10 CENTS A MEAL}
PRE-APPLICATION WEBINAR
August 17, 2017
WELCOME!

The 10 Cents Team

- Michigan Department of Education
- Michigan Department of Agriculture and Rural Development
- Networks Northwest and Region 2 Planning Commission
- MSU Center for Regional Food Systems
- Groundwork Center for Resilient Communities
MICHIGAN DEPARTMENT OF EDUCATION
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PURPOSE OF FUNDING

• Provides schools with an incentive match up to 10 cents per meal to purchase Michigan-grown fruits, vegetables and legumes
• Improves daily nutrition and eating habits for children in school settings
• Invests in Michigan agriculture and the related local food business economy
PURPOSE OF FUNDING

- Competitive grant program
- Prosperity Regions 2, 4 & 9
APPLICATION REQUIREMENTS

Scoring will assess and prioritize SFAs that show the ability to:
- Procure Michigan-grown fruits, vegetables and legumes;
- Prepare and menu Michigan-grown fruits, vegetables and legumes;
- Promote and market Michigan-grown fruits, vegetables and legumes;
- Plan for educational activities that promote the goals of the program with one or more of the following components:
  - Promote healthy food activities
  - Have clear educational objectives
  - Involve parents and/or the community
  - Connect to a district’s local food procurement activities
PREPARING TO APPLY

Gather or consider:

- List of Michigan-grown fruits, vegetables and legumes your SFA has purchased in the past, along with vendor names

- List of vendors who can provide you with whole and fresh and/or minimally-processed Michigan fruits, vegetables and legumes

- Food service staff skills and equipment for fresh food preparation

- Ways in which you have promoted these products in school meals

- Participation in other grants, trainings or activities that have given you a start in farm to school knowledge

- Existing educational activities that support the goals of the grant
REQUIREMENTS FOR PARTICIPATION

• Attend training at the SNAM Conference
• Attend Cultivate Michigan Marketplace events in your area
• Purchase Michigan fruits, vegetables and dry beans to serve in the school food service program through June 30, 2018
• Submit invoices and receipts of local food purchases
• Participate in evaluation activities, including consumption data
• Promote the pilot to others
EVALUATION

- Short monthly electronic surveys
- Arrive by email from MDE
- To capture outcomes beyond local food purchasing and your perceptions of the program and its impacts

Top Three Outcomes Achieved for Food Service
- The variety of produce served in school meals increased.
- Purchasing can be planned with greater certainty.
- Purchasing power is enhanced.

Ability to Try New Things
Food service directors named 30 foods that they tried in meals. New foods tried by the largest number of districts were cherries, multicolored carrots, peaches, blueberries, strawberries, asparagus, squash, navy beans, and Romanesco.
RESOURCES

Cultivate Michigan
cultivatemichigan.org

Michigan Farm to School
mifarmtoschool.msu.edu

National Farm to School Network
farmtoschool.org
CULTIVATE MICHIGAN FEATURED FOODS

SPRING

SUMMER

FALL

WINTER
MARK YOUR CALENDARS!

October is National Farm to School Month, a time to celebrate the connections happening all over the country between children and local food. From taste tests in the cafeteria and nutrition education activities in the classroom, to farm visits and school garden harvest parties, schools, early care and education sites, farms and communities in all 50 states and D.C. join in the celebrations.

Get involved at farmtoschool.org
RESOURCES

Recipes
- What’s Cooking USDA Mixing Bowl
- USDA Recipes for Healthy Kids: Cookbook for Schools
- Institute of Child Nutrition
- Michigan Team Nutrition Showcase of Chefs
- Cultivate Michigan Making Michigan Recipes Work

Food Safety
- USDA Office of Food Safety
- USDA School Food and Produce Safety
- MSU CRFS Garden to Cafeteria Guide
GROUNDWORK CENTER FOR RESILIENT COMMUNITIES

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TELLING YOUR STORY & RESOURCES

10 CENTS A MEAL

FRESH LOCAL FOOD ENCOURAGES KIDS TO TRY NEW FOODS

10 Cents a Meal
FOR SCHOOL KIDS & FARMS
2016-2017
LEGISLATIVE REPORT

TenCentsMichigan.org
QUESTIONS & ANSWERS
THANK YOU!

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