



10 CENTS
A MEAL
FOR MICHIGAN'S KIDS & FARMS

2020-2021 LEGISLATIVE REPORT





**State Superintendent
Dr. Michael Rice**

“Providing healthy meals for children and supporting our state’s growers is a win-win for Michigan. The 10 Cents a Meal program helps meet a Top 10 state strategic education goal of improving the health, safety, and wellness of learners. I want to thank the legislature and governor for expanding the program to benefit many more communities across our state.”

On the Cover

Debra "Grandma Dee" Wade smiles while holding a cup of her famous purple smoothies that she serves to Grand Rapids area children at the Baxter Community Center, an early childhood 10 Cents a Meal grantee. Read the story about Grandma Dee and learn more about 10 Cents a Meal for Michigan's Kids & Farms at www.tencentsmichigan.org

Sources

Michigan Department of Education, Overall Grantee Data

FarmLOGIX, Grantee Purchasing Data

MSU Center for Regional Food Systems, Preliminary Evaluation Survey Results

Groundwork Center for Resilient Communities, Stakeholder Interviews, Design

Project Team



Center for
Regional Food Systems





10 Cents a Meal for Michigan's Kids & Farms is a state-funded program that matches what schools and early care and education (ECE) sites spend on Michigan-grown fruits, vegetables, and legumes with grants of up to 10 cents per meal. It is administered by the Michigan Department of Education.

Purpose

- Improve daily nutrition and eating habits for children through the school and early childhood setting.
- Invest in Michigan agriculture and related local food business economy.

History

- Started as a state pilot project in 2016-2017 with \$250,000 for a program serving 16 school districts and 48,000 students in 8 counties.
- Grew and developed over the next four years in pilot regions.
- Expanded into a statewide program in 2020-2021 with \$2 million, 143 school districts and ECE sites, serving nearly 440,000 children in 50 of Michigan's 83 counties. Additional information for the 2020-2021 year follows in this report.

Locations

- 129 districts and 14 ECE sites across the state ranging from urban Detroit to the rural Upper Peninsula, both regions where the program was not available before statewide expansion.
- All 10 regions of the Michigan Association of Superintendents and Administrators were represented.
- Map and listing of grantees on pages 5-7.

Impacts for Students and Young Children

- Preliminary results of evaluation surveys showed that nearly 64% of grantees reported that 10 Cents grants allowed them to try new products in their food service program that they would not have otherwise tried.
- New products tried for the first time were 32 types of vegetables and 14 types of fruits.
- Top 10 new Michigan-grown foods served were apples, asparagus, blueberries, dry beans/legumes, cherries, carrots, potatoes, lettuce, summer squash, and root vegetables.
- About 10% of grantees reported purchasing legumes for the first time.

Increasing Food Access and Consumption

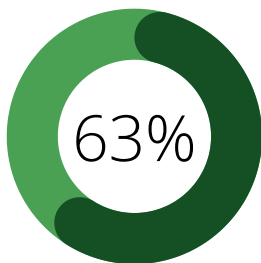
- 84% of grantees said 10 Cents a Meal allowed them to offer more local fruits to students and children.
- 73% said it increased fruit consumption among students and children.
- 79% said it allowed them to offer more local vegetables.
- 71% said it increased vegetable consumption.
- 65% said it helped them to identify new Michigan-grown fruits, vegetables, and legumes that are accepted/eaten by the children they serve.

Food Service Outcomes

Survey results showed the top five outcomes for food service were:

- Variety of produce served increased.
- Ability to plan local produce and legume purchasing with greater certainty.
- Food purchasing budget increased.
- Purchasing power was enhanced.
- Challenges to purchasing local foods were reduced.

Food Supply Chain Impacts



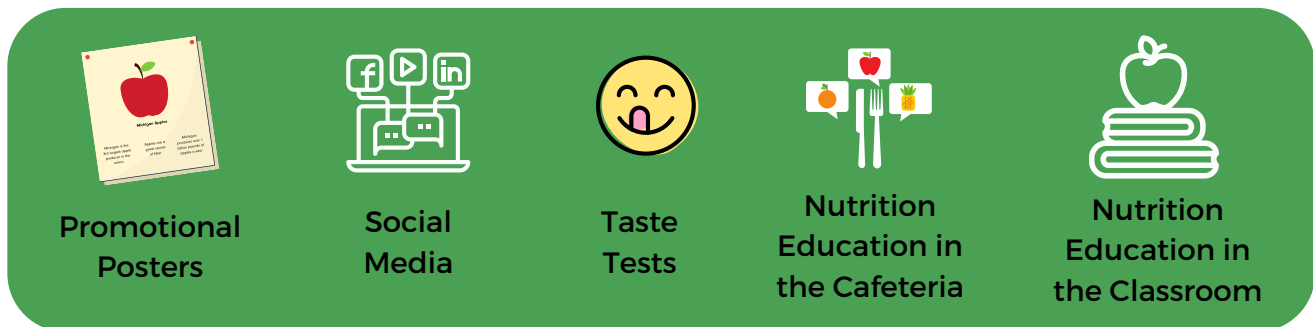
of grantees reported that 10 Cents a Meal allowed them to improve existing relationships with farmers or local food suppliers.

- Nearly half of grantees reported that participation in 10 Cents a Meal allowed them to make connections with new farmers or suppliers.
- According to invoices, grantees purchased 63 fruits, vegetables, and legumes grown by 109 farms in 40 counties, and impacted an additional 39 businesses such as distributors, processors, packers, and food hubs.
- One distributor reported that 10 Cents a Meal spurred it to contract with farmers for 50,000 pounds of broccoli, cauliflower, and carrots, compared to just 5,000 pounds last year. The reason: the distributor created a new product called the Michigan Medley to meet 10 Cents a Meal food service needs.

MARKET POTENTIAL--Top 10 Michigan-grown foods that food service directors said they were interested in but could not always find (in order): Strawberries, cherries, dried or minimally processed legumes, blueberries, asparagus, peaches, corn, lettuce, potatoes, and tomatoes.

Engaging Students, Children, and Community

The top five types of activities (in order) to support local foods served through the 10 Cents a Meal program, as reported by grantees:



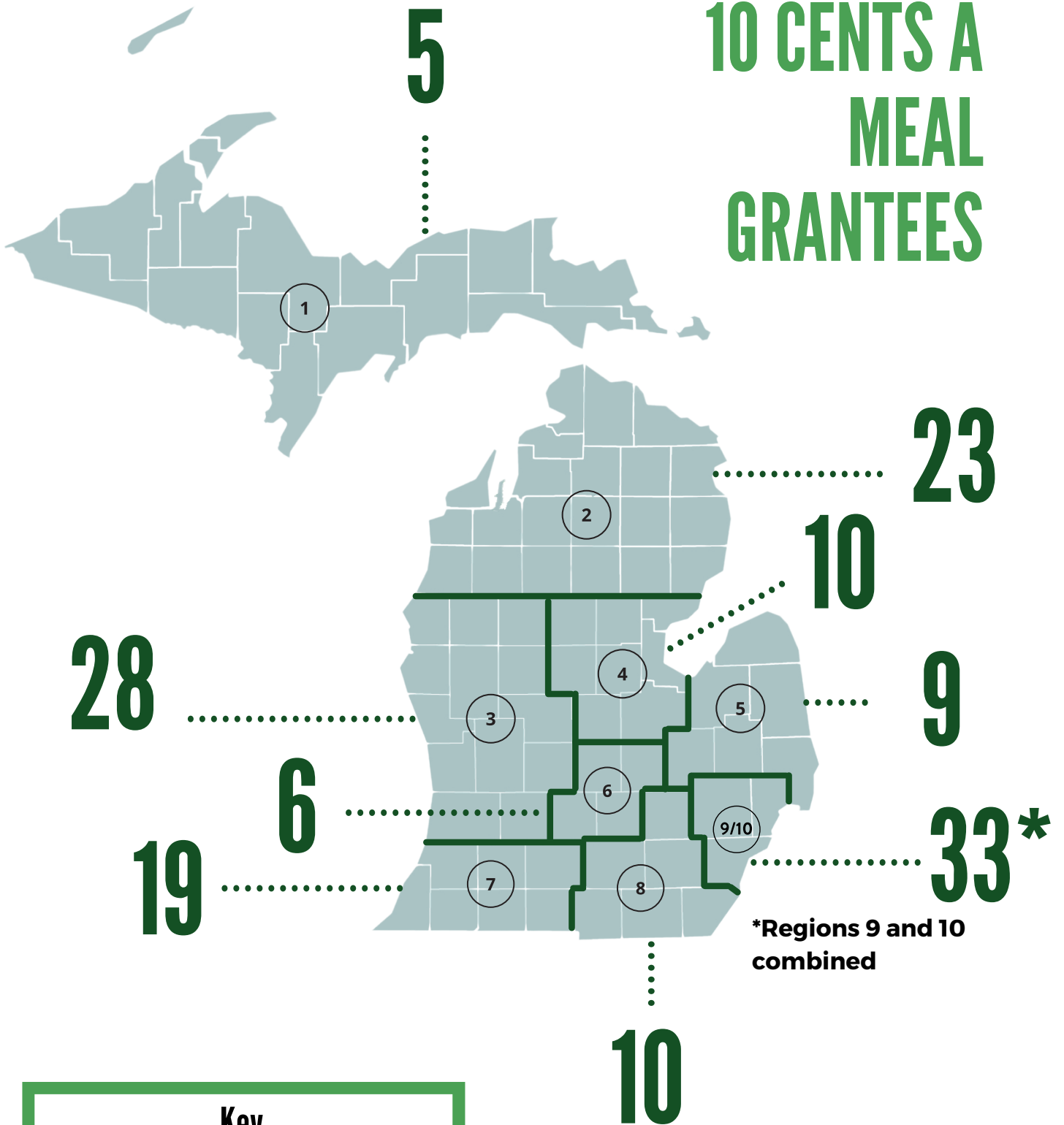
COVID Impact for Food Service

- 58% of grantees reported that local food purchasing helped their food service program during the coronavirus pandemic.
- Grantees' feedback affirmed that, under circumstances surrounding the pandemic, opportunities to conduct a variety of activities to support local foods were limited this year. This could have been due to the limited staff capacity along with school closures and/or the potential risk of exposure to COVID.
- Despite challenges, 81% indicated they would apply for 10 Cents a Meal again.

Early Childhood Settings

- 2020-2021 was the first year that early child care and education (ECE) center sponsors were included in 10 Cents a Meal.
- 14 grantees (about 10% of all grantees) were ECE sites.
- Nearly 71% reported that they served new Michigan-grown fruits, vegetables, or legumes for the first time: 22 new types of vegetables, six types of fruits, and one legume.
- The top five types of activities (in order) to support local foods were social media, nutrition education in the classroom, on-site garden activities, taste testing, and harvest of the month features.
- ECE grantees reported a greater proportion of on-site garden activities than other grantees (12% compared to 4%).
- Six ECE grantees reported that 10 Cents a Meal allowed them to connect with new farmers or local food suppliers. Seven said it allowed them to improve existing relationships.

10 CENTS A MEAL GRANTEES



*Regions 9 and 10 combined

Key

- # Michigan Association of Superintendents & Administrators Regions
- # Number of grantees per region

10 CENTS A MEAL GRANTEEES

Region 1

Gwinn Area Community Schools, Hancock Public Schools, Houghton-Portage Township School District, Inter-Tribal Council of Michigan Head Start, Stanton Township Public Schools

Region 2

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, Onkama Consolidated Schools, Pellston Public Schools, Public Schools of Petoskey, Grand Traverse Area Catholic Schools/St. Francis High School, Suttons Bay Public Schools, Traverse City Area Public Schools

Region 3

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, Muskegon Public Schools, 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

Region 4

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

Region 5

Davison Community Schools, Dryden Community Schools, School District of the City of Flint, Genesee ISD, Lapeer Community Schools, Marysville Public Schools, Mayville Public Schools/Mayville High School, St. Paul Lutheran, YMCA of Greater Flint

Region 6

Charlotte Public Schools, Holt Public Schools, Lansing Catholic Central High School, Lansing Public School District, Morrice Area Schools, Owosso Public Schools

Region 7

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

Region 8

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

Region 9/10

American International Academy, Armada Area Schools, Bloomfield Hills Schools, Christ Child House, Clarkston Community School District, Creative Learning Children's College, Dearborn City School District, Detroit Achievement Academy, Detroit Public Schools Community District, Detroit Service Learning Academy, Eastpointe Community Schools, Hamtramck Public Schools, Harper Woods School District, School District of the City of Hazel Park, Huron School District, Lakeview School District St Clair Shores, L'Anse Creuse Public Schools, Little Jungle Learning Center, Macomb ISD, Methodist Children's Home Society, Oxford Community Schools, Richmond Community Schools, Southfield Public School District, Spectrum Juvenile Justice Services, Taylor School District, Tott's Early Learning Center, Trinity Lutheran School, Troy School District, Utica Community Schools, Vista Maria/Clara B Ford School, Warren Consolidated Schools, Waterford School District, YMCA of Metropolitan Detroit

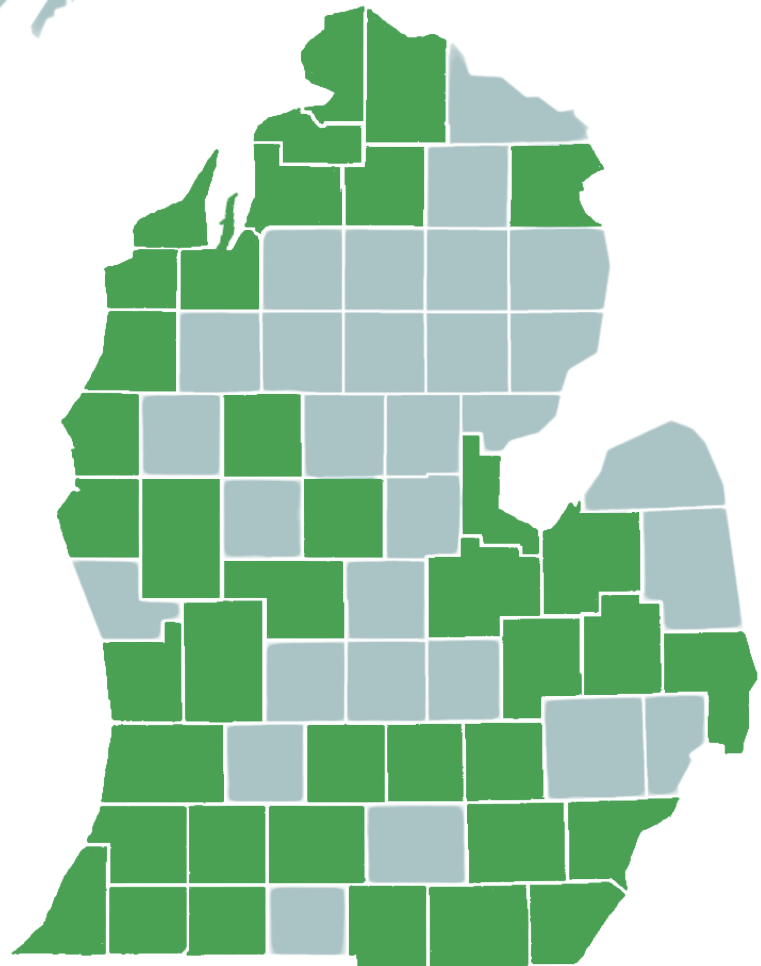
LOCAL FOOD ECONOMY IMPACTS



40 FARM COUNTIES

As a result of 10 Cents A Meal for Michigan Kids and Farms, 63 different products were purchased from 109 farms and 39 additional businesses (including distributors, processors, packers and food hubs) in the following counties:

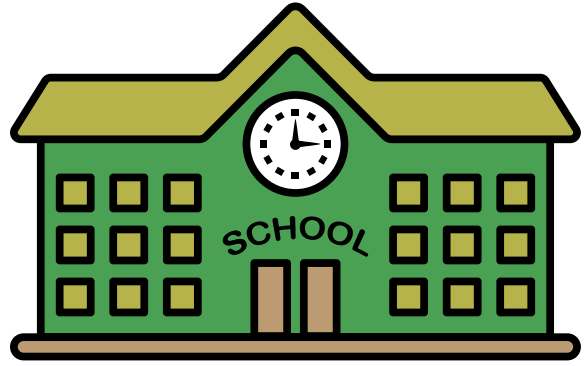
Allegan, Alpena, Antrim, Bay, Benzie, Berrien, Calhoun, Cass, Charlevoix, Cheboygan, Eaton, Emmet, Genesee, Grand Traverse, Hillsdale, Houghton, Ingham, Isabella, Kalamazoo, Kent, Lapeer, Leelanau, Lenawee, Livingston, Manistee, Mason, Monroe, Montcalm, Newaygo, Oceana, Osceola, Otsego, Ottawa, Saginaw, St. Clair, St. Joseph, Tuscola, Van Buren, Washtenaw, Wayne



Key

 Location of farm county

School Nutrition Association of Michigan



“

The School Nutrition Association of Michigan applauds the expansion of 10 Cents a Meal for Michigan's Kids & Farms. This important program helps school food service staff nourish our children so that they are really ready to learn. It also helps our food service professionals to invest in Michigan's economy and strengthen local food supply chains, which we have found--as a result of COVID--to often be more reliable than national food supply chains. Locally grown food for Michigan's children makes all the sense in the world.

”



Michigan Farm Bureau

“

Providing healthy, nutritious, wholesome, and affordable food is the top priority of Michigan farmers. It's why they invest their time, money and sweat equity every day in the fields growing crops, fruits, and vegetables and in the barns caring for their dairy herd and livestock. The 10 Cents a Meal program further enhances agriculture's ability to meet the nutritional needs of our communities, especially children. We look forward to continued growth and opportunities to contribute and collaborate as we feed our consumers and enhance our agriculture industry.

”