



**SECTION 28**

# 2020–2021 10 Cents Evaluation Survey Questions and Response Rates

10 Cents a Meal for Michigan’s Kids and Farms (10 Cents), administered by the Michigan Department of Education, matches what participating schools, districts, and early care and education centers spend on Michigan-grown fruits, vegetables, and dry beans with grants of up to 10 cents per meal.

This brief is part of *10 Cents a Meal 2020–2021 Evaluation Results: Expanded Eligibility Increased Impacts*.

Evaluation question	Response type	Response rate			
		February	April	June	August
Please indicate for which school, district, or center you are reporting, if you have more than one grant through 10 Cents.	Dropdown list	118	130	127	96
Will you be able to spend your full grant award and required match amount by August 30, 2021?	Multiple choice	118	130	127	n/a
For how many years have you personally been purchasing local foods for food service programs?	Multiple choice	118	—	—	—
For how many years have you been purchasing local foods for the food service program at this school/district/center?	Multiple choice	95*	—	—	—
How long have you managed or directed the food service program at your school/district/center?	Multiple choice	118	—	—	—
What motivates you to serve local foods in your food service program? Please list all motivators.	Open-text response	115	—	—	—
What barriers do you face in purchasing local foods for your food service program? Please list all barriers.	Open-text response	118	—	—	—

Evaluation question	Response type	Response rate			
		February	April	June	August
What logistical challenges do you face in using and serving local foods in your food service program? Please list all barriers.	Open-text response	118	—	—	—
Did you serve any new Michigan-grown fruits, vegetables, or dry beans for the first time in your program since the start of this school year/last survey?	Multiple choice	111	121	118	88
(If yes was selected) Please list all that you tried for the first time in your food service program.	Open-text response	50	44	38	33
Has 10 Cents funding allowed you to try new products in your food service program you otherwise would not have tried?	Multiple choice	—	127	126	—
Are there any Michigan-grown fruits, vegetables, or dry beans that you would like to use that you have been unable to find or buy for your food service program?	Multiple Choice	117	128	—	96
(If yes was selected) 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	37	28	n/a	19
Since the start of the 2020–2021 school year/last survey, which activities to support local foods have been implemented in your school/district/center?	Multiple choice	118	126	126	96
(If activities were conducted) Of the activities that were implemented, which was the most successful?	Multiple choice	118	98	126	96
(If taste testing activities were conducted) Please list for which food product type(s) taste testing activities were conducted.	Open-text response	21	22	16	14
Has participation in 10 Cents allowed you to make connections with new farmers or local food vendors/suppliers?	Multiple choice	—	—	126	—

Evaluation question	Response type	Response rate			
		February	April	June	August
(If yes was selected) Please describe new relationships you have made with farmers and/or suppliers through the 10 Cents program.	Open-text response	—	—	51	—
Has participation in 10 Cents allowed you to improve existing relationships with farmers or local food vendors/suppliers?	Multiple choice	—	—	126	—
(If yes was selected) Please describe existing relationships with suppliers that have been aided or improved through the 10 Cents program.	Open-text response	—	—	73	—
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?	Open-text response	—	—	92	—
How has your staff responded to the purchase and service of local foods purchased through the 10 Cents program?	Open-text response	—	—	126	—
Are there other programs or initiatives within your school/district/center that support farm to school or farm to early care and education (ECE)?	Multiple choice	—	—	101	—
(If yes was selected) Please list the other programs or initiatives within in your school, district, or center that support farm to school or farm to ECE.	Open-Text response	—	—	33	—
Did you collaborate with any other schools, districts, centers, institutions, or organizations to support your efforts to purchase and serve Michigan-grown fruits, vegetables, and dry beans?	Multiple choice	—	—	125	—
(If yes was selected) Please list all the institutions and/or organizations you collaborated with.	Open-text response	—	—	31	—

Evaluation question	Response type	Response rate			
		February	April	June	August
Related to your food service operation, which of the following outcomes has the 10 Cents program helped you to achieve?	Multiple choice	—	—	125	—
To what extent are each of the following impacts true for your food service operation since participating in 10 Cents?	Multiple choice	—	—	124	—
Did local food purchasing help your food service program during the coronavirus pandemic?	Multiple choice	118	—	—	—
(If yes was selected) Please describe how local food purchasing helped your program during the coronavirus pandemic.	Open-text response	74	—	—	—
What else do you need to support your efforts to purchase and serve Michigan foods (of any kind) this year?	Open-text response	98	80	—	—
What else do you need to support your efforts to purchase and serve Michigan foods (of any kind) in the future?	Open-text response	—	126	126	96
Please describe any additional feedback about participating in 10 Cents that you would like to share.	Open-text response	—	46	86	49
Do you plan to apply to participate in the 10 Cents program again in the 2021–2022 school year?	Multiple choice	—	—	—	96

Note:  $n = 118$  for February,  $n = 130$  for April,  $n = 127$  for June, and  $n = 96$  for August.

\*Grantees did not answer this if they indicated “I’m new to purchasing local foods” to the previous question.

Evaluation of 10 Cents is led by the Michigan State University Center for Regional Food Systems (CRFS). The work presented here is part of *10 Cents a Meal 2020–2021 Evaluation Results: Expanded Eligibility Increased Impacts* by Colleen Matts and Megan McManus of CRFS and was generously funded by the W.K. Kellogg Foundation and 10 Cents administrative funds for partner organizations.

To learn more, visit [tencentsmichigan.org](https://tencentsmichigan.org), [foodsystems.msu.edu/10-cents-a-meal](https://foodsystems.msu.edu/10-cents-a-meal), and [mifarmtoschool.msu.edu](https://mifarmtoschool.msu.edu).

