



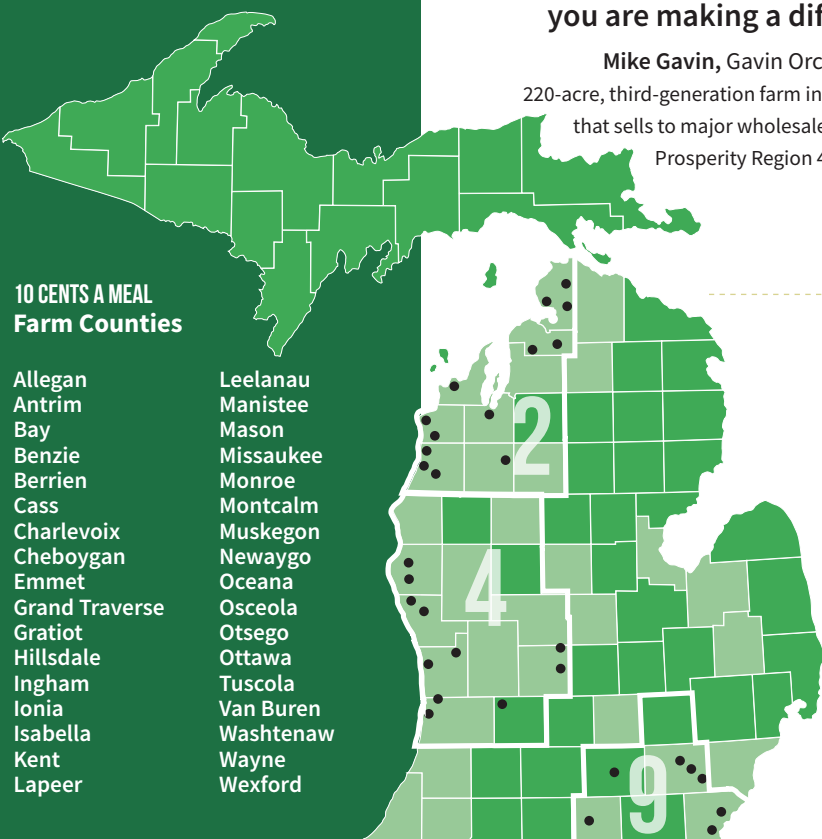
10 CENTS A MEAL FOR SCHOOL KIDS & FARMS

2017/2018 LEGISLATIVE REPORT

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

● **10 Cents School Districts**
by prosperity region 2, 4, and 9

■ **Counties with sales for farms**



Tantre Farm, Washtenaw County, Prosperity Region 9

SELLER & BUYER IMPACT: ECONOMY

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).

“

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

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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

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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

PURPOSE

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

LEARN MORE

To learn more about this nationally recognized program, including more of its legislative history, each year's annual report, success stories, quotes, and downloadable fact sheets, go to tencentsmichigan.org.

FIND RESOURCES

Find resources for schools to be strong grant applicants and grantees on the web site's Tools for Communities and Tools for Schools tabs.

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)

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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

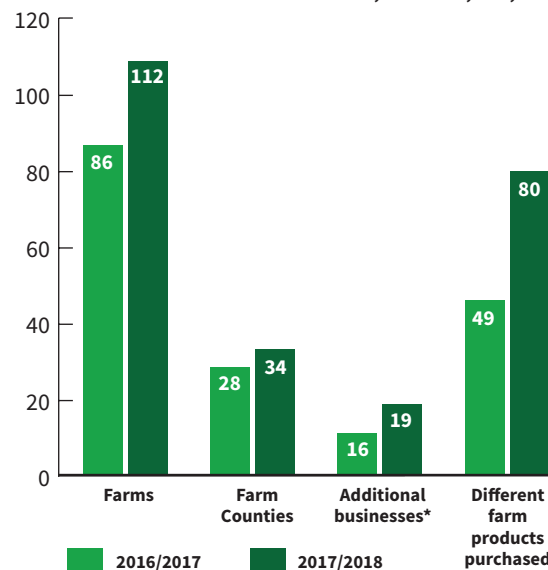
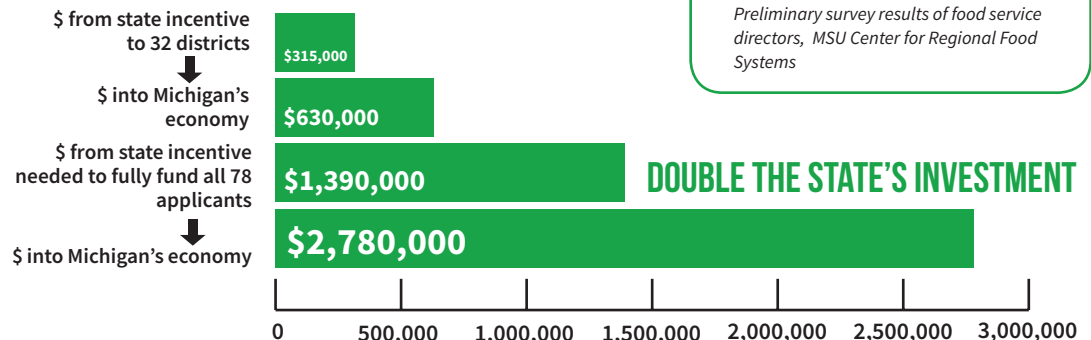


Students across Belding Area Schools celebrated the Michigan Apple Crunch with Honeycrisp apples from BelleHarvest. Says Food Service Director Tracy Nelson, "My favorite part of the crunch was recognizing our students who work or live on a farm." Prosperity Region 4.

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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



10 CENTS: ECONOMIC IMPACT

*Distributors, processors, packers, food hubs

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

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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