

10 CENTS A MEAL PILOT: 2018–2019 EVALUATION RESULTS



Impacts of Participating in 10 Cents

The May year-end evaluation survey asked participating school food service directors (FSDs), “To what extent are each of the following impacts true for your school food service operation since starting the 10 Cents Pilot?” FSDs were provided with a list of provided statements and asked to choose their level of agreement from a 5-point Likert scale ranging from strongly agree to strongly disagree. A whole number from 2 to -2 was assigned to responses to calculate average responses for each statement, which are presented in the table below in descending order of average agreement. A higher average response indicates stronger agreement to the statement by FSDs overall. Note that one of the 57 participating FSDs did not respond to the May survey. Due to a flaw in survey design, two FSDs were able to indicate two responses for one statement, so those responses were excluded.

Impacts of Participating in 10 Cents by Levels of Agreement

IMPACT STATEMENT	STRONGLY AGREE (2)	SOMEWHAT AGREE (1)	NEITHER AGREE NOR DISAGREE (0)	SOMEWHAT DISAGREE (-1)	STRONGLY DISAGREE (-2)	AVERAGE RESPONSES
We offered more local fruits in our school meals. (N = 56)	40	15	1	0	0	1.70
We offered more local vegetables in our school meals. (N = 56)	37	19	0	0	0	1.66
I have identified new Michigan-grown fruit, vegetables and legumes that are eaten by our student customers. (N = 56)	31	21	4	0	0	1.48
The quality of our food has improved. (N = 56)	28	24	2	2	0	1.39
Our students are eating more fruits. (N = 56)	26	25	5	0	0	1.38
Our students are eating more vegetables. (N = 55)	23	28	4	0	0	1.32
We added more legumes (dry beans in any form) to our lunch menus. (N = 56)	9	23	16	8	0	0.59
Our students are eating more legumes. (N = 55)	6	28	14	7	0	0.59

*Note: May surveys from each year

FSDs agreed most strongly with the impact statements that they offered both more local fruits and more local vegetables in their school meals due to 10 Cents. Average responses about program impacts for 2018-19 are similar with those reported in 2017-18. The statement “I have identified new Michigan-grown fruit, vegetables, and legumes that are eaten by our student customers” received slightly lower agreement (0.12) on average in 2018-19 than in 2017-18. Again in 2018-19, FSDs reported the lowest level of agreement with statements on “adding more legumes to our lunch menus” and “our students eating more legumes.” The agreement with “Our students are eating more legumes” changed the most from the previous year, increasing in average response from 0.33 in 2017-18 to 0.59 in 2018-19.