

STATE PILOT PROJECT OVERVIEW 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 incentive match funding to purchase and serve Michigan-grown fruits, vegetables, and dry beans. Learn more at tencentsmichigan.org

Glen Lake Community Schools, Prosperity Region 2

PURPOSE **\$375,000 competitive grant pilot program with \$315,000 for school food reimbursements**

- 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, Onkama, 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

STATE PILOT PROJECT OVERVIEW *continued*

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*

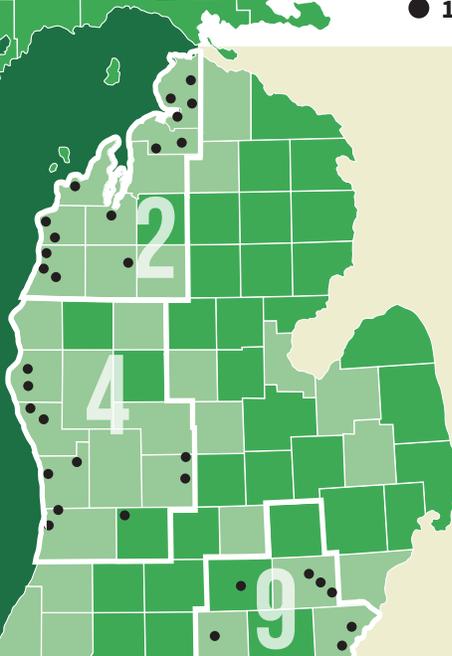
By the Numbers: 80 different fruits and vegetables purchased, grown by 112 farms located in 34 counties, plus 19 additional businesses such as processors, distributors, and food hubs. See county list below left, with map.

● 10 Cents School Districts

■ Counties with sales for farms

10 CENTS A MEAL Farm Counties

Allegan	Leelanau
Antrim	Manistee
Bay	Mason
Benzie	Missaukee
Berrien	Monroe
Cass	Montcalm
Charlevoix	Muskegon
Cheboygan	Newaygo
Emmet	Oceana
Grand Traverse	Osceola
Gratiot	Otsego
Hillsdale	Ottawa
Ingham	Tuscola
Ionia	Van Buren
Isabella	Washtenaw
Kent	Wayne
Lapeer	Wexford



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 tencentsmichigan.org.