Current Food Program | |
|---------------------|--|--|-------------------------------------|--|
| | Contracted Food Service (n = 34) | Self-operated Food Service (n = 76) | Contracted Food Service (n = 34) | Self-operated Food Service (n = 75) |
| 2 years or less | 29% (10) | 41% (29) | 32% (11) | 47% (35) |
| 10 years or more | 41% (14) | 22% (17) | 24% (8) | 13% (10) |

Additionally, we found that grantees with self-operated programs spent 61% of all public school districts’ reported purchases (in dollars) of Michigan-grown products and grantees with contracted FSMCs spent the remaining 39% of reported purchases. This is to be expected since the majority of participating grantees (69%) had self-operated programs and 31% had contracted FSMCs. However, among both groups of grantees — those with self-operated food service programs and those with contracted FSMCs — they each purchased these products through 7 different market channels, although to different degrees as the figure below shows.

Figure 14: Grantees’ Percent Spending (in dollars) by Food Service Type and Market Channel in 2021-2022



Grantees with contracted FSMCs, when compared to grantees with self-operated programs,

- **purchased a higher average number of different products** per grantee (11.4 vs. 8.8),
- **spent more (in dollars) through food hubs** (69% of contracted FSMCs purchases, in dollars) compared to other market channels, followed by broadline distributors (19% of contracted FSMCs purchases), and
- **were less likely to report improved existing relationships** (47% vs. 66%) and slightly less likely to affirm new connections with farmers and food suppliers (50% vs. 59%).

Grantees with self-operated food service programs:

- **spent more (in dollars) through broadline distributors** compared to any other market channel (69% of self-operated purchases, in dollars), followed by food hubs (19%), and
- **purchased directly from farmers to a greater extent** than grantees with contracted FSMCs (7% and 3% of purchases, in dollars, respectively).

These findings may show that grantees with contracted FSMCs are both motivated and ready to use a local food supplier such as a food hub if it is an approved vendor through their FSMC.

Having approved vendors that source and sell Michigan-grown foods may help increase access to these foods for grantees with FSMCs, however this may also result in fewer new connections with new vendors since grantees already have established purchasing relationships for their food service programs. All public school districts, regardless of food service type, source from broadline distributors. However, among grantees with self-operated food service programs, they appear to be more motivated to purchase local foods for 10 Cents through this type of supplier. Additionally, self-operated food service programs may have more flexibility to source from new vendors, including farmers, as seen in the higher rate of spending from farm direct purchases as well as reported new connections and improved relationships to farmers and food suppliers through 10 Cents.

Finally, we asked FPMs about food preparation methods but did not find any results of significance. In future years and over time, an examination of how food preparation methods as well as how other key characteristics of FPMs and public school grantees' food service programs may influence not just purchases of Michigan-grown foods by grantees, but also how they are used or served. Additionally, other characteristics could be explored such as differences between food service program types and their staff capacity to prepare local foods. These findings could yield important results to inform program guidance and training and help us understand more about whether 10 Cents is geared toward meeting its stated goals.

Recommendations for Future Years of 10 Cents

As evaluators, we collect survey responses and purchasing information submitted by participating FPMs that allow us to see how 10 Cents works from different aspects of the program. This summary includes recommendations for the future of 10 Cents from its program evaluators.

First, the updates listed below are related to recommendations from last year's evaluation report (2020-2021).³²

1 Provide targeted technical assistance to individual grantees over the program year:

Although Michigan Department of Education (MDE) program administrators have been building capacity to provide greater assistance throughout the year, this goal should continue and is discussed further in the following 2021-2022 recommendations.

2 Conduct additional communication to boost survey response rate in the summer.

This recommendation was successfully implemented by program administrators. The response rate for this year's August survey was 86%, a significant increase from 67% during the previous year (2020-2021).

3 Provide regular oversight and education about eligible products and vendors.

Program administrators are continuing to build their staff capacity to regularly monitor the eligibility of products and vendors submitted by grantees throughout the year. There is also much work to be done with vendors related to providing farm of origin information for the Michigan-grown products they sell, which is discussed further in the following 2021-2022 recommendations.

4 Consider analysis of the forms of products purchased by grantees.

Data to meet this recommendation continues to be an opportunity for future collection and evaluation. Most purchases in 2021-2022 did not specify the product form so therefore, no findings related to product forms were included in this report. This information would be especially beneficial to farmers and food suppliers who wish to know the Michigan-grown minimally processed foods that grantees seek to purchase in future program years.

³² Refer to [Expanded Eligibility, Increased Impacts: 10 Cents a Meal 2020-2021 Evaluation Results](#).

5

Continue to track and analyze key characteristics of grantees and their usage of the program.

In this evaluation, comparisons were made among public school grantees in 2021-2022, which are described in the summary, [A Closer Look at Public School Grantees Participating in 10 Cents](#). As more grantees participate in the future, we can seek more generalizable results for public school grantees and examine characteristics related to other types of grantees such as childcare sponsors.

6

Continue to gather feedback from grantees about the influence of the pandemic on 10 Cents participation and food service operations.

Evaluation results in 2021-2022 showed that supply chain issues continued to present barriers to grantees, with many similar challenges as those reported by grantees in previous years of the program, and during the height of the pandemic. It will be useful to continue to track reported barriers over time to monitor how these barriers impact the food service programs of grantees, and their use of the 10 Cents program.

7

Do not use comparisons between grant awards and grantee spending as a representation of how grantees use the program.

This recommendation was accepted, and no comparisons were included in this report since there is no strict rule for how many grantees are accepted or how much they are awarded. Grantee participation can be influenced by many factors, such as grantees who drop out of the program, or grantees who may request additional funds.

8

Visualize and further analyze the impact of 10 Cents on children and communities.

This recommendation remains an opportunity for future evaluation. Since last year, however, MDE has added personnel with geographic mapping skills. As they build capacity to support the 10 Cents program, discussion has continued around visualization of the statewide impact of 10 Cents in the future.

The following recommendations are for both evaluation purposes and the practice of the program going forward.

1

Continue providing targeted technical assistance to individual grantees over the program year.

Similar to previous years, the opportunity remains to provide more targeted technical assistance to grantees related to local food purchasing. In last year's evaluation report³³, we shared that some FPMs found it difficult to spend their initial grant award amount plus matching requirement because they struggled to find local sources with sufficient volumes of Michigan-grown foods to meet their needs. Again this year, many grantees shared feedback and responses about their difficulty finding sources for local foods, specifically finding and connecting to local farms and food suppliers including those with adequate volumes of local foods. Some grantees even requested curated lists of farms and food suppliers near them.



I honestly need help with all of it. I don't have any connections to purchase Michigan-grown product.

— Public school district grantee



I need help increasing my access to local farmers that are willing to service my breakfast and lunch programs.

— Public school district grantee

Based on this feedback, more individual technical assistance could greatly help grantees find and buy more Michigan-grown produce. This assistance could cover specific topics such as identifying and developing relationships with farmers and local food suppliers that are a good fit for specific grantees and using local foods in food service programs. Additionally, MDE staff are also creating a vendor guide for grantees who will list farmers and vendors they already use as a group, as reported through required purchasing information. Our evaluation findings show a strong demand for Michigan-grown foods from grantees, but additional assistance is still needed to help them find, purchase, and serve more local foods.

2

Continue advocating for farm of origin information for Michigan-grown foods from food suppliers.

Per 10 Cents legislation, 10 Cents grantees are required to report the farms of origin for their purchases of Michigan-grown fruits, vegetables, and legumes to be reimbursed. This year, nearly a third (34%) of all 10 Cents purchases did not include a farm of origin, which could be related to the ability of grantees to find this information through their suppliers, especially distributors and/or processors. Some vendors may not provide or display the farms of origin for specific products at the point of sale, on invoices, or in velocity/purchasing reports. Consequently, this can make it difficult for grantees to obtain and report this information along with their invoices. Throughout the year, grantees shared responses in evaluation surveys related to the need for this information from suppliers, including broadline distributors.

³³ Refer to [Expanded Eligibility, Increased Impacts: 10 Cents a Meal 2020-2021 Evaluation Results](#).



We work with a vendor. I am concerned the vendor may not be using locally-sourced food, and I am concerned that I may not get the required documentation from the vendor in order to comply with the requirements of the grant.

— Public school grantee



We need to be able to have the farm and county information available. I spent many hours reaching out to distributors, manufacturers trying to get that information. Was not very successful.

— Public school district grantee

Verification of qualified vendors with eligible products is an ongoing task of MDE and 10 Cents team staff, who keep, add to, and share such records across years. Additionally, 10 Cents grantees can and should continue to ask their vendors for the information they need for 10 Cents reimbursements. As the program has grown, some vendors have adapted their invoices to better suit 10 Cents grantee needs (and to capture additional sales grantees may bring) while others have shared their plans to work on this, as shared by grantees in survey responses.



Communication has improved with [vendor] through reaching out to see what is new or available and our representative reaches out to us to provide the information on what farms/locations that produce is coming from and that helps a lot.

— ECE grantee



[Vendor] is working on providing a way to know what produce is coming from local farms in Michigan due to school's participating in the 10 Cent grant program. I hope they are able to provide us with that information as it would be so much easier to order through them than doing a separate order through [another vendor].

— Public school district grantee

Continuing to work with and ask food vendors to provide better transparency and communication about which of their offered products are Michigan-grown would help grantees greatly, and also contribute to increased information for all institutional and other buyers in the local food marketplace in Michigan. As the 10 Cents program continues to grow, it is crucial that food suppliers accommodate grantee needs by providing farm of origin data for their products.

3

Collect data and track participation of Early Care and Education (ECE) grantees.

Early care and education (ECE) sites have been participating in 10 Cents since eligibility expanded in 2020.³⁴ They are of interest to farm to school practitioners and supporters because of their inherent differences in food program operations compared to other 10 Cents

³⁴ ECE sites are settings that focus on the care and/or education and development of young children, such as childcare centers.

grantees, particularly public school districts. ECEs vary greatly in program size, ranging from small home settings to large daycare facilities, which is then reflected in the ways they purchase and serve food for children. National survey findings have shown that the top barrier to both starting and continuing farm to ECE activities is limited funding for supplies, highlighting the need for programs like 10 Cents.³⁵



I appreciate this program; it gives an incentive to be a provider caring for the younger population.

— ECE grantee

The number of ECE grantees increased by 20 (from 14 to 34) between 2020-2021 and 2021-2022. While this is an important increase, this number is still too small for accurate analyses or generalizations about participating ECEs as a group. As more ECEs participate in 10 Cents, it will be important to track their local food purchasing patterns and use of the program to see how they differ from other types of grantees and to identify their unique/specific needs to help them better use the program.

4

Consider broadening types of eligible expenses for the program, and help inform grantees about additional funding opportunities to better leverage 10 Cents funds.

10 Cents can help motivate grantees to purchase local foods, but there are many other factors than budgets that can influence a grantee's ability to purchase and serve local foods. As shared in evaluation survey feedback throughout the year, factors that may serve as barriers include food service labor and staff capacity, equipment, and storage. Some grantees have also expressed a desire for the program to cover additional non-food expenses to help them with these challenges in their overall food service or food program operations. This could ultimately allow them to purchase and serve more local foods through 10 Cents over time.



I don't have too many barriers besides some chronic short-staffing issues. I've been allowing them to order more ready-processed produce than I normally would, to spare them some work. Things like already washed and cut veggies, sliced apples, etc. Some of it is already local, but most of it is not...

— Public school district grantee



I wish funds were provided to help with the prep of the fresh items, equipment like...food processors, slicers, dicers, wedgers.

— Public school district grantee



My obstacles have been farmers do not have storage to house produce till we can use it and our district does not have space to store extra produce.

— Public school district grantee

³⁵ Refer to the [2021 National Farm to Early Care and Education Survey Briefs](#).

The 10 Cents program currently only funds Michigan-grown food purchases, including foods for supportive activities aside from the foods served in food programs. However, there are other funding opportunities that grantees could apply for or participate in to help with these other challenges. Some funds are more limited in their timeframe such as USDA Supply Chain Assistance (SCA) Funds that are distributed by the Michigan Department of Education as a response to supply chain challenges from the COVID pandemic, while others are longstanding annual USDA grant programs such as the Fresh Fruit and Vegetable Program (FFVP). Additional technical assistance is one way to help grantees take advantage of these various funds, including assistance in identifying funds that they may be eligible for and mapping requirements to apply. This way grantees can maximize their budgets and allow them to build the farm to school programs they need.

Technical Notes

These technical notes provide additional background and information on the analyses of program data for this evaluation report of 10 Cents for the 2021–2022 year. The information below is organized in order of reference to the individual summaries within the full report, and some information may be relevant to multiple summaries.

Evaluation Surveys and Response Rates

Each of the electronic survey links were emailed to grantees by program administrators from the Michigan Department of Education (MDE), and response collection lasted on average for 6 weeks. Reminder emails to nonrespondents from staff at MDE helped to reach relatively high response rates, particularly in August when many food program managers are on summer break.

Response rates varied for the evaluation surveys administered throughout the year. The first round of 10 Cents grantees, those that participated since the start of the program year, completed surveys in October, January, and August. In the spring, a second round of grantees were awarded funds, and they completed surveys in April and August. For the purposes of evaluation, as well as for easier comprehension of results, responses from the April survey were aggregated and analyzed with the previous surveys (October and January) because the survey questions were the same. The April survey had all the same questions from the October survey so the total number of responses for the October survey also includes responses from April. Additionally, there was one question from the January survey about food preparation methods that was also in the April survey, so the total responses for this question include both January and April responses. It should be noted that although second round grantees responded to the same questions as the first round grantees, they completed survey questions at different times of the year, and this timing could have influenced their responses. The last survey in August was the only survey that all grantees took in the same time period.

For the full list of response rates to each survey question, please refer to the summary, [2021–2022 10 Cents Evaluation Survey Questions and Response Rates](#).

Table 14: Evaluation Survey Response Rates for 2021–2022

| | Survey month | | |
|--|--------------|---------|--------|
| | October | January | August |
| Total grantees who received the survey | 257 | 228 | 257 |
| Number of responses | 224 | 178 | 217 |
| Number of questions | 18 | 11 | 18 |
| Response rate | 87% | 78% | 85% |

Note. Second round grantees completed a survey in April and their responses were aggregated into the October survey because they were the same questions. There was one additional question in the April survey that was also in the January survey. The last survey in August was the only survey that all grantees took in the same time period. See Technical Notes for more information.

Open-Text Response Analysis

Similar to surveys in previous years, there were several evaluation questions that were open-ended to allow for written responses from grantees. Within the report, we referred to the process of coding of qualitative responses as categorizing. A single grantee's response could have multiple themes mentioned within it, so the number of themes is often higher than the actual number of responses. Because the same theme could not be duplicated within a grantee's response, the number of mentions per theme is also indicative of the number of different grantees who stated the theme. Any feedback from participating FPMs that included identifying information was removed to maintain anonymity. The evaluation questions that had open-text responses can be found in the summary, [10 Cents Evaluation Survey Questions and Response Rates in 2021–2022](#).

Product Naming Guide

A product naming guide used for 10 Cents evaluation in previous years was used again to streamline the categorization of products reported by FPMs into product types (e.g., zucchini as summer squash, Concord grapes as grapes). If a grantee reported the same product more than once during the year, the duplicated response was removed from analysis of products FPMs purchased and tried for the first time. If a grantee reported a new product that had not been reported in previous years, it was added to the guide. For this year, both okra and mulberries were added.

If a grantee reported a product that could not be categorized because it was unspecified (ex. berries, squash, roots), it was labeled accordingly. This included “Fruit/Berries/Root vegetable/Vegetable, other or unidentifiable”. If a product blend or melody of vegetables was reported, it was labeled as a “Vegetable blend, Identifiable”.

These product types were then assigned to a product type category: fruits, vegetables, or dry beans. For dry beans, varieties are distinguished (e.g., pinto or black beans). See Table 15 for the full breakdown of fruit and vegetable product types.



Table 15: Fruit and Vegetable Types for the Evaluation of 10 Cents

| Product Types by Category | | |
|---|--|--|
| FRUITS | | |
| <ul style="list-style-type: none"> — Apples — Apricots — Berries, other or unidentifiable — Blackberries — Blueberries — Cherries | <ul style="list-style-type: none"> — Cranberries — Grapes — Melons — Mulberries — Nectarines — Peaches — Pears | <ul style="list-style-type: none"> — Plums — Raspberries — Saskatoons — Strawberries — Watermelon — Fruit, other or unidentifiable |
| VEGETABLES | | |
| <ul style="list-style-type: none"> — Asparagus — Beets — Brussels sprouts — Broccoli — Cabbage — Carrots — Cauliflower — Celery — Celery root — Corn — Cucumbers — Eggplant — Fennel — Garlic — Green beans (yellow, wax, Italian) — Greens, cooking — Herbs | <ul style="list-style-type: none"> — Jerusalem artichokes — Kale — Kohlrabi — Leeks — Lettuce — Mushrooms — Okra — Onions (mature and green) — Parsley root — Parsnips — Peas — Peas (sugar snap and snow) — Peppers (sweet and hot) — Potatoes — Radishes — Rhubarb | <ul style="list-style-type: none"> — Romanesco — Root vegetable, other or unidentifiable — Rutabaga — Salad Greens/Mix — Shoots, sprouts, microgreens — Spinach — Summer squash — Sweet potatoes — Tomatoes (cherry, grape, and slicing) — Tomatillos — Turnips — Winter squash — Vegetable blend, Identifiable — Vegetable, other or unidentifiable |

Analysis of Purchasing Data

Legislation for 10 Cents requires grantees to report their purchases of eligible Michigan-grown products for reimbursement. For the 2021–2022 program year, MDE created their own online system to collect purchasing information. (In previous years, an external consulting company built and housed this reporting system.) Grantees were required to report details of purchases including the product type, unit, quantity, total cost, farm of origin (name and county), distributor (if applicable), and invoicing date. Data reported by FPMs were reviewed by MDE and monitored for ineligible purchases and errors (e.g., duplicated entries). Ineligible products include highly processed or canned items (e.g., applesauce, juice, chili); items that were not fruits, vegetables, or dry beans (e.g., bread, maple syrup, honey, eggs); or items not originating from Michigan (e.g., bananas, papayas, pineapples). A food vendor was deemed ineligible if they did not source their products from Michigan farms even if their business is located within the state. If a purchase was deemed ineligible,

it was removed from the purchasing dataset and flagged for follow-up by program administrators in case a grantee needed to be assisted with questions about eligibility.

MDE categorized the purchasing data according to a product naming guide used by Michigan State University Center for Regional Food Systems (see Table 15) and helped clean data by ordering the vendor columns to farm of origin, intermediary(s) and final vendor. Evaluators aggregated and cleaned the purchasing data further to correct any errors before analysis. Similar to previous evaluation reports, a vendor guide was used to verify and assign suppliers into supplier types (see [Key Definitions](#)) using information from online sources, direct communications, and data collected in previous years. In some instances, evaluators manually corrected the final vendor if a grantee mistakenly wrote the name of an intermediary instead. This occurred for certain vendors who only sold through a broadline distributor and it could be corrected by determining the contracted broadline distributor that a grantee used (there are four main broadline distributors in Michigan).

Additional Information for Individual Sections

Who is Engaged in 10 Cents Grants?

● 10 Cents Grantees: A Summary of Geographic Distribution and Student/Children Demographics

The ECE license capacity listed is the maximum number of children who may be cared for by a center, as determined by the state or local licensing agency, and it includes all possible sites under each grantee. Student population and licensing data for all the following tables were provided by MDE for the 2021-2022 year after the school year ended. The race and ethnicity categories for K-12 students provided below were sourced from the [MI School Data's website](#), the State of Michigan's official education data source. Enrollment and demographic information for participating ECEs, RCCIs, and non-public schools could not be included in our reporting as these data were not publicly available. Lastly, MASA Regions 9 and 10 were combined for this evaluation to simplify reporting (Region 10 is the City of Detroit).

● Promotional and Educational Activities Supporting 10 Cents

In each of the surveys, FPMs were asked, "Since the start of the school year/last survey, which activities to support local foods have been implemented in your school/district/center?" Grantees were asked to select all activities that applied from a list that included both promotional and educational activities along with the options to choose "none," "other" classroom activities, and "other, please describe." If tasting activities were selected, grantees were asked to list the Michigan-grown food product types that were used. If at least one activity was selected, grantees were asked which type of activity they considered most successful. It should be noted that survey respondents did not provide the number of times each type of activity was conducted, nor specify the intentions of the activities being delivered (promotion or education) - unless the activity was already labeled as such (ex. nutritional education in the classroom). This was the first program year that 10 Cents allowed grant funding to be used towards the purchase of Michigan-grown foods for any supportive activities.

Meal Preparation Methods Used in Participating Food Service Programs

FPMs were asked to enter the percentage of three food preparation methods (heat and serve, semi-prepared, and scratch cooking) that were used in their food programs, with the total adding up to 100 percent.³⁶ There was also an option to select “other” if a grantee used a method that was not listed. For the first round of grantees, 176 of 226 FPMs responded to the question in January (78% response rate) and for the second round of grantees, 28 of 29 responded in April (97% response rate). Fifteen grantees selected an “other” option. The most common of these were a salad/vegetable bar (5 grantees) and fresh, cold, or uncooked methods (5 grantees).

Response of Food Service Staff to Purchasing and Serving Michigan-Grown Foods Through 10 Cents

In the August evaluation survey, 167 FPMs out of 217 responded to the question, “How has your staff responded to the purchase and service of local foods purchased through the 10 Cents program?” (65% response rate). The open-text responses from FPMs were labeled as positive, negative or neutral feedback and then categorized for themes. A single grantee’s response could have multiple themes.

Table 16: Feedback about Staff Response to the Purchase and Service of Local Foods in 10 Cents 2021-2022

| Theme | Categories | Number (percent) of grantees (n = 165) |
|----------|---|---|
| Positive | General positive response | 100 (61) |
| | Excited to serve local foods to children | 13 (8%) |
| | Increased knowledge about preparing local foods | 6 (4%) |
| | Enjoyed trying new varieties of local foods | 18 (11%) |
| | Proud to serve local foods | 10 (6%) |
| | Satisfied with the better taste or quality of local foods | 10 (6%) |
| Negative | More labor to prepare local foods | 6 (4%) |
| | Inconsistent product quality of local foods | 1 (1%) |
| Neutral | Indifferent | 11 (7%) |

Motivations, Barriers, and Challenges for Purchasing and Serving Local Foods

The survey questions for grantees about motivations, barriers, and logistical challenges each had open-ended responses that allowed participants to describe their feedback in their own words. For the purposes of this evaluation and categorizing responses, barriers were considered general and bigger picture obstacles that prevent or block a grantee’s ability to purchase and serve local foods while logistical challenges were intended to be more specific to the operations of food service program operations, including how they work with food vendors. Many grantees reported similar responses to both challenges and barriers, such as supply chain issues, so improvements to this question design (potentially

³⁶ Refer to the [Key Definitions](#) section for definitions of these three meal preparation methods.

including descriptions of each) and/or the categorization of responses should be considered in future years. Evaluators categorized the text entries based on common themes, and some themes are duplicated among the different questions. For example, limited availability of local foods was a top response in both the barriers and logistical challenge questions. Grantees could mention multiple themes within their response so the total frequency of themes is higher than the number of responding grantees.

Table 17: Motivators, Barriers, and Logistical Challenges Reported by 10 Cents Grantees in 2021–2022

| Themes | Categories | Number (percent) of mentions | Number (percent) of grantees |
|---|---------------------------------------|------------------------------|------------------------------|
| Motivators — 451 total statements n = 216 | Benefits to children | 124 (27%) | 124 (57%) |
| | Product attributes | 109 (24%) | 109 (50%) |
| | Support community | 101 (22%) | 101 (47%) |
| | Help Michigan farms and food business | 92 (20%) | 92 (43%) |
| | Good public relations | 11 (2%) | 11 (5%) |
| | Grant awards | 5 (1%) | 5 (2%) |
| | Price | 5 (1%) | 5 (2%) |
| | Sustainability | 4 (1%) | 4 (2%) |
| Barriers — 196 total statements n = 213 | Lack of product availability | 74 (38%) | 74 (35%) |
| | Food service operation limitations | 46 (23%) | 46 (22%) |
| | Supply chain issues | 35 (18%) | 35 (16%) |
| | Access to farmers and food suppliers | 27 (14%) | 27 (13%) |
| | Other | 7 (4%) | 7 (3%) |
| | Food product quality | 4 (2%) | 4 (2%) |
| | Children preferences | 3 (2%) | 3 (1%) |
| Logistical Challenges — 189 total statements n = 200 | Food service operation limitations | 61 (32%) | 61 (31%) |
| | Supply chain issues | 61 (32%) | 61 (31%) |
| | Product availability | 47 (25%) | 47 (24%) |
| | Finding farms or food suppliers | 12 (6%) | 12 (6%) |
| | Student likeability | 5 (3%) | 5 (3%) |
| | Product quality | 3 (2%) | 3 (2%) |

What Foods Are Served Through 10 Cents?

● Michigan-Grown Fruits, Vegetables, and Dry Beans Purchased and Served for the First Time

In each of the surveys, FPMs were asked “Did you serve any new Michigan-grown fruits, vegetables, or legumes for the first time in your program since the beginning of the year/last survey?” If they indicated yes, FPMs were then asked to list up to 12 Michigan-grown fruits, vegetables, and/or legumes they tried for the first time in their food program. These are referred to as “new foods” throughout this report. Regardless of product variety, if a grantee duplicated their response of a specific food product across different surveys, those responses were removed before analysis; 98 duplicates total by 44 different grantees were removed. Responses were also removed if the grantee indicated an ineligible item; 23 of these items were removed from responses, such as meat, applesauce, pickles, etc.

Throughout the year, 139 FPMs made 559 total reports of serving a Michigan-grown fruit, vegetable, or legume for the first time. On average, FPMs reported serving 2.5 or when rounded, three new Michigan-grown foods during the year.

● Michigan-Grown Vegetables, Fruits, and Dry Beans of Interest but Unable to Find or Buy

If FPMs responded yes to, “Are there any Michigan-grown fruits, vegetables, or legumes that you would like to use that you have been unable to find or buy for your food service program?”, they were asked to list up to 12 Michigan-grown fruits, vegetables, and/or legumes they wanted to use in their food program that they have been unable to find or buy. Grantees were also asked to include the form in which they would like to purchase the product. Eligible forms for 10 Cents include fresh, frozen, dried, or minimally processed (including chopped, sliced, etc.). If a grantee duplicated their response across surveys, those responses were removed before analysis (44 duplicates total by 20 different grantees). Responses were also removed if the grantee indicated an item ineligible for 10 Cents, such as syrup or bread (25 items were removed by 15 different grantees).

The Big Picture: Does 10 Cents Work?

● Outcomes of Participating in 10 Cents

In the final August evaluation survey, FPMs were asked, “Related to your food service operation, which of the following outcomes has the 10 Cents program helped you to achieve?” FPMs were asked to select all that applied from a list of outcome statements. The option “other” was also provided with space for FPMs to describe their response.

● Impacts of Participating in 10 Cents

In the final August evaluation survey, FPMs were asked, “To what extent are each of the following impacts true for your food service operation since participating in 10 Cents?” FPMs were provided with a list of statements and asked to choose their level of agreement from a 5-point Likert scale ranging from strongly agree to strongly disagree. A whole number from 5 to 1 was assigned to responses to calculate average responses for each statement, which are presented in Table 10 in descending order of average agreement. A higher average response indicates stronger agreement to the statement by FPMs overall.

In the final survey, FPMs were asked several questions related to their participation in 10 Cents and its impact on farmers or local food vendors/suppliers. For questions with yes/no responses, grantees who responded yes were then asked to provide an open-ended, written description for their responses. For analysis, open-ended responses from FPMs were categorized to different themes.

● Grantee Needs to Support Purchasing and Serving Michigan Foods

For questions about needs to support purchasing and serving Michigan foods, open-text responses from FPMs were categorized into themes. A single grantee's response could have multiple themes within it, so the number of references to themes is often higher than the actual number of responses.

● Feedback About Participating in 10 Cents a Meal

For questions about program feedback, open-text responses from FPMs were categorized into themes. A single grantee's response could have multiple themes within it, so the number of references to themes is often higher than the actual number of responses.

A Closer Look at Public School Grantees

● Does the Number of Years of 10 Cents Participation Influence Public School Districts Grantees' Use of the Program?

The following information details how statistical analyses were conducted to reveal statistically significant findings. For all tests, a Kruskal-Wallis H test was run to determine if there were differences among the three groups of participants with differing years of experience participating in 10 Cents (n=110): 2 years or less, 3-4 years, and 5 years or more. For all tests, the dependent variable did not have similarly shaped distributions for all groups of the independent variable, so only differences in distributions and/or mean ranks were investigated. Additionally, pairwise comparisons were performed using Dunn's (1964) procedure with a Bonferroni correction for multiple comparisons. Statistical significance was accepted at the $p < .05$ level.

- The mean ranks of total new products tried by grantees were statistically significantly different between groups, $\chi^2(2) = 6.872$, $p = .032$.
 - Post hoc analysis revealed statistically significant differences in the number of new products tried between the 2 years or less (60.94) and 5 years or more (40.21) ($p = .039$) groups, but not between any other group combination.
- The mean ranks of different products purchased by grantees were statistically significantly different between groups, $\chi^2(2) = 15.180$, $p = <0.001$.
 - Post hoc analysis revealed statistically significant differences in the number of different products purchased between the grantees with 1 year of experience (48.37) and 5 years of experience (81.09) ($p = <0.001$), but not between any other group combination.
- The mean ranks of total farms of origin reported by grantees were statistically significantly different between groups, $\chi^2(2) = 7.926$, $p = <.019$.
 - Post hoc analysis revealed statistically significant differences in the number of farms of origin reported between the 2 years or less of experience (50.37) and 5 years or more of experience (72.68) ($p = 0.028$), but not between any other group combination.
- The mean ranks of total market channels used were statistically significantly different between groups, $\chi^2(2) = 14.977$, $p < .001$.
 - Post hoc analysis revealed statistically significant differences in the number of market channels used between the 2 years or less (50.71) and 5 years or more (82.44) ($p < 0.001$) groups.
 - Post hoc analysis revealed statistically significant differences in the number of market channels used between the 3-4 years (56.15) and 5 years or more (82.44) ($p < 0.05$) groups.

● Does the Food Service Operation Type Influence Public School Districts Grantees' Use of the Program?

The following findings from grantee-reported data showed no notable differences among public school district grantees in their use of 10 Cents and their type of food service program with:

- **Average number of different market channels**
(contracted = 2.0, self-operated = 2.0);
- **Average number of outcomes achieved from participating in 10 Cents**
(contracted = 2.6, self-operated = 3.5);
- **Average number of different types of new Michigan foods tried for the first time**
(contracted = 3.3, self-operated = 2.6);
- **Average number of different types of Michigan foods of interest**
(contracted = 1.6, self-operated = 0.7); and
- **Average number of farms of origin for products purchased**
(contracted = 6.1, self-operated = 5.9).

There were no statistically significant findings related to differences between public school district grantees in their use of 10 Cents and their type of food service program.

Key Definitions

Broadline distributor: Also referred to as “full-service distributor,” a vendor that carries large volumes of a diverse range of products such as cutlery and vegetables. In Michigan, public K-12 school districts typically source most of their food and other food service products from one primary broadline distributor.

Child and Adult Care Food Program (CACFP): The federal program that reimburses nutritious meals and snacks at participating child care centers, day care homes, at-risk afterschool programs, and adult day care centers.³⁷

Community Support Agriculture (CSA) Box: A local food purchasing option in which customers pay a farm, typically up front, to access a share of their produce throughout the season. A variety of foods are typically included in CSA boxes, which can vary by farm and by the season. Some ECEs participating in 10 Cents have begun purchasing CSAs for their food programs.

Contracted food service management company: An external management company that is contracted by a food service program to prepare the meals and/or manage the food service operation, sometimes including personnel.

Contracted food service program: A food service program that contracts the preparation of its meals and/or management of its food service operation, sometimes including personnel, to a food service management company.

Early Care and Education (ECE): Settings that focus on the care and/or education and development of young children, such as child care centers. For the purposes of 10 Cents, ECEs are a subset of other non-school sponsors.

ECE license capacity: The maximum number of children who may be cared for by an ECE site (although the actual number may vary throughout the year), including all possible sites for centers with multiple locations.

Farm direct: When a grantee purchases Michigan-grown food products directly from a farmer.

Farmer cooperative: A group of farmers working together to cooperatively grow and sell their products.

Farmers market: A public and recurring gathering of farmers selling direct-to-consumer food and/or products.³⁸

Food hub: A food business that manages the aggregation, distribution, and marketing of locally or regionally-produced food products.

Food processor: A food business that transforms raw agricultural products into a processed form (ex. frozen, chopped, etc.) and/or prepares products for distribution or delivery, for the purposes of 10 Cents.

Food program manager (FPM): An individual who manages a school, district, or center’s food or food service program. For the 10 Cents program, FPMs typically respond to evaluation surveys and submit invoices with purchasing information on behalf of the entity that was awarded the grant, known as the grantee.

Grocery store: A retail business that sells food, including fresh produce, and household items.

³⁷ Adapted from the [USDA Food and Nutrition Service definition](#)

³⁸ Adapted from the [Michigan Farmers Market Association’s definition](#)

Minimally processed: For 10 Cents, this includes Michigan-grown fruit and vegetable products that are frozen, peeled, sliced, diced, cut, chopped, bagged, or dried (including dry beans). Products that are excluded from this definition, and are therefore ineligible for 10 Cents, are those that are cooked, heated, canned, or contain additives or fillers. This definition for minimally processed products for 10 Cents is derived from the USDA's definition of "unprocessed products" for the purpose of applying geographic procurement preference.³⁹ The USDA describes "unprocessed products" as agricultural products that retain their inherent character.

Other non-school sponsor (ONSR): For the purposes of 10 Cents, settings that include a variety of centers and organizations that provide childcare and/or education to children along with food programs, most of which serve children up to age 12, such as community service agencies or family day care home sponsors.

Residential Child Care Institutions (RCCI): An institution, whether public or nonprofit private, which operates principally for the care of children.⁴⁰

Specialty distributor: A vendor that specializes in the aggregation and/or distribution of certain product category, such as produce, meat, dairy, etc.

Self-operated food service program: A food service program that prepares its own meals and manages its own food service operation, including personnel; these types of programs are typically found in public school districts.

Vended food service program: A food service program that uses an external company (sometimes a caterer) to prepare and provide their meals, which are often delivered to a school or childcare setting.

³⁹ Adapted from the [USDA Geographic Preference final rule](#)

⁴⁰ Adapted from the [USDA Food and Nutrition Service definition](#)

10 Cents Evaluation Survey Questions and Response Rate in 2021-2022

The following evaluation plan was developed with the consideration of two separate application cycles in the program.

The first application cycle in September 2021 resulted in 228 grantees and the second cycle in March 2022 resulted in an additional 29 grantees. First round grantees completed surveys in October, January, and August. Second round grantees completed surveys in April and August. For the purposes of evaluation and for the comprehension of this report's audience, responses from the April surveys were aggregated and analyzed with the previous surveys (October and January) because the survey questions were the same. The April survey had all the same questions from the October survey so the total number of responses for the October survey also includes responses from April. Additionally, there was one question from the January survey about food preparation methods that was also in the April survey, so the total responses for this question include both January and April responses.

| Evaluation Question | Response Type | Response Rate | | |
|--|--|-----------------------------------|-----------------------------------|----------------------------------|
| | | October ^a (n = 224) | January ^b (n = 178) | August ^a (n = 217) |
| Please indicate for which school, district, or center you are reporting. If you have more than one grant through 10 Cents, please complete one survey for each award. | Dropdown List | 224 | 178 | 217 |
| Are you concerned about spending your full 10 Cents grant award and required match amount by the end of the grant year (August 2022)? | Multiple Choice (Yes/No/I'm not sure) | 224 | n/a | n/a |
| For how many years have you personally been purchasing local foods for food service programs? | Multiple Choice | 221 | n/a | n/a |
| For how many years have you been purchasing local foods for the food service program at this school/district/center? | Multiple Choice | 222 | n/a | n/a |
| How long have you managed or directed the food service program at your school/district/center? | Multiple Choice | 223 | n/a | n/a |
| For the meal preparation at your school/district/center, what percentage do you use each of the following methods? Please select a percentage for each preparation method so that the total equals 100 (of scratch cooking, semi-prepared, heat and serve, other (please describe)). | Slider-Bar | n/a | 204* | n/a |

| Evaluation Question | Response Type | Response Rate | | |
|--|-----------------------------|-----------------------------------|-----------------------------------|----------------------------------|
| | | October ^a (n = 224) | January ^b (n = 178) | August ^a (n = 217) |
| What motivates you to serve local foods in your food service program? Please list all motivators. | Open-Text Response | 216 | n/a | n/a |
| What barriers do you face in purchasing local foods for your food service program? Please list all barriers. | Open-Text Response | 213 | n/a | n/a |
| What logistical challenges do you face in using and serving local foods in your food service program? Please list all challenges. | Open-Text Response | 200 | n/a | n/a |
| Did you serve any new Michigan-grown fruits, vegetables, or legumes for the first time in your program since the start of this school year/ last survey? | Multiple Choice (Yes/No) | 222 | 173 | 215 |
| — <i>(If yes was selected)</i> Please list all that you tried for the first time in your food service program. List up to 12 new products. | Open-Text Response | 68 | 57 | 73 |
| Has 10 Cents funding allowed you to try new products in your food service program you otherwise would not have tried? | Multiple Choice (Yes/No) | n/a | n/a | 215 |
| Are there any Michigan-grown fruits, vegetables, or legumes that you would like to use that you have been unable to find or buy for your food service program? | Multiple Choice (Yes/No) | 215 | 172 | 215 |
| — <i>(If yes was selected)</i> Please list all that you would like to use in your food service program that you have been unable to find or buy. | Open-Text Response | 55 | 23 | 29 |
| Since the start of the 2021-2022 school year/last survey, which activities to support local foods have been implemented in your school/district/center? | Multiple Choice | 216 | 176 | 188 |
| — <i>(If activities were conducted)</i> Of the activities that were implemented, which was the most successful? | Multiple Choice | 145 | 150 | 162 |
| — <i>(If taste testing activities were conducted)</i> Please list for which food product type(s) taste testing activities were conducted. | Open-Text Response | 31 | 38 | 49 |
| Has participation in 10 Cents allowed you to make connections with new farmers or local food vendors/suppliers? | Multiple Choice (Yes/No) | n/a | n/a | 212 |
| — <i>(If yes was selected)</i> Please describe new relationships you have made with farmers and/or suppliers through the 10 Cents program. | Open-Text Response | n/a | n/a | 101 |
| Has participation in 10 Cents allowed you to improve existing relationships with farmers or local food vendors/suppliers? | Multiple Choice (Yes/No) | n/a | n/a | 213 |
| — <i>(If yes was selected)</i> Please describe existing relationships with suppliers that have been aided or improved through the 10 Cents program. | Open-Text Response | n/a | n/a | 95 |

| Evaluation Question | Response Type | Response Rate | | |
|---|---------------------------------------|-----------------------------------|-----------------------------------|----------------------------------|
| | | October ^a (n = 224) | January ^b (n = 178) | August ^a (n = 217) |
| In what ways has your participation in 10 Cents influenced farmers, distributors, processors or other food businesses or service providers to better meet your food service needs? Please share any feedback you have received. | Open-Text Response | n/a | n/a | 120 |
| How has your staff responded to the purchase and service of local foods purchased through the 10 Cents program? | Open-Text Response | n/a | n/a | 167 |
| Related to your food service operation, which of the following outcomes has the 10 Cents program helped you to achieve? | Multiple Choice | n/a | n/a | 212 |
| To what extent are each of the following impacts true for your food service operation since participating in 10 Cents? | Multiple Choice, 5-point Likert scale | n/a | n/a | 212 |
| Did local food purchasing help your food service program during the coronavirus pandemic? | Multiple Choice (Yes/No) | 244 | n/a | n/a |
| — (If yes was selected) Please describe how local food purchasing helped your program during the coronavirus pandemic. | Open-Text Response | 110 | n/a | n/a |
| Do you have any tips to share about seasonal menu planning? | Open-Text Response | 31 | n/a | n/a |
| What else do you need to support your efforts to purchase and serve Michigan foods (of any kind) this year? | Open-Text Response | 139 | 103 | n/a |
| What else do you need to support your efforts to purchase and serve Michigan foods (of any kind) in the future? | Open-Text Response | n/a | n/a | 124 |
| Please describe any additional feedback about participating in 10 Cents that you would like to share. | Open-Text Response | 100 | 75 | 88 |
| Do you plan to apply to participate in the 10 Cents program again in the 2022-2023 school year? | Multiple Choice (Yes/No/I'm not sure) | n/a | n/a | 212 |

Note. The number of the grantees who received the survey:

^a both rounds of grantees (n = 257)

^b original round of grantees (n = 228)

Second round grantees completed a survey in April and their responses were aggregated into the October survey because they were the same questions.

*There was one additional question in the April survey that was also in the January survey about food preparation methods so responses from April and January were aggregated. See [Technical Notes](#) for more information.

VISION

CRFS envisions a thriving economy, equity, and sustainability for Michigan, the country, and the planet through food systems rooted in local regions and centered on Good Food: food that is healthy, green, fair, and affordable.

MISSION

The mission of CRFS is to engage the people of Michigan, the United States, and the world in applied research, education, and outreach to develop regionally integrated, sustainable food systems.

ABOUT

CRFS joins in Michigan State University's legacy of applied research, education, and outreach by catalyzing collaboration and fostering innovation among the diverse range of people, processes, and places involved in regional food systems. Working in local, state, national, and global spheres, CRFS' projects span from farm to fork, including production, processing, distribution, policy, and access.

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