

Expanded Eligibility, Increased Impacts

**10 CENTS A MEAL 2020-2021
EVALUATION RESULTS**



Megan McManus and Colleen Matts

MICHIGAN STATE
UNIVERSITY

Center for
Regional Food Systems



Acknowledgements

The authors would like to thank 10 Cents a Meal grantees for their participation, including submitting purchasing information and responding to evaluation surveys. We are grateful to learn from you! Special thanks to Wendy Crowley and Jaime Malnar of the Michigan Department of Education (MDE), Abbey Palmer of Michigan State University (MSU) Extension and Zaire Parrotte of MSU Center for Regional Food Systems (CRFS) for their thoughtful reviews of this report. The authors would also like to thank Andrea Weiss of CRFS and Lindsay Mensch, formerly of CRFS, for communications guidance; Jen Anderson of Clearing Blocks Editing for copy editing; and Julia Fiorello of Happy Strategy for layout and design.

Thank you to the 10 Cents a Meal program team for their ongoing collaboration and partnership, especially the MDE for its continued leadership and vision in administering this important program. The 2020–2021 10 Cents team consisted of staff members from the MDE, Michigan Department of Agriculture and Rural Development, CRFS, and Groundwork Center for Resilient Communities. It takes a village of many additional collaborative partners, including MSU Extension Educators, to make 10 Cents work and grow, and we are proud to be a part of it.

This evaluation work was conducted through funding support from the W.K. Kellogg Foundation and 10 Cents administrative funds for organizational partners.

For more information about 10 Cents a Meal, 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 Fellow, at mcmanu60@msu.edu or Colleen Matts, Farm to Institution Director, at matts@msu.edu for more information.

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SUGGESTED CITATION

McManus, M., Matts, C. (2022). *10 Cents a Meal 2020–2021 Evaluation Results: Expanded Eligibility Increased Impacts*. Michigan State University Center for Regional Food Systems. Retrieved from <https://foodsystems.msu.edu/10-cents-eval-2022>

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Page 4: Andrea Weiss | All other photos: Khalid Ibrahim

Contents

Acknowledgements2

OVERVIEW

SUMMARY Executive Summary of 10 Cents a Meal 2020-2021 Evaluation Results5
SECTION 1 Evaluation Activities of the 10 Cents a Meal Program 9
SECTION 2 Introduction to the 2020-2021 Year of the 10 Cents a Meal Program.....13

WHO IS ENGAGED IN 10 CENTS GRANTS?

SECTION 3 10 Cents Grantees: A Summary of Geographic Distribution and Children Reached 16
SECTION 4 Michigan-Grown Food Purchasing Experience of Participating Food Program Managers 21
SECTION 5 Motivations, Barriers, and Challenges for Purchasing and Serving Michigan-Grown Foods 27
SECTION 6 Promotional and Educational Activities Supporting 10 Cents..... 32

WHAT FOODS ARE SERVED THROUGH 10 CENTS?

SECTION 7 Michigan-Grown Fruits, Vegetables and Dry Beans Purchased by Grantees..... 35
SECTION 8 10 Cents Grantees Purchased a Diversity of Michigan-Grown Products 38
SECTION 9 What Foods Were Served: Fruits40
SECTION 10 What Food Were Served: Vegetables 41
SECTION 11 What’s on the Menu? 43
SECTION 12 Michigan-Grown Fruits, Vegetables and Dry Beans Purchased and Served for the First Time....45
SECTION 13 Michigan-Grown Fruits, Vegetables and Dry Beans of Interest50

HOW FOODS MOVE THROUGH 10 CENTS SUPPLY CHAIN

SECTION 14 From the Farm to the Plate: The 10 Cents Supply Chain 55
SECTION 15 Michigan Farms in the 10 Cents Supply Chain 59

THE BIG PICTURE: DOES 10 CENTS WORK?

SECTION 16 Outcomes of Participating in 10 Cents 63
SECTION 17 Impacts of Participating in 10 Cents 66
SECTION 18 Influence of Participating in 10 Cents on Relationships and Collaborations..... 69
SECTION 19 Response of Food Service Staff to Purchasing and Serving Michigan-Grown Foods Through 10 Cents 73
SECTION 20 Feedback About Participating in 10 Cents a Meal 76
SECTION 21 Present Needs to Support Purchasing and Serving Michigan-Grown Foods 81
SECTION 22 Future Needs to Support Purchasing and Serving Michigan-Grown Foods 85

Contents *(continued)*

A CLOSER LOOK AT PUBLIC SCHOOL GRANTEES

SECTION 23	Does the Number of Years Participating in 10 Cents Influence How Public School Districts Use the Program?	89
SECTION 24	Does the Food Service Operation Type Influence How Public School Districts Use the Program?	93

RECOMMENDATIONS

SECTION 25	Recommendations for Future Years of 10 Cents	98
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APPENDIX

SECTION 26	Technical Notes	103
SECTION 27	Key Definitions	108
SECTION 28	2020-2021 10 Cents Evaluation Survey Questions and Response Rates	110



Executive Summary

The 2020–2021 year for 10 Cents a Meal for Michigan’s Kids and Farms (10 Cents) was notable in a few ways.

- 1 It was the program’s first full school year since the start of the COVID-19 pandemic in March 2020.
- 2 Early care and education (ECE) sites were eligible to participate for the first time.
- 3 2020–2021 marked the first year that schools and centers across the state participating in United States Department of Agriculture Child Nutrition Programs were eligible to apply and participate.

This allowed the program to reach nearly 450,000 Michigan children, more than ever before. Nearly \$1.4 million in grants were awarded to 143 grantees located in more than half (48) of Michigan’s 83 counties.

450,000
MICHIGAN
CHILDREN

\$1.4
MILLION
IN GRANTS

143
GRANTEES

48
COUNTIES
ACROSS
MICHIGAN

To better understand the impact of the 10 Cents program, evaluators conducted **four evaluation surveys with grantees in 2021** (in February, April, June, and August) and analyzed information reported by grantees about their purchases of Michigan-grown fruits, vegetables, and dry beans.

Key Findings and Highlights

GRANT DISTRIBUTION AND CHILDREN SERVED

143

The statewide expansion of 10 Cents between 2020 and 2021 resulted in **the highest number of participating grantees to date** (143) with a diverse range of school, school district, and childcare center grantees distributed throughout Michigan (129 school/district grantees and 14 ECE grantees).

438K

For K-12 schools, **nearly 438,000 schoolchildren—almost one-third (30%)** of all K-12 schoolchildren in Michigan the same year (1,443,456 total)—could have been reached by and benefited from the program.



10 Cents grantees as a group appear to **serve a higher percentage of schoolchildren of color** (African American, Asian American, and Hispanic/Latinx) and schoolchildren eligible for free and reduced-price meals when compared to the statewide population of schoolchildren.¹

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

GRANTEE FOOD SERVICE PROGRAMS

Food Program Managers (FPMs) reported the following experience levels, motivators, barriers, and logistical challenges in their responses:

Experience Levels of FPMs

- **Six+ Years** – 54% of FPMs reported at least six years of experience purchasing local foods
- **New to Purchasing** – 19% of FPMs indicated they were new to purchasing local foods

Top Logistical Challenges

- **Distribution methods** (22%)
- **Lack of available local foods** (19%)
- **Lack of staff labor to prepare local foods** (19%)

Top Motivators

- **Support for Michigan farms and businesses** (21%)
- **Higher quality food** (19%)
- **Access to fresher food** (14%)

Benefits

- **New Connections** – 10 Cents allowed FPMs to make new connections with farmers or local food suppliers (47%)
- **Improved Existing Relationships** – 10 Cents helped FPMs improve existing relationships with farmers or local food suppliers (63%)

Top Barriers

- **Limited availability** (37%)
- **Supplier logistics** (14%)
- **Budget constraints** (13%)

PURCHASE AND USE OF MICHIGAN-GROWN FRUITS, VEGETABLES, AND DRY BEANS

73%

The majority of FPMs (73%) affirmed that 10 Cents allowed them to **try new Michigan-grown foods** in school meals that they otherwise would not have tried.

**5
NEW**

FPMs reported trying an average of **five new Michigan-grown foods** during the program; collectively, they reported trying 30 different types of vegetables and 16 types of fruits.

30%

In February, April, and August surveys, approximately 30% of responding grantees responded yes, there were Michigan-grown foods they were **unable to find and buy**.

1%

Throughout the year, 70% of spending by all grantees (in dollars) on fruits (15 different types), 29% on vegetables (34 different types) and **1% on dry beans**, indicating an opportunity for growth in purchases of dry beans in future years.

**TOP
5**

The **most common products** purchased by grantees included apples (98 grantees), cucumbers (57 grantees), peppers (45 grantees), carrots (41 grantees), and green beans (37 grantees).

Top 10 Michigan grown foods FPMs tried for the first time (in rank order of responses):

- 1. Apples**
- 2. Asparagus**
- 3. Blueberries**
- 4. Carrots**
- 5. Cherries**
- 6. Potatoes**
- 7. Radishes**
- 8. Dry beans**
- 9. Winter squash**
- 10. Lettuce**

THE 10 CENTS SUPPLY CHAIN

150

For 10 Cents purchases, grantees reported using **150 unique vendors**, of which 100 were Michigan farms, that supplied Michigan-grown fruits, vegetables, and dry beans through the 10 Cents food supply chain.

50%

Half (50%) of all 10 Cents spending (in dollars) reported by grantees was from **broadline (or full-service) distributors** and one-third (34%) was from food hubs.

\$47K

Grantees purchased more than **\$47,000 of Michigan-grown products** directly from 21 individual farms, comprising 4% of total reported purchases (in dollars).

5

The 100 grantees (of 143) who reported purchases indicated an **average of five farms** of origin for their local food purchases, regardless of the market channel used.

Legislation for 10 Cents sets forward two program goals:

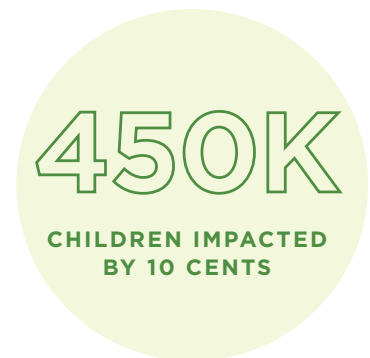
- a to improve daily nutrition and eating habits for children through the school and childcare setting
- b invest in Michigan agriculture and the related food business economy¹

Evaluation results from this year show that **the program is reaching these goals despite pandemic-related interruptions** to food service operations and supply chain issues.

Statewide expansion allowed the program to reach nearly 450,000 Michigan children. Survey responses also illustrate that grantees are trying for the first time new fruits, vegetables, and dry beans in their food programs and that there is a desire to purchase and serve even more Michigan-grown foods. Additionally, reported purchasing information shows that grantees are buying a wide variety of foods sourced from more than 100 different Michigan farms and food businesses across the state.²

The 10 Cents program presents a big opportunity—and possibly motivation—for FPMs to purchase and serve more Michigan-grown fruits, vegetables, and dry beans to children.

Continued program evaluation will allow us to follow and report on the progress of 10 Cents and better understand the impact it has on our schoolchildren, farms, and food businesses.



¹ State of Michigan [Public Act 165 of 2020](#).

² Evaluators examined characteristics among the different types of grantees (public schools, nonpublic schools, ECEs, and Residential Child Care Institutions [RCCIs]), but due to the limited number of grantees that shared purchasing data, there was not enough information to provide specific summaries about them.

Evaluation Activities

In the 2020–2021 year, the Michigan Legislature sought similar reporting for the 10 Cents a Meal for Michigan’s Kids and Farms (10 Cents) as previous pilot years.

This reporting 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.”¹

This evaluation provides a glimpse into the program’s impact on these legislative reporting goals, including the market opportunity through 10 Cents. However, given the limitations of staff capacity and data this program collects—evaluation surveys and purchasing information from food program managers (FPMs) only—there is still much to learn about 10 Cents’ full impact, such as the income generation for farmers and related businesses.

Evaluation Surveys

The Michigan State University Center for Regional Food Systems (CRFS) leads evaluation of 10 Cents. CRFS staff gathered feedback from participating FPMs on schoolchildren’s access to healthy Michigan-grown foods through the program.

Similar to 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 the Michigan Department of Education (MDE). Due to delays in state funding for 10 Cents, no surveys were administered in the fall of 2020, and all four surveys were conducted in 2021 (February, April, June, August).

Survey questions were similar to those asked in previous years to maintain consistency in evaluation, but some adjustments were made due to the statewide expansion of the program, the pandemic, and reviews of how FPMs responded to the way some questions were worded. Some changes included the adjustment from a multiple-choice response format to written, open responses (for questions about motivations, barriers, and challenges to purchasing and serving local foods), and combining questions about educational and promotional activities that support local foods served through 10 Cents into a single question.

¹ State of Michigan [Public Act 165 of 2020](#).

Some survey questions were designed to capture specific information between survey periods. For instance, the February survey included some questions that covered grant activities related to 10 Cents during the school year until January.

Each survey asked participating FPMs to report on the following for their 10 Cents activities:

- **Michigan-grown foods served in the food program for the first time;**
- **Michigan-grown foods that grantees wanted to use but could not find and buy,** promotional and educational activities implemented in the school or childcare setting to support Michigan-grown foods;
- **open responses for needs and feedback** (positive and negative) of participating in the program.

The image displays three sequential screenshots of the '10 Cents a Meal Evaluation Survey August 2022' form. The first screenshot shows a dropdown menu for selecting a county or grantee, with options including Alger, Allegan, Alpena, Ashtabula, Barry, Bay, Benzie, Berrien, Branch, Calhoun, Cass, Charlevoix, Cheboygan, Chippewa, Clare, Delta, Eaton, and Emmet. The second screenshot asks, 'Did you serve any new Michigan-grown fruits, vegetables, or legumes for the first time in your program since the last survey?' with radio buttons for 'Yes' and 'No'. The third screenshot asks, 'If yes, please list all Michigan-grown fruits, vegetables, and/or legumes you tried for the first time in your food service program. List up to 12 new products.' and shows a list of products from Product 1 to Product 12, with 'Zucchini' entered in the Product 5 field.

Some surveys included additional, unique questions to collect specific feedback. The February survey included preliminary or baseline questions to gather data that could be used to make comparisons at the end of the program. These questions included FPMs' experiences with purchasing local foods and the motivators, barriers, and logistical challenges for purchasing and serving fresh or minimally processed Michigan-grown vegetables, fruits, and dry beans. The February survey also included new questions about local food purchasing during the pandemic. Because the June survey was administered toward the end of the program year, the survey asked grantees questions about new and existing relationships with farmers or local food vendors/suppliers and partnerships with other schools, districts, centers, institutions, or organizations to support local food purchasing efforts as a result of participating in 10 Cents. Impacts and outcomes of participating in 10 Cents were also addressed in this June survey.

Thanks to follow up from MDE staff, only a small number of surveys were not returned throughout the year. However, surveys were not always fully completed by each grantee, so response rates (February, 83%; April, 91%; June, 89%; and August, 67%) varied by question and for each survey during the program year.

Demographic and Purchasing Data

MDE supplied schoolchildren population data for participating 10 Cents schools, districts, and centers to help us understand children potentially reached by the program.

This included:

- meal counts
- K-12 enrollment
- license capacities for Residential Child Care Institutions and early care and education (ECE) centers

The license capacity estimates an ECE site's maximum number of children served, and it includes all possible sites under each grantee. K-12 schoolchildren demographic data and terminology, such as race and ethnicity, were sourced from the [MI School Data](#) website, the state of Michigan's official education data source.

Grantees self-reported invoice information:

- Product and cost
- Quantity
- Farm and county of origin
- Additional vendors and suppliers needed to get the product from the farm to the grantee

To provide insight into the 10 Cents' impact on grantee spending, MDE also supplied purchasing data as submitted by grantees through an online reporting system managed by an independent firm MDE hired. Grantees self-reported the following invoice information for their purchases of Michigan-grown fruits, vegetables, and dry beans for 10 Cents: the product, cost, and quantity; its farm and county of origin; and the additional vendors and suppliers needed to get the product from the farm to the grantee. With these purchasing data from all reporting grantees, we can assess the number of different types of Michigan-grown foods purchased for the program; the types of vendors, food suppliers (including farms), and market channels used; and the patterns and opportunities related to grantees' food purchasing.

However, there are some limitations with these purchasing data. First, only 100 of the 143 grantees provided information about their food purchases. The dataset of reported purchases used for this report was provided by MDE in September 2021 and contains information reported by grantees from September 2020–August 2021. However, additional grantees submitted purchasing information at a later date, and some grantees submitted additional purchases beyond this date. Therefore, the findings outlined in these summaries are limited to the original information that we obtained and do not capture the full scope of spending during the program year, which includes more grantees and more spending.

100

OUT OF 143 GRANTEEES
PROVIDED INFORMATION
ABOUT THEIR FOOD
PURCHASES



This report contains information reported by grantees from September 2020–August 2021

Next, it should be noted that characteristics of ECE grantees as a group were examined, but due to the limited number of grantees that shared purchasing data, there was not enough information to write an ECE-specific summary. Another limitation was that FPMs may have had limited capacity to report every transaction or may have received incomplete product and sourcing information from some suppliers, particularly more traditional school food vendors. Because of this limitation, **these data may underrepresent the actual number of transactions, dollars spent, and products purchased for the program this year.**

Finally, purchasing information is required for products sought to be counted toward 10 Cents, but FPMs may purchase more Michigan-grown products than their grant award plus match amount. They may even purchase Michigan-grown or raised products that are not eligible for 10 Cents, such as ground beef or grains.

In the future, we hope to expand evaluation efforts among grantees as more continue to participate over time. Partners like MDE could also use geographic mapping to better visualize and understand the impact of 10 Cents on children served and the local foodshed throughout the state. These efforts could help the 10 Cents team, grantees, and stakeholders better understand the program in action and identify how the program could be improved for the future.²



² See [Recommendations for Future Years of 10 Cents](#) for more information.

Introduction

10 Cents a Meal for Michigan’s Kids and Farms (10 Cents) is a state-funded program that matches what participating schools and childcare centers spend on fresh or minimally processed¹ Michigan-grown fruits, vegetables, and dry beans with grants of up to 10 cents per meal.

The goals of the 10 Cents 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 start of the pilot program in 2016, funding through the state school aid budget has increased every year.

The Michigan Legislature provided \$2 million for the program to operate across the state in 2020–2021, more than triple the funding amount (\$575,000) from the previous program year. After setting aside funds for program administration, approximately \$1,410,700 was awarded in matching grants to 143 grantees. The final amount of grant funds did not match the original legislative budget for the program because of pandemic-related administrative adjustments, such as grantees that dropped out, the addition of new grantees, and requests for additional funds. These administrative adjustments demonstrate the need for flexible program funding that is responsive to needs of individual grantees and the overall integrity of the program. The chart below shows the distribution of grant funds over the years.



¹ The 10 Cents definition of minimally processed is derived from the USDA definition of unprocessed, which is for the purpose of [applying geographic procurement preference](#). 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.

Table 2.1. Distribution of 10 Cents Grants, 2016–2021

Pilot year	Total grants awarded	Eligible MASA Regions	Participating counties	Participating schools/districts	Participating early care and education (ECE) sites	Estimated students enrolled*	Estimated ECE children served**
2020–2021	\$1,410,700	Statewide	48	129	14	423,879	11,683
2018–2019	\$493,500	2, 4, 6, 8, 9	27	57	—	134,000	—
2017–2018	\$315,000	2, 4, 9	18	32	—	95,000	—
2016–2017	\$210,000	2, 4	8	16	—	48,000	—

Note: The program year 2019–2020 is not included in the chart above. Due to legislative and pandemic-related delays, state funding was not available to grantees until August, when the traditional school year was complete. Grantees were the same as the previous year (2018–2019), and grant funds were awarded retroactively for local food purchases made earlier in the year.

*Data supplied by the Michigan Department of Education. These data do not include Residential Child Care Institutions enrollment, which is not publicly available. K–12 enrollment data may be undercounted because numbers from some grantees were missing.

**Data supplied by Michigan Department of Education. License capacity estimates an ECE site's maximum number of children the site can serve, although actual number may vary at any given time throughout the year, and it includes all possible sites under each grantee.

The 2020–2021 year for 10 Cents was notable in a few ways. First, it was the program's first full school year since the start of the coronavirus pandemic in March 2020. Second, ECE sites were eligible to participate for the first time. Lastly, 2020–2021 marked the first year that schools and centers across the state participating in United States Department of Agriculture (USDA) Child Nutrition Programs were eligible for 10 Cents. Grantees were located in more than half (48) of Michigan's 83 counties. Because eligibility for the program is now statewide, we will refer to regions of the state less than we referred to them in prior evaluation reports. When we do refer to regions, we will use the Michigan Association of Superintendents & Administrators (MASA) Regions, of which there are 10. However, because MASA Region 10 includes only the city of Detroit, we will combine Regions 9 and 10.²

[Click here to learn more about 10 Cents Grantees Across All Years of the Program.](#)

The expansion of eligibility included four different types of grantees for 2020–2021, as outlined in the chart below. Note that Residential Child Care Institutions (RCCIs) are public or nonprofit institutions that operate primarily for the care of children.

Table 2.2. Distribution of Grants by Grantee Type

Grantee type	Number of Grants
Public schools and districts	119 (83.2%)
Nonpublic schools	5 (3.5%)
ECEs	14 (9.8%)
RCCIs	5 (3%)

83.2%

OF GRANTS WERE AWARDED TO PUBLIC SCHOOLS AND DISTRICTS

Note: n = 143

2 See the Michigan Association of Superintendents & Administrators (MASA) [Regions page](#) for more details.

In 2020–2021, MDE continued to administer the program with additional staff support from Michigan Department of Agriculture and Rural Development, the nonprofit Groundwork Center for Resilient Communities, and Michigan State University Center for Regional Food Systems.

Through a competitive application process, MDE reviewed applications from eligible entities and selected grantees. Applicants were evaluated on their capacity to purchase, serve, and market Michigan-grown fruits, vegetables, and dry beans in their food service programs. A variety of characteristics were considered in the grant selection process, such as the ability to provide related educational and promotional activities, free and reduced-price meal rates (when applicable), food service program type (self-operating or contracted food service management company), and urban and rural settings. For the 2020–2021 year, all applicants were accepted. Applicants received grant allotments based on meals claimed in the previous school year.

Applicants were evaluated on their capacity to purchase, serve, and market Michigan-grown fruits, vegetables, and dry beans in their food service programs.

10 Cents is a matching reimbursement program that can incentivize food program managers (FPMs)³ to seek local sources for food they already purchase and use in school meals. For example, if a grantee is awarded \$5,000, they commit to spending \$10,000 on Michigan-grown fruits, vegetables, and dry beans. Grantees must submit invoice information to show proof of their purchases for them to count toward their grant award and match amount. As required by legislation, all reported purchases must include the Michigan farm of origin, which is the name and location of the farm that grew the produce.⁴ Eligible Michigan-grown produce can be purchased from any farm and food supplier as chosen by FPMs, whether direct from farms,

Giving FPMs the flexibility to choose their supplier can help drive demand for local foods across all market channels.

from local and regional food distributors, or even from federal food programs such as the Department of Defense Fresh Fruit and Vegetable Program and USDA Foods. Giving FPMs the flexibility to choose their supplier can help drive demand for local foods across all market channels as grantees seek and ask for more of them, including from customary food suppliers and food programs used by FPMs operating USDA Child Nutrition Programs.

Grantees were also required to complete quarterly evaluation surveys along with reporting information about food purchases. Results and analyses from these data sources are shared in the summaries that follow. In the 2020–2021 school year, many FPMs purchased food and ran their food operations differently due to ever-changing conditions (e.g., school closures and food shortages) caused by the pandemic. For these reasons, and because of program expansion, comparisons to previous 10 Cents program years and evaluation reports are not appropriate or included here. Most data analyses for 2020–2021 are reported alone in this evaluation report, and we look forward to examining changes, trends, and growth across future program years.

³ In previous program years, the term food service director was used. For 2020–2021, the term food program managers is used to be inclusive of the newly added childcare sponsor grantees.

⁴ State of Michigan [Public Act 165 of 2020](#).

10 Cents Grantees: A Summary of Geographic Distribution and Children Reached

The statewide expansion of 10 Cents a Meal for Michigan's Kids and Farms (10 Cents) in 2020–2021 resulted in the **highest number of participating grantees to date (143)**, including school districts and childcare center grantees located throughout Michigan.

This allowed the program to reach nearly **450,000 Michigan children**, more than ever before.

Key Takeaways

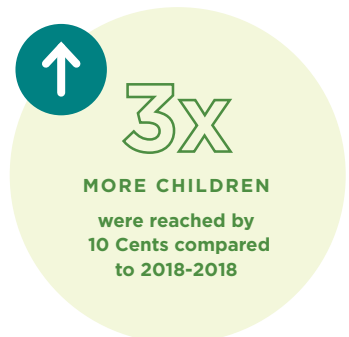
For K-12 schools, an estimated **438,000 schoolchildren**, almost **one-third (30%) of all K-12 schoolchildren in Michigan that school year (1,437,612 total)**,¹ could have benefited from the program. This year's estimated reach is a substantial increase from the 9% of Michigan K-12 schoolchildren reached through the 10 Cents Pilot in 2018–2019 (134,036 K-12 schoolchildren out of 1,507,772 total in the state).²

New to the program this year were 14 early care and education sites (ECEs) that participated in the United States Department of Agriculture Child and Adult Care Food Program, through which more than 11,600 children could have been reached through 10 Cents.³

1 Data provided by the state of Michigan's official public portal for education data, *MI School Data*.

2 Refer to the report, *10 Cents a Meal Pilot: 2018–2019 Evaluation Results, Reflections, and Recommendations*, for more information.

3 Based on ECE license capacity data provided by the MDE.



Tables 3.1 and 3.2 show grant awards by grantee type and the number and demographics, when available, of children reached through 10 Cents grants in the 2020–2021 year.

Table 3.1. Regional Breakdown of 10 Cents Grant Awards for 2020–2021

MASA Region	School/district grantees	ECE grantees	Counties	Total K 12 children enrollment	ECE license capacity	Total children served
1	4	1	4	3,214	437	3,651
2	21	2	10	27,651	153	26,864
3	27	1	10	75,381	60	70,282
4	8	2	6	23,305	460	20,213
5	8	2	3	22,008	4,414	26,422
6	6	—	3	20,475	—	20,475
7	17	2	6	39,587	872	40,459
8	10	—	5	39,054	—	39,054
9, 10	28	4	4	187,238	5,287	188,142
Total	129	14	51	437,913	11,683	449,596

Note: K-12 schoolchildren enrollment and ECE license capacity data were provided by the MDE. K-12 enrollment data may be undercounted as numbers from some grantees were missing. Schoolchildren data for nonpublic schools and RCCIs are not publicly available, so they are not included. There were no participating ECE sites in MASA Regions 6 or 8, and MASA Regions 9 and 10 were combined.



Table 3.2. Demographics of Michigan Schoolchildren Reached Through 10 Cents Grants for 2020–2021

	MASA Region									Participating grantees	State of Michigan
	1	2	3	4	5	6	7	8	9, 10		
Aggregate enrollment	3,189	27,612	76,637	22,596	19,220	21,110	41,122	39,919	190,020	441,425	1,437,612
African American (percent)	0.72%	0.85%	9.52%	22.34%	17.22%	21.71%	18.26%	14.88%	32.86%	21.52%	17.72%
American Indian/ Alaska Native (percent)	0.56%	2.04%	0.28%	1.42%	0.27%	0.27%	0.36%	0.22%	0.17%	0.40%	0.60%
Asian American (percent)	2.04%	0.78%	4.29%	2.06%	0.41%	3.54%	2.11%	6.92%	6.16%	4.61%	3.53%
Hispanic/Latinx (percent)	2.13%	3.98%	14.71%	8.89%	4.66%	14.40%	12.64%	9.32%	6.71%	9.03%	8.44%
Native Hawaiian/ other Pacific Islander (percent)	0.06%	0.13%	0.07%	0.31%	0.08%	0.05%	0.08%	0.05%	0.09%	0.10%	0.09%
White (percent)	89.53%	88.64%	66.69%	60.97%	72.91%	50.45%	58.03%	59.61%	51.40%	59.76%	64.97%
Two or more races (percent)	4.95%	3.58%	4.44%	4.00%	4.44%	9.59%	8.52%	9.00%	2.61%	4.59%	4.66%
Free and reduced-price meal eligibility (percent)	43.40%	47.10%	45.39%	60.34%	55.03%	59.45%	58.96%	38.01%	58.29%	53.20%	50.89%

Note: Enrollment and demographic data for K–12 schoolchildren were sourced from the MI School Data website, which uses these categories for race and ethnicity. Data for nonpublic schools and RCCIs are not publicly available, so they are not included. MASA Regions 9 and 10 were combined.

The population of K-12 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/districts was more than two percentage points higher than that of the schoolchildren in the state overall (53.20% compared to 50.89%).
- Overall, 10 Cents grantees served a higher percentage of African American (21.52%), Asian American (4.61%), and Hispanic/Latinx schoolchildren (9.03%) than the total percentages of the statewide population (17.72%, 3.53%, and 8.44%, respectively), and a lower percentage of White schoolchildren than the total state-level percentage (59.89% compared to 64.97%).
- Grantees in the MASA Regions 9 and 10 (Southeast Michigan, including the city of Detroit and Detroit Metropolitan area) served the highest percentage of African American schoolchildren (32.86%).
- Grantees in MASA Region 3 (West Michigan) served the highest percentage of Hispanic/Latinx schoolchildren (14.71%).
- Grantees in MASA Region 1 (Upper Peninsula) served the highest percentage of White schoolchildren (89.53%).
- Grantees in MASA Region 4 (Central Michigan) served the highest percentage of free and reduced-price meal eligible schoolchildren (60.34%).

2%

MORE CHILDREN

were eligible for free and reduced-price meals in 10 Cents schools/districts than in the state overall

The population of children served by 10 Cents grantees has increased significantly from prior years due to the inclusion of ECE sites and the program's statewide expansion, which now includes Wayne County and the city of Detroit (MASA Regions 9 and 10). When compared to the statewide population of schoolchildren, as a group 10 Cents grantees appear to serve a higher percentage of schoolchildren eligible for free and reduced-price meals and schoolchildren of color (African American, Asian American, and Hispanic/Latinx schoolchildren). As we look into the future, broadened program eligibility will allow many more grantees across Michigan to participate, setting the stage for more children to benefit from 10 Cents.

[Click here](#) to learn more about 2020–2021 Grantees and their counties by MASA Region.

2020–2021 Grantees and Their Counties by MASA Region	
MASA REGION 1	<ul style="list-style-type: none"> 10 COUNTIES 3 GRANTEES
MASA REGION 2	<ul style="list-style-type: none"> 10 COUNTIES 22 GRANTEES

Please note the following related to these tables:

- The information in Table 3.1 was provided by the Michigan Department of Education (MDE). The K-12 enrollment data may be undercounted because numbers for some grantees were missing. The enrollment, race, and ethnicity categories for K-12 schoolchildren in Table 3.2 were sourced from the MI School Data website, the state of Michigan's official education data source, and are presented here as they are listed there.
- The ECE license capacity listed is the maximum number of children who may be cared for by a center (although the actual number may vary throughout the year) and includes all possible sites under each grantee.
- Population data from MI School Data differ slightly from the enrollment information provided by MDE that was based on their initial data for this school year because K-12 enrollment fluctuates continually in schools.

Enrollment and demographic information for participating Residential Child Care Institutions (RCCIs) and nonpublic schools could not be included in our reporting because these data were not publicly available. Although MDE provides ECE license capacity data, demographic information for ECEs is not publicly available.

In prior years, the 10 Cents pilot program referenced Prosperity Regions as created by Governor Rick Snyder. The 2020–2021 year was the first program year that used Michigan Association of Superintendents and Administrators (MASA) Regions to map 10 Cents, and all regions were eligible for the program.¹ To simplify reporting, we combined MASA Regions 9 and 10 for this evaluation, as Region 10 is the city of Detroit alone.



¹ Refer to the [MASA Regions page](#) for more information.

Michigan-Grown Food Purchasing Experience of Participating Food Program Managers

Key Takeaways

The majority of food program managers (FPMs) (54%) who participated in 10 Cents in 2020–2021 reported **6 years of experience or more purchasing local foods for food service programs** (whether with their current position or before), while many FPMs (19%) indicated they were new to purchasing local foods with no prior years of experience.

54%

FPMs REPORTED
6 OR MORE YEARS
OF EXPERIENCE

Half of all responding FPMs (50%) indicated they had at least 6 years of experience both purchasing local foods for their current food service program and managing/directing their current food service program.

50%

FPMs HAD AT LEAST
6 YEARS EXPERIENCE
IN PURCHASING
LOCAL FOODS

When FPMs' experience purchasing local foods was compared to the participating grantee's type of food service operation, both grantees with self-operating programs and contracted food service management companies had **similar levels of experience**.



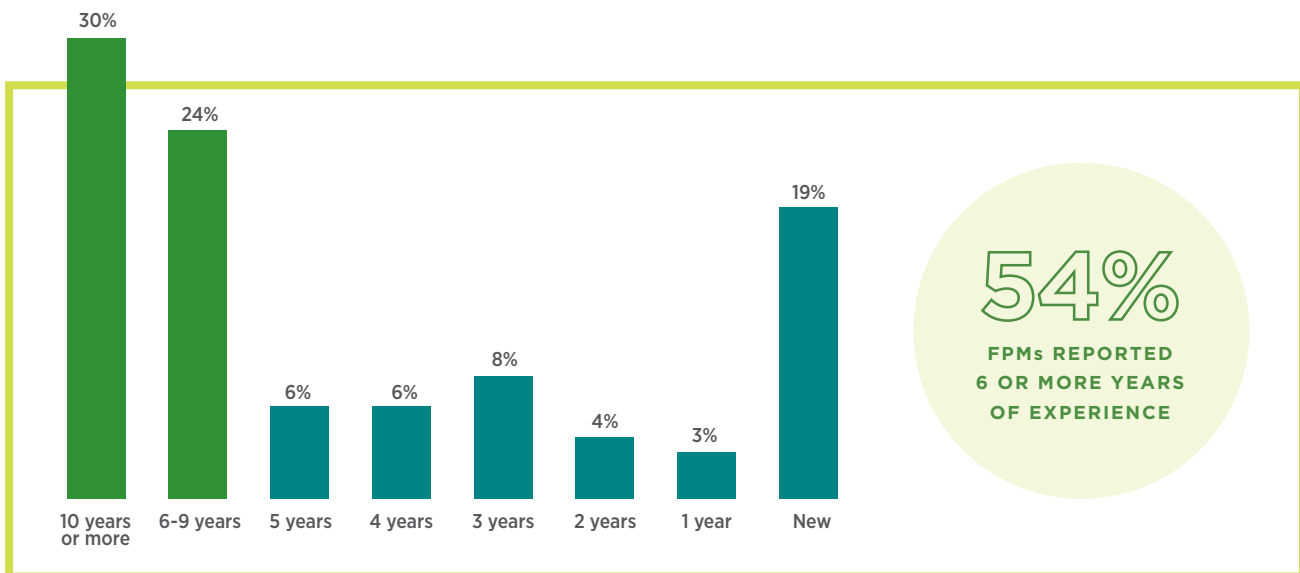
Survey: February

The FPMs¹ who participated in the 2020–2021 year of 10 Cents a Meal for Michigan’s Kids and Farms (10 Cents) had a range of years of experience purchasing local foods and managing the food service programs at their respective schools, districts, or centers.

All 118 FPMs that took the February evaluation survey responded to questions about their years of experience with local food purchasing and managing their current food programs. Previous analysis indicated that more experience with 10 Cents and other farm to school programs might lead to FPMs purchasing more types of Michigan-grown fruits, vegetables, and dry beans through 10 Cents.² Responses to the survey questions described below will continue to help evaluators gain further insight into this potential finding as the program grows.

FPMs who took this survey responded to the question, “**For how many years have you personally been purchasing local foods for food service programs?**” Although most responding FPMs (54%) reported six years of experience or more ($n = 63$), many FPMs (19%) indicated they were new to purchasing local foods ($n = 23$) with no prior years of experience.

Figure 4.1. Years of Food Program Manager Experience Purchasing Local Foods for Food Service Programs



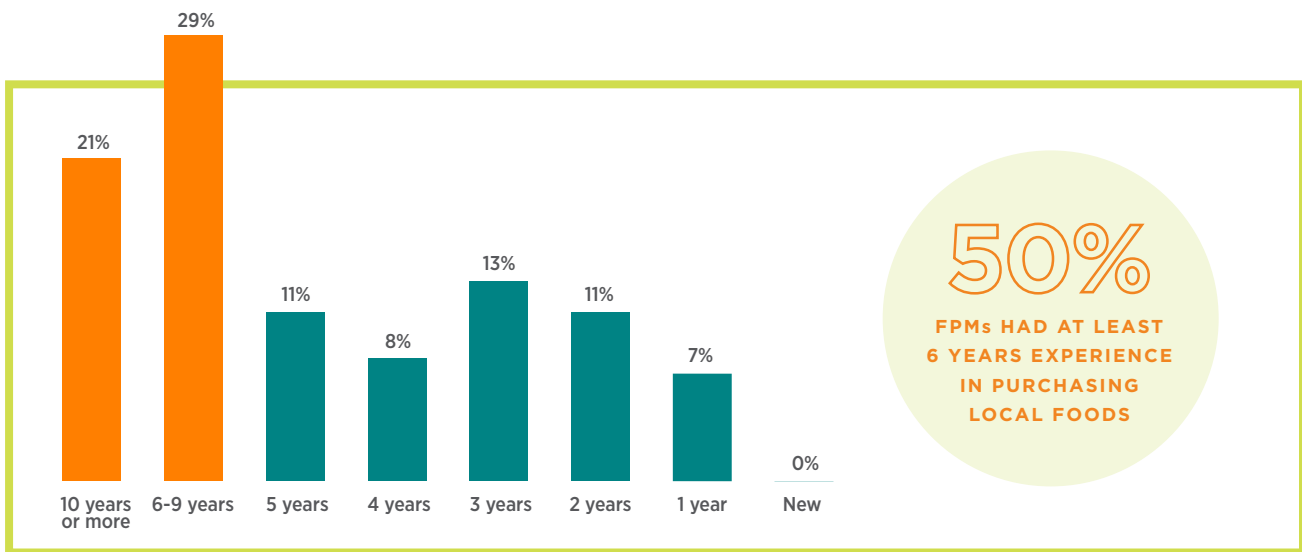
Note: $n = 118$

1 For more information about this term, refer to [Evaluation Activities of the 10 Cents a Meal Program](#).

2 Refer to the [Farm to School Experience Matters: Insights From an Analysis of Food Service Director Behavior](#) summary.

Next, there were 95 FPMs who responded to the question, **“For how many years have you been purchasing local foods for the food service program at this school, district, or center?”** This question was not asked of the 23 FPMs who responded as new to local food purchasing in the previous question. Half of the FPMs (50%) who responded indicated they had at least 6 years of experience, 29% ($n = 28$) of FPMs who responded indicated 6–9 years, and 21% ($n = 20$) of FPMs who responded indicated 10 years or more.

Figure 4.2. Years of Food Program Manager Experience Purchasing Local Foods for Their Food Service Program at Their School, District, or Center

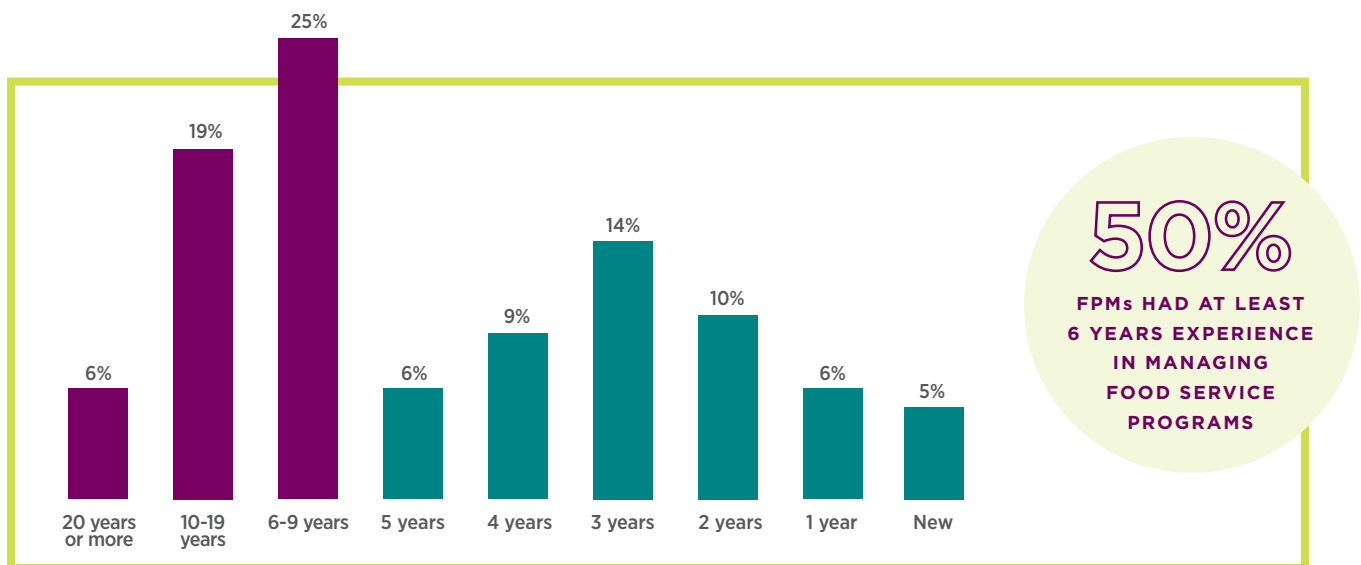


Note: $n = 95$



All grantees that took the survey responded to the question, “**How long have you managed or directed the food service program at your school, district, or center?**” Results were similar to the previous question, with half of the FPMs (50%) reporting at least six years of experience. Approximately 25% ($n = 30$) of FPMs indicated 6–9 years and 29% ($n = 22$) stated 10–19 years. Despite this breadth of experience, a portion of FPMs were newer to their programs. More than one-third of FPMs had three years or less of experience managing or directing their food service program (35%, $n = 41$).

Figure 4.3. Years of Food Program Manager Experience Managing or Directing Their Food Service Program at Their School, District, or Center



Note: $n = 118$

These data show that half of responding FPMs had at least 6 years or more of experience with purchasing local foods generally ($n = 63$, 54%) and at their respective programs in 2020–2021 ($n = 48$, 50%). Similarly, half of responding FPMs had at least 6 years of experience managing or directing the food service program at their school, district, or center ($n = 59$, 50%). One-third of responding FPMs (35%) indicated they had 3 years of experience or less managing or directing their food service program. However, nearly one-fifth (19%) of responding FPMs reported that they were new to purchasing local foods for any food service program.

FPMs’ experience purchasing local foods was compared to the number of years grantees had participated in 10 Cents. For the 2020–2021 school year, more than half (63%) of all grantees were new to the program. This was followed by grantees who had three years of participation (15%) and four years of participation (10%). Seven grantees (5%) participated for the maximum possible of five years, since the first pilot program year began in 2016–2017 with just 16 grantees.

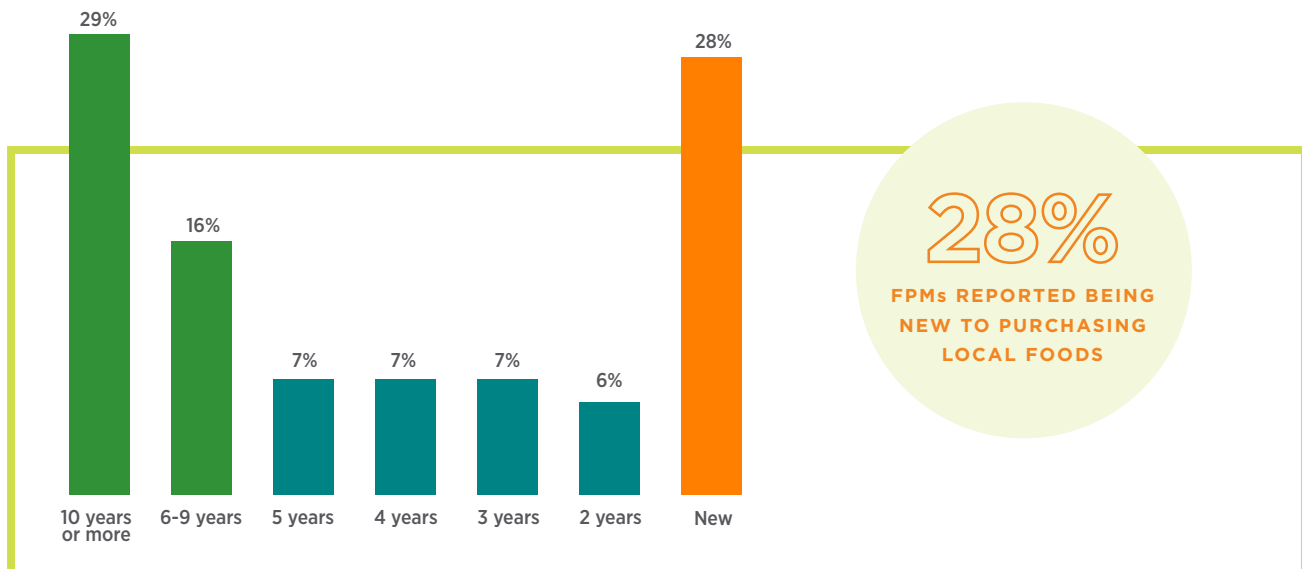
Table 4.1. Years of Participation in 10 Cents by Grantees 2020–2021

Years of participation in 10 Cents by grantees	Number (percent) of grantees
1 year	90 (62.9%)
2 years	9 (6.3%)
3 years	22 (15.4%)
4 years	15 (10.5%)
5 years	7 (4.9%)

Note: $n = 143$

FPMs working for new schools, districts, or centers participating for the first time in 10 Cents had a much more varied level of experience purchasing local foods (see Figure 4.4). While almost one-third of FPMs new to 10 Cents stated that they were also new to purchasing local foods ($n = 19$, 28% of responding first-year FPMs), another third stated they had 10 years or more of experience purchasing local foods ($n = 20$, 29% of responding first-year FPMs).

Figure 4.4. Years of Experience Purchasing Local Foods for New Grantees Participating in 10 Cents 2020–2021

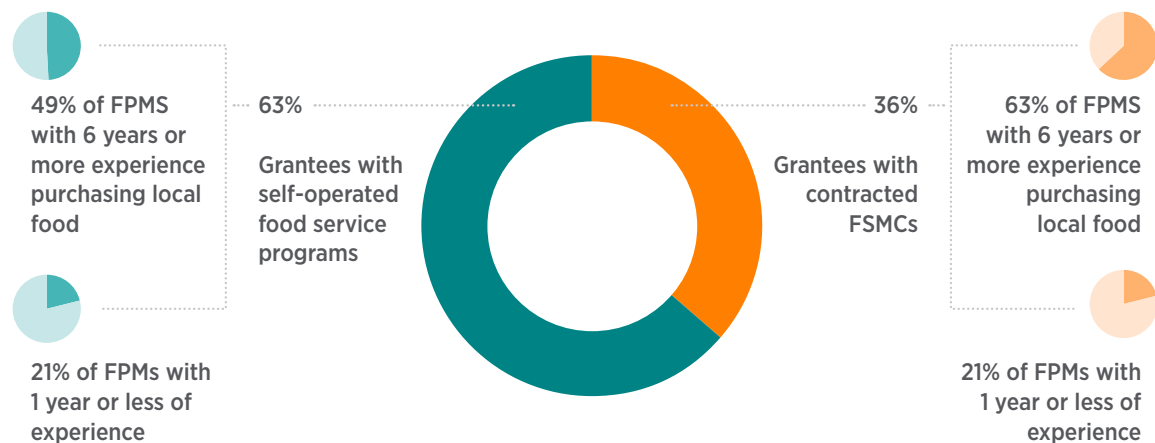


Note: $n = 69$

Conversely, for the most experienced grantees—those with 5 years of experience participating in 10 Cents by 2020–2021—all but one of six responding FPMs had 6 years or more of experience purchasing local foods, both generally and for their respective programs. The one FPM who had 1 year of experience was new to a school/district that had already participated in 10 Cents in prior years. Of the 16 original grantees from 2016–2017, seven participated in the 2020–2021 year.

Figure 4.5. Grantees' levels of experience purchasing local foods

Grantees with self-operating and contract food service management companies (FSMCs) had similar levels of experience purchasing local foods.



The majority of responding grantees (63%, $n = 74$) had self-operated food service programs, and over a third of grantees (36%, $n = 43$) had contracted FSMCs. Most grantees with contracted FSMCs had FPMs with 6 years or more of experience purchasing local food (63%, $n = 27$), and nearly half of grantees with self-operated programs had FPMs with this level of experience (49%, $n = 36$). Both types of grantees had a fifth of FPMs with 1 year or less of experience (21%, $n = 9$ for grantees with contracted FSMCs and $n = 16$ for grantees with self-operated programs).

Motivations, Barriers, and Challenges for Purchasing and Serving Michigan-Grown Foods

Key Takeaways

The top three reported motivators for purchasing and serving local foods:

- 1 **support for Michigan farms and businesses** (21% of all motivators mentioned)
- 2 **higher quality food** (19% of all motivators mentioned)
- 3 **access to fresher food** (14% of all motivators mentioned)

The top reported barrier for purchasing and serving local foods was **limited availability** (37% of all barriers mentioned), which was reported twice as frequently as any other barrier.

37%

REPORTED LIMITED
AVAILABILITY AS THE
TOP BARRIER

OTHER
TOP BARRIERS

14% **Supplier
Logistics**

13% **Budget
Constraints**

The top three reported logistical challenges were:

- 1 **distribution methods** (22% of all challenges mentioned)
- 2 **lack of available local foods** (19% of all challenges mentioned)
- 3 **lack of staff labor to prepare local foods** (19% of all challenges mentioned).

Of the 118 food program managers (FPMs) who responded to the February survey, all responded to the barriers and logistical challenges questions, and 115 responded to the motivators question.

All three questions had open-ended responses that allowed participants to offer feedback in their own words. Evaluators categorized the text entries based on common themes. A single grantee's response could have multiple themes within it, so the number of mentions to themes is often higher than the total number of responses to each question.¹ Because these questions were open response, some themes may appear more than once among results for different questions. For example, limited availability of local foods was a top response in both the barriers and logistical challenge questions. See a summary of responses in the chart at the end of this section.

The top motivator for purchasing and serving local foods reported by responding FPMs ($n = 115$) was support for Michigan farms and businesses (21% of all motivators mentioned), followed by higher quality food (19% of all motivators mentioned), and access to fresher food (14% of all motivators mentioned).



We have a lot of farmers in our school community, so I would like to support our families. I also think that finding local produce gives us a fresher product for our students.”



Support local farm and industry, better perception of food service program, better food.

Other frequent response themes related to motivators included supporting the local economy (13% of all motivators mentioned), providing educational opportunities (10% of all motivators mentioned), and promoting positive public relations with the community (10% of all motivators mentioned). Knowing where local food is sourced (4% of all motivators mentioned), increased consumption of local foods by children (3% of all motivators mentioned), increased variety of local foods served (2% of all motivators mentioned), promoting sustainability efforts (2% of all motivators mentioned), and affordable price (1% of all motivators mentioned) were also reported, but less frequently.

The top barrier to purchasing and serving local foods reported by responding FPMs ($n = 118$) was the limited availability of Michigan agricultural products as it related to seasonal availability.

This barrier was stated more than twice as much as any other (73 grantees, 37% of all barriers mentioned). The second most frequently cited barrier was supplier logistics (14% of all barriers mentioned), which included limited delivery options, product shortages, and adequate or large enough volumes. The third most frequently cited barrier was centered around perceived budget constraints to purchase local foods (13% of all barriers mentioned).



Aggregation is the largest barrier. It is difficult purchasing locally grown, fresh produce in the volume needed for our large school district.



Cost, seasonality, foods from far away are much cheaper...

¹ See [Technical Notes](#) for a detailed explanation of open-text response analysis.

Other frequently reported barriers included inconvenience related to increased time to process local products and ordering from suppliers (7% of all barriers mentioned), a limited supply of farmers and food suppliers (7% of all barriers mentioned), and issues caused by the ongoing pandemic (6% of all barriers mentioned). Less frequently reported barriers were lack of consumer demand (4% of all barriers mentioned), limited knowledge (3% of all barriers mentioned), lack of flexibility in contracts with food service management companies² (3% of all barriers mentioned), staffing (2% of all barriers mentioned), federal procurement regulations (2% of all barriers mentioned), and food safety concerns (1% of all barriers mentioned).

Notably, 24 grantees provided statements about experiencing no logistical challenges related to 10 Cents. For those FPMs who did report these types of challenges ($n = 118$), the top logistical challenge to purchasing and serving local foods was the limited availability local foods (22% of all logistical challenges mentioned) related to adequate volumes, seasonality, and availability of minimally processed and prepackaged foods. Limited availability of local food was also a concern raised in FPM interviews for a previous evaluation report,³ which highlighted the difficulty of finding local sources with sufficient volumes of Michigan-grown products to meet the 10 Cents grant amount and the matching requirement. The second most frequently reported challenge was distribution methods, often related to limited delivery options from local food vendors and farmers (19% of all logistical challenges). The third most frequently reported challenge was the lack of staff labor to prepare local foods (19% of all logistical challenges mentioned).



Processing is a challenge. Locally grown fresh produce can be purchased but needs to be processed.



Not sure if we will be able to find enough farmers to produce the amounts of produce locally that we will go through. Also, not sure if the famers will be willing to deliver to the school for us.

Logistical challenges related to the COVID-19 pandemic were also frequently mentioned (10% of all logistical challenges) for the 2020–2021 year. Reported challenges included school closures having an impact on the operations of the food program and the number of children being served meals. Additionally, a concern about the lack of available prepackaged Michigan items during the ongoing pandemic was mentioned.



With COVID, we have to serve/wrap/prepackage everything. No salad bars to let the kids get their own fruits/veggies.



We cannot have fruit and vegetable bars at this time, and many students are remote, so we send home meals.

Other logistical challenges mentioned included lack of storage for local products (6% of all logistical challenges mentioned), difficulty identifying local foods from distributors (5% of all logistical challenges mentioned), lack of available farms and food suppliers (5% of all logistical challenges mentioned), and order sizes, such as minimum order requirements or lack of bulk options (5% of all logistical challenges mentioned). Grantees also indicated the high costs of local food (4% of all logistical challenges mentioned), lack of flexibility in food service management company contracts (when applicable) to procure from local food suppliers (3% of all logistical challenges mentioned), and a lack of equipment to prepare local foods (2% of all logistical challenges mentioned).

2 Refer to the [Technical Notes](#) summary for more information about types of food service program operations, including contracted food service management companies that are referred to here.

3 Refer to [What a Dime Can Do: An Evaluation of the 10 Cents a Meal Pilot](#).

Related to motivators, barriers, and challenges is the topic of sourcing from Michigan farms (farm of origin). The legislation for 10 Cents requires program grantees to report the name and Michigan location of the farm that grew the produce.⁴ Grantees report this as a motivator for purchasing local foods through a desire to know the source of their food and support farm families. However, it can also be perceived as a challenge because some grantees struggle to find and report the farm of origin for their purchases if a food vendor does not provide easily identifiable source information to grantees, whether at the point of sale or in purchasing reports. This challenge can be especially apparent when grantees purchase from a supplier that sources and sells Michigan-grown foods from multiple farms (such as broadline distributors) without a way to track or communicate the farms of origin, or when grantees purchase products that are minimally processed⁵ (e.g., frozen, peeled, sliced, etc.) by a food vendor separate from the farm that grew the original, whole product.

Table 5.1. Reported Motivators, Barriers, and Logistical Challenges to Purchasing and Serving Local Foods

Theme	Categories	Number (percent) of mentions	Number (percent) of grantees
Motivators • 299 total statements • 115 total grantees	Support Michigan farms and businesses	63 (21.1%)	63 (54.8%)
	Higher quality food	58 (19.4%)	58 (50.4%)
	Access to fresher food	43 (14.4%)	43 (37.4%)
	Support local economy	38 (12.7%)	38 (33.0%)
	Educational opportunities	29 (9.7%)	29 (25.2%)
	Public relations	29 (9.7%)	29 (25.2%)
	Knowledge of food source	11 (3.7%)	11 (9.6%)
	Increased consumption	9 (3.0%)	9 (7.8%)
	Increase variety of food	7 (2.3%)	7 (6.1%)
	Sustainability	7 (2.3%)	7 (6.1%)
	Price	4 (1.3%)	4 (3.5%)

⁴ State of Michigan [Public Act 165 of 2020](#).

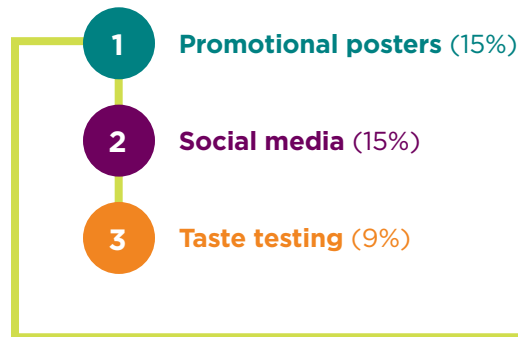
⁵ The 10 Cents definition of minimally processed is derived from the United States Department of Agriculture definition of unprocessed, which is for the purpose of [applying geographic procurement preference](#). For 10 Cents, this includes Michigan-grown fruit and vegetable products that are frozen, 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.

Theme	Categories	Number (percent) of mentions	Number (percent) of grantees
Barriers • 195 total statements • 118 total grantees	Limited availability of local foods	73 (37.4%)	73 (61.9%)
	Supplier logistics	28 (14.4%)	28 (23.7%)
	Budget constraints	25 (12.8%)	25 (21.2%)
	Inconvenience	13 (6.7%)	13 (11.0%)
	Limited suppliers	13 (6.7%)	13 (11.0%)
	Pandemic	11 (5.6%)	11 (9.3%)
	Limited knowledge	7 (3.6%)	7 (5.9%)
	Lack of consumer demand	6 (3.1%)	6 (5.1%)
	Lack of flexibility in food service management company contracts	5 (2.6%)	5 (4.2%)
	No barriers	5 (2.6%)	5 (4.2%)
	Food program staffing	4 (2.1%)	4 (3.4%)
	Federal procurement regulations	3 (1.5%)	3 (2.5%)
	Food safety concerns	2 (1.0%)	2 (1.7%)
Logistical challenges • 116 total statements • 118 total grantees	Limited availability of local foods	25 (21.6%)	25 (21.2%)
	Lack of a distribution method	22 (19.0%)	22 (8.69%)
	Lack of staff labor to prepare local foods	22 (19.0%)	22 (18.6%)
	Pandemic related challenges	12 (10.3%)	12 (10.2%)
	Lack of storage	7 (6.0%)	7 (5.9%)
	Difficulty identifying local products	6 (5.2%)	6 (5.1%)
	Lack of available vendors	6 (5.2%)	6 (5.1%)
	Order size	6 (5.2%)	6 (5.1%)
	Cost of local foods	5 (4.3%)	5 (4.2%)
	Lack of flexibility in food service management company contracts	3 (2.6%)	3 (2.5%)
	Lack of equipment to prepare local foods	2 (1.7%)	2 (1.7%)

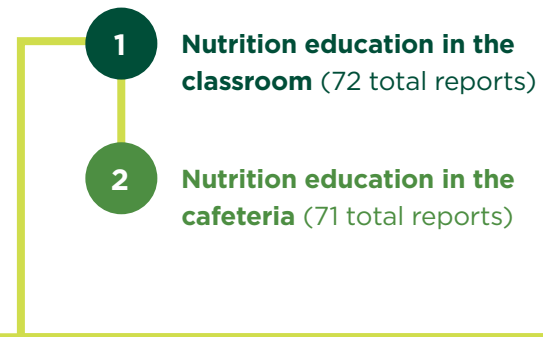
Promotional and Educational Activities Supporting 10 Cents

Key Takeaways

Top Types of Promotional Activities



Top Educational Activities



In each of the four surveys, participating food program managers (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 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 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 and that 10 Cents a Meal for Michigan’s Kids and Farms (10 Cents) grants only provided funding for the purchase of Michigan-grown foods in food programs, not for any promotional and educational activities that support food programs.

PROMOTIONAL AND EDUCATIONAL ACTIVITIES

- Throughout the school year, 140 different FPMs reported that activities were conducted in support of 10 Cents. Across all surveys, there were 908 reports of promotional activities.** The most frequently reported activities were promotional posters (138 reports, 15%), social media (136 reports, 15%), and taste testing (83 reports, 9%). Although we do not make many comparisons to evaluation results from previous pilot years of 10 Cents due to changes in the size, geographic scope, and type of grantees involved in the program, it is of interest to note that taste testing was the most frequently reported activity by grantees in all pilot years prior to the pandemic.¹ Perhaps the ongoing coronavirus pandemic brought with it limited staff capacity, periods of remote teaching, and/or the potential risk of exposure associated with conducting taste tests that reduced their use during this time. We will be interested to track the frequency with which grantees report tasting activities in future years.
- More than half of all grantees (54%, 76 grantees) reported no activities were conducted at least once during the year.** Additionally, “no activities conducted” was reported 121 times throughout the year, with the highest rates occurring in August (21%). Four grantees reported no activities were conducted across all four surveys.
- The most frequently reported types of activities—promotional posters, social media, and taste testing—were reported by 105 grantees at least once during the year: 68 grantees reported using promotional posters, 64 reported using social media, and 52 reported using taste testing.** The average number of types of promotional activities reported throughout the year was seven (7.28). Top educational activities included nutrition education in the classroom and in the cafeteria, each with 70 reports. Write-in responses for “other” classroom activities included cooking-related activities, FoodCorps curriculum, and hands-on activities, such as painting.

908

REPORTS OF
PROMOTIONAL
ACTIVITIES ACROSS
ALL SURVEYS

25%

indicated
circumstances
surrounding the
pandemic limited
opportunities.

- One-quarter of the “other” responses (16 out of 64 other responses by 14 different grantees) indicated that circumstances surrounding the pandemic limited opportunities to conduct a variety of activities to support local foods.** Remote/virtual teaching, social distancing guidelines, and curbside meal pickup were all mentioned as disrupting the capacity to conduct activities. Even so, some grantees stated that they found new ways to conduct activities, such as distributing new recipes, informational sheets, and flyers in curbside and take-home meals.

¹ Refer to the [10 Cents a Meal Pilot: 2018–2019 Evaluation Results](#).



SOCIAL MEDIA

REPORTED AS THE MOST SUCCESSFUL TYPE OF PROMOTIONAL ACTIVITY

MOST SUCCESSFUL ACTIVITIES

FPMs were asked in each survey to indicate the single activity they considered most successful of those reported. There were 128 grantees who responded to this question, providing 336 reports over the year.

Survey results indicated that FPMs considered social media activities the most successful type of promotional activity (31 different grantees, 58 reports, 17% of all reports). The second-most successful was taste testing (32 different grantees, 52 reports, 15% of all reports), which was reported as the most successful type of activity in prior 10 Cents pilot years. The high number of reports suggests that taste-testing activities are still viewed as ideal educational activities despite the pandemic's potential limitations on the ability to conduct them. Although promotional posters were the most frequently conducted educational activity, respondents listed reports as only the third-most successful activity (27 grantees, 36 reports, 11% of all reports). Social media and promotional posters may have been considered particularly successful during the pandemic because they are safe activities that can be conducted virtually or at a social distance.

FPMs who reported "other" types of activities as most successful described a range of additional promotional efforts. Eight grantees reported different types of educational activities to teach schoolchildren about their food, including where it comes from and nutritional aspects. Other FPMs reported adding special labeling on their menus and creating and distributing handouts, flyers, and recipes for schoolchildren to take home to their families.

Table 6.1. Promotional and Educational Activities Supporting 10 Cents

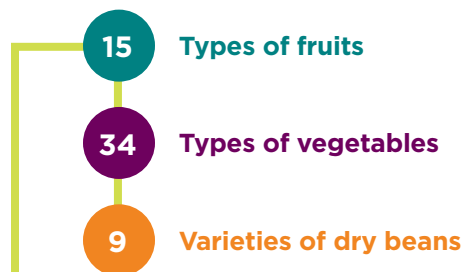
Type of activity	Reports of activity conducted	Reports of activity being most successful
Promotional posters	138	36
Social media	136	58
Taste testing	83	52
Nutrition education in the classroom	72	28
Nutrition education in the cafeteria	71	27
Harvest of the month menu feature	70	16
Other (please describe)	64	33
Decorations	63	14
Creative menu names for local dishes	49	14
Electronic signage/message boards	44	9
Onsite garden activities	42	19
Other classroom activities (please describe)	27	4
News media	25	14
Window clings	24	3
Total	908	327

Note: For "Reports of activity conducted," $n = 140$; for "Reports of activity being most successful," $n = 128$.

Michigan-Grown Fruits, Vegetables, and Dry Beans Purchased by Grantees

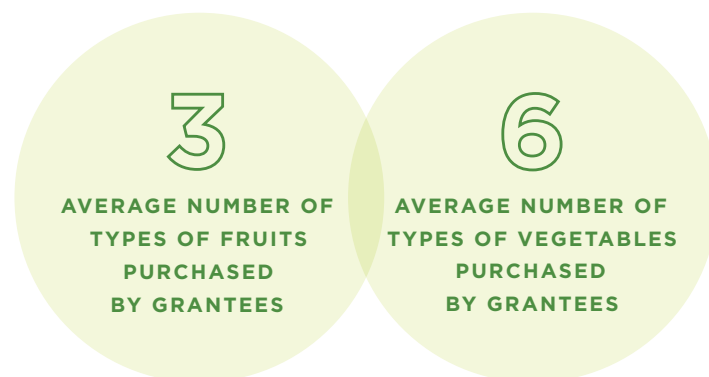
Key Takeaways

Grantees purchased a wide variety of Michigan-grown products in 2020-2021:



Most common products purchased for 10 Cents:

- Apples (98 grantees)
- Cucumbers (57 grantees)
- Peppers (45 grantees)
- Carrots (41 grantees)
- Green beans (37 grantees)



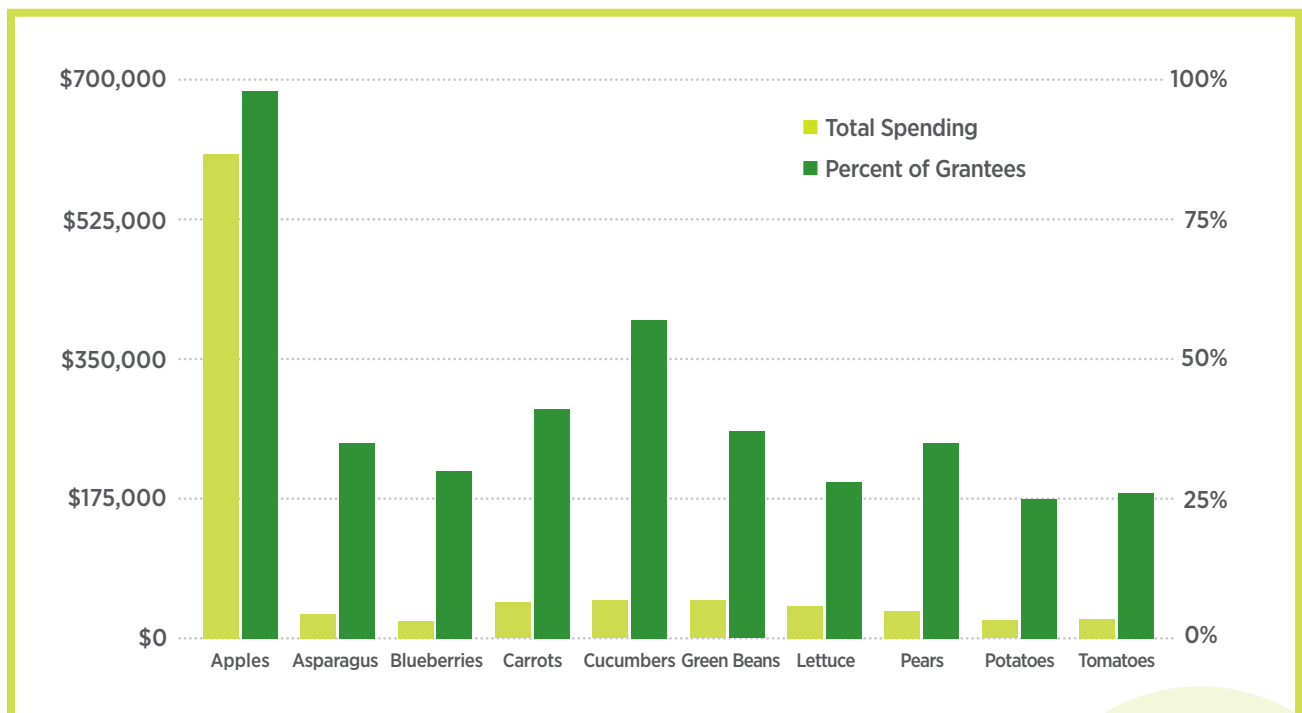
Grantees purchased the highest diversity of products from:

- Food hubs (41 product types)
- Direct sales from farms (35 product types)
- Broadline distributors (34 product types)

Purchasing information reported by 10 Cents a Meal for Michigan’s Kids and Farms (10 Cents) grantees showed they purchased a wide variety of Michigan-grown fruits (15 types), vegetables (34 types), and dry beans (nine varieties).

Some of the most common products purchased include apples (98 grantees), cucumbers (57 grantees), peppers (45 grantees), carrots (41 grantees), and green beans (37 grantees). Grantees spent the most (in dollars) on apples (47% of total spending), cucumbers (4% of total spending), green beans (4% of total spending), carrots (3% of total spending), and lettuce (3% of total spending).

Figure 7.1. Top 10 Foods Purchased by 10 Cents Grantees



Note: $n = 100$

On average, a grantee purchased three different types of fruits and six different types of vegetables during the program year. The most types of fruits that one grantee purchased was 10, and the most types of vegetables that one grantee purchased was 23.

6
AVERAGE NUMBER OF
TYPES OF VEGETABLES
PURCHASED
BY GRANTEES



Grantees purchased the highest diversity of products from food hubs (41 product types), followed by direct sales from farms (35 product types) and broadline distributors (34 product types). There was only one type of product—dry beans—that was purchased at a farmers market by a grantee.



3

AVERAGE NUMBER OF
TYPES OF FRUITS
PURCHASED
BY GRANTEES

Some uncommon types of foods grantees purchased and that children got to taste included saskatoon berries, microgreens/shoots/sprouts, rutabaga, kohlrabi, and rhubarb. Several Michigan-grown products were reported for the first time in purchasing reports by 10 Cents grantees: blackberries, cannellini beans, navy beans, pinto beans, and red kidney beans.

Although not analyzed in depth here due to the categorization of product types and the inconsistency among grantees in reporting product varieties (which was not required), it appears that grantees did report several varieties for some products they purchased. For example, 26 varieties of the top food (apples) were reported by grantees. In the vegetable category, at least five different varieties of potatoes were reported: russet, yellow, red, white, and Adirondack Blue. In the dry bean category, at least nine varieties of dry beans were reported.

As mentioned previously in this evaluation report, this school year was impacted by the ongoing pandemic, which resulted in supply chain and school service disruptions. These disruptions contributed to a limitation on spending (e.g., diversity and quantity of products purchased) when compared to previous years of the 10 Cents program.

Uncommon types of foods that children got to taste:

- Saskatoon berries
- Microgreens/shoots/sprouts
- Rutabaga
- Kohlrabi
- Rhubarb

Michigan-grown products reported for the first time in purchasing reports by 10 Cents grantees:

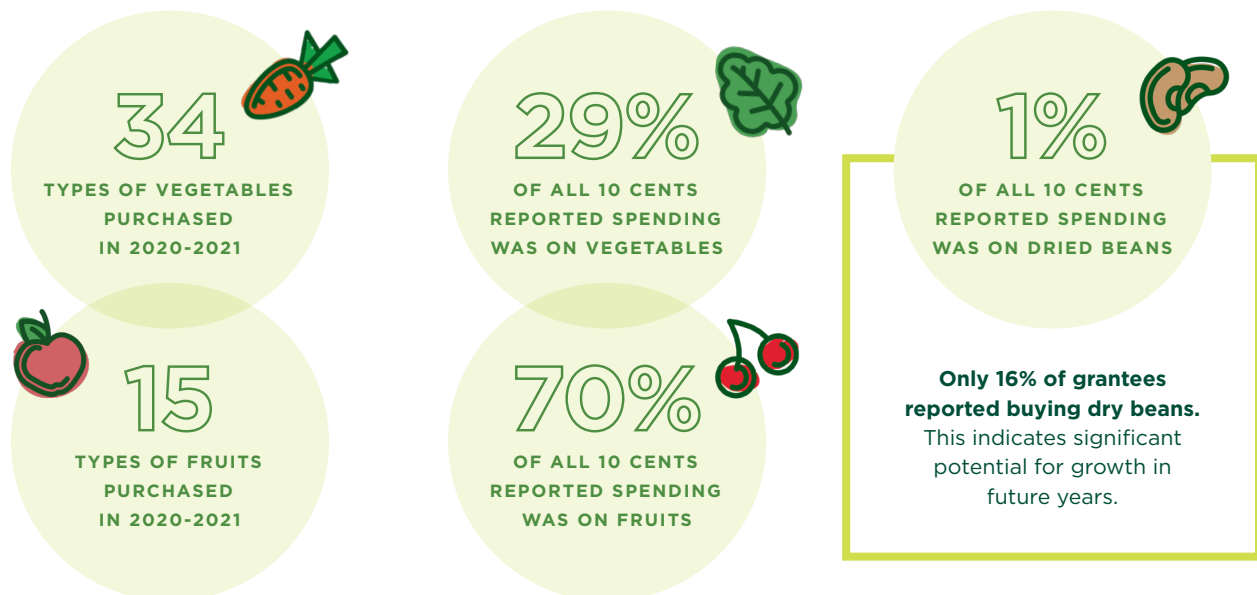
- Blackberries
- Cannellini beans
- Navy beans
- Pinto beans
- Red kidney beans



10 Cents Grantees Purchased a Diversity of Michigan-Grown Products

Key Takeaways

10 Cents purchasing information reported by grantees indicated that **they purchased a wide variety of Michigan-grown products despite pandemic-related interruptions** and challenges to food service operations and supply chain issues.



Of grantees who reported purchases:

- 99% purchased fruits
- 91% purchased vegetables

Grantee Reported Purchasing Information: September 2020–August 2021 ($n = 100$ of 143)

One potential outcome of 10 Cents a Meal for Michigan’s Kids and Farms (10 Cents) is for grantees to purchase and serve a wider variety of fruits, vegetables, and dry beans.¹

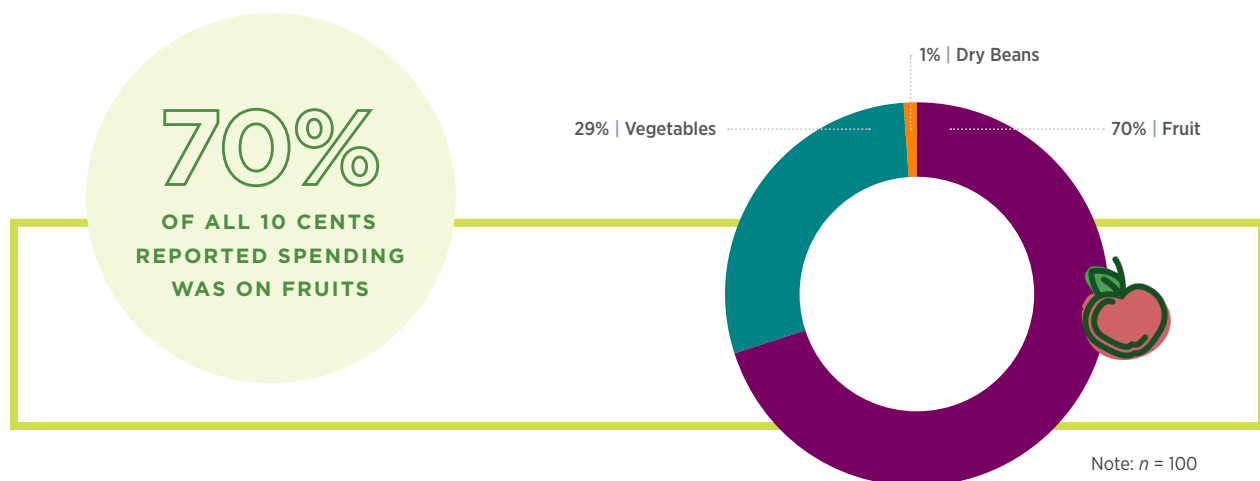
Purchasing information reported by grantees indicated they purchased a wide variety of Michigan-grown products, despite pandemic-related interruptions and challenges to food service operations and supply chain issues.

For evaluation purposes, Michigan-grown food products and any specified varieties were categorized into product types. For example, romaine lettuce was categorized as lettuce, and certain types of squash were categorized as summer squash (e.g., zucchini) or winter squash (e.g., butternut squash). Any fruit, vegetable, or dry bean that was unidentifiable or labeled as general or unspecified, such as “frozen berries” or “root crop,” was omitted from analysis.

Together, grantees reported purchasing 34 types of vegetables and 15 types of fruits in 2020–2021. Of grantees who reported purchases, 99% purchased fruits and 91% purchased vegetables. Only 16% of grantees reported buying dry beans.

Across the three product categories, fruits made up 70% of all 10 Cents reported spending (in dollars). Almost 54% of all fruit purchases came from broadline distributors, and 30% came from a food hub. Vegetables comprised 29% of all 10 Cents spending and had similar distribution to fruits in terms of market channel types. Broadline distributors made up 42% of all vegetable purchases followed by food hubs with 37% of all vegetable purchases. Dry beans were just 1% (\$13,274) of total 10 Cents spending on Michigan-grown products, indicating significant potential for growth in future years. Unlike fruits and vegetables, one food hub was the primary market channel for dry bean purchases (92% of spending), with broadline distributors (6% of spending) and farmers selling direct (2% of spending) supplying the rest.

Figure 8.1. Reported Spending on Michigan-Grown Products by 10 Cents Grantees

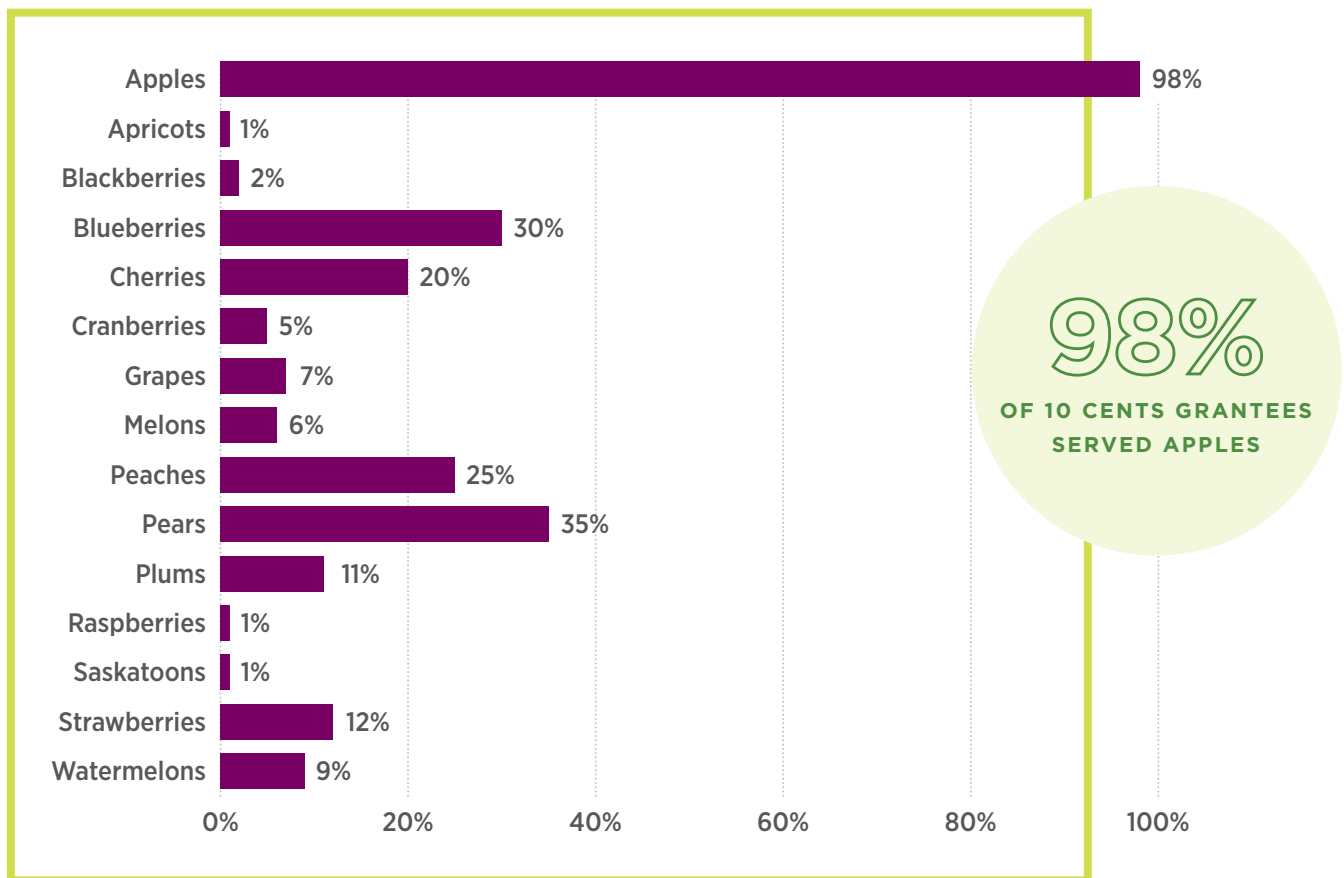


¹ See *Why 10 Cents Matters: A Framework*.

What Foods Were Served: Fruits

The chart below shows the percentage of 10 Cents a Meal for Michigan's Kids and Farms (10 Cents) grantees that served Michigan-grown fruits in 2020–2021 by product type. Fruits were standardized into product types (e.g., Concord grapes were categorized as grapes).

Figure 9.1. Percentage of 10 Cents Grantees Serving Michigan-Grown Fruits

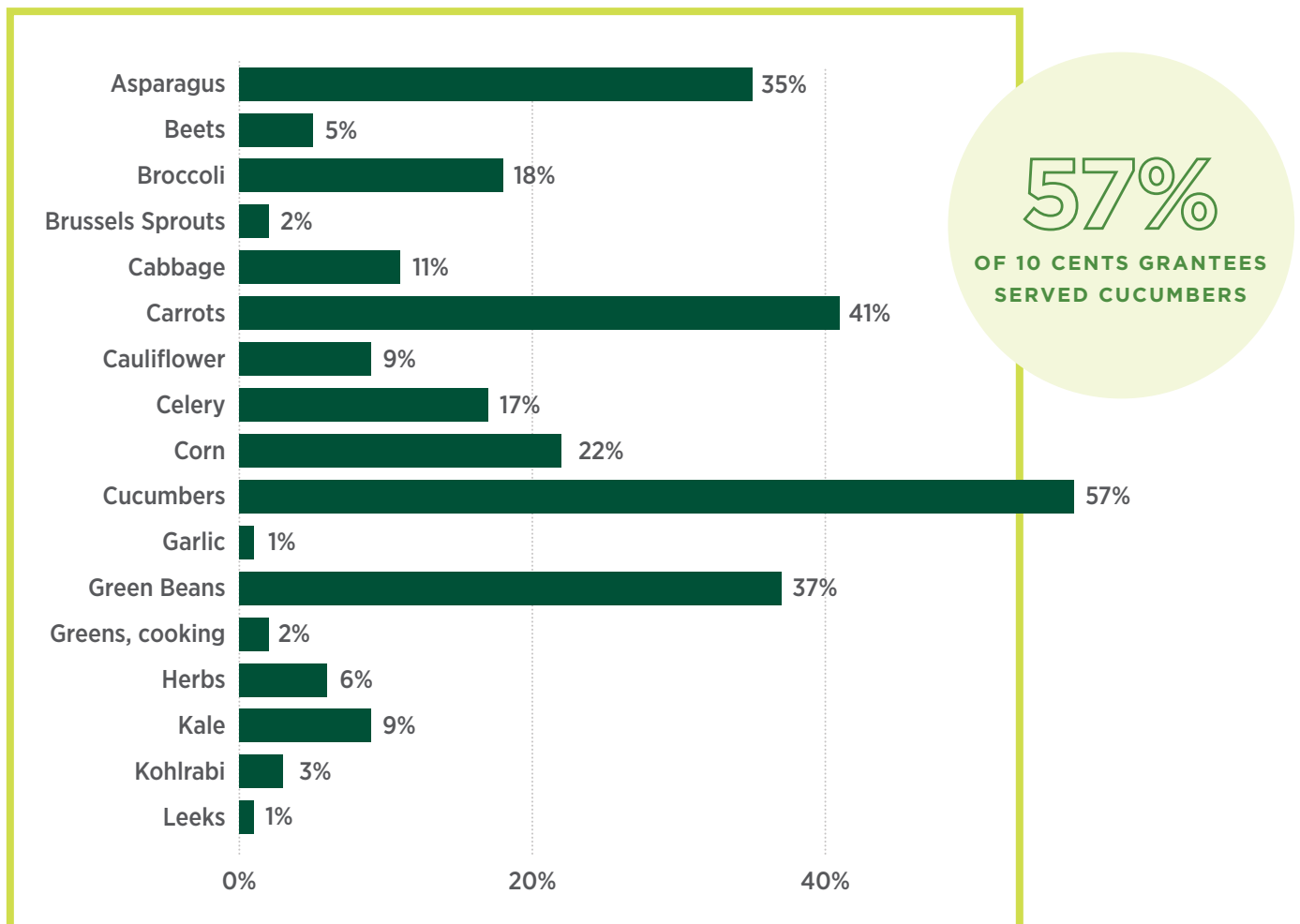


Note: $n = 100$

What Foods Were Served: Vegetables

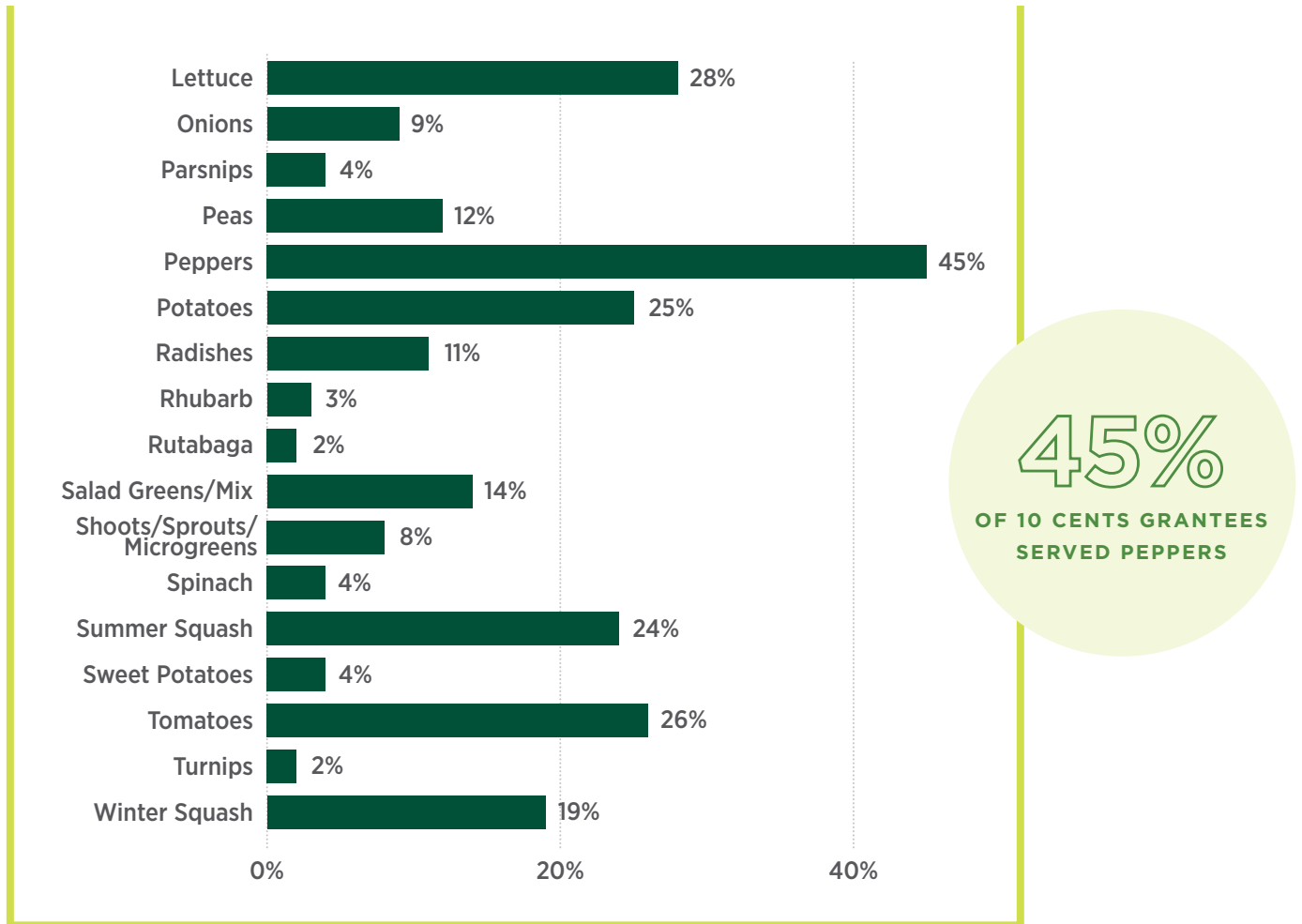
The chart below shows the percentage of 10 Cents a Meal for Michigan's Kids and Farms (10 Cents) grantees who served **Michigan-grown vegetables** in 2020–2021 by product type. Vegetables were standardized into product types (e.g., yellow squash were categorized as summer squash).

Figure 10.1. Percentage of 10 Cents Grantees Serving Michigan-Grown Vegetables



Note: $n = 100$

Figure 10.1 continued. **Percentage of 10 Cents Grantees Serving Michigan-Grown Vegetables**



Note: $n = 100$

What's on the Menu?

10 Cents a Meal for Michigan's Kids and Farms (10 Cents) spending reported by grantees varied widely throughout the year; there was no evident pattern for spending by season throughout the year by food program managers.

This variation is likely due to the diversity of food programs across different types of grantees (e.g., early childhood education centers [ECE] versus public school districts), varied grant amounts among grantees, and the seasonality of Michigan agriculture. Additionally, the inclusion of minimally processed (i.e., frozen or dried) fruits, vegetables, and dry beans could extend the availability of products with limited growing seasons. **The table below helps to illustrate which Michigan-grown products Michigan children may have seen on menus.** It should be noted that while the 10 Cents program runs from September through August, not all 10 Cents grantees, particularly schools and districts, participate during the summer months because they may be on a seasonal break until the next school year.

Table 11.1. Potential Fruit and Vegetable Availability by Season and Grantee Type

10 Cents grantee	Season			
	Fall	Winter	Spring	Summer (if applicable)
School district, 1,300 children	<ul style="list-style-type: none"> ★ Apples 	<ul style="list-style-type: none"> ★ Apples ● Beets ● Winter Squash 	<ul style="list-style-type: none"> ★ Apples ★ Apricots ● Carrots 	<ul style="list-style-type: none"> ★ Apricots ★ Pears ★ Plums ★ Watermelons ● Asparagus ● Cabbage ● Corn ● Cucumbers ● Green Beans ● Kale ● Leeks ● Onions ● Peppers ● Potatoes ● Summer Squash ● Tomatoes

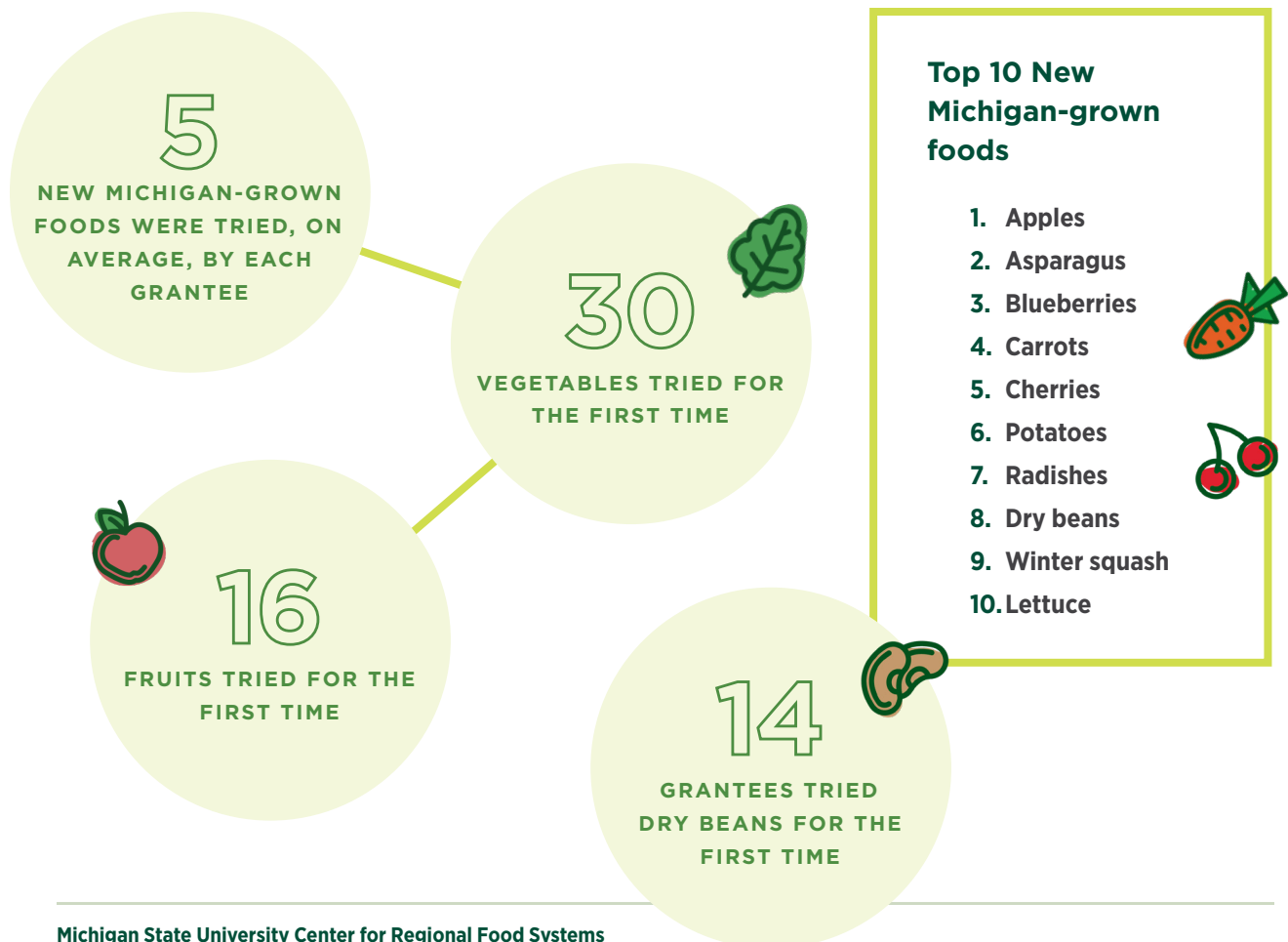
10 Cents grantee	Season			
	Fall	Winter	Spring	Summer (if applicable)
ECE, 150 children	<ul style="list-style-type: none"> ● Broccoli ● Carrots ● Celery ● Green Beans ● Lettuce ● Potatoes ● Tomatoes 	<ul style="list-style-type: none"> ★ Apples ● Broccoli ● Brussels Sprouts ● Carrots ● Lettuce ● Onions ● Parsnips ● Potatoes ● Sweet Potatoes ● Winter Squash 	<ul style="list-style-type: none"> ★ Apples ● Asparagus ● Carrots ● Lettuce ● Onions ● Radishes 	<ul style="list-style-type: none"> ★ Apples ● Asparagus ● Broccoli ● Carrots ● Corn ● Green Beans ● Lettuce ● Onions ● Radishes ● Tomatoes
School district, 6,000 children	<ul style="list-style-type: none"> ★ Apples ★ Blueberries ★ Pears ● Cucumbers ● Peppers 	<ul style="list-style-type: none"> ★ Apples ● Cabbage 	<ul style="list-style-type: none"> ★ Apples ● Lettuce 	<ul style="list-style-type: none"> ★ Apples ★ Blueberries ★ Pears ● Asparagus ● Carrot ● Corn ● Cucumbers ● Lettuce ● Peppers
Nonpublic school, 240 children	<ul style="list-style-type: none"> ★ Apples ● Celery ● Cucumbers ● Lettuce ● Onions ● Tomatoes 	<ul style="list-style-type: none"> ★ Apples ● Onions 	<ul style="list-style-type: none"> ★ Apples ● Lettuce ● Onions 	<ul style="list-style-type: none"> ★ Apples ★ Watermelons ● Cauliflower ● Celery ● Cucumbers ● Lettuce ● Onions ● Tomatoes

Note: Items listed with a purple star (★) are fruits, and items listed with a green circle (●) are vegetables.

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

Key Takeaways

The majority of participating grantees (104 of 143 grantees) affirmed that **10 Cents allowed them to try new Michigan-grown products** in school meals that they otherwise would not have.

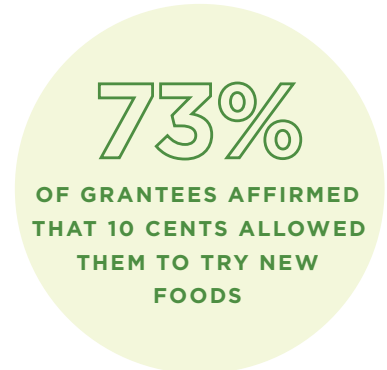


In two of the four surveys (April and June), food program managers (FPMs) participating in 10 Cents a Meal for Michigan's Kids and Farms (10 Cents) were asked, **“Has 10 Cents funding allowed you to try new products in school meals you otherwise would not have tried?”** with “yes” and “no” response options.

In April, 69% of grantees (87 out of 127 responding grantees) stated “yes,” and in June, 66% of grantees stated “yes” (83 out of 126 responding grantees).

Across both surveys, the majority of participating grantees (104 of 143 grantees, 73%) affirmed that 10 Cents allowed them to try new Michigan-grown products in school meals that they otherwise would not have tried.

In all four surveys, FPMs were asked, “Did you serve any new Michigan-grown fruits, vegetables, or dry beans for the first time in your program since the last survey?” If they indicated “yes,” FPMs were then asked to list up to 12 Michigan-grown fruits, vegetables, and dry beans they tried for the first time in their food program. We will refer to these as “new foods” throughout this report. Regardless of product variety, if a grantee duplicated their response of a food across different surveys, those responses were removed before analysis; 85 duplicates total by 33 different grantees were removed. Responses were also removed if the grantee indicated an ineligible item; 19 items, such as meat, applesauce, and tortillas, were removed.



Throughout the year, 98 grantees out of 143 made 426 total reports of trying a Michigan-grown fruit, vegetable, or dry bean variety for the first time. A majority of responding FPMs (66%, 65 grantees) reported serving at least two new items for the first time, and more than half (52%, 51 grantees) reported serving at least three new items for the first time. Seventeen FPMs reported trying only one new Michigan-grown food for the first time across all four surveys. The highest number of new foods tried over the year was by one grantee that reported 20. On average, FPMs reported trying five new Michigan-grown foods during the program year.



Response Highlights

FPMs reported trying 30 types of vegetables and 16 types of fruits for the first time.

Products that were described as mixes/blends/medleys (vegetable or fruit) were reported 32 different times as served for the first time.

The top 10 new Michigan-grown foods reported by FPMs (in rank order of responses):

- | | |
|----------------|------------------|
| 1. Apples | 6. Potatoes |
| 2. Asparagus | 7. Radishes |
| 3. Blueberries | 8. Dry beans |
| 4. Carrots | 9. Winter squash |
| 5. Cherries | 10. Lettuce |

Top new Michigan-grown foods reported by FPMs that correspond with the top 10 products purchased by grantees from purchasing reports include apples, asparagus, blueberries, carrots, lettuce, and potatoes.

30
VEGETABLES TRIED FOR
THE FIRST TIME



16
FRUITS TRIED FOR THE
FIRST TIME

FPMs reported trying new Michigan-grown vegetables more than Michigan-grown fruits:

- 253 total reports of vegetables tried for the first time
- 135 reports of fruits tried for the first time

Top three Michigan-grown vegetables tried for the first time:

- Asparagus (34 grantees)
- Carrots (23 grantees)
- Potatoes (17 grantees)

Top three Michigan-grown fruits tried for the first time:

- ★ Apples (35 grantees)
- ★ Blueberries (24 grantees)
- ★ Cherries (21 grantees)

14
GRANTEES TRIED
DRY BEANS FOR THE
FIRST TIME

Fourteen FPMs reported trying new Michigan-grown dry beans, including dry beans and lentils, 16 times across all four surveys.

It should be noted that although they were reported by FPMs, lentils and garbanzo beans are not commercially grown in Michigan and will not be counted as eligible foods in future years. The top specified varieties (including duplicates to show the full range of listed varieties) that FPMs reported serving (in rank order) included black beans, pinto beans, white beans (e.g., cannellini beans), lentils, navy beans, split peas, and garbanzo beans.

Figure 12.1. Reports of Michigan-Grown Dry Beans Purchased and Served for the First Time Through 10 Cents

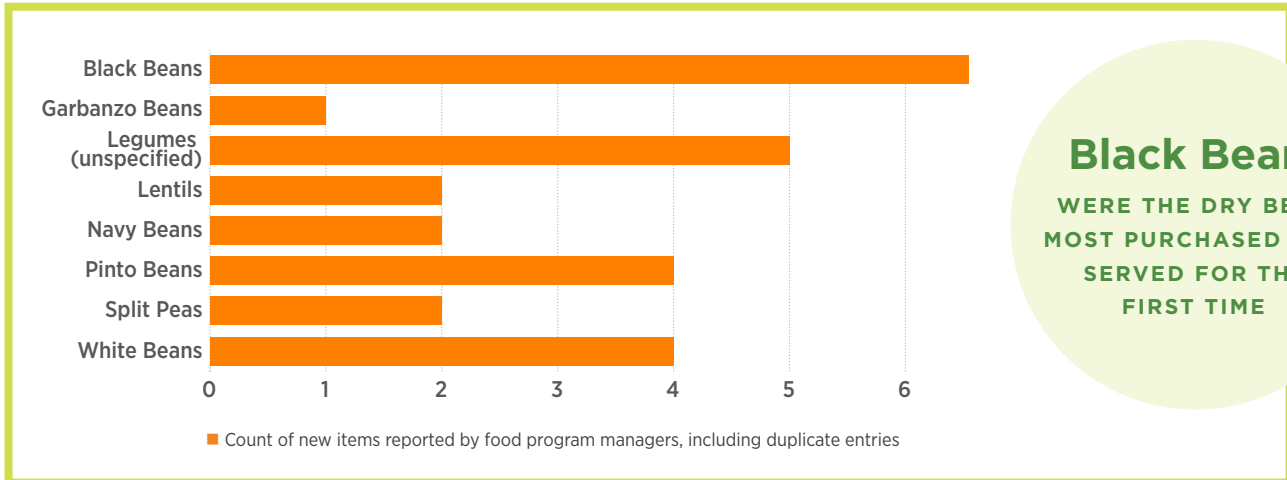


Figure 12.2. Reports of Michigan-Grown Fruits Purchased and Served for the First Time Through 10 Cents

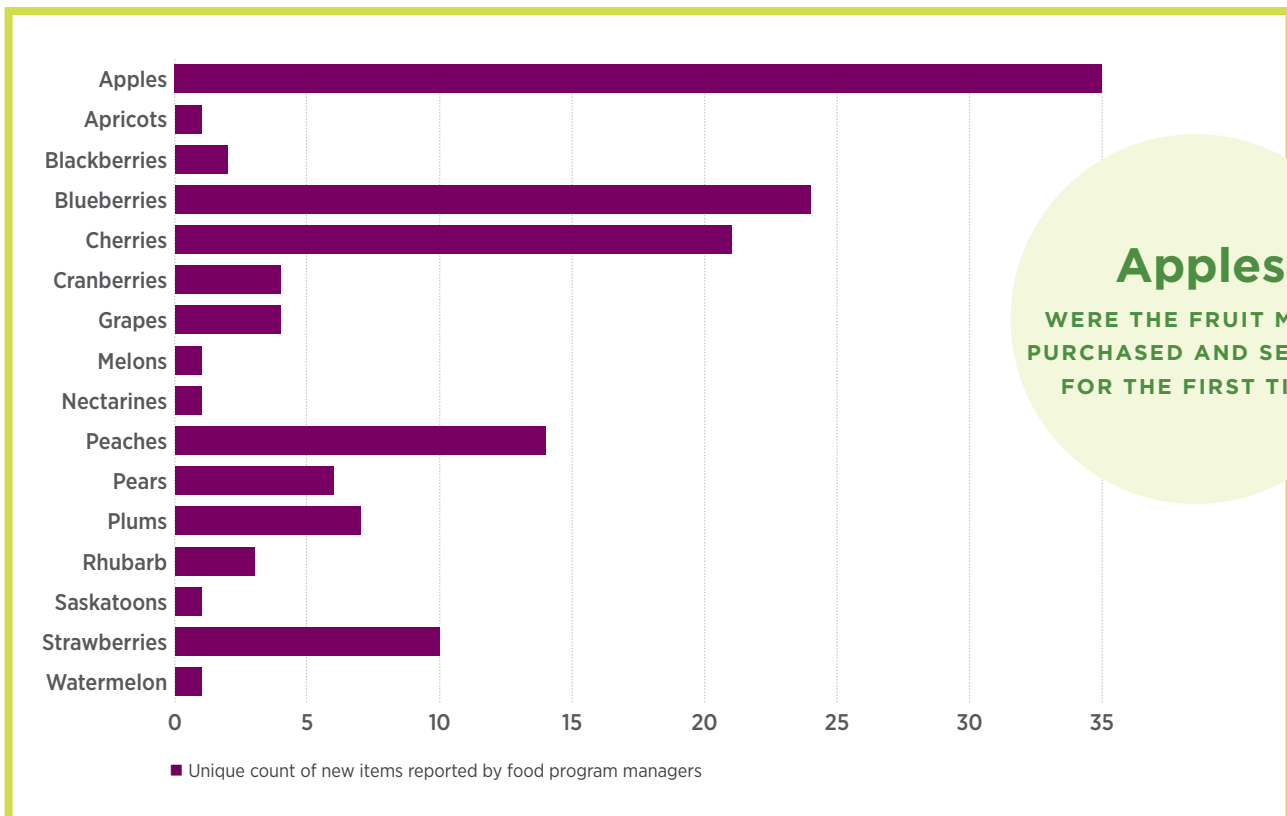
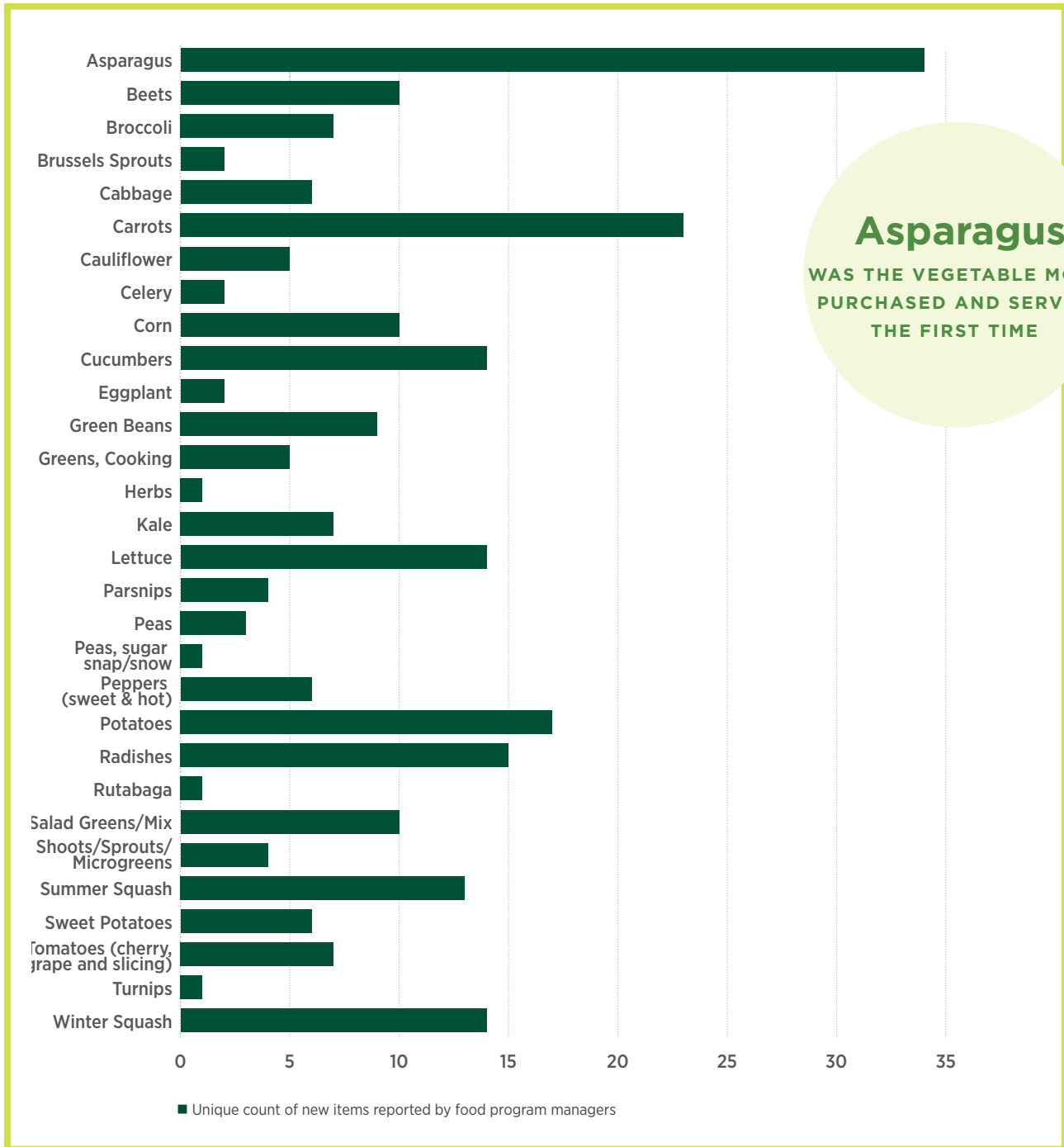


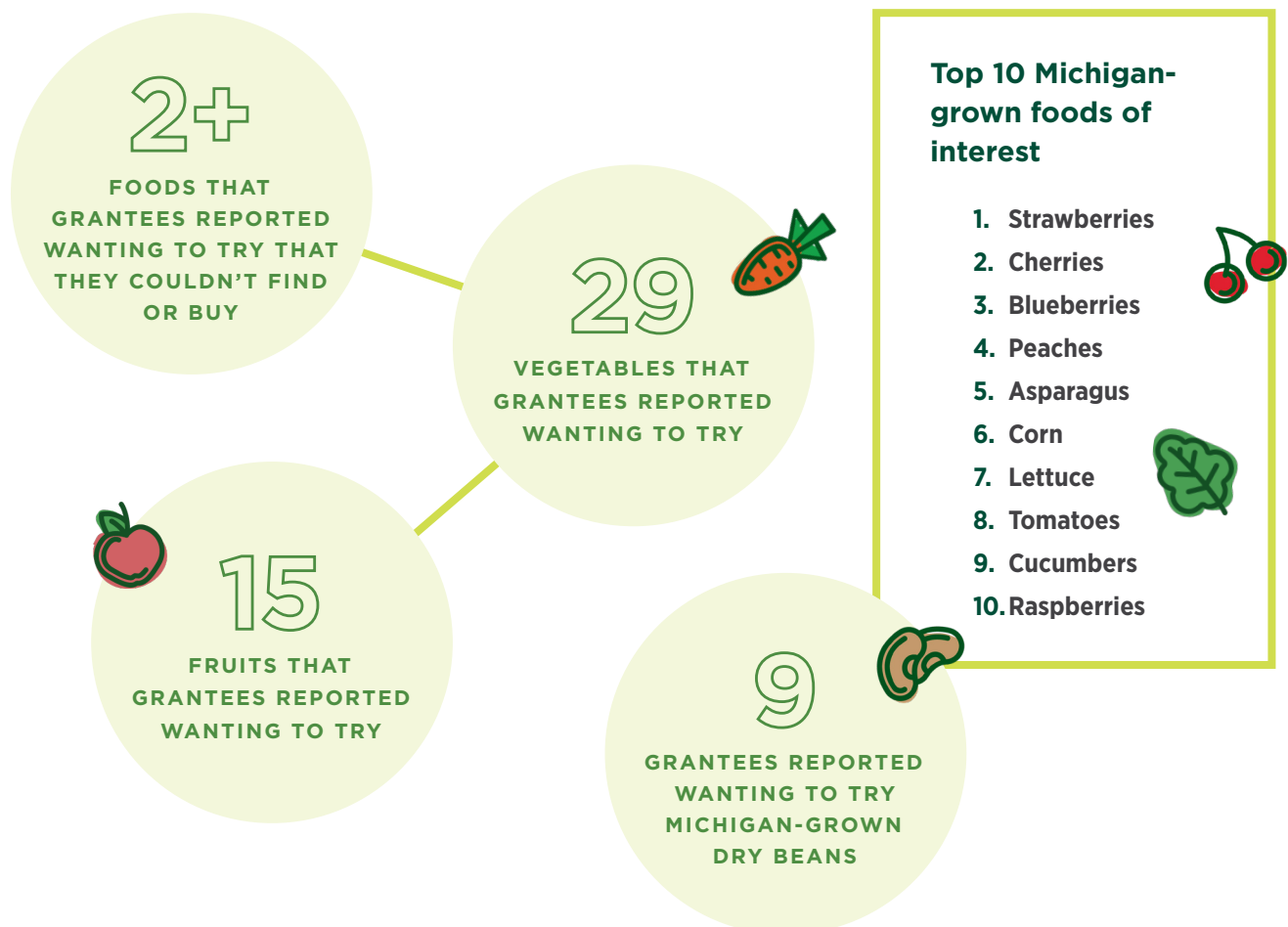
Figure 12.3. Reports of Michigan-Grown Vegetables Purchased and Served for the First Time Through 10 Cents



Michigan-Grown Fruits, Vegetables, and Dry Beans of Interest

Key Takeaways

Across all three surveys (February, April, and August), about **30% of responding grantees stated yes**, there were Michigan-grown foods they were unable to find and buy.



In three of the four surveys (February, April, and August), food program managers (FPMs) participating in 10 Cents a Meal for Michigan’s Kids and Farms (10 Cents) were asked, **“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?”** with “yes” and “no” response options.

Across all three surveys, about 30% of responding grantees stated “yes,” there were Michigan-grown foods they were unable to find and buy:

- **32%** (38 out of 117) in the February survey
- **29%** (28 out of 96) in the April survey
- **32%** (41 out of 128) in the August survey

Across all three surveys, almost **half of all program grantees** (69 out of the 143 program grantees, 48%) affirmed at least once that there were Michigan-grown products they would like to use but were unable to find or buy for their food program.



48%

If FPMs responded “yes” to this first question, they were asked to list up to 12 Michigan-grown fruits, vegetables, and dry beans they wanted to use in their food program but had 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 a Meal for Michigan’s Kids and Farms (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 (53 duplicates total by 22 different grantees). Responses were also removed if the grantee indicated an item ineligible for 10 Cents, such as syrup or bread (four processed items were removed).



288
TOTAL REPORTS
OF WANTING TO
TRY A NEW MICHIGAN-
GROWN FOOD

Throughout the year, 59 different grantees made 288 reports of wanting to try a Michigan-grown fruit, vegetable, or dry bean variety they could not find or buy. Most of the responding FPMs (83%, 49 grantees) reported wanting to try two or more foods during the program year. One grantee reported wanting to try 22 different foods, the highest number reported across all grantees. On average, FPMs reported wanting to try two (2.1) new Michigan-grown foods throughout the year.

Response Highlights

FPMs reported trying 30 types of vegetables and 16 types of fruits for the first time.

Products that were described as mixes/blends/medleys (vegetable or fruit) were reported 32 different times as served for the first time.

The top 10 Michigan-grown foods of interest (in rank order of responses)

- | | |
|-----------------|-----------------|
| 1. Strawberries | 6. Corn |
| 2. Cherries | 7. Lettuce |
| 3. Blueberries | 8. Tomatoes |
| 4. Peaches | 9. Cucumbers |
| 5. Asparagus | 10. Raspberries |

FPMs reported wanting to try a new Michigan-grown vegetable more frequently than a Michigan-grown fruit.

- In total, FPMs reported wanting to try a new vegetable 137 times.
- There were 125 reports of FPMs wanting to try a new fruit.

The top desired Michigan-grown vegetables:

- Asparagus (11 grantees)
- Corn (11 grantees)
- Lettuce (11 grantees)
- Tomatoes (11 grantees)

The top desired Michigan-grown fruits:

- ★ Strawberries (24 grantees)
- ★ Cherries (24 grantees)
- ★ Blueberries (15 grantees)

Products that were described as mixes/blends/medleys (vegetable or fruit) were reported 15 different times as served for the first time.

29

VEGETABLES THAT
GRANTEES REPORTED
WANTING TO TRY



15

FRUITS THAT
GRANTEES REPORTED
WANTING TO TRY

Dry beans were reported by nine grantees (16% of responding grantees) as products that grantees were unable to find or buy.

Varieties of dry beans that FPMs specified (including duplicate responses to account for all varieties listed) were (in rank order) black, garbanzo, red, and navy. It should be noted that although they were reported by FPMs, garbanzo beans are not grown commercially in Michigan and will not be counted as eligible foods in future years.



Although respondents were not required to specify the desired form of products of interest, many listed forms such as dried, fresh, or frozen.

- **Fresh products made up 26%** of all Michigan-grown fruits, vegetables, and dry beans of interest (including duplicates to show the full range of listed varieties).
- Other frequently mentioned forms included **frozen products (9%)** and **minimally processed products (7%)**, including those that were sliced, chopped, or peeled.

Figure 13.1. Reports of Michigan-Grown Dry Beans That Grantees Wanted to Try but Were Unable to Find or Buy

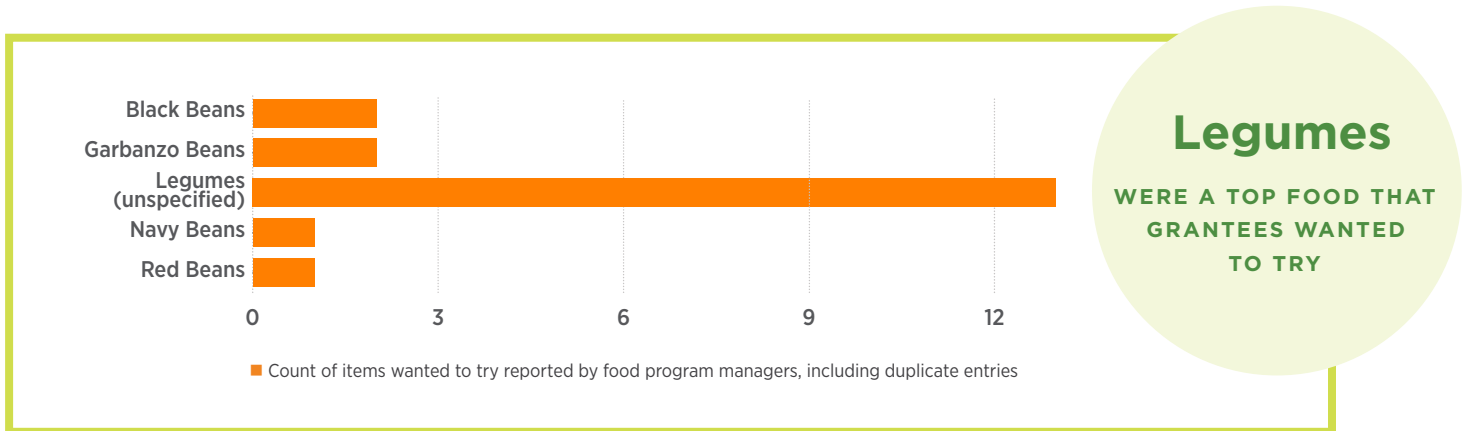


Figure 13.2. Reports of Michigan-Grown Fruits That Grantees Wanted to Try but Were Unable to Find or Buy

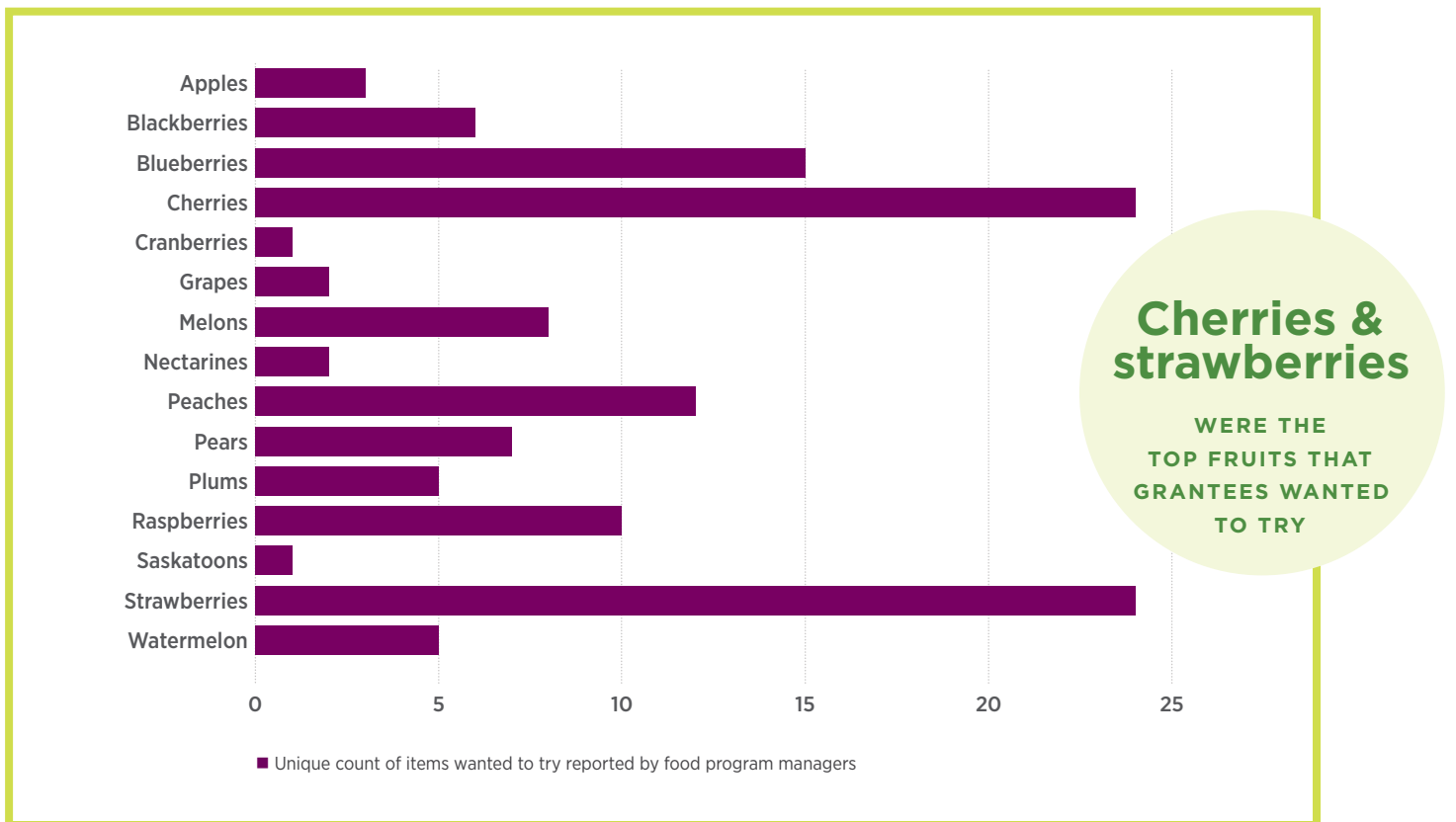
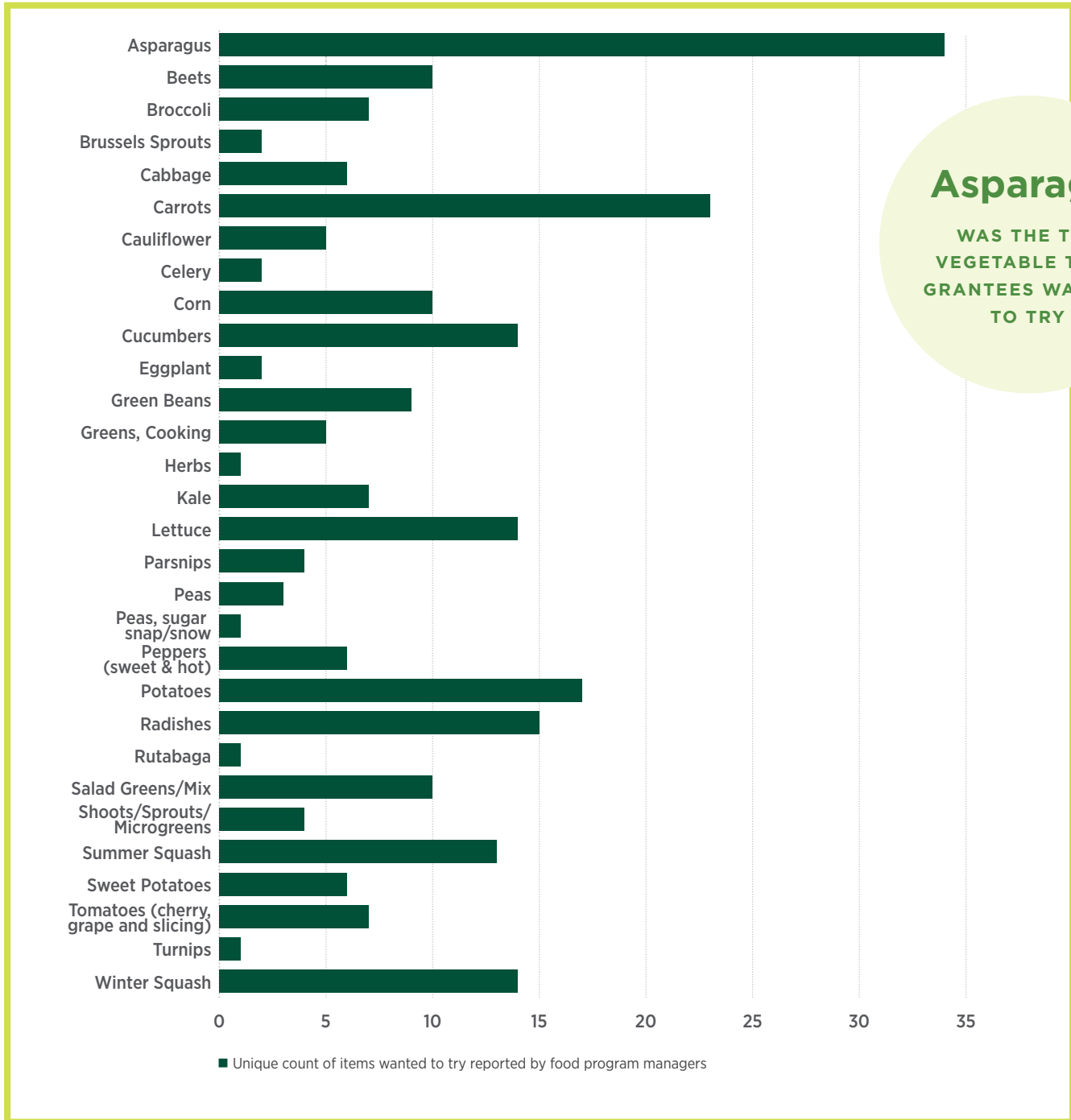


Figure 13.3. Reports of Michigan-Grown Vegetables That Grantees Wanted to Try but Were Unable to Find or Buy



From the Farm to the Plate: The 10 Cents Supply Chain

Key Takeaways

A **diverse range** of Michigan-grown fruits, vegetables, and dry beans were purchased during the 2020–2021 school year.



150

Grantees reported **150 unique vendors**, of which 100 were farms that supplied Michigan-grown fruits, vegetables, and dry beans through the 10 Cents food supply chain.

93%

Most grantees who reported purchases (93%) used **intermediary market channels** to acquire Michigan-grown products for 10 Cents.

50%

Half (50%) of all 10 Cents spending (in dollars) reported by grantees was from broadline (or full-service) distributors, and one-third (34%) was from food hubs.

\$47k

10 Cents grantees purchased more than **\$47,000 of Michigan-grown products** directly from **21 individual farms** (4% of total reported purchases).

Invoice information submitted by grantees participating in 10 Cents a Meal for Michigan’s Kids and Farms (10 Cents) show that a diverse range of Michigan-grown fruits, vegetables, and dry beans were purchased in 2020–2021.

During the program year, grantees spent (in dollars) 70% on fruits, 29% on vegetables, and 1% on dry beans. Of the 143 total grantees, only 100 provided purchasing information, so the results summarized below are not representative of all grantees.¹ Although evaluators sought to examine purchasing characteristics of different types of grantees (early care and education sites [ECEs], Residential Child Care Institutions [RCCIs], public school/districts and nonpublic schools), not enough grantees shared purchasing data, and there was not enough information to share findings. Still, more than \$1.3 million in spending on Michigan-grown products was reported.²

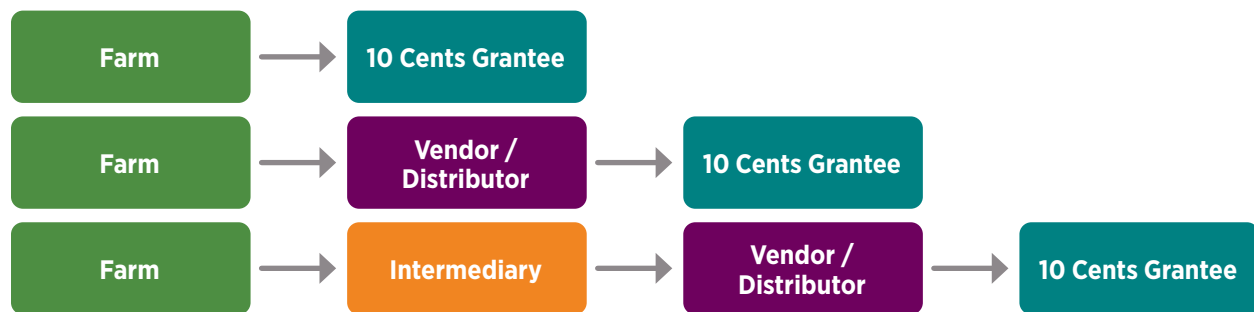
Table 14.1. 2020–2021 Grantee Spending

Michigan-grown product	Total reported dollars spent	Number of grantees
Fruits	\$906,664 (70%)	99 (96%)
Vegetables	\$384,592 (30%)	91 (88%)
Dry Beans	\$12,124 (1%)	16 (16%)
Total	\$1,303,380	100

Note: $n = 100$.

Grantees reported 150 unique vendors, of which 100 were farms that supplied Michigan-grown fruits, vegetables, and dry beans through the 10 Cents food supply chain. These vendors included farmers, farmer cooperatives, farmers markets, grocery stores, food hubs, processors, and distributors.³ Figure 14.1 shows the typical market channels through which Michigan-grown products are purchased by 10 Cents grantees.

Figure 14.1. Possible Market Channels in the 2020–2021 10 Cents Supply Chain



- Purchasing data was provided by MDE in September 2021 and contains information reported by grantees from September 2020–August 2021. However, additional grantees submitted purchasing information at a later date, and some grantees submitted additional purchases beyond this date. Therefore, the findings are limited to the original information and do not capture the full scope of spending during the program year.
- The expected match funds were not met by grantees. This could be explained by the continual adjustments in grantee awards (see Program Overview section) and the significant impact of the pandemic, which resulted in supply chain disruptions and in-person/virtual formats affecting food service program operation.
- Refer to the [Technical Notes](#) section for definitions on the different types of vendors.

Most grantees that reported purchases (93%) used intermediary market channels to acquire Michigan-grown products. For 10 Cents, we define an intermediary vendor as a vendor or supplier 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 above. Throughout the year, 93 grantees reported purchasing from 40 unique intermediaries. Approximately 41% of all 10 Cents purchases (\$530,146) involved an intermediary, including broadline (or full-service) and specialty distributors, farmer cooperatives, food hubs, and processors. Of all the intermediary purchases that grantees reported, only one grantee provided the farm of origin for products purchased.



As seen in Table 14.2, half (50%) of all 10 Cents spending (in dollars) reported by grantees was from broadline distributors and one-third (34%) was from food hubs. Half of the grantees ($n = 51$, 51%) reported purchasing Michigan-grown products from only one market channel, although some grantees purchased these foods through multiple channels. Eighteen grantees (18%) purchased from three or more market channels, and the most market channels that a single grantee purchased from was five (broadline distributor, farm direct, food hub, processor, and specialty distributor).

Table 14.2. Spending Through Market Channels Used by 2020–2021 10 Cents Grantees

Market channel	Total reported dollars spent	Percent of total spending	Number of grantees
Broadline distributor	\$648,543	50%	70
Food hub	\$442,080	34%	47
Specialty distributor	\$114,326	9%	18
Farm direct	\$47,870	4%	21
Processor	\$25,375	2%	10
Farmer cooperative	\$24,612	2%	7
Grocery	\$554	<1%	1
Farmers market	\$21	<1%	1

Note: $n = 100$

Of all 10 Cents spending (in dollars) reported by grantees, **50% was from broadline distributors** and **34% was from food hubs.**

For 2020–2021, most 10 Cents food purchases (in dollars) through broadline distributors were from one distributor (76%), although three other distributors participated to a lesser extent (16%, 7%, and 1% of reported purchases in dollars, respectively). Grantees reported 24 different farms as the sources of their purchases from broadline distributors, and it is likely there were more farms than reported because many grantees did not include a farm of origin for their purchases.

Three food hubs supplied grantees with Michigan-grown fruits, vegetables, and dry beans, though almost all these purchases were from one food hub (96%). Grantees were more likely to report the farms of origin when they reported purchases from food hubs than from all other channels; grantees indicated 45 farms of origin for purchases from food hubs. This is unsurprising because food hubs are designed as local and regional food aggregation and distribution operations with greater transparency in sourcing.⁴

Additionally, our analysis showed that the number of grantees using a food hub to purchase Michigan-grown foods before and after participation in the 10 Cents program increased (13 grantees to 37 grantees).⁵ The number of grantees using other market channel types, such as farm direct and distributors, seemed to remain steady before and after 10 Cents participation. Note that responses in applications are self-reported by grantees and cannot be verified.⁶

Five specialty distributors were involved in the 10 Cents food supply chain in 2020–2021. Seventy percent of these sales came from one distributor, with one-quarter (26%) coming from another. Within the category of specialty distributors, fruit made up more than half of sales (60%), with apples comprising 98% of those fruit sales.

10 Cents grantees purchased more than \$47,000 of Michigan-grown products directly from 21 individual farms (4% of total reported purchases). Most of these farms—all but three—sold directly to just one grantee. Three farms made up 60% of all direct sales reported, with one farm comprising nearly one-third of all reported direct sales (32% in dollars) to four different K–12 school district grantees. The farms with the second and third highest direct sales (17% and 12%, respectively, in dollars) sold to one grantee and two grantees, respectively.

Table 14.3. Top Three Farms Selling Direct to 2020–2021 10 Cents Grantees

	Percent of total reported purchases	Number of grantees	Products
Farm 1	32%	4 Public school districts	Fruits (4 types) Vegetables (1 type)
Farm 2	17%	1 Public school district	Vegetables (16 types)
Farm 3	12%	1 Public school district and 1 ECE	Fruits (3 types) Vegetables (9 types) Dry Beans (unspecified)

Purchasing data can help provide insight into 10 Cents' impact on Michigan farm and food businesses. We can examine grantee spending on Michigan-grown products and the various types of market channels these products are sold through. However, this data is limited to the purchases reported by food program managers, and more information is needed to examine the full scope of any potential increase in business and sales for farms and food suppliers. In future years, additional data (such as interviews) could be collected directly from farmers and food businesses to determine influence, if any, of 10 Cents on Michigan farms and food businesses.

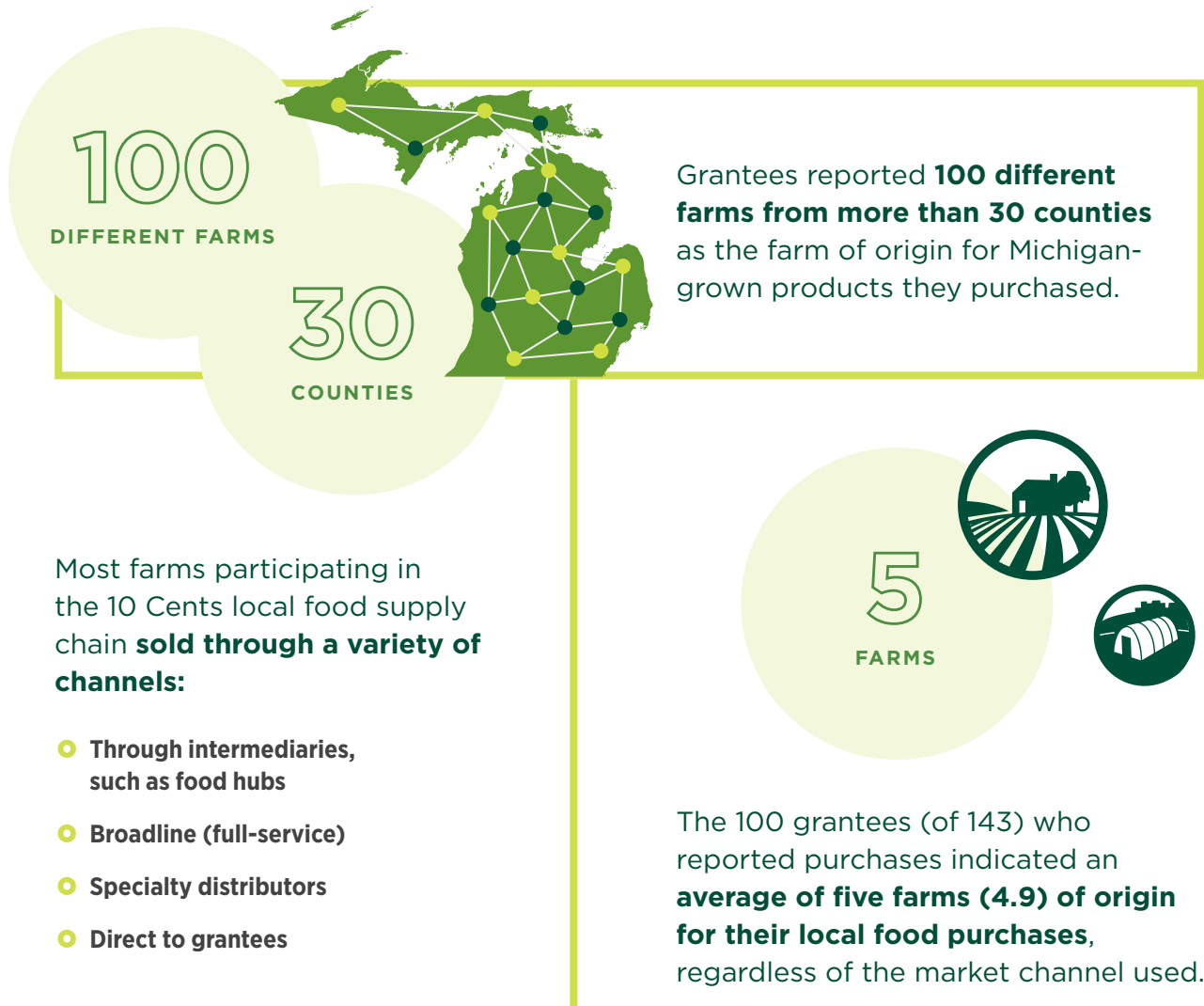
⁴ According to the [USDA Regional Food Hub Resource Guide](#).

⁵ Analysis through the comparison of market channels that grantees listed in their applications and then in their purchasing reports ($n = 80$).

⁶ Refer to the Recommendations section for more information.

Michigan Farms in the 10 Cents Supply Chain

Key Takeaways



Legislation for 10 Cents a Meal for Michigan’s Kids and Farms (10 Cents) requires that grantees provide receipts that show “the name and Michigan location of the farm that grew the products” and the dollar amount spent.¹ However, grantees were not able to provide a farm of origin for 60% of their purchases.

Of the 100 grantees who reported purchases, 74 were able to report a farm of origin for some of their purchases.² Together, they reported 100 farms from more than 30 different counties as the farm of origin for products purchased. Purchasing data from grantees show that most farms participating in the 10 Cents local food supply chain sold through a variety of channels, including through intermediaries, such as food hubs and broadline and specialty distributors, and direct to grantees (see Table 15.1 below).

Regardless of the market channel used, the 100 grantees that reported purchases indicated an **average of five farms (4.9)** of origin for their purchases.



The most farms of origin one grantee reported was 24: 18 for purchases through a food hub, six for purchases through a farmer cooperative and one farm that sold through both channels. Of all the reported farms of origin, one farm made up 20% of all purchases, primarily through a food hub.

Table 15.1. Use of Market Channels for Purchases Among Grantees

Market Channels for Purchases with Farms of Origin	Number and Percent of Total Reported Farms of Origin
Food hub	47 (47%)
Broadline distributor	26 (26%)
Specialty distributor	22 (22%)
Farm direct	21 (21%)
Farmer cooperative	6 (6%)
Processor	6 (6%)
Grocery	5 (5%)

Note: $n = 100$

¹ State of Michigan [Public Act 165 of 2020](#).

² Purchasing data was provided by MDE in September 2021 and contains information reported by grantees from September 2020–August 2021. However, additional grantees submitted purchasing information at a later date, and some grantees submitted additional purchases beyond this date. Therefore, the findings are limited to the original information and do not capture the full scope of spending during the program year.

From large public school districts to small childcare centers, farms participating in the 10 Cents supply chain could reach a variety of grantees through different market channels.

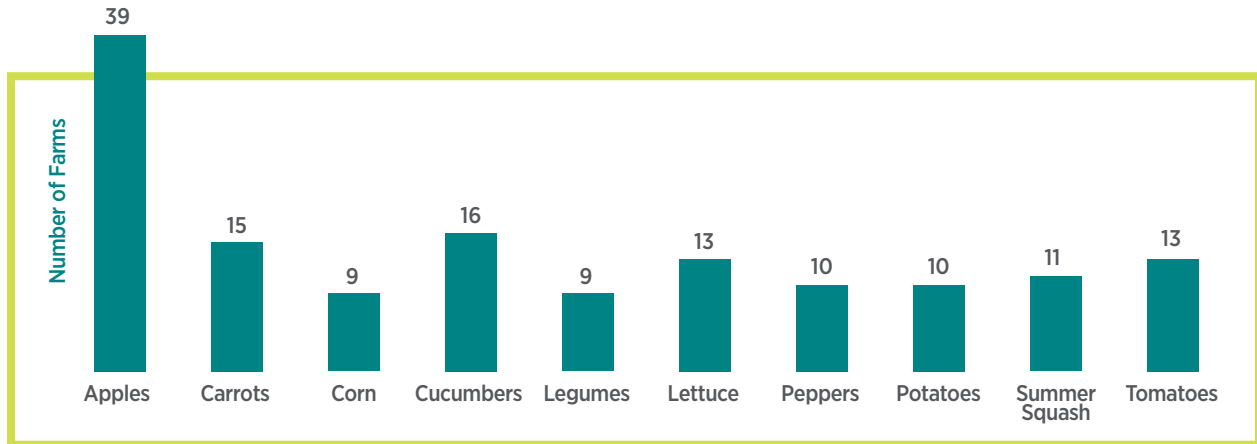
For example, one farm in West Michigan supplied vegetables through a broadline distributor, two specialty distributors, and one food hub to 12 public school district grantees in six Michigan Association of Superintendents & Administrators (MASA) regions and 11 counties. Another farm in West Michigan supplied fruit and vegetables through one food hub and one food processor to 25 grantees (public schools, early care and education [ECE] centers, and a Residential Child Care Institution [RCCI]) in five MASA regions and 18 counties (17% of all grantees). More examples can be seen in Table 15.2 below.

Table 15.2. Examples of How Farms Participated in the 10 Cents Supply Chain

Farm	Products	Percent of total farm sales	Market channels	Grantees reached	Potential reach (children)
A	Vegetables (2 types)	2%	Broadline distributor, specialty distributors, food hub	12 public schools and districts	41,000
B	Fruits (2 types) Vegetables (1 type)	21%	Food hub, food processor	21 public schools and districts, 3 ECEs, 1 RCCI	55,800
C	Fruits (1 type)	3%	Broadline distributor	1 public school district	2,700
D	Vegetables (15 types)	2%	Direct, food hub	2 public schools, 1 ECE	4,850

Farms sold a variety of different product types to 10 Cents grantees. Eighteen farms sold fruits and vegetables, one farm sold dry beans and vegetables, and four farms sold all three (dry beans, fruits, and vegetables). Three farms sold only dry beans, 35 farms sold only fruits, and 39 sold only vegetables. No farms sold both fruits and dry beans. Apples were the most common Michigan-grown product farms sold to 10 Cents grantees (39 farms), followed by cucumbers (16 farms), carrots (15 farms), lettuce (13 farms), and tomatoes (13 farms).

Figure 15.1. Most Common Products Farms Sold in the 10 Cents Supply Chain



Note: $n = 100$

Purchasing information shows that there are a variety of farms participating in the 10 Cents supply chain.

We can see the types of products sold to grantees, the market channels used, and the estimated number of children reached. However, as mentioned previously, this data is limited to the purchases reported by food program managers, and more information is needed to examine the full impact of 10 Cents on farms, including any increase in sales. In future years, additional data could be collected directly from farmers through interviews, surveys, or reported financial information so that analyses could better show any direct influence of 10 Cents on Michigan farms.



Outcomes of Participating in 10 Cents

Key Takeaways

Grantees selected an **average of three positive outcomes** of participating in the program.

1

The most frequently selected outcome by responding grantees was **“The variety of produce served in school meals has increased”** (16% of all reports).

2

The second most frequently selected outcome was **“we can plan local produce and dry bean purchasing with greater certainty”** (12% of all reports).

3

The third most frequently selected outcome was **“our food purchasing budget has increased”** (11% of all reports).



In the June evaluation survey, food program managers (FPMs) participating in 10 Cents a Meal for Michigan's Kids and Farms (10 Cents) 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.

Of all 143 grantees, 125 grantees reported 368 total outcomes of the 10 Cents a Meal for Michigan's Kids and Farms (10 Cents) program.

The most frequently selected outcome was “the variety of produce served in school meals has increased” (59 grantees, 16% of all reports). The second most frequently cited outcome was “we can plan local produce and dry bean purchasing with greater certainty” (43 grantees, 12% of all reports), followed by “our food purchasing budget has increased” (42 grantees, 11% of all reports).

FPMs selected an average of three positive outcomes of participating in the program. Thirty-three FPMs selected just one outcome, and one FPM selected the most outcomes with 12 of the provided options. Four grantees indicated “other” outcomes, such as grant funding opportunities, benefits of staff having local food to eat, and positive schoolchildren participation and engagement. Five grantees reported no outcomes (of those listed as options) were achieved. Additionally, two grantees reported that nothing changed during the 2020–2021 school year due to the pandemic, and they hoped they could do more in the next school year.

368

TOTAL OUTCOMES
REPORTED BY
GRANTEES



Table 16.1. Outcomes Achieved by 2020–2021 Grantees through 10 Cents Participation

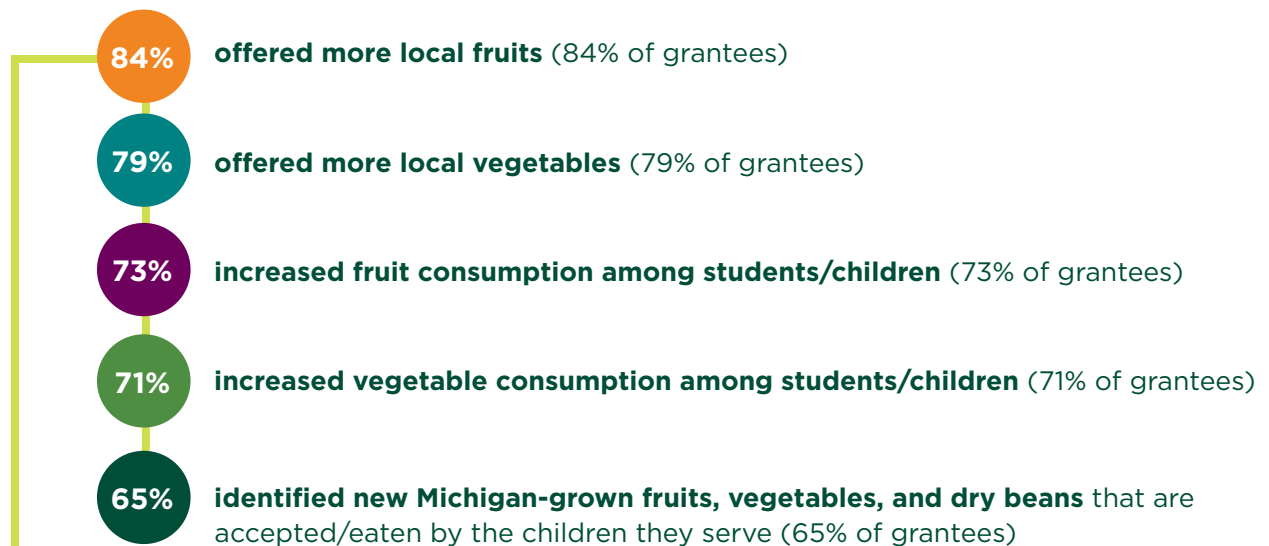
Related to your food service operation, which of the following outcomes has the 10 cents program helped you achieve?	Number of grantees	Percent of total reports
The variety of produce served in our food service program has increased	59	16.0%
We can plan local produce and dry bean purchasing with greater certainty	43	11.7%
Our food purchasing budget has increased	42	11.4%
Our purchasing power is enhanced	38	10.3%
Challenges to purchasing local foods are reduced	30	8.2%
We have better support for our food service program from the community	26	7.1%
Food vendors and farmers are more willing to supply our food service program	20	5.4%
Food waste has decreased	19	5.2%
Our food service budget is more stable	18	4.9%
We are better able to meet school meal requirements	16	4.3%
Marketing menus is easier	16	4.3%
Participation in our food service program has increased	16	4.3%
The cooking skills of food service staff have increased	14	3.8%
Other	11	3.0%

Note: $n = 125$; 368 total reports.

Impacts of Participating in 10 Cents

Key Takeaways

Most grantees agreed that their food service operation was **positively impacted** through participating in 10 Cents. Responding grantees reported they:



Grantees agreed most strongly with the impact statements **“we offered more local fruits”** and **“we offered more local vegetables”** in their food programs due to 10 Cents grants (4.36 and 4.28, respectively).



Both **“added more dry beans to our menus”** and **“our students/children are eating more dry beans”** had the lowest level of agreement (2.98 and 3.02, respectively) of all impact statements provided.

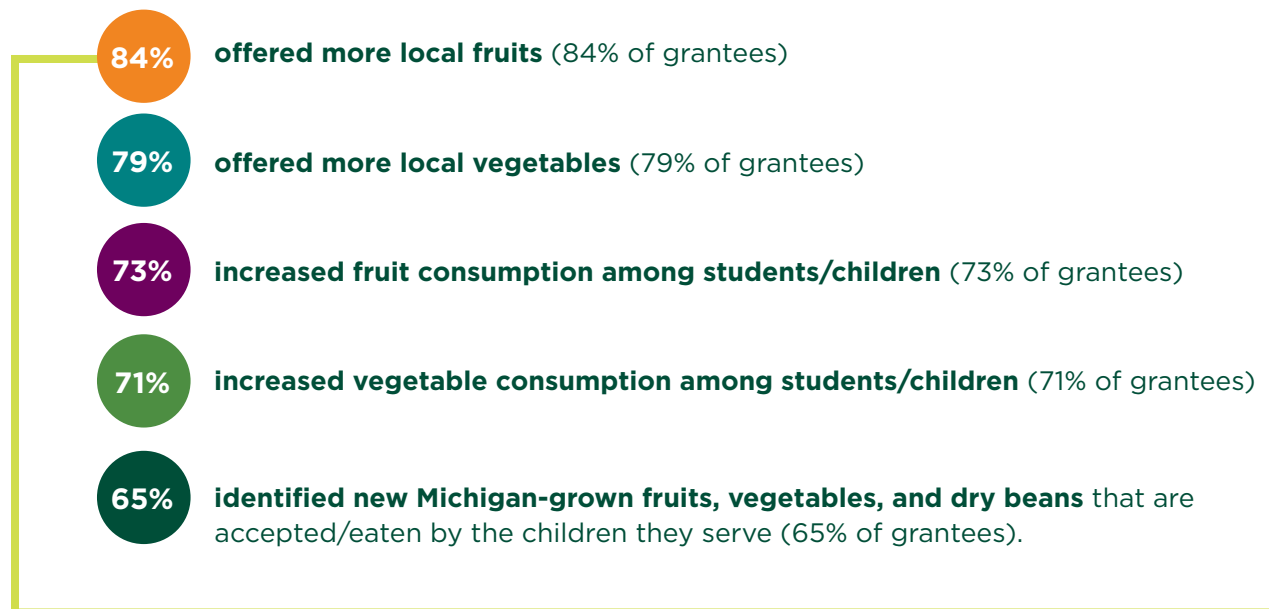
In the June evaluation survey, food program managers (FPMs) participating in 10 Cents a Meal for Michigan’s Kids and Farms (10 Cents) were asked, **“To what extent are each of the following impacts true for your food service operation since participating in 10 Cents?”** FPMs were provided with a list of statements and asked to choose their level of agreement from a 5-point Likert scale ranging from 5 (strongly agree) to 1 (strongly disagree). Whole numbers from 5 to 1 were assigned to responses to calculate average responses for each statement, which are presented in Table 17.1 in descending order of average agreement. A higher average response indicates stronger agreement to the statement by FPMs overall.

Table 17.1. Impacts Reported by 2020–2021 10 Cents Grantees

Impact Statement	Number of grantees					Average Response
	Strongly agree = 5	Somewhat agree = 4	Neither agree nor disagree = 3	Somewhat disagree = 2	Strongly disagree = 1	
We offered more local fruits.	68	36	17	3	0	4.36
We offered more local vegetables.	63	35	24	2	0	4.28
We added more dry beans to our menus.	6	19	72	21	6	2.98
Our students/children are eating more fruits.	46	45	30	3	0	4.08
Our students/children are eating more vegetables.	41	47	33	3	0	4.02
Our students/children are eating more dry beans.	4	23	73	19	5	3.02
I have identified new Michigan-grown fruits, vegetables, and dry beans that are accepted/eaten by the children we serve.	38	42	37	6	1	3.89

Note: $n = 124$

Of all 143 grantees, 124 FPMs responded to this question (87% response rate). **Most grantees agreed (either strongly agreed or somewhat agreed) that their food program was positively impacted** through participating in 10 Cents a Meal for Michigan's Kids and Farms (10 Cents). Responding grantees reported they:



FPMs agreed most strongly with the impact statements “we offered more local fruits” and “we offered more local vegetables” in their school meals due to 10 Cents grants (4.36 and 4.28, respectively). Both “we added more dry beans to our menus” and “our students/children are eating more dry beans” had the lowest level of agreement (2.98 and 3.02, respectively) of all impact statements provided.

Twenty grantees provided open-text responses for the “other” category, which had an average ranking of 3.20. These responses included:

- increased quality of foods served
- increased consumer awareness
- increase marketing
- increased satisfaction related to local foods

One FPM mentioned that they were able to create a unique menu selection in comparison to other food programs.

Influence of Participating in 10 Cents on Relationships and Collaborations

Key Takeaways

Nearly half of all responding grantees (47%) affirmed that **10 Cents allowed them to make new connections** with farmers or local food suppliers.

47%

GRANTEES MADE NEW CONNECTIONS

63%

The majority of responding grantees (63%) responded that **yes, 10 Cents allowed them to improve existing relationships** with farmers or local food suppliers.

Grantees described **positive influences** of participating in 10 Cents on farm and food suppliers:

41%

Increased demand for local products (41%)

13%

Improved relationships (13%)

10%

Logistics (10%)

9%

Communication (9%)

26%

GRANTEES COLLABORATED WITH OTHERS

About one-quarter of all responding grantees (33, 26%) **collaborated with other schools, districts, centers, institutions, or organizations to support their efforts** to purchase and serve Michigan-grown products.

In the June evaluation survey, participating food program managers (FPMs) were asked several questions related to how participation in 10 Cents a Meal for Michigan’s Kids and Farms (10 Cents) impacted farmers or local food vendors/suppliers and new collaborations with external partners and organizations.

For questions with “yes” or “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 by themes.¹

Of the 127 grantees that took the June survey, 126 responded to the question, “Has participation in 10 Cents allowed you to make connections with new farmers or local food vendors/suppliers?” (99% response rate). Nearly half of all responding grantees affirmed that 10 Cents allowed them to make new connections with farmers or local food suppliers (59 grantees, 47%). Of these grantees, 50 provided written responses. Response themes included making new connections with food suppliers and farmers generally (18 responses), with some food suppliers and farmers specified by name (32 responses). Almost one-quarter of specified responses (13 responses) were about Cherry Capital Foods, a food hub that distributes Michigan-grown products to Michigan customers, including many 10 Cents grantees.

Next, 126 out of 127 grantees responded to the question, “Has participation in 10 Cents allowed you to improve existing relationships with farmers or local food vendors/suppliers?” (99% response rate). The majority of responding grantees responded “yes,” that 10 Cents allowed them to improve existing relationships with farmers or local food suppliers (79 grantees, 63% of all grantees). Of these, 77 provided written responses. Almost one-third of their responses were about making new, positive connections with (unspecified) suppliers and farmers (28 responses, 36%). The remaining responses from FPMs focused on different farmers and food suppliers: 17 responses (22%) named Cherry Capital Foods and nine responses (12%) specified Gordon Food Service.

There were 76 grantees who responded to the question, “In what ways has your participation in 10 Cents influenced farms, distributors, processors or other food businesses or service providers to better meet your district’s food service needs?” (60% response rate). Some grantees described positive influences on the farms and food suppliers, including increased demand for local products (41% of responses), improved relationships (13% of responses), improved logistics (10% of responses), and improved communication (9% of responses). Grantees also addressed challenges or barriers related to local food purchasing, including the COVID-19 pandemic (15% of responses), lack of local vendors (5% of responses), lack of frozen or minimally processed product options (3% of responses), seasonality of local agricultural products (3% of responses), and a lack of information about local products from vendors (1% of responses).

Finally, 125 grantees responded to the question, “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?” (98% response rate). About one-quarter of all responding grantees reported collaborations with other schools, districts, centers, institutions, or organizations to support their efforts (33 grantees, 26% of all grantees). Of these grantees, 13 collaborated with two partners (including schools, centers, institutions, or organizations) and four grantees collaborated with three or more such partners.

¹ See [Technical Notes](#) for a detailed explanation of open-text written response analysis.

Response Highlights

NEW CONNECTIONS



[We] got to get to know a local farmer and build a positive relationship by using their product to feed the students better items and better quality. [We] also got to help the farmer by promoting their products to the community.



We are now working with Cherry Capital Foods for the first time and look forward to continue to be able to purchase Michigan frozen produce throughout the school year for years to come. We are also working with a local hydroponic lettuce farmer...and have already made plans to continue purchasing with them for the 2021/2022 school year.



I have worked to develop new relationships with farmers and vendors that would have otherwise never considered schools as a viable partner. We have been able to work through how to make a relationship be beneficial for both parties.

IMPROVED EXISTING RELATIONSHIPS



We have been able to get more produce from our vendors and they are telling others about our program, and we are modeling using fresh produce for others.



We have been able to reconnect with Cherry Capital [Foods] after a very long hiatus, and it has been wonderful getting Michigan-grown things of this variety again!



Our relationship/communication has improved with Gordon Food Service. Since so many schools are now participating in this program, they have more and more Michigan produce options to choose from, and they are very willing to help work with us in finding what is best for our organization.

POSITIVE INFLUENCE ON FARMS AND FOOD SUPPLIERS



I think the big thing is the distributors. They are carrying more Michigan products and see it as a necessity to be competitive.



Many farmers have been helpful by letting us order bulk quantities or smaller quantities by the pound.



[Vendors] have created an online ordering system, and it is very user-friendly now. They have email reminders to order and feature products.

CHALLENGES TO PURCHASING LOCAL FOODS

- “ With limited Michigan products for our current service model, we have not been able to use as many products as hoped...Based on that, we hope to increase our relationships with state producers.
- “ Due to the pandemic and changing school schedules, we have not been able to participate as we would like to.
- “ Unfortunately, there are no local farmers that we can order from. All our local spend is from GFS [Gordon Food Service].
- “ ...more individually packaged items would be wonderful to meet the needs of the grab-and-go.
- “ The selection is still limited during the fall/winter months...
- “ [Distributors] need to have a category or a thumbnail on online ordering that specifically outlines all the local products.



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

Key Takeaways

The majority of responding grantees (86%) described an **overall positive response by their staff** to the purchase and service of local foods through 10 Cents.

86%

POSITIVE RESPONSE
BY STAFF

9

Nine grantees indicated an **indifferent or neutral response**

6

Six grantees indicated their staff had an **overall negative response** to purchasing and serving local foods.



Grantees shared positive staff responses about using local foods:

- higher quality and improved freshness
- the creation of new menu items
- the farm to school activities conducted
- increased knowledge of local foods and farmers
- enjoyment of these foods by teachers and administrative staff

In the June evaluation survey, 101 participating food program managers (FPMs) in 10 Cents a Meal for Michigan’s Kids and Farms (10 Cents) responded to the question, “**How has your staff responded to the purchase and service of local foods purchased through the 10 Cents program?**” (79% response rate for the June survey). The open-text responses from FPMs were categorized into nine different themes, and a single grantee’s response could have multiple themes. Themes and the number of grantees that mentioned a specific theme are shown in Table 19.1 below.

Table 19.1. Reported Staff Response to the Purchase and Service of Local Foods through 10 Cents in 2020–2021

Themes	Number of grantees who mentioned theme
Food service staff like purchasing and serving local foods	56
All staff enjoy the higher quality produce	13
Staff are Indifferent or neutral	9
Food service staff are creating new foods from local produce	9
Local foods can take more labor	6
All staff learn more about local food and farmers	6
Teachers are enjoying local foods	6
Administration likes purchasing & serving local	3
More farm to school activities are being conducted	2

Note: $n = 101$ grantees

Only nine FPMs indicated an indifferent or neutral response, and six grantees indicated their staff had an overall negative response to purchasing and serving local foods. The majority of responding grantees (87 grantees, 86%) described an overall positive response by their staff to the purchase and service of local foods through 10 Cents.

FPMs most frequently mentioned a generally positive reception by food service/program staff towards purchasing and serving local foods (56 grantees). Grantees shared positive responses from all staff about using local foods, including:

- higher quality and improved freshness;
- the creation of new menu items;
- the farm to school activities conducted;
- increased knowledge of local food and farmers; and
- enjoyment of these foods by teachers and administrative staff.

However, five grantees indicated negative staff responses primarily related to additional labor associated with local foods, including increased preparation time required by food service staff or increased time for ordering food required by the FPM. Nine grantees' responses centered around the indifference of food service staff to the program.

Response Highlights

POSITIVE RECEPTION FROM ADMINISTRATORS, TEACHERS, AND FOOD SERVICE STAFF



My staff noticed a better quality of vegetables, especially of the local corn and broccoli, compared to what we used to order.



Teachers loved getting the information on the products and the nutritional info to share with their students. They also enjoyed trying the products, showing the students the raw form, and encouraging them to try the prepared item. One teacher even had a student that took some of the raw items and planted them in a pot in the classroom to grow them.



Our teachers and administrators love our program. It draws them in and helps them be champions for our program.



Once our food and nutrition staff learned how to work with the items and we learned how to menu them in a way that did not put excessive pressure on our staff, they were very supportive.



They [food service staff] all LOVE our local apples. The taste and appearance are so much better than other products we were using.

NEGATIVE AND INDIFFERENT RESPONSES BY STAFF



I am working on making it a positive thing with them. All that they see is more work.



I have been happy, [but] some staff have not been because of the little more work that is needed to cook the product.



The staff did sometimes complain about the extra time it took to get the products ready for service, but they did like the fresher quality.

Feedback About Participating in 10 Cents a Meal

Key Takeaways

Grantees provided generally **positive feedback** (36% of total feedback mentioned) about participating in the 10 Cents program, with some noting the benefits:



Extra funding



The ability to try new foods



Better quality of local fruits, vegetables, and dry beans (73% of grantees)

29%

Other common feedback (29% of total feedback mentioned) focused on **program improvements in the administration of 10 Cents**, such as simplifying the processes for submitting invoice information for local food purchases.

17%

Grantees also provided feedback (17% of total feedback mentioned) on **the perceived operational challenges related to purchasing and serving local foods**, such as the desire for more local farmers and suppliers from which to purchase local foods.

11%

A small percentage (11% of total feedback mentioned) of the total feedback mentioned noted the **negative influence and challenges** of the ongoing pandemic on participation in 10 Cents.

In the April, June, and August evaluation surveys, grantees participating in 10 Cents a Meal for Michigan's Kids and Farms (10 Cents) were asked, **“Please describe any additional feedback about participating in 10 Cents that you would like to share. Please include any concerns, negative feedback, and ideas for program improvement, should 10 Cents continue in future years.”** One hundred four grantees provided feedback at least once during all three surveys. The response rate for the April survey was 59% (77 grantees provided feedback out of 130 who took the survey), the response rate for the June survey was 60% (76 grantees provided feedback out of 127 who took the survey), and the response rate for the August survey was 68% (65 grantees provided feedback out of 96).

Evaluators categorized the text entries based on common themes. Because a single grantee's response could have multiple themes, the number of mentions to themes was often higher than the actual number of responses.¹ Themes, the number of times a theme was mentioned, and the number of different grantees that mentioned that theme are detailed in Table 20.1.

Table 20.1. Reported Feedback by 2020–2021 10 Cents Grantees

Themes	Number of mentions (201 total)	Number of grantees
General positive feedback	72 (35.8%)	57
Administrative program improvements	58 (28.9%)	48
Operational challenges	35 (17.4%)	29
Influence of the pandemic	22 (10.9%)	22
Positive impact on schoolchildren, staff, and farmers	11 (5.5%)	11
Food variety and quality	3 (1.5%)	3

Note: $n = 115$

¹ See [Technical Notes](#) for a detailed explanation of open-text response analysis.

Overall, grantees provided primarily positive feedback (57 grantees, 36% of total mentions) about participating in the 10 Cents program. Comments included the benefits of extra funding, the ability to try new foods, and better quality of local produce.

Another common theme was program improvements related to the administration of 10 Cents (48 grantees, 29% of total mentions). This feedback focused on simplifying the processes for submitting invoice details through the online platform to track local food purchases. For the 2020–2021 year, grantees could not upload copies of their invoices as is. Instead, grantees had to upload a specific invoice template or manually enter specific purchasing information. Many grantees felt that this was labor-intensive and took too much of their time.

Grantees also provided feedback (29 grantees, 17% of total mentions) on operational challenges related to purchasing and serving local foods. FPMs mentioned needing more local farmers and suppliers from which to purchase, improved vendor processes, and more minimally processed items due to staff labor required to prepare certain local foods.

Additionally, grantees commented (22 grantees, 11% of total mentions) on the negative influence and subsequent challenges of the ongoing pandemic on participation in the 10 Cents program. Less common themes included the high quality of local food and the positive impacts of the program on schoolchildren, staff, and farmers.

Response Highlights

GENERAL POSITIVE FEEDBACK



Part of our initiative is to serve local produce as much as possible, so having this grant has allowed us to do that more often. The cost of local can sometimes cost more so having the additional funds offsets that cost.



The extra money coming back helps schools' budgets, local farmers and families, students, the local economy, the entire state of Michigan.



It would be ideal to be able to use the 10 cent grant again. We love it. We love the marketing tools you have given us to use on social media to let us promote our program.



It was fun to see what fruits and vegetables that we already had been using and new fruits, vegetables and legumes we have started using that were from Michigan.



The 10 Cent program has helped us offset losses that we are having due to COVID pandemic.

ADMINISTRATIVE PROGRAM IMPROVEMENTS FOR 10 CENTS



Less paperwork would be extremely helpful - if we could simply submit our invoices instead of having to transfer the information into a specific 10 Cents A Meal spreadsheet, which includes information that we need to look up each month (like the county of the farm where the produce comes from) it would be much less labor-intensive to participate. We are a small nonprofit with minimal staff, and this would make it much easier to choose to participate in the future.



It is difficult to breakdown the invoices, then count the meals and to put them with the billing sometimes slows down the process because we are rural, small and I am the only one doing all of these tasks.



Great program but some items [it] can be very labor intense. Some funding to purchase equipment to help with the prep work would be fantastic!

OPERATIONAL CHALLENGES RELATED TO PURCHASING AND SERVING LOCAL FOODS



It would be helpful if local producers sent pricing information and availability to our kitchen staff to order.



I do not have the time to connect with individual farmers. I need access to a food hub in order to gain better access to local produce.

NEGATIVE INFLUENCE OF THE PANDEMIC



During COVID, it is difficult to do 'activities' around 10 Cents, as we cannot have visitors into the schools and such, so we have very limited time with the students.



This year was a little more difficult due to COVID and not serving meals in our cafeterias. I was not able to offer as much variety as I would have liked.



I appreciate the opportunity to participate in this program, however, due to the pandemic, I feel that we are limited in how creative we can be at this time.

POSITIVE IMPACT ON SCHOOLCHILDREN, STAFF, AND FARMERS



This is a wonderful program that in years past has given us the opportunity to make a huge difference in the types of fruits and vegetables that are showcased to the kids as well as build relationships with local farmers.



It had a very positive impact on not only the students but the staff. I feel the staff was excited, which made them excited to get more involved with encouraging students to try different items and talking about healthy eating during lunch.



I also send a whole, raw item to each class so the students can see and touch what the item looks like prior to us prepping it. This activity has gotten the teaching staff involved and has built up excitement with the students.

QUALITY OF LOCAL FRUITS, VEGETABLES, AND DRY BEANS



As a first-time participant this last school year, we have noticed that the local fruits and vegetables we purchased were of great quality and tasted better than products that were not Michigan-grown.



I am able to broaden my menu choices and give better fresher quality products to the students.

Present Needs to Support Purchasing and Serving Michigan-Grown Foods

Key Takeaways

The most prominent theme (28 grantees) for current grantee needs was the **negative impact of the pandemic** on participation in 10 Cents, including its impact on the capacity of their food program and supply chain issues.



Other commonly mentioned current grantee needs:



In the February and April evaluation surveys, food program managers (FPMs) participating in 10 Cents a Meal for Michigan's Kids and Farms (10 Cents) were asked, **“What else do you need to support your efforts to purchase and serve Michigan foods (of any kind) this year?”** Of 143 grantees, 104 grantees provided feedback to this question at least once during both surveys. In February, 98 FPMs out of the 118 who took the survey provided responses (83% response rate), and in April, 80 out of 130 FPMs responded (62% response rate). The open-text responses from grantees were categorized into themes related to needs to support purchasing and serving Michigan foods in the current year. A single grantee's response could have multiple themes within it, so the number of mentions to themes is often higher than the actual number of responses.

The most prominent theme for current grantee needs was the negative impact of the pandemic on participation in 10 Cents.

The most prominent theme for current grantee needs was the negative impact of the pandemic on participation in 10 Cents. Some grantees mentioned a desire for school operations to return to normal so that their food service program could operate at full capacity again, and others indicated the negative impact of supply chain issues.

Other common responses included the need for increased local food availability (desire for year-round supply), for more suppliers and farmers from which to purchase, for lists of products and vendors to find local food, and for more local food options from their current vendors and distributors. Many grantees stated the need for more promotional materials and more minimally processed fruits, vegetables, and dry beans.

The top themes, the number of times a theme was mentioned, and the number of different grantees who mentioned that theme are listed in Table 21.1 below.

Table 21.1. Top Present Needs Reported by 10 Cents Grantees 2020–2021

Top Themes	Number of mentions (154 total)	Number of grantees
Impact of the pandemic	28 (18.2%)	28
Increased local food availability	17 (11.0%)	16
Increased suppliers and distributors	16 (10.4%)	15
Lists of products	14 (9.1%)	14
Increased local food options with current vendors	12 (7.8%)	12
List of suppliers and farmers	11 (7.1%)	11
Promotional materials	10 (6.5%)	9
Minimally processed fruits, vegetables, and dry beans	9 (5.8%)	9

Note: $n = 104$

Less commonly (5% or less of mentions), grantees mentioned needs related to improved administrative processes (including 10 Cents paperwork and training), the ability to use 10 Cents funds with more flexibility (such as purchasing coolers to store produce), increased food service staff capacity, and more resources on local food procurement, recipe ideas, and activities. Grantees also mentioned (5% or less of mentions) needs from vendors regarding improved delivery options, better pricing, and more information about where they source their products.

Response Highlights

IMPACT OF THE PANDEMIC



With the pandemic and short[age] of workers, it's been hard to implement everything. It seems like time is more of a factor.



[We are] still virtual since last year and waiting for spring and new items to be available. [We need to] go back to in-person learning.

DEMAND FOR YEAR-ROUND PRODUCT AVAILABILITY AND ADDITIONAL SUPPLIERS



I wish that we had more fresh items to choose from throughout the school year. After October, we are limited to very few fresh items. It would be nice to see more variety in fresh items that maybe could be grown locally in hoop- or greenhouses. It seems like only fresh apples and root vegetables are offered year-round. If we want local in other items, we have to move to frozen items.

DEMAND FOR PROMOTIONAL MATERIALS



It would be really nice if we could get more promotional materials that describe what fresh Michigan produce is available during what months. In the past, MSU CRFS put out the pocket Michigan guide for what's in season now. That would be nice in a poster form, or to have electronic art available to add to menus, flyers, etc.

DEMAND FOR MORE MINIMALLY PROCESSED FRUITS, VEGETABLES, AND DRY BEANS



Michigan produce that is cleaned, portioned and ready to serve, with minimal preparation is the key.



Our issue this year is time to get everything done and a lot less time between lunch groups. Packaged items or easy to put out items would be awesome.

DEMAND FOR MORE DELIVERY OPTIONS FROM SUPPLIERS



My problem is delivery. I have to go 20 miles away to get local foods delivered to a different facility and transport it with my vehicle.



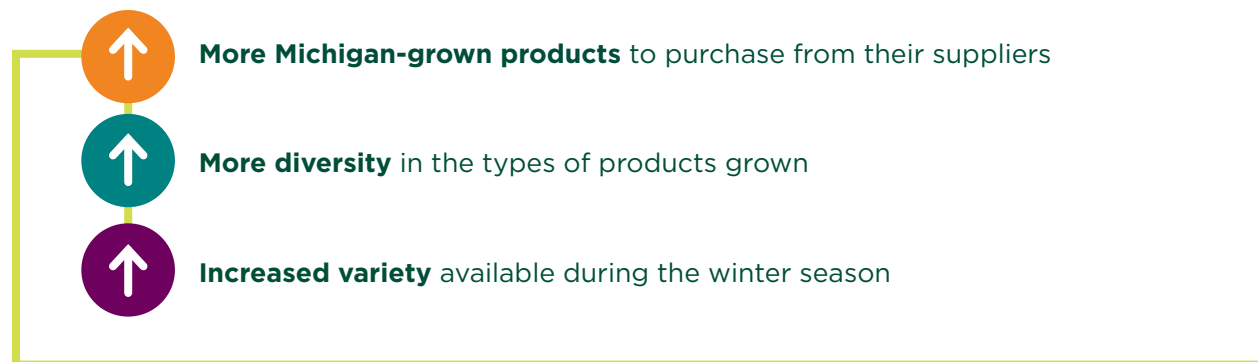
It would be nice to have more flexibility with delivery schedules other than once a week and only will deliver to one location, then we need to load it and drop it throughout district buildings. We would order more frequently for this flexibility as we have with other distributors.



Future Needs to Support Purchasing and Serving Michigan-Grown Foods

Key Takeaways

The most prominent theme (27 grantees) for future needs was **increased supply of local food products.**



Other commonly mentioned future needs:

- **improved administrative processes** related to paperwork and training for 10 Cents
- **adjustments to limit the negative impact of the pandemic** on program participation
- the need for **increased 10 Cents grant funding** or flexibility in the use of grant funds
- the desire for more **promotional materials**

In the April, June, and August evaluation surveys, participating grantees in 10 Cents a Meal for Michigan's Kids and Farms (10 Cents) were asked, **“What else do you need to support your efforts to purchase and serve Michigan foods (of any kind) in the future?”** One hundred six grantees responded at least once across all three surveys. In the April survey, 46 grantees responded out of 130 that took the survey (35% response rate); in June, 86 grantees responded out of 127 that took the survey (68% response rate); and in August, 49 grantees responded of 96 that took the survey (51% response rate). The open text responses from grantees were categorized into themes related to future needs that would support purchasing and serving Michigan foods. A single grantee's response could have multiple themes within it, so the number of mentions to themes is often higher than the actual number of responses.

The most prominent theme for grantees' future needs was increased supply of local food products.

The most prominent theme for grantees' future needs was increased supply of local food products. This included more Michigan-grown products to purchase from their suppliers, more diversity in the types of products grown, and increased variety during the winter season.

Other frequent “need” themes included improved administrative processes (including 10 Cents paperwork and training); the adjustments to limit the negative impacts of the pandemic on program participation;

increased 10 Cents grant funding or flexibility in the use of grant funds; more promotional materials; more distributors and vendors to make finding fresh and/or minimally processed Michigan-grown products easier (in their inventory lists and invoices); and lists of farmers and suppliers.

The top themes, the number of times a theme was mentioned, and the number of different grantees who mentioned that theme are listed in Table 22.1.

Table 22.1. Top Future Needs Reported by 10 Cents Grantees 2020–2021

Top themes	Number of mentions (160 total)	Number of grantees
Increased supply of local foods	30 (18.8%)	27
Improved administrative processes	22 (13.8%)	21
Impact of the pandemic	20 (12.5%)	20
Increased funding and flexibility	16 (10.0%)	15
More promotional materials	15 (9.4%)	15
Vendors to identify local food sources	13 (8.1%)	13
Lists of suppliers and farmers	13 (8.1%)	13

Note: $n = 106$

Less commonly mentioned needs (5% or less of mentions) included more farmers and suppliers from which to purchase local foods, increased delivery options from vendors, lists of Michigan-grown products, increased availability of prepackaged and minimally processed foods, and more recipe ideas.

Response Highlights

DEMAND FOR MORE MICHIGAN-GROWN PRODUCTS



The problem I have [had] was being able to source Michigan-grown produce through the winter months...Moving into the summer I feel we will have a larger opportunity to source Michigan products for our summer camp and summer grab-and-go offerings.



It has been difficult to get winter and early spring Michigan items into the district due to availability...



The biggest hurdle still continues to be product availability.

IMPROVED ADMINISTRATIVE PROCESSES



A less time-consuming way to enter my invoices and counts... Especially with all the additional COVID-related responsibilities this school year, the 10 Cents grant is not getting as much attention as I would like to give it.



More in-depth training. I believe the videos and virtual training have been helpful considering the crisis we were facing. But face-to-face with hands-on computer training would be helpful, from planning, to purchasing, to documenting and reporting.

IMPACT OF THE PANDEMIC



Again, it boils down to COVID. In years past we had an amazing salad bar option with endless options it seems. This year we weren't able to have that...That is where we lost the interest from students.



Often, we have been scrambling to find any fresh produce that is appropriate for the packaging of meals for curbside pickup. I am looking forward to being able to use more traditional menuing in the upcoming year. I believe it will allow for me to better explore my MI [Michigan] options.



The COVID restrictions on serving is restraining (us) from allowing students to choose and have more options. We have had legumes as an extra vegetable that they could choose from. However, with everything being behind the serving line it puts restraints on how many items can be offered.

NEEDS RELATED TO 10 CENTS GRANT FUNDING



It would be helpful to have more funding to support the salary and benefits of our on-site cook, who is the reason that we can serve so many Michigan-grown fruits and vegetables instead of relying on frozen heat and serve foods.



Possibly a grant to purchase food prep equipment as prepping fresh items is more time consuming. Being able to get a commercial equipment to chop, slice or dice fresh produce would be helpful.



Does the Number of Years Participating in 10 Cents Influence How Public School Districts Use the Program?

Key Takeaways



Grantees with 5 years of participation in 10 Cents:

- Reported the highest number of new Michigan-grown foods tried for the first time (6.3);
- Purchased the highest average number of different products per grantee (16);
- Reported the lowest number of foods they still wanted to try but were unable to find or buy (0.4);
- Used the most market channels (an average of three);
- Were the least likely to affirm new connections with farms and food suppliers (33%) made through the program; and
- Reported more farms of origin for their Michigan-grown products (an average of 11 farms per grantee) than any other type of grantee.



Grantees with 4 years of participation in 10 Cents:

- Reported the highest number of outcomes achieved (5.2) from participating in 10 Cents; and
- All affirmed that the program allowed them to improve their relationships with farms and food suppliers.



Grantees with 1 year of participation in 10 Cents:

- Used significantly fewer market channels than grantees with 5 years of participation (1.5 market channels versus 2.9); and
- First year grantees purchased the lowest average number of different products (eight products per grantee).

Evaluators wanted to explore how key characteristics of public school district grantees may influence their use of the 10 Cents a Meal for Michigan’s Kids and Farms (10 Cents) program.

Because public schools make up the greatest number of 10 Cents grantees and have been eligible to participate in 10 Cents for the longest period of time (since the first pilot year of the state-funded program in 2016–2017), we focused on that group of grantees to investigate this question further. We examined program data gathered through evaluation surveys (February, April, June, and August 2021) and grantees’ reported purchases of Michigan-grown foods for the program. Not all food program managers (FPMs) submitted purchasing data, so this analysis only includes the public school district grantees who submitted both purchasing data and responded to surveys (84 of the 113 public school district grantees). While results of this analysis are not generalizable, we intend to continue exploring this question in future years of the program. As more grantees participate and more data are collected, analyses may more clearly show patterns of how different types of grantees use the program differently.

Reporting 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. For 2020–2021, 5 years was the maximum number of years that a grantee could have participated in 10 Cents. Seven grantees participated in 10 Cents for all 5 years, but most public school district grantees (67 grantees) were new to the program in 2020–2021. The full distribution of public school district grantees with key program characteristics for comparison can be seen in Table 23.1.

Grantees with 5 years of participation in 10 Cents reported the highest number of new Michigan-grown foods tried for the first time (6.3) and the lowest number of foods they wanted to try but were unable to find or buy (0.4). This may show that grantees with more years of experience participating in 10 Cents have a greater understanding of how to purchase local foods and may have fewer issues finding products they want to try. Additionally, grantees with 5 years of participation were least likely to affirm new connections with farms and food suppliers (33%) made through the program, but this may be because these more experienced grantees have already established the mix of local food vendors that work for them. They may even have connected with all available farms or food suppliers within their proximity, and/or they may still seek to connect with more farmers and vendors.

Grantees with 5 years of participation in 10 Cents reported the highest number of new Michigan-grown foods tried for the first time.

All grantees with 4 years of participation in 10 Cents affirmed that the program allowed them to improve their relationships with farms and food suppliers. Similar to those with 5 years of participation, these grantees may already have established farmer and/or supplier relationships, but they may still be in development.

Grantees with 4 years of participation reported the highest number of outcomes achieved

Grantees with 4 years of participation reported the highest number of outcomes achieved (5.2), and grantees with 2 years reported the lowest number of outcomes achieved (2). However, it should be noted that there were only three grantees with 2 years of participation, so this is not a reliable comparison. While the outcomes

reported were based on the FPM’s perception and chosen from a preselected list, this may mean that more years of 10 Cents experience increases the FPMs’ understanding of the program’s outcomes and/or their

perception of positive outcomes from it. The percent of grantees that agreed to an outcome statement varied widely among the groups; however, the only outcome that at least a third of all grantees agreed to regardless of their years of participation was “Our food purchasing budget has increased.” Interestingly, only grantees with 1 year of participation did not have the majority agree to, “We can plan local produce and dry bean purchasing with greater certainty.” All other outcome statements had widely varying levels of agreement among the groups of grantees. These results will be interesting to examine further as the program grows.

Of the 84 public school district grantees who reported purchasing information, more than half (54%) had only had 1 year of participation in 10 Cents, and over a third (42%) had 3 or more years of participation in 10 Cents. Those who had 3 years or more of participation in 10 Cents made 47% of reported purchases (in dollars) for all participating public school districts.

Of the 84 public school district grantees who reported purchasing information, more than half (54%) had only had 1 year of participation in 10 Cents.

This purchasing information showed that public school district grantees’ use of market channels for their local food purchases varied based on their number of years participating in the program. On average, first year grantees sourced Michigan-grown foods from two market channels and second year grantees used only one market channel, the lowest among all grantee types. On the other hand, grantees with 5 years of participation used the most market channels, with an average of three channels per grantee. A statistical test showed that comparisons between the number of market channels used among public school district grantees with 1 year of participation and public school district grantees with 5 years of participation were statistically significant.¹ In other words, grantees with 1 year of participation in 10 Cents used significantly fewer market channels than grantees with 5 years of participation. This may show that as grantees gain experience with local food purchasing and participating in 10 Cents, they have a greater understanding of the local food supply chain and can access various market channels with greater ease.

Grantees with 5 years of participation were also able to report more farms of origin—an average of 11 farms per grantee—for their purchased products than any other type of grantee. First year grantees were able to provide an average of two farms of origin for their local food purchases. This may show that as grantees

Grantees with 5 years of participation were also able to report more farms of origin—an average of 11 farms per grantee.

gain more years of participation in 10 Cents, they also gain an understanding of how to determine the farm of origin when sourcing local foods and/or place greater emphasis on learning and reporting the farm of origin for their local food purchases, including asking conventional food suppliers for this information. They may also have greater familiarity with some farms of origin for products they purchased if they have maintained relationships with the same farm or food vendor over time.

Purchasing data also showed that public school district grantees’ use of different Michigan-grown products varied based on their years of program participation. Grantees with five years of participation in 10 Cents purchased the highest average number of different products (16) per grantee and grantees with one year of participation in 10 Cents purchased the lowest average number of different products (eight). Perhaps as grantees gain more experience in the program—and more experience purchasing and serving local foods—they also gain a better understanding of how to use a greater variety of local foods in their food programs.

¹ Refer to the [Technical Notes](#) section for further details on the statistical analyses.

Figure 23.1. Public School District Grantee Trends by Years of Participation in 10 Cents

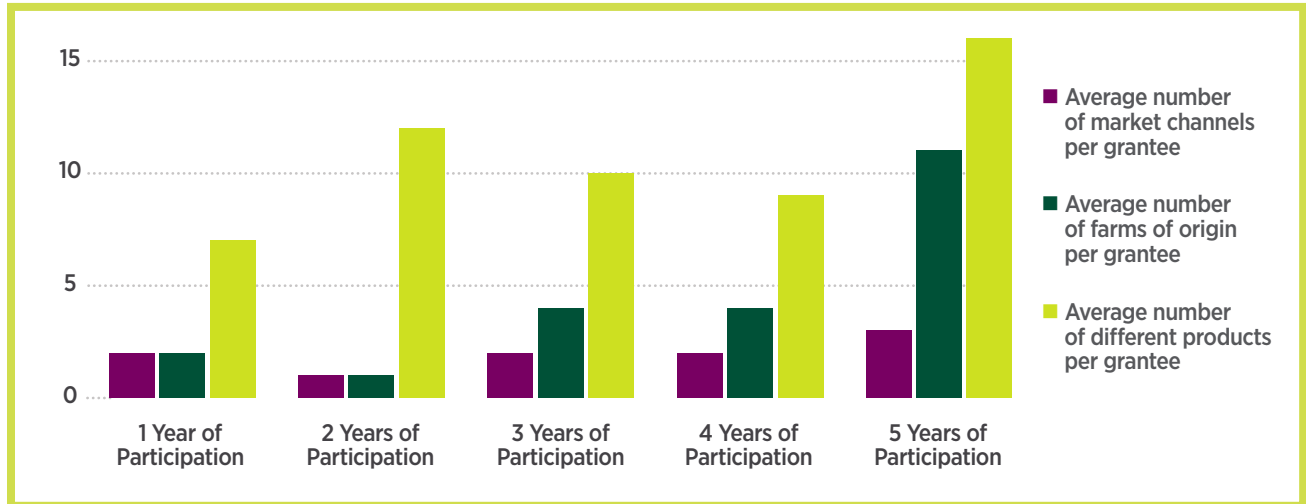
Note: $n = 84$

Table 23.1. Characteristics of Public School District Grantees and Their Years of Participation in 10 Cents

	Average reported number per grantee over the program year				
	Years of Participation of Public School District Grantees				
	1 Year ($n=45, 54\%$)	2 Years ($n=3, 4\%$)	3 Years ($n=17, 20\%$)	4 Years ($n=12, 14\%$)	5 Years ($n=7, 8\%$)
Different types of Michigan-grown foods tried for the first time	5.1	3.5	3.3	4	6.3
Different types of Michigan-grown foods of interest	2.2	1	0.7	3.1	0.4
Outcomes of 10 Cents participation	2.5	2	3	5.2	2.6
Percent of total reported purchases by all public school grantees	51%	2%	22%	14%	11%
Different types of products purchased	7	12	10	9	16
Farms of origin for products purchased	2	1	4	4	11
Market channels used for products purchased	2	1	2	2	3
New connections to farmers and food vendors	51%	50%	59%	50%	33%
Improved relationships with farmers and food vendors	46%	57%	68%	100%	86%

Note: $n = 84$. Response rates vary for each question and more information can be found in the [Technical Notes](#) section.

Does the Food Service Operation Type Influence How Public School Districts Use the Program?

Key Takeaways

Grantees with self-operated food service programs reported **slightly more new foods tried** (4.9) and **foods they wanted to try** but were unable to find or buy (2.5) than grantees with contracted food service management companies (FSMCs) (4.3 and 1.2, respectively).



NEW CONNECTIONS

Grantees with contracted FSMCs more frequently affirmed that 10 Cents allowed them to make **new connections** because of the program (54%) than grantees with self-operated programs (47%).



IMPROVED RELATIONSHIPS

Grantees with self-operated programs more frequently affirmed that 10 Cents allowed them to **improve relationships with farms and food suppliers** (67%) than grantees with contracted FSMCs (57%).



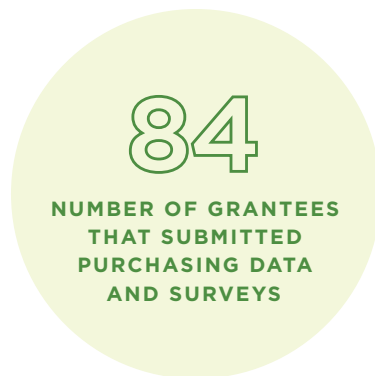
MORE MARKET CHANNELS

Grantees with self-operated food service programs purchased their Michigan-grown products from **more market channels** on average (eight) than grantees with contracted FSMCs (five).

As stated in the previous summary, evaluators wanted to explore how key characteristics of public school district grantees may influence their use the 10 Cents a Meal for Michigan’s Kids and Farms (10 Cents) program. Data examined included responses from all four evaluation surveys (February, April, June, and August 2021) and the grantee-reported purchases of Michigan-grown foods. This analysis is not generalizable because it only includes the public school district grantees that submitted both purchasing data and survey responses (84 of the 113 public school district grantees). However, as more grantees participate in the program and more data are collected, analyses may show significant differences in program usage between those with different types of food service programs.

Data reported by grantees suggests that there may be differences between public school district grantees in their use of 10 Cents and their type of food service program. The 84 public school district grantees who submitted purchasing data and responded to surveys had two different types of food service programs: self-operated (43 grantees, 51%) and FSMCs (41 grantees, 49%). The full distribution of public school district grantees with key program characteristics for comparison can be seen in Table 24.1.

Grantees with self-operated food service programs reported more Michigan-grown foods tried for the first time.



Grantees with self-operated food service programs reported more Michigan-grown foods tried for the first time (4.9) and more foods they wanted to try but were unable to find or buy (2.5) than grantees with contracted FSMCs. Perhaps grantees with self-operated programs have a greater desire to incorporate local foods in their menus and/or the autonomy to do so.

Both grantees with self-operated and contracted FSMCs reported an average of three outcomes achieved from participating in the program. Except for two outcome statements, the percent of grantees who agreed to the outcomes was similar between types. There was a greater percentage of grantees

with self-operated programs who agreed to the statements “we have better support for our food service program from the community” and “marketing menus is easier” (28% and 20%, respectively) than grantees with contracted FSMCs (12% and 4%, respectively).

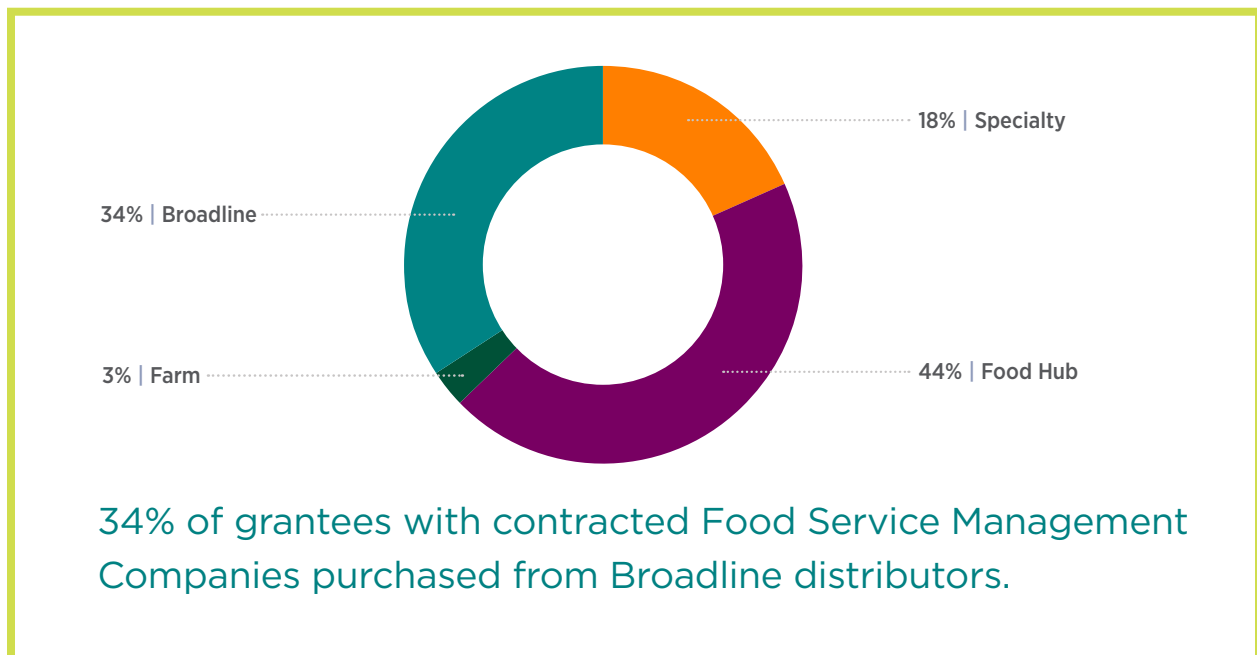
Grantees with self-operated programs more frequently affirmed that 10 Cents allowed them to improve relationships with farms and food suppliers (67%) and less frequently affirmed that 10 Cents allowed them to make new connections with farms and food suppliers because of the program (47%). Grantees with self-operated programs may be more likely to have established farmer and/or supplier relationships that work well for their food service program, but these relationships could still be improved. Given the stricter rules and guidelines for purchasing (e.g., using approved vendors) that contracted FSMCs require, grantees with these types of operations may be less likely to have established farmer and/or supplier relationships when they come into the 10 Cents program and are therefore more likely to form new relationships because of their participation.

Grantees with self-operated food service programs made the remaining 51% of total public school district reported purchases on Michigan-grown products through eight different market channels.

Grantees with contracted FSMCs spent 49% of all public school districts' reported purchases of Michigan-grown products (in dollars), and as a group, they purchased these products through five different market channels. They used food hubs (44% of contracted program purchases) more than any other market channel followed by broadline distributors (34% of contracted program purchases) and specialty distributors (18% of contracted program purchases). This may show that these grantees 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. Some of these grantees also reported purchases direct from farms (3% of contracted FSMC purchases) and food processors (1% of contracted FSMC purchases).

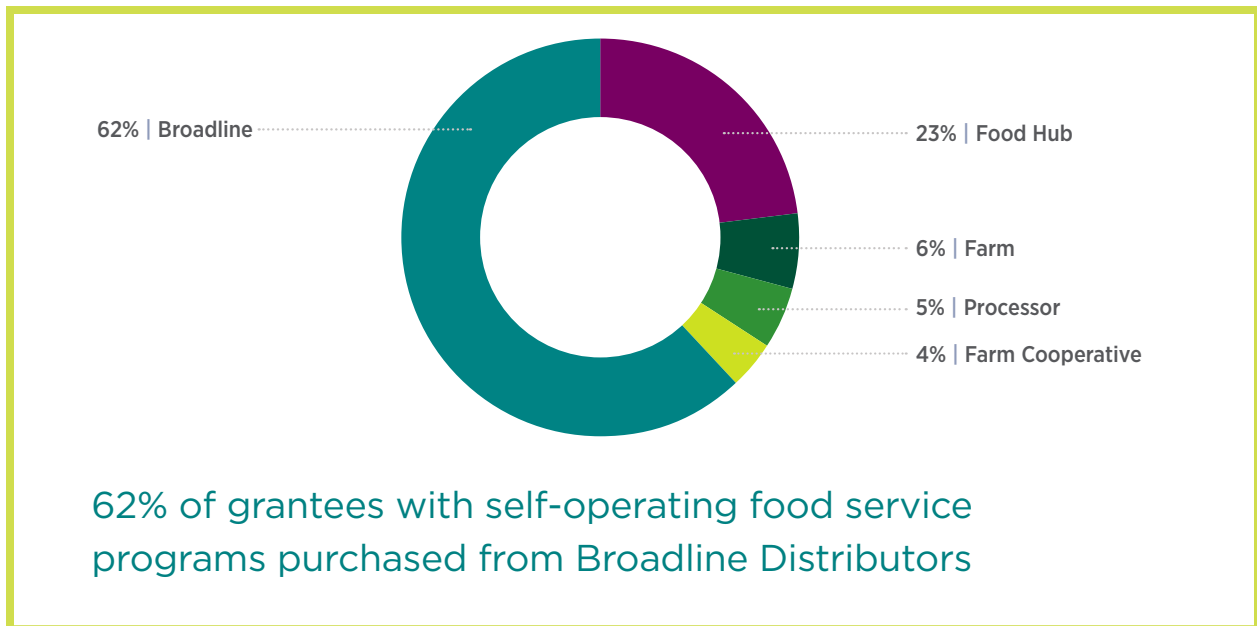
Grantees with self-operated food service programs made the remaining 51% of total public school district reported purchases on Michigan-grown products through eight different market channels. Purchasing through three more market channels than the group of grantees with contracted FSMCs may support the idea that grantees with self-operated programs, as a group, have greater flexibility in choosing suppliers for their local food purchases. They used broadline distributors most (62% of self-operated purchases), followed by food hubs (23% of self-operated purchases). They also purchased direct from farms (6% of self-operated purchases), food processors (5% of self-operated purchases), and farmer cooperatives (4% of self-operated purchases). Less than 1% of their total purchases were from farmers markets, specialty distributors, and grocery stores. A comparison of market channels used by grantees with self-operated food service programs and those with contracted FSMCs is shown in Figure 24.1 below.

Figure 24.1. Grantees with Contracted Food Service Management Companies' Percent Spending by Market Channel



Note: $n = 41$. Because purchases from farmers markets, specialty distributors and grocery stores make up 1% or less of total spending, these purchases were omitted.

Figure 24.2. Grantees with Self-Operating Food Service Programs' Percent Spending by Market Channel



Note: $n = 44$. Because purchases from processors make up 1% or less of total spending, these purchases were omitted.

When grantees were examined individually and not as a group, those with self-operated and contracted FSMCs had similar averages for the number of different vendors and market channels used and for different types of products purchased. An average of 3.5 farms of origin were reported per grantee for their purchased products, and each used an average of two market channels. Grantees with contracted FSMCs purchased an average of eight different products per grantee, and self-operated grantees purchased an average of nine different products per grantee.



More than half of all grantees **built new connections** to and **improved relationships** with farmers and food vendor through the 10 cents program.

Table 24.1. Characteristics of Public School District Grantees and Their Food Service Operation Type

	Average reported number per grantee over the program year	
	Contracted food service management companies (n = 41, 49%)	Self-operated food programs (n = 43, 51%)
Different types of Michigan-grown foods tried for the first time	4.3	4.9
Different types of Michigan-grown foods of interest	1.2	2.5
Outcomes of 10 Cents participation	2.9	3.1
Percent of total reported purchases by all public school grantees	49%	51%
Different types of products purchased	8	9
Farms of origin for products purchased	3.5	3.5
Market channels used for products purchased	2	2

	Percent of grantees who affirmed the statement as a result of participating in 10 Cents	
New connections to farmers and food vendors	54%	47%
Improved relationships with farmers and food vendors	57%	67%

Note: n = 84. Response rates vary for each question, and more information can be found in the [Technical Notes](#) section.

Recommendations for Future Years of 10 Cents

As evaluators, we have the unique opportunity to see how 10 Cents a Meal for Michigan’s Kids and Farms (10 Cents) works from different angles.

Because we have reviewed survey responses and purchasing information submitted by participating food program managers (FPMs) and have been part of the team supporting 10 Cents, we have recommendations to share for the future of 10 Cents, both in practice and for evaluation purposes.

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

There is opportunity to provide additional targeted technical assistance to grantees to promote local food purchasing. In 2020, interviews conducted with a small number of 10 Cents grantees revealed that there were several factors that helped FPMs successfully spend more than their initial grant awards on eligible Michigan-grown foods. These **factors included developing relationships with farmers, product-specific factors (e.g., the productivity of the asparagus season), and promotion of local foods in school meals.** Conversely, FPMs who found it difficult to meet the initial grant award struggled to find local sources with sufficient volumes of Michigan-grown foods to meet their 10 Cents grant amount plus the matching requirement.

Factors such as developing relationships with farmers can help grantees spend more of their award.

In previous years, administrative staff capacity for 10 Cents was restricted due to limited program funding. However, as the program expands and legislative funding increases, additional staff capacity—for the Michigan Department of Education (MDE) and other 10 Cents partners—will allow for more technical assistance to be provided to grantees. In the future, tailored technical assistance on specific topics such as identifying and developing relationships with farmers and local food suppliers, using local foods in United States Department of Agriculture Child Nutrition Programs, and marketing local foods could greatly help grantees purchase more Michigan-grown produce to meet or exceed their full grant award. To further focus assistance, evaluation surveys could be used to identify grantees with less farm to school experience that may need more intensive assistance.

2

Conduct additional communications to boost survey response rate in the summer.

The survey response rate in August 2020 was the lowest among all four evaluation surveys (67% response rate) in 2020–2021, despite having the least number of questions (11) of any survey. The summer break for schools/districts and FPMs' preparation for the fall semester, among other factors, could diminish grantee capacity and willingness to take a survey during this time. While evaluators could adjust the survey schedule to administer the last survey in an earlier month, **August is a crucial time to capture data and feedback toward the end of the program year**, including for those grantees who operate summer food programs. In the future, program administrators and evaluators plan to conduct the August survey toward the end of the month to allow for FPMs who were on summer break to return to session. Additionally, MDE staff and evaluators can prepare for low response rates by sending additional reminders (e.g., notifying grantees about the August survey in advance), continuing the standard practice of emailing grantees during the survey administration in August, and reaching out to individual grantees that have not responded to the survey.

August is a crucial time to capture data and feedback toward the end of the program year.

3

Provide regular oversight and education about eligible products and vendors.

As part of the program requirements, 10 Cents grantees must purchase fresh or minimally processed Michigan-grown fruits, vegetables, or dry beans. Any other products are considered ineligible. Examples of ineligible products include canned and heat-processed items (e.g., applesauce); items that are not fruits, vegetables, or dry beans (e.g., maple syrup, honey, and pasta); and items not originating from Michigan (e.g., bananas). In 2020–2021, **nearly \$10,000 of ineligible items were reported as purchases for 10 Cents**, with applesauce comprising nearly 40% of those purchases.

A reported purchase is also ineligible if it is purchased from a vendor that does not offer Michigan-grown products. Verification of qualified vendors with eligible products is an ongoing task of MDE and 10 Cents team staff, who keep and share such records. An estimated \$800 of reported purchases were from vendors that sourced their fruits, vegetables, and dry beans from outside the state. Grantees were also unable to provide a farm of origin for 60% of their purchases, which likely resulted in the exclusion of several Michigan farms from analysis of the 10 Cents supply chain.

Nearly \$10,000 of ineligible items were reported as purchases for 10 Cents.

Continued administrative oversight, a more rigorous reporting system, and education for grantees about eligible products and vendors, including farms of origin, could help to reduce reporting of ineligible purchases in future years. Continuing work with food vendors to provide better transparency and communication about which of their offered products are Michigan-grown would minimize this issue as well. Grantees commonly provided feedback about the need for vendors, including broadline distributors, to more easily and clearly identify the farms of origin for their products (such as including farm of origin at the point of sale, on invoices, and in velocity reports). With the continued expansion of 10 Cents, there is a greater need than ever for food suppliers to accommodate grantee needs, including providing farm of origin data for their products. MDE staff and the 10 Cents team are also considering creating a vendor guide for grantees listing farmers and vendors they already use as a group, as reported through required grantee purchasing information.

4

Consider analysis of the forms of products purchased by grantees.

Grantees were not required to report the form of products purchased. The grantees who did report the form of products purchased indicated chopped, cut, diced, dried, fresh, frozen, shredded and sliced—all forms for fruit, vegetable, and dry bean purchases that meet 10 Cents program requirements. However, most of the reported purchases for 2020–2021 did not specify the product form (78% of purchases). Therefore, we did not analyze product forms in this evaluation.

Grantee feedback points to a desire for more minimally processed products to purchase and use. Many grantees also expressed that added preparation time and labor with serving local foods was a challenge. More data and analysis on product forms, including desired forms of products, could help inform farmers and food suppliers about which types of minimally processed Michigan-grown foods 10 Cents grantees want to purchase and the extent of the opportunity to sell these foods in the Michigan school and early care and education (ECE) market.

Grantee feedback points to a desire for more minimally processed products to purchase and use.

5

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

Despite the disruptions that the pandemic caused to food service operations at schools and ECEs in 2020–2021, our analyses still point to differences between public school grantees based on their years of experience participating in and their use of 10 Cents, including the purchase of local foods. However, the number of all grantees in 2020–2021 was not large enough to produce generalizable results, so these analyses were limited to public school/district grantees only. As the program grows and more data are collected from grantees, **future evaluation could show more clearly how different types of grantees—such as childcare sponsors—use the program**, including if and how they spend all of their grant dollars.

6

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

While the 2020–2021 school year was the first to be affected by the COVID-19 pandemic, the following program years could also be disrupted as the pandemic continues (as we know at the time of this writing in summer 2022). Issues surrounding food service staffing and capacity and regular supply chain disruptions could impact the food service programs of grantees immediately following the 2020–2021 year.

Future evaluation could show more clearly how different types of grantees use the program.

Ever-changing conditions will demand flexibility in the assessment of 10 Cents.

Because evaluation findings from the previous pilot years of 10 Cents took place in an environment radically different than what grantees are experiencing today, efforts should be made to obtain new information from grantees (e.g., how grantee participation in 10 Cents influences their food service programs). Future evaluations should track pandemic-related impacts through continued survey and purchasing information collection while acknowledging that **ever-changing conditions will demand flexibility in the assessment of 10 Cents as the pandemic persists.**

7

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

10 Cents grantees are awarded a specific amount of match funding based on a variety of considerations (See Introduction to the 2020–2021 Year of the 10 Cents a Meal Program for more details.) For the 2020–2021 school year, grantees were asked in the February, April, and June surveys, “Will you be able to spend your full 10 Cents grant award and required match amount by the end of the grant year (August 2021)?” In the first survey (February), 61% (72 out of 118) of grantees stated they would be able to spend their full grant award, but **the number of grantees that affirmed this statement decreased over the course of the year.**

In the last survey to ask this question (June), only 42% (53 grantees out of 127) stated they would be able to spend their full grant award. There were also many grantees that indicated they were not sure if they could spend their full grant award (45%) and several that reported they would not be able to spend their full grant award (13%). Out of the 100 grantees who submitted purchasing data, only 35% of grantees (39 grantees) were able to meet or exceed match spending with their original grant award by the end of the program year.

The number of grantees that affirmed their ability to spend their full grant award decreased over the year

Administrative flexibility is needed to effectively run the 10 Cents program.

Administrative flexibility is needed to effectively run the 10 Cents program, given the many variables that affect grantee food programs and the necessary adjustments to the number of grantees and grant award amounts throughout the program year. In 2020–2021, these changes included grantees that were added to the program late, grantees that were dropped early, and grantees that requested additional funds. Programmatic adjustments like these are why comparisons between grant awards and grantee spending are not reliable representations of how grantees use the program. Additionally, the pandemic had a significant impact on grantees in this program year. As discussed previously in the report, factors such as supply chain disruptions, staffing, and changes to in-person and virtual formats can all affect how a food program is run and spends on Michigan-grown products.

8

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

Future evaluations or research could use geographic mapping or spatial analysis to better visualize the statewide impact of 10 Cents on children and the local foodshed. Analysis could show which farms and food businesses in an area are selling to participating grantees to map these relationships and visualize the children served local foods within a given location. Such mapping and analysis could help the 10 Cents team, participating FPMs, and stakeholders better understand the program in action and better identify patterns and relationships that could help 10 Cents work even better in the future.

Future evaluations could better visualize the statewide impact of 10 Cents.



Technical Notes

This section provides additional information on the processes used to analyze program data for this evaluation report of the 10 Cents a Meal for Michigan's Kids and Farms (10 Cents) program for the 2020–2021 year. The information below is organized by the individual summaries within the full report, and some information may be relevant to multiple summaries.

EVALUATION OF THE 10 CENTS PROGRAM

The 2020–2021 program year data were not compared to data from previous years of the 10 Cents program (during the pilot years) for several reasons:

- This was the first year for the statewide program expansion.** As a result, there was a significant increase in the number of participating grantees; just 57 grantees from 27 counties participated in 2018–2019, but 143 grantees statewide participated in 2020–2021.
- Childcare sponsors, including early care and education and Residential Child Care Institution sites, were also eligible to participate for the first time.** These types of grantees can differ widely, including from public school/district grantees, in the number of children they serve, the types of food service programs they provide, the ways they conduct local food purchasing, and the ways they conduct related promotional and educational activities.
- Reporting the farms of origin for purchased products is a legislative requirement.** In previous years, evaluators omitted from the data analysis any purchases that did not include this information. This year, however, a substantial number of purchases reported by grantees (60%) did not include the farms of origin, so evaluators decided to include these purchases in the analysis. In future years, increased administrative capacity for the program should help to address grantee reporting errors on a more regular basis, ensuring Michigan farms of origin are more consistently added to purchasing data as it is reported.
- Lastly, the pandemic has had a significant impact on all grantees.** Supply chain disruptions, staffing issues, and virtual classroom formats have changed how food service programs run their operations, especially for K–12 schools. Due to these unique conditions, data collected from food service programs for the 2020–2021 year of 10 Cents cannot be accurately compared to how they operated in before the pandemic.

The pandemic has had a significant impact on all grantees.

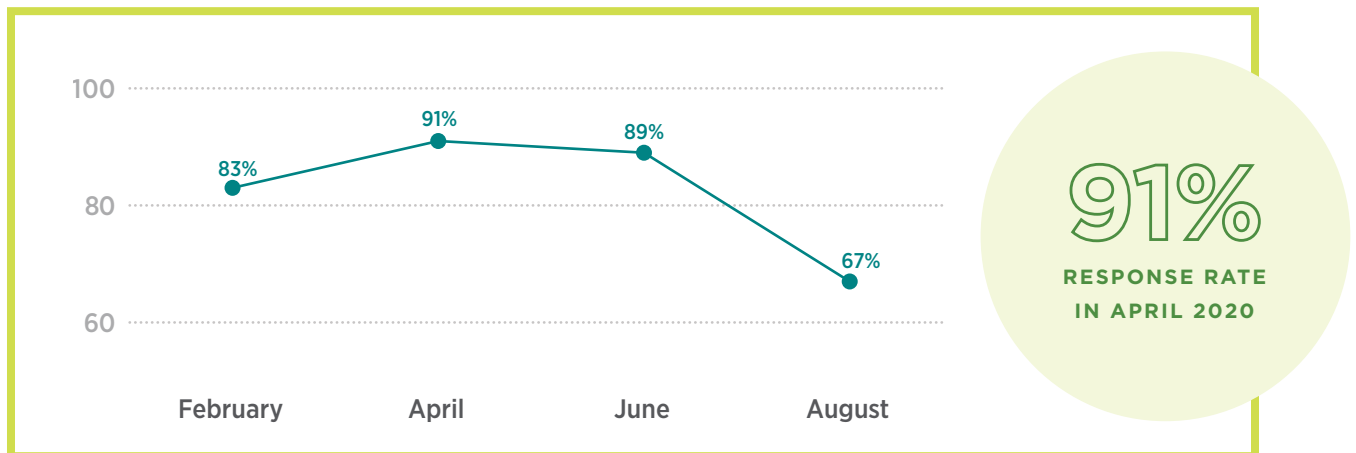
RESPONSE RATES

The response rates for the four evaluation surveys (February, April, June, and August 2021) varied throughout the year. Each of the electronic survey links were emailed to grantees by program administrators from the Michigan Department of Education (MDE), and response collection typically lasted one to two months. Reminder emails to nonrespondents from staff at MDE surely increased response rates. The April and June surveys had the highest response rates, and the August survey (the last survey of the program year) had the lowest response rate.

Table 26.1. Evaluation Survey Response Rates for 2020–2021

	Survey month			
	February	April	June	August
Number of responses	118	130	127	96
Response rate	83%	91%	89%	67%
Number of questions	18	13	18	11

Figure 26.1. 2020–2021 Evaluation Survey Response Rates Over Time



OPEN-TEXT RESPONSE ANALYSIS

Survey questions with open-text written responses were based on responses from previous years' surveys as well as new themes that emerged from responses in the 2020–2021 year. Within the report, we referred to the process of coding as categorizing. A single grantee's response could have multiple themes mentioned within it, so the number of mentions to 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 that stated the theme. Any feedback from food program managers (FPMs) that included identifying information was removed to maintain anonymity. The evaluation questions that had open-text responses can be found in the summary, 2020–2021 10 Cents Evaluation Survey Questions and Response Rates.



Michigan-Grown Foods Purchased and Served for the First Time

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

A product naming guide used for 10 Cents evaluation in previous years was used 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 during the year, the duplicated response was removed from analysis of products FPMs purchased and tried for the first time.

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 26.2 for the full breakdown of fruit and vegetable product types.

Table 26.2. Fruit and Vegetable Types for the Evaluation of 10 Cents

Product Types by Category		
Fruits	Vegetables	
★ Apples	○ Asparagus	○ Parsnips
★ Apricots	○ Beets	○ Parsley root
★ Berries, other unknown	○ Brussels sprouts	○ Peas
★ Blackberries	○ Broccoli	○ Peas (sugar snap and snow)
★ Blueberries	○ Cabbage	○ Peppers (sweet and hot)
★ Cherries	○ Carrots	○ Potatoes
★ Cranberries	○ Cauliflower	○ Radishes
★ Grapes	○ Celery	○ Rhubarb
★ Melons	○ Celery root	○ Romanesco
★ Nectarines	○ Corn	○ Root vegetable, other or unidentifiable
★ Peaches	○ Cucumbers	○ Rutabaga
★ Pears	○ Eggplant	○ Salad Greens/Mix
★ Plums	○ Fennel	○ Shoots, sprouts, microgreens
★ Raspberries	○ Garlic	○ Spinach
★ Saskatoons	○ Green beans (yellow, wax, Italian)	○ Summer squash
★ Strawberries	○ Greens, cooking	○ Sweet potatoes
★ Watermelon	○ Herbs	○ Tomatoes (cherry, grape, and slicing)
★ Fruit, other or unidentifiable	○ Jerusalem artichokes	○ Tomatillos
	○ Kale	○ Turnips
	○ Kohlrabi	○ Winter squash
	○ Leeks	○ Vegetable blend, identifiable
	○ Lettuce	○ Vegetable, unidentifiable
	○ Mushrooms	
	○ Onions (mature and green)	



The 10 Cents Local Food Supply Chain

The 10 Cents Farm Impact

Michigan-Grown Fruits, Vegetables, and Dry Beans Purchased for 10 Cents

10 Cents Grantees Purchased a Diversity of Michigan-Grown Products

Legislation for 10 Cents requires grantees to track and report their purchases of Michigan-grown products. For the 2020–2021 program year, as in previous years of the program, MDE used an online system developed by an external contractor to collect purchasing information. 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 despite their business being located within the state.

The dataset of reported purchases used for this report was provided by MDE in September 2021 and contains information reported by grantees from September 2020–August 2021.

Please note that the dataset of reported purchases used for this report was provided by MDE in September 2021 and contains information reported by grantees from September 2020–August 2021. However, additional grantees submitted purchasing information at a later date, and some grantees submitted additional purchases beyond this date. Therefore, the findings outlined in these summaries are limited to the original information that we obtained and do not capture the full scope of spending during the program year, which includes both more grantees and more spending.

Evaluators aggregated and cleaned the purchasing data submitted by grantees for errors before analysis. Similar to previous evaluation reports, the product naming guide (see Table 26.2) and a vendor guide were used to categorize the data. The vendor guide was used to assign suppliers into supplier types (see Key Definitions) using information from online sources and data collected in previous years by Michigan State University Center for Regional Food Systems and 10 Cents partners. Additionally, the invoice dates reported by grantees were reviewed to ensure analysis was specific to the duration of the 10 Cents program (September 2020–August 2021). Any data reported outside of this timeframe were excluded from analysis.



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

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

Evaluators wanted to explore how key characteristics of public school district grantees may influence their use of the 10 Cents program. The three key characteristics examined were years of experience participating in 10 Cents, years of experience purchasing local food, and the food service type (self-operated program or contracted food service management companies).¹ We examined program data gathered through evaluation survey responses (from four surveys in February, April, June, and August 2021) and information about Michigan-grown food purchases reported by 84 of the 113 public school district grantees participating in 10 Cents in 2020–2021. This group of public school district grantees also includes a regional educational service agency and an intermediate school district grantee. Not included in this analysis were five public school academies and one non-school grantee because their size and food program operations can differ widely from public school districts. Note that the sample size varies for each survey question as all four surveys had different response rates.

The primary data we analyzed for these summaries were:

- the reported number of new Michigan-grown foods tried for the first time;
- the Michigan-grown foods FPMs wanted to try but were unable to find or buy;
- the number of outcomes reported as achieved through participating in 10 Cents;
- whether 10 Cents helped to form new connections with farmers/local food suppliers;
- whether 10 Cents helped to improve relationships with farmers/local food suppliers;
- the number of market channels used for purchases;
- the number of different product types purchased; and
- the number of farms of origin reported as sources for product purchases.

A series of comparison of means tests were conducted to explore differences in the reported purchasing among types of public school district grantees. Analysis showed that the difference in the number of market channels utilized was statistically significant ($p = .002$) between public school district grantees with one year of participation (1.5 ± 0.7 channels) and public school district grantees with five years of participation (2.9 ± 1.1 channels). Tests conducted among other characteristics such as the years of experience purchasing local foods and the food service operation type (contracted food service management companies or self-operated programs) were not statistically significant. Tests conducted to explore differences in the number of farms of origin reported and the number of different products purchased were not statistically significant among any characteristics.

The sample size of 10 Cents grantees in 2020–2021 is not large enough to generalize these results. However, as more grantees participate in future years of the program and more data are collected, analyses may show more clearly patterns of how different types of grantees use the program, including if and how they spend their grant dollars. The data collected from the 2020–2021 program indicate that there may be differences in some characteristics about grantees' program usage, which we intend to explore further in future years of 10 Cents.

¹ Food service management data for 2020–2021 10 Cents grantees provided by the MDE.

Key Definitions

Broadline distributor: Also referred to as “full-service distributor,” this is 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 childcare centers, day care homes, at-risk afterschool programs, and adult day care centers.¹

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.

Early Care and Education (ECE): Settings that focus on the care and/or education and development of young children, such as childcare centers for the purposes of 10 Cents.

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

Farm direct: When a grantee purchases 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.²

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 (e.g., frozen, chopped, etc.) form.

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 fill out evaluation surveys and submit invoices on behalf of the entity that was awarded grants (the grantee).

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

¹ Adapted from the [USDA Food and Nutrition Service definition](#).

² 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 United States Department of Agriculture’s (USDA) definition of “unprocessed products” for the purpose of applying geographic procurement preference.³ The USDA describes “unprocessed products” as agricultural products that retain their inherent character.

Residential Child Care Institutions (RCCI): An institution, whether public or nonprofit private, which operates principally for the care of children.⁴

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

Self-operated food service program: A food service program that prepares its own meals and manages its own food service operation, including personnel. For 10 Cents, these types of programs are most often found in 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.

³ Adapted from the [USDA Geographic Preference final rule](#).

⁴ Adapted from the [USDA Food and Nutrition Service definition](#).

2020–2021 10 Cents Evaluation Survey Questions and Response Rates

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	—	—	—
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	—	—	—

Evaluation question	Response type	Response rate			
		February	April	June	August
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.

Appendix

2020–2021 Grantees and Their Counties by MASA Region

MASA REGION 1	4 COUNTIES <ul style="list-style-type: none"> — Chippewa — Delta — Houghton — Marquette 	5 GRANTEES <ul style="list-style-type: none"> — Gwinn Area Community Schools — Hancock Public Schools — Houghton-Portage Township School District — Inter-Tribal Council of Michigan Head Start — Stanton Township Public Schools
MASA REGION 2	10 COUNTIES <ul style="list-style-type: none"> — Alpena — Antrim — Benzie — Charlevoix — Emmett — Grand Traverse — Leelanau — Manistee — Roscommon 	23 GRANTEES <ul style="list-style-type: none"> — Alpena Public Schools — Alpena Youth Center — Bear Lake Schools — Benzie County Central Schools — Boyne Falls Public School District — East Jordan Public Schools — Elk Rapids Schools — Frankfort-Elberta Area Schools — Glen Lake Community Schools — Houghton Lake Community Schools — Kaleva Norman Dickson School District — Kingsley Area Schools — Leelanau Children’s Center — Leland Public School District — Mancelona Public Schools — Manistee Area Public Schools — Northport Public School District — Onekama Consolidated Schools — Pellston Public Schools — Public Schools of Petoskey — St. Francis High School (Grand Traverse Area Catholic Schools) — Suttons Bay Public Schools — Traverse City Area Public Schools

<p>MASA REGION 3</p>	<p>10 COUNTIES</p> <ul style="list-style-type: none"> — Allegan — Barry — Ionia — Kent — Mason — Montcalm — Muskego — Newaygo — Oceana — Ottawa 	<p>28 GRANTEES</p> <ul style="list-style-type: none"> — Allendale Christian School — Baxter Community Center Inc. — Belding Area School District — Coopersville Area Public School District — Delton Kellogg Schools — Fennville Public Schools — Forest Hills Public Schools — Fremont Public School District — Grand Haven Area Public Schools — Greenville Public Schools — Hart Public School District — Holland City School District — Jenison Public Schools — Kent County Juvenile Detention — Kentwood Public Schools — Lowell Area Schools — Mason County Eastern Schools — Montague Area Public Schools — Muskegon Heights Public School Academy System — Public Schools of the City of Muskegon — New Branches Charter Academy — Saugatuck Public Schools — Shelby Public Schools — Thornapple Kellogg School District — Wedgwood Christian Services — West Ottawa Public School District — Whitehall District Schools — Zeeland Public Schools
<p>MASA REGION 4</p>	<p>6 COUNTIES</p> <ul style="list-style-type: none"> — Clare — Gladwin — Gratiot — Isabella — Midland — Saginaw 	<p>10 GRANTEES</p> <ul style="list-style-type: none"> — Beaverton Rural Schools — Bridgeport-Spaulding Community School District — Carrollton Public Schools — Harrison Community Schools — Ithaca Public Schools — Midland Public Schools — Mt. Pleasant City School District — School District of the City of Saginaw — Saint Paul Christian Day Care & Preschool Center — YMCA of Saginaw

MASA REGION 5	3 COUNTIES <ul style="list-style-type: none"> — Genesee — Lapeer — St. Clair 	10 GRANTEES <ul style="list-style-type: none"> — Davison Community Schools — Dryden Community Schools — Flint YMCA Camp Copneconic — School District of the City of Flint — Genesee ISD — Lakeview School District St. Clair Shores — Lapeer Community Schools — Marysville Public Schools — Mayville Community School District/ Mayville High School — St. Paul Lutheran
MASA REGION 6	3 COUNTIES <ul style="list-style-type: none"> — Eaton — Ingham — Shiawassee 	6 GRANTEES <ul style="list-style-type: none"> — Charlotte Public Schools — Holt Public Schools — Lansing Catholic Central High School — Lansing Public School District — Morrice Area Schools — Owosso Public Schools
MASA REGION 7	6 COUNTIES <ul style="list-style-type: none"> — Berrien — Branch — Calhoun — Kalamazoo — St. Joseph — Van Buren 	19 GRANTEES <ul style="list-style-type: none"> — Bangor Public Schools (Van Buren) — Battle Creek Public Schools — Berrien RESA — Bronson Community School District — Coldwater Community Schools — Colon Community School District — Covert Public Schools — Harper Creek Community Schools — Kalamazoo Public Schools — Lakeview School District (Calhoun) — Lawrence Public Schools — Mar Lee School District — Mattawan Consolidated School — Paw Paw Public School District — Pennfield Schools — South Haven Public Schools — Tri-County Council for Child Development — Watervliet School District — YWCA Children’s Center

<p>MASA REGION 8</p>	<p>5 COUNTIES</p> <ul style="list-style-type: none"> — Hillsdale — Jackson — Lenawee — Monroe — Washtenaw 	<p>10 GRANTEES</p> <ul style="list-style-type: none"> — Adrian Public Schools — Ann Arbor Public Schools — Bedford Public Schools — Dexter Community School District — Grass Lake Community Schools — Hillsdale Community Schools — Jackson Public Schools — Manchester Community Schools — Whitmore Lake Public School District — Ypsilanti Community Schools
<p>MASA REGIONS 9, 10</p>	<p>3 COUNTIES</p> <ul style="list-style-type: none"> — Macomb — Oakland — Wayne 	<p>32 GRANTEES</p> <ul style="list-style-type: none"> — American International Academy — Armada Area Schools — Bloomfield Hills Schools — Boll Family YMCA — Christ Child House — Clarkston Community School District — Creative Learning Childrens College — Dearborn City School District — Detroit Achievement Academy — Detroit Public Schools Community District — Detroit Service Learning Academy — Eastpointe Community Schools — Huron School District — L’Anse Creuse Public Schools — Little Jungle Learning Center — Macomb Intermediate School District — Methodist Children’s Home Society — Oxford Community Schools — Richmond Community Schools — School District of the City of Hamtramck — School District of the City of Harper Woods — School District of the City of Hazel Park — Southfield Public School District — Spectrum Juvenile Justice Services — Taylor School District — Totts Early Learning Center — Trinity Lutheran School — Troy School District — Utica Community Schools — Vista Maria’s Clara B. Ford Academy — Warren Consolidated Schools — Waterford School District

10 Cents Grantees Across All Years of the Program

Table B.1. Total Number of Grantees by Year

Year	Total grantees
2016–2017	16
2017–2018	32
2018–2019	57
2019–2020	41
2020–2021	143
2016–2021	159

Table B.2. 10 Cents Grantee Participation Across All Years of the Program

Grantee	MASA Region*	County	2016–2017	2017–2018	2018–2019	2019–2020	2020–2021	Total Years
Adrian Public Schools	8	Lenawee					X	1
Alanson Public Schools	2	Emmet		X				1
Allendale Christian School	3	Ottawa					X	1
Alpena Public Schools	2	Presque Isle					X	1
Alpena Youth Center	2	Presque Isle					X	1
American International Academy	9, 10	Wayne					X	1
Ann Arbor Public Schools	8	Washtenaw		X	X	X	X	4
Armada Area Schools	9, 10	Macomb					X	1

Grantee	MASA Region*	County	2016-2017	2017-2018	2018-2019	2019-2020	2020-2021	Total Years
Bangor Public Schools (Van Buren)	7	Van Buren					X	1
Battle Creek Public Schools	7	Calhoun			X	X	X	3
Baxter Community Center Inc	3	Kent					X	1
Bear Lake Schools	2	Manistee		X	X	X	X	4
Beaver Island Community School	2	Charlevoix			X			1
Beaverton Rural Schools	4	Gladwin					X	1
Bedford Public Schools	8	Monroe		X	X	X	X	4
Belding Area School District	3	Ionia		X	X		X	3
Benzie County Central Schools	2	Benzie		X	X	X	X	4
Berrien RESA	7	Berrien					X	1
Bloomfield Hills Schools	9, 10	Oakland					X	1
Boll Family YMCA	9, 10	Wayne					X	1
Boyne Falls Public School District	2	Charlevoix	X	X	X	X	X	5
Bridgeport-Spaulding Community School District	4	Saginaw					X	1
Bridgman Public Schools	7	Berrien			X			1
Bronson Community School District	7	Branch					X	1
Carrollton Public Schools	4	Saginaw					X	1
Charlotte Public Schools	6	Eaton					X	1
Chelsea School District	8	Washtenaw			X			1

Grantee	MASA Region*	County	2016–2017	2017–2018	2018–2019	2019–2020	2020–2021	Total Years
Christ Child House	9, 10	Wayne					X	1
Clarkston Community School District	9, 10	Oakland					X	1
Coldwater Community Schools	7	Branch			X	X	X	3
Colon Community School District	7	St. Joseph					X	1
Concord Community Schools	8	Jackson			X	X		2
Coopersville Area Public School District	3	Ottawa	X	X	X	X	X	5
Covert Public Schools	7	Van Buren					X	1
Creative Learning Childrens College	9, 10	Wayne					X	1
Davison Community Schools	5	Genesee					X	1
Dearborn City School District	9, 10	Wayne					X	1
Decatur Public Schools	7	Van Buren			X			1
Delton Kellogg Schools	3	Barry					X	1
Detroit Achievement Academy	9, 10	Wayne					X	1
Detroit Public Schools Community District	9, 10	Wayne					X	1
Detroit Service Learning Academy	9, 10	Wayne					X	1
Dexter Community School District	8	Washtenaw		X	X	X	X	4
Dryden Community Schools	5	Lapeer					X	1
East Jordan Public Schools	2	Charlevoix		X	X		X	3
Eastpointe Community Schools	9, 10	Macomb					X	1

Grantee	MASA Region*	County	2016-2017	2017-2018	2018-2019	2019-2020	2020-2021	Total Years
Elk Rapids Schools	2	Antrim					X	1
Elkton-Pigeon-Bay Port Laker Schools	5	Huron			X			1
Fennville Public Schools	3	Allegan					X	1
Flint YMCA Camp Copneconic	5	Genesee					X	1
Flint, School District of the City of	3	Genesee			X		X	2
Forest Area Community Schools	2	Grand Traverse			X			1
Forest Hills Public Schools	2	Kent	X			X	X	3
Frankfort-Elberta Area Schools	2	Benzie	X	X	X	X	X	5
Fremont Public School District	3	Newaygo					X	1
Genesee Intermediate School District	5	Genesee			X	X	X	3
Glen Lake Community Schools	2	Leelanau	X	X	X	X	X	5
Grand Blanc Community Schools	5	Genesee			X			1
Grand Haven Area Public Schools	3	Ottawa	X	X			X	3
Grass Lake Community Schools	8	Jackson			X		X	2
Greenville Public Schools	3	Montcalm					X	1
Gwinn Area Community Schools	1	Marquette					X	1
Hamtramck, School District of the City of	9, 10	Wayne					X	1

Grantee	MASA Region*	County	2016–2017	2017–2018	2018–2019	2019–2020	2020–2021	Total Years
Hancock Public Schools	1	Houghton					X	1
Hanover-Horton School District	2	Jackson			X	X		2
Harbor Springs School District	2	Emmet		X				1
Harper Creek Community Schools	7	Calhoun					X	1
Harper Woods, The School District of the City of	9,10	Wayne					X	1
Harrison Community Schools	4	Clare					X	1
Hart Public School District	3	Oceana		X	X		X	3
Hazel Park, School District of the City of	9,10	Oakland					X	1
Hillsdale Community Schools	8	Hillsdale		X	X		X	3
Hillsdale Intermediate School District	8	Hillsdale			X			1
Holland City School District	3	Ottawa		X	X	X	X	4
Holt Public Schools	6	Ingham					X	1
Houghton Lake Community Schools	2	Roscommon					X	1
Houghton-Portage Township School District	1	Houghton					X	1
Huron School District	9,10	Wayne					X	1
Inter-Tribal Council of Michigan Head Start	1	Chippewa					X	1
Ithaca Public Schools	4	Gratiot					X	1
Jackson Public Schools	8	Jackson		X	X	X	X	4
Jenison Public Schools	3	Ottawa					X	1

Grantee	MASA Region*	County	2016–2017	2017–2018	2018–2019	2019–2020	2020–2021	Total Years
Kalamazoo Public Schools	7	Kalamazoo					X	1
Kaleva Norman Dickson School District	2	Manistee		X	X	X	X	4
Kent County Juvenile Detention	3	Kent					X	1
Kentwood Public Schools	3	Kent					X	1
Kingsley Area Schools	2	Grand Traverse					X	1
L'Anse Creuse Public Schools	9, 10	Macomb					X	1
Lakeview School District (Calhoun)	7	Calhoun					X	1
Lakeview School District St. Clair Shores	5	St. Clair					X	1
Lansing Catholic Central High School	6	Ingham					X	1
Lansing Public School District	6	Ingham					X	1
Lapeer Community Schools	5	Lapeer					X	1
Lawrence Public Schools	7	Van Buren					X	1
Leelanau Children's Center	2	Leelanau					X	1
Leland Public School District	2	Leelanau	X		X	X	X	4
Little Jungle Learning Center	9, 10	Wayne					X	1
Lowell Area Schools	3	Kent		X		X	X	3
Macomb Intermediate School District	9, 10	Macomb					X	1
Mancelona Public Schools	2	Antrim			X	X	X	3

Grantee	MASA Region*	County	2016-2017	2017-2018	2018-2019	2019-2020	2020-2021	Total Years
Manchester Community Schools	8	Washtenaw			X	X	X	3
Manistee Area Public Schools	2	Manistee	X			X	X	3
Manton Consolidated Schools	2	Wexford		X	X			2
Mar Lee School District	7	Calhoun					X	1
Marysville Public Schools	5	St. Clair					X	1
Mason County Eastern Schools	3	Mason					X	1
Mattawan Consolidated School	7	Van Buren			X	X	X	3
Mayville Community School District/ Mayville High School (2020-21)	5	Tuscola			X		X	2
Methodist Children's Home Society	9, 10	Wayne					X	1
Midland Public Schools	4	Midland					X	1
Monroe Public Schools	8	Monroe		X	X			2
Montague Area Public Schools	3	Muskegon	X	X	X	X	X	5
Morrice Area Schools	6	Shiawassee			X		X	2
Mt. Pleasant City School District	4	Isabella					X	1
Muskegon Heights Public School Academy System	3	Muskegon	X				X	2
Muskegon, Public Schools of the City of	3	Muskegon	X				X	2
New Branches Charter Academy	3	Kent					X	1
Northport Public School District	2	Leelanau	X				X	2

Grantee	MASA Region*	County	2016-2017	2017-2018	2018-2019	2019-2020	2020-2021	Total Years
Oakridge Public Schools	3	Egelston	X					1
Onekama Consolidated Schools	2	Manistee		X	X	X	X	4
Owosso Public Schools	6	Shiawassee			X	X	X	3
Oxford Community Schools	9, 10	Oakland					X	1
Paw Paw Public School District	7	Van Buren			X	X	X	3
Pellston Public Schools	2	Emmet		X	X	X	X	4
Pennfield Schools	7	Calhoun					X	1
Public Schools of Petoskey	2	Emmet		X	X	X	X	4
Ravenna Public Schools	3	Muskegon	X					1
Richmond Community Schools	9, 10	Macomb					X	1
Saginaw, School District of the City of	4	Saginaw					X	1
Saint Paul Christian Day Care & Preschool Center	4	Saginaw					X	1
Saugatuck Public Schools	3	Allegan		X	X	X	X	4
Shelby Public Schools	3	Oceana		X	X	X	X	4
South Haven Public Schools	7	Van Buren			X	X	X	3
Southfield Public School District	9, 10	Oakland					X	1
Spectrum Juvenile Justice Services	9, 10	Wayne					X	1
St. Francis High School (Grand Traverse Area Catholic Schools)	2	Grand Traverse			X	X	X	3

Grantee	MASA Region*	County	2016–2017	2017–2018	2018–2019	2019–2020	2020–2021	Total Years
St. Paul Lutheran School	5	Genesee					X	1
Stanton Township Public Schools	1	Montcalm					X	1
Suttons Bay Public Schools	2	Leelanau			X	X	X	3
Taylor School District	9, 10	Wayne					X	1
Thornapple Kellogg School District	3	Barry		X	X	X	X	4
Totts Early Learning Center	9, 10	Wayne					X	1
Traverse City Area Public Schools	2	Grand Traverse	X	X	X	X	X	5
Tri-County Council for Child Development	7	Van Buren					X	1
Trinity Lutheran School	9, 10	Macomb			X		X	2
Troy School District	9, 10	Oakland					X	1
Utica Community Schools	9, 10	Macomb					X	1
Vista Maria's Clara B. Ford Academy	9, 10	Wayne					X	1
Warren Consolidated Schools	9, 10	Macomb					X	1
Waterford School District	9, 10	Oakland					X	1
Watervliet School District	7	Berrien					X	1
Wedgwood Christian Services	3	Wexford					X	1
West Ottawa Public School District	3	Ottawa			X	X	X	3
Whitehall District Schools	3	Muskegon	X	X	X	X	X	5
Whitmore Lake Public School District	8	Washtenaw			X		X	2

Grantee	MASA Region*	County	2016–2017	2017–2018	2018–2019	2019–2020	2020–2021	Total Years
YMCA of Saginaw	4	Saginaw					X	1
Ypsilanti Community Schools	8	Washtenaw		X		X	X	3
YWCA Children’s Center	7	Kalamazoo					X	1
Zeeland Public Schools	3	Ottawa			X	X	X	3

*MASA Regions 9 and 10 were combined for this evaluation report. Region 10 is the city of Detroit.

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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