



10 CENTS
A MEAL
FOR SCHOOL KIDS & FARMS



Taking produce and recipes home to families from the school farmers market.

Photo Credit: Battle Creek Public Schools

PROSPERITY REGION
8

“It definitely helps to support my program financially to support the local farmers. We would really not be able to do it otherwise. It lets me stretch my commodity produce dollars as well.”

June Altom, Food Service Director
South Haven Public Schools

8 districts **4** counties **7** county region

Students Served
16,602

8 DISTRICTS Battle Creek Public Schools, Bridgman Public Schools, Coldwater Community Schools, Decatur Public Schools, Mattawan Consolidated School, Paw Paw Public School District, South Haven Public Schools, Trinity Lutheran School

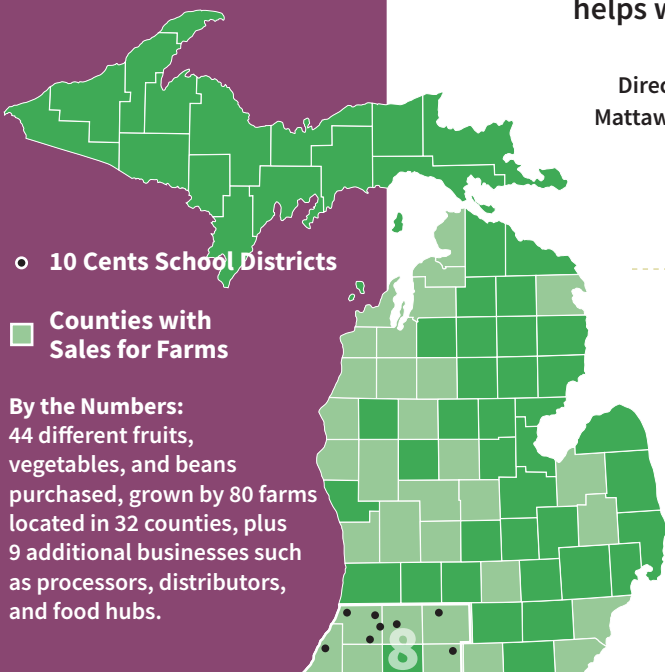
4 COUNTIES Berrien, Branch, Calhoun, Van Buren

“The district’s board members were very excited about [10 Cents]. This is just the start. From here we just continue to expand the program. It not only helps the school districts it helps the students; and when you get the teachers involved it helps with the curriculum.

David Rose,
Director of Dining Services
Mattawan Consolidated School

It’s the best thing that can happen for the kids in the area. It’s going to taste better for them, because it is fresh, it is local! If they buy from us, they’ll get a nice Gala, or small Honeycrisp that’s the right size.

Tricia Cantwell,
Apple Sales Assistant Manager,
Glei’s Orchards and Greenhouses of
Hillsdale, with a market in Branch
County, about selling apples and
squash to Coldwater Community
Schools



It’s funny to see the kids and their amazement about food. I showed them the carrots with the tops. They say, ‘What is that?’ ‘That is a carrot.’ They say, ‘Oh, wow. Do you eat that?’ ‘Yes, you eat carrots all the time on our lunch. This is just how they come out of the ground.

Michelle Morrissey, Food Service Director
Battle Creek Public Schools

PROSPERITY REGION 8

“I have a break of 20 minutes in the middle of my day. I feel it is an important time to influence children and their food habits. So I sit and eat with them and talk about the food. It is all about relationship. Food and conversation is all integrated.”

Thomas Jeffers,
Food Service Director
Trinity Lutheran School

“They were very intrigued with the peach fuzz. I actually saw kids rubbing them on their cheeks before eating them.”

Tamara Santora,
Food Service Director
Coldwater Community Schools

“We served roasted asparagus at the middle school and they loved it! We had never done a roasted vegetable besides potatoes.

All the parents that I talk to about the grant and using more local produce have been very positive and excited.”

Peggy Ferguson,
Food Service Director
Bridgman Public Schools

Serving New Foods to Students

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



Top new Michigan-grown vegetables on the menu: Carrots, winter squash, asparagus

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



Top new Michigan-grown fruits on the menu: Apples, blueberries, tart cherries

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

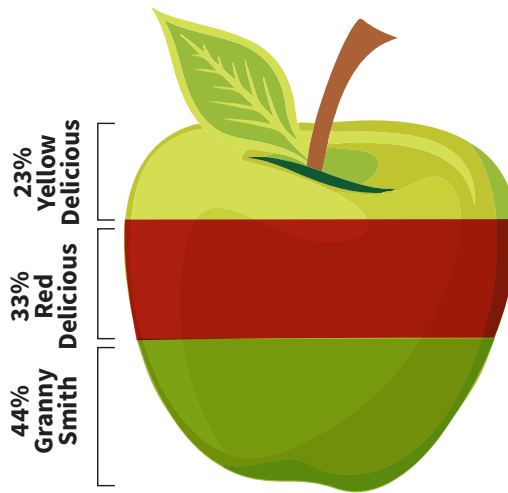


Top new Michigan-grown beans on the menu: Red kidney beans

39

Total new foods tried because of 10 Cents a Meal

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

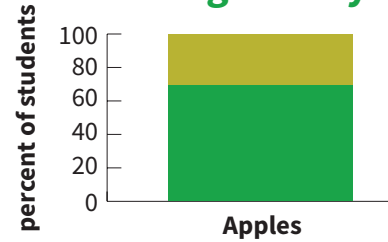


Fun Taste Test

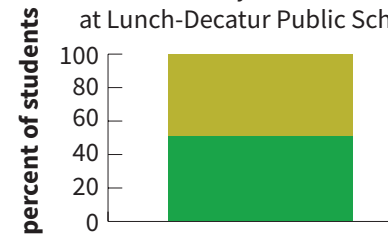
Apples: Favorite Varieties

Source: Battle Creek Public Schools

Tasting Surveys



Classroom Surveys on Foods Selected at Lunch-Decatur Public Schools



Classroom Surveys on Foods Selected at Lunch-Mattawan Consolidated Schools

■ liked ■ disliked

Source: MSU Center for Regional Food Systems

\$ from state incentive to 7 districts

\$68,000

\$ into Michigan's economy

\$136,000

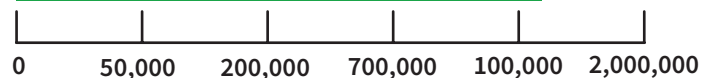
\$ from state incentive needed to fully fund all 21 applicants

\$608,087

\$ into Michigan's economy

\$1,216,174

Doubling the State's Investment



Ideas in Action

Mattawan Consolidated School Food Service promotes a new fruit or vegetable weekly in Michigan Mondays lunches, and emails staff so teachers can announce it to students.

Decatur Public Schools Food Service holds a recipe-naming contest for students to come up with clever names for Michigan recipes featured in taste tests. The winning name goes on the menu.

Trinity Lutheran School reduced food costs 40% through scratch cooking. Leftover broccoli is turned into a “fabulous” broccoli soup, leftover black beans goes into a tortilla soup.