



10 CENTS
A MEAL
FOR SCHOOL KIDS & FARMS



Experiencing fresh corn.
Photo credit: Jackson Public Schools

PROSPERITY REGION 9

“Kids are really excited about living in Michigan. This program allows us to engage them in the pride.”

Lisa Garrison,
Food Service Director
Manchester Community Schools

13 districts **4** counties **6** county region

Students Served
44,821

13 DISTRICTS Ann Arbor Public Schools, Bedford Public Schools, Chelsea School District, Concord Community Schools, Dexter Community School District, Grass Lake Community Schools, Hanover-Horton School District, Hillsdale Community Schools, Hillsdale ISD, Jackson Public Schools, Manchester Community Schools, Monroe Public Schools, Whitmore Lake Public School District

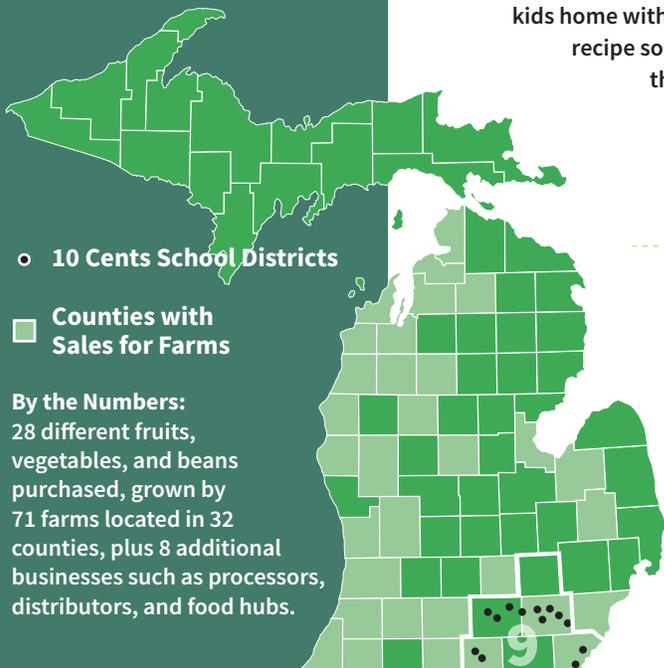
4 COUNTIES Hillsdale, Jackson, Monroe, Washtenaw

“When you get kids excited about food...that’s the fun part. This program helps make it more exciting for the students.

Tiffany Houston, Director of Food Service, Ann Arbor Public Schools, who also sends kids home with produce and beans and a recipe so the kids can engage their families.

I’ve had teachers and parents who send me emails saying the kids have told them how much better the food is and how much happier they are. Honestly, it just seems to be a fresher quality. I love it.

Kelly Bolton, Food Service Director, Grass Lake School District, who has seen her lunch participation numbers among high school students increase 60 percent over last year.



It lets us sell our whole crop. I think that getting local foods into local institutions is really important. You can get the flavor to them, and keeping the dollars in the community is a good thing.

Dale Lesser,
partner with brother Tom at Lesser Farms,
Washtenaw County

PROSPERITY REGION 9

“Apple tasting was my favorite because the kids get so excited and want to know what farm the apples came from. Because of this grant, I’ve only purchased Michigan apples this year. And kids aren’t wasting them either!”

Meaghan Eckler, Director of Food Service and Child Nutrition
Bedford Public Schools

“Just letting our parents know what we are doing is huge. We are in a district where one in two children are from families that qualify for free and reduced lunch, so eating fresh and local is huge. A lot of people don’t have that opportunity at home.”

Alan Breneman,
Food Service Director
Concord Community Schools and
Hanover-Horton School District

“I was able to put out a huge variety of Michigan apples. Kids love the opportunity to experience something beyond Red Delicious.”

Deborah Over,
Food Service Director
Chelsea Public Schools

Serving New Foods to Students

31

Total new foods tried because of 10 Cents a Meal

17 New Michigan-grown vegetables tried for the first time.



Top new Michigan-grown vegetables on the menu: Winter squash, cherry tomatoes, grape tomatoes, Brussels sprouts

13 New Michigan-grown fruits tried for the first time.



Top new Michigan-grown fruits on the menu: Apples, plums, peaches

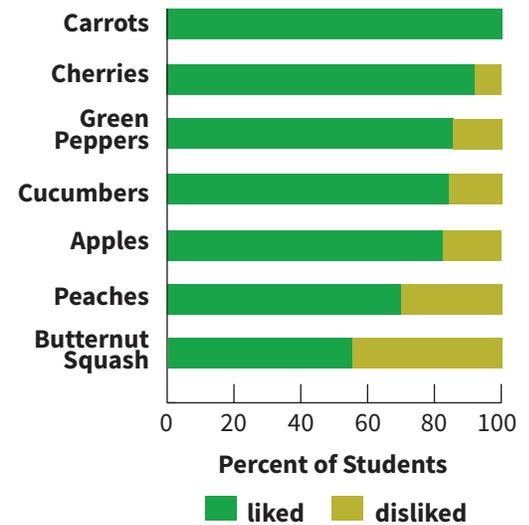
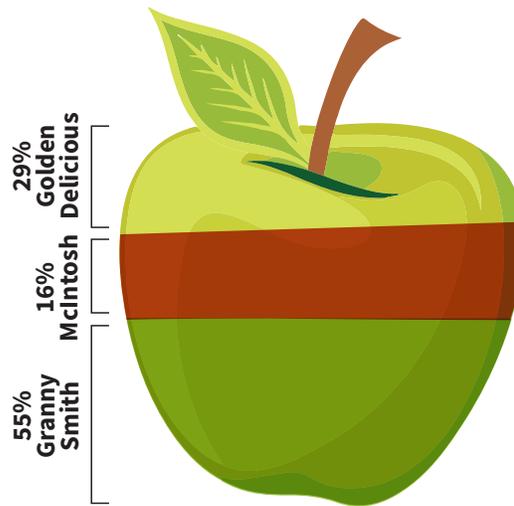
1 New Michigan-grown beans tried for the first time.



Top new Michigan-grown beans on the menu: Red kidney beans

Preliminary survey results of food service directors, through December of the 2018-2019 school year, MSU Center for Regional Food Systems

Tasting Surveys



Cafeteria Surveys on Foods Selected at Lunch
Aggregated data from Concord Community Schools, Whitmore Lake Public School District, Dexter Community School District, Grass Lake Community Schools, and Hillsdale Community Schools. Source: Public Sector Consultants

Fun Taste Test Apples: Favorite Varieties

Source: Bedford Public Schools

\$ from state incentive to 13 districts

\$105,500

\$ into Michigan’s economy

\$211,000

\$ from state incentive needed to fully fund all 19 applicants

\$409,289

\$ into Michigan’s economy

\$818,578

Doubling the State’s Investment

0 100,000 300,000 500,000 700,000 1,000,000



Ideas in Action

Dexter Public Schools serves Michigan Grown Meals three times a year, with everything served grown in Michigan. The meal has built awareness among students, parents, and food service of what is possible year-round.

Grass Lake Community Schools Food Service Director Kelly Bolton used her phone to take pictures and video of her 10 Cents efforts. Her teenage daughter edited it into a short video on the school website. It has excited parents.

Whitmore Lake School District is trying new menu items such as balsamic-glazed Brussels sprouts, which went over surprisingly well; and butternut squash soup.