10 Cents a Meal for School Kids & Farms is a state pilot program that provides schools with up to 10 cents per meal in incentive match funding to purchase and serve Michigan-grown fruits, vegetables, and dry beans. Learn more at tencentsmichigan.org

**STATE PILOT PROJECT OVERVIEW 2017/2018 Legislative Report**

**PURPOSE**

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

**IMPACT**

“The local food that I am able to get - it looks a lot better, I’m getting longer shelf life out of it, it tastes better, and students are definitely grabbing it on the lunch line.” Meaghan Eckler, Food Service Director, Bedford Public Schools, Prosperity Region 9

“When the school year started, sales increased in the fall. Then, there was a downturn over the holidays. Once school started back up, our packing ramped back up. 10 Cents is definitely noticeable in our business.” Mark Coe, Managing Partner, Farm to Freezer, Traverse City and Detroit, Prosperity Regions 2 and 10

**HISTORY**

- Expansion from two prosperity regions to three and streamlined administration
  - 95,000 students served in 32 districts in 2017-2018 (48,000 students in 16 districts in 2016-2017)
  - Integrated reimbursement within the Michigan Department of Education’s (MDE) MI Nutrition Data (MIND) system, which food service directors already use
  - Utilized FarmLogix, an online technology system that streamlines invoice tracking

**PILOT LOCATIONS**

- Grants offered to districts in Prosperity Regions 2, 4, and 9
  - 78 districts applied, more than double the 32 that could be funded
  - 32 districts awarded grants; $176,216 reimbursed by March 1, 2018
  - Scored on capacity to purchase, market, and serve local produce and provide related educational activities
  - **Region 2:** 14 districts in 7 counties of a 10-county region, serving 22,567 students; $80,000 awarded; Alanson, Bear Lake, Benzie County Central, Boyne Falls, East Jordan, Frankfort-Elberta, Glen Lake, Harbor Springs, Kaleva Norman Dickson, Manton, Onekama, Pellston, Petoskey, Traverse City
  - **Region 4:** 11 districts in 7 counties of a 13-county region, serving 28,956 students; $116,500 awarded; Belding, Coopersville, Grand Haven, Hart, Holland, Lowell, Montague, Saugatuck, Shelby, Thornapple Kellogg, Whitehall
  - **Region 9:** 7 districts in 4 counties of a 6-county region, serving 43,370 students; $118,500 awarded; Ann Arbor, Bedford, Dexter, Hillsdale, Jackson, Monroe, Ypsilanti

**STUDENT IMPACT: KNOWLEDGE**

Most common 10 Cents promotional and educational activities

- Taste tests in the cafeteria or classroom
- Nutrition education in the cafeteria or classroom
- Cultivate Michigan and farmer posters, Harvest of the Month menus

Preliminary survey results of food service directors, MSU Center for Regional Food Systems
Food Service Feedback: “A major positive is the educational opportunities that it has offered the students. The students were able to sample or receive items that they were not familiar with, learn about the growing process, and complete activity sheets.”

Preliminary survey results of food service directors, MSU Center for Regional Food Systems

STUDENT IMPACT: SELECTION & PREFERENCE

Food Service Feedback: “Students’ plates are becoming very veggie friendly. We have gotten students to try veggies just because they are from around [here].”

Preliminary survey results of food service directors, MSU Center for Regional Food Systems

Kids Talk: Golden Delicious apples – “Great name for the taste.”

STUDENT IMPACT: CONSUMPTION

Comparisons: “Students do see the difference with the fresher locally sourced items [and] we have seen an increase in consumption when compared to the items of the same type provided from other sources.” -- John Galacz, Food Service Director, Harbor Springs School District, Prosperity Region 2.

New Foods Served to Students: (through December of the 2017-2018 school year)
- 65 total new Michigan-grown vegetables, fruits, and beans tried for the first time
- Up from 30 new foods served through December of the 2016-2017 school year
- Top new produce on menus: Brussels sprouts, red and green cabbage, corn, radishes, winter squash, apples, peaches, blueberries, sweet cherries, watermelon, and beans - black, cranberry, navy, pinto, and red

Preliminary survey results of food service directors, MSU Center for Regional Food Systems

SELLER AND BUYER IMPACT: ECONOMY

Business Relationships: “I am very pleased that Cherry Capital Foods [distribution food hub] is getting us into schools. It is a great resource, providing us boxes and scheduling pick-ups. It is nice to have this income.” -- Richard Endres, Tantre Farms, Washtenaw County, Prosperity Region 9

Customer Satisfaction: “The quality of the products we are getting locally is leagues beyond what we were getting from our vendor. It really gives us a sense of pride to offer the kids such great food.” Preliminary survey results of food service directors, MSU Center for Regional Food Systems

By the Numbers: 80 different fruits and vegetables purchased, grown by 112 farms located in 34 counties, plus 19 additional businesses such as processors, distributors, and food hubs. See county list below left, with map.

PROJECT TEAM

Michigan Department of Education, Michigan Department of Agriculture and Rural Development, MSU Center for Regional Food Systems, Groundwork Center for Resilient Communities, Northwest Prosperity Region 2, West Michigan Prosperity Alliance (Prosperity Region 4), Greater Ann Arbor Region Prosperity Initiative (Prosperity Region 9)

For more detail about student and economy impacts, see the four additional sections of this report.

To learn more about this nationally recognized program, including legislative history, annual reports, success stories, and downloadable fact sheets, go to tententsmichigan.org.
10 Cents grantees are doing hands-on learning activities that get students excited about eating farm fresh foods. Activities include school gardens, farmers markets, cooking in the classroom, nutrition education, taste tests, and special all-Michigan meals. A study by Columbia University's Center for Food, Education and Policy measuring student consumption of produce during two lunch sessions at 20 schools showed that at schools doing 10+ farm to school lessons per year, students ate an average of .73 cups of produce - double the consumption of students at schools doing no hands-on educational activities (2017).

"The pop-up market [at school] gets kids excited to go to their local Farmers Market." - Neha Shah, teacher


Student Impact: Knowledge

I'm looking into building a garden now, to grow peas and green beans - little things students would want to try because they grew them. Before we had 10 Cents, students weren’t interested in the idea of a garden, but now there’s interest.

Sherry Sedore, Food Service Director
Pellston Public Schools, Prosperity Region 2

Students are more confident to go near fresh food now that they’ve touched it, worked with it, eaten it. I was in the high school yesterday and the young adults, who are typically quite blasé, were excited about the salad bar.

Mary Vanas, Food Service Director
Shelby Public Schools, Prosperity Region 4, regarding the Cooking with Teens program

Kids like hands-on activities and the [school-based farmers] market is a hit! I tell them, you’re shopping for your family. If you’re not sure you like green beans, try them at home with mom, dad, grandma. You’re providing for them today.

Brenda Muter, Assistant Food Service Director
Ypsilanti Community Schools, Prosperity Region 9
LEARNING BY DOING

Research hours of Muskegon Area Career Tech Center culinary students

- **4 HRS**: Learning about each Cultivate Michigan featured food
- **6-8 HRS**: Researching cooking methods, flavor profiles, recipes
- **12-15 HRS**: Preparing recipes for tasting
- **5-7 HRS**: Organizing tasting event
- **9 HRS**: Conducting taste tests at 10 Cents schools

**TOTAL HRS:** 2,728

**MOST COMMON 10 Cents promotional and educational activities**

Preliminary survey results of food service directors, through December of 2017-2018 school year, MSU Center for Regional Food Systems

- Taste tests in the cafeteria or classroom
- Nutrition education in the cafeteria or classroom
- Cultivate Michigan posters
- Harvest of the Month menu features
- Materials featuring Michigan farmers

**Our sensory garden lessons have been popular and are drawing more teachers to the garden to do their own lessons.**

Dan Gorman, Food Service Director
Whitehall District Schools and Montague Area Public Schools, Prosperity Region 4

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A few students tried the kohlrabi sticks on the salad bar and were asking what it was. Even if the students didn’t care for it at least they were engaging and learning about produce grown in our area.

Jenna Noffsinger
Food Service Director
Frankfort-Elberta Area School District, Prosperity Region 2

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**FOOD SERVICE DIRECTORS on educational activities offered along with 10 Cents:**

“A major positive is the educational opportunities that it has offered the students. The students were able to sample or receive items that they were not familiar with, learn about the growing process, and complete activity sheets. The response from students and parents was fantastic.”

“Many of our students have never had the chance to eat the vegetables that we are using, so it’s been a learning tool. I would love to see the program continue.”

“We have chosen to begin using our dietitian interns to expand the taste testing to all of our elementary buildings.”

Preliminary survey results of food service directors, MSU Center for Regional Food Systems
Schools are implementing farm to school strategies with proven success to support student selection of local produce in the cafeteria. As students get familiar with local produce, they are showing a preference for the taste of fresh Michigan-grown items and a wide variety of fruits and vegetables. Pew Charitable Trusts and Robert Wood Johnson Foundation found that when schools serve local food, 33.1% of students eat more fruits and vegetables (2016).

**Student Impact: Selection and Preference**

We’ve noticed a big difference in student preference with the apples, because before we were able to buy local we could only get Red Delicious from Washington. Kids really took to liking apples because there were so many different flavor profiles.

Sarah Stone, Food Service Director
Grand Haven Area Public Schools,
Prosperity Region 4

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I have noticed students are more aware of the difference between Michigan-grown produce and commodity. [There are] more colorful trays coming from the salad bar and an excitement week to week to see what is the next new Michigan fruit or vegetable.

Tim Klenow, Food Service Director
Bear Lake Schools, Onekama Consolidated Schools and Kaleva Norman Dickson School District,
Prosperity Region 2

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We’re making a much greater effort to have local items out there every single day. Because of this, there is more recognition from the kids. They gave really positive feedback: ‘I loved that meal, I wish we had that every day!’

Jennifer Mattison, Food Service Director
Dexter Community Schools, Prosperity Region 9
STUDENT IMPACT: SELECTION AND PREFERENCE

Some students had thirds! I was excited to be able to share that I used to live next to the farm. This connection made my kids more excited to try the parsnips.

Traci Jackson, Teacher
Holland City School District, Prosperity Region 4

“Students now have high expectations - they expect fresh fruit as part of their healthy meal!”

“Students have tried new products just because they were farm fresh.”

“It has encouraged me to buy more locally grown, flash frozen items and do more sampling and taste testing with the kids. It’s really cool when they ask for a recipe with spaghetti squash!”

Preliminary survey results of food service directors, MSU Center for Regional Food Systems

FOOD SERVICE DIRECTORS on selection and preference:

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Preliminary survey results of food service directors, MSU Center for Regional Food Systems

FOOD SERVICE DIRECTORS on selection and preference:
“We served a Morrocan carrot salad that went over well in the taste tests. It not only helps teach the kids, it helps teach us what to menu.”
--Tom Freitas, Food Service Director, Traverse City Area Public Schools, Prosperity Region 2. Photo at Traverse Heights Elementary. Credit: Gary Howe

Food service directors are noticing that students are eating more fruits, vegetables and dried beans - especially after repeated exposures to the new foods. In a study published in the Journal of Nutrition Education and Behavior comparing plate waste the year before and year after a school implemented a farm to school program, students consumed 37% more vegetables and 11% more fruits after farm to school had been implemented (2017).

Students have enjoyed the opportunity to try new fruits and vegetables. Items like Brussels sprouts and butternut squash have been favorites at our secondary schools.

Mark Haverick, Food Service Director
Monroe Public Schools, Prosperity Region 9

We are noticing a lot less food waste on the days we serve local produce. We have a share table where kids can put things they don’t want. We’ll see a ton of commodity produce up there, but when we serve our local fruit, we only see one or two pieces.

Caryn Elam, Food Service Director
Hart Public School District, Prosperity Region 4

There is reduced food waste, with an increase in student consumption of fruits and vegetables during lunch. This is noticed not only by the lunchroom aides and cooks but by the custodial staff. They literally grab my arm, walk me to the trash, and show me how much food is not wasted anymore.

Beth Kavanaugh, Food Service Director
Public Schools of Petoskey, Prosperity Region 2
The amount of produce we sell at South Elementary has gone up. We have two fruit and veggie bars there and can barely keep them full. The kids love the local produce, it’s really cool to see.

Melissa Alley, Food Service Director
Coopersville Area Public Schools,
Prosperity Region 4

“Serving New Foods to Students:
A lot of elementary kids don’t know what things are. The second or third time we menu something, we serve more of it. I was amazed we went through so many Brussels sprouts!!

Jessica Endres, Food Service Director
Thornapple Kellogg School District,
Prosperity Region 4

Preliminary survey results of food service directors, through December of the 2017-2018 school year, MSU Center for Regional Food Systems

**FOOD SERVICE DIRECTORS**
on helping kids consume healthy Michigan produce:

““The quality of the products we are getting locally is leagues beyond what we were getting from our vendor. It really gives us a sense of pride to offer the kids such great food. Students are eating the Michigan-grown fruits and vegetables with minimal waste.”

“The 10 Cents Pilot is a way to reach students with new produce and get them to try produce they say they don’t like. If we can get students to eat healthier, it can change their generation and the generation to come for the better.”

“I received an email last night that one student told his mum that our program has impacted the local scout group. At their dinner last week there were fresh vegetables. He stated that they all had some because they are used to getting them now as part of a meal at school.”

Preliminary survey results of food service directors, MSU Center for Regional Food Systems
Farms and other food businesses report increased sales and greater collaboration among businesses because of the 10 Cents program. School customers say it’s helped them learn how to buy locally, added needed funds, and provided them with quality products. An impact assessment by Upstream Public Health of a similar program that was later funded by the Oregon legislature found that each dollar invested in farm to school stimulates an additional $0.60-$2.16 of local economic activity (2011).

**Seller & Buyer Impact:**

**Economy**

Farm to school is consistent business with consistent pricing. When I started with schools I was told student consumption had doubled and tripled in apples. It’s nice to hear you are making a difference.

Mike Gavin, Gavin Orchards
220-acre, third-generation farm in Ottawa County that sells to major wholesale markets. Prosperity Region 4

"I am very pleased that Cherry Capital Foods [distribution food hub] is getting us into the schools. It is a great resource, providing us boxes and scheduling pick-ups. It is nice to have this income. I am very excited about it."

Richard Endres, Tantre Farms
160-acre diverse vegetable, fruit and livestock farm in Washtenaw County. First generation, since 1993. Prosperity Region 9

We got to a point with our growers that our needs far surpassed what we could freeze at our location. So we did deals with other processors: Leelanau Fruit, Michigan Freeze Pack in Hart.

Mark Coe, Managing Partner
Farm to Freezer, Traverse City and Detroit. Prosperity Regions 2 and 10
Sending cheap Red Delicious apples from Washington state into the schools is not only bad for the kids, it is bad for future customers. We want school children and their families to realize that apples DO taste great and CAN compete with unhealthy snack foods.

Chris Sandwick, Vice President of Sales and Marketing
BelleHarvest, a grower-owned packing and sales company located in Belding and representing 100 apple growers around Michigan, typically ranging from 20-200 acres in size. Prosperity Region 4

Students across Belding Area Schools celebrated the Michigan Apple Crunch with Honeycrisp apples from BelleHarvest. Says Food Service Director Tracy Nelson, “My favorite part of the crunch was recognizing our students who work or live on a farm.” Prosperity Region 4

Food Service Directors on how 10 Cents has influenced others to meet school needs

“"A few local farmers are planting based on sales forecasts that are due to increased school consumption.”

“We now have the funding for them to take us seriously and consciously think of us as a customer.”

“We have been able to get great information from our distributors on the local farmers and farms that produce our product.”

“We have become motivated to switch mainline distributors based on their responsiveness to the reporting on the 10 Cent pilot”

“This program offers an amazing opportunity to increase the nourishment and education of our students while helping our community farms and businesses throughout the state. The 10 Cents Pilot is a program that touches and benefits so many Michigan groups.”

Preliminary survey results of food service directors, MSU Center for Regional Food Systems

The grant has inspired me to drill down into the community as much as I can. Before, I would have considered ‘local’ as states surrounding Michigan.

Jessica Endres, Food Service Director
Thornapple Kellogg School District,
Prosperity Region 4

10 Cents: Economic Impact

The 10 Cent program is a great opportunity for farmers to move some additional produce locally and help our young students. We sold 10,000 pounds through Leelanau Fruit to Farm to Freezer for schools. It is just a great deal all around.

Steve Bardenhagen, Bardenhagen Berries
184-acre farm in Leelanau County that sells to fresh and processed markets,
Prosperity Region 2