



10 CENTS
A MEAL
FOR SCHOOL KIDS & FARMS



Michigan Apple Crunch at Whitehall District Schools.
Photo credit: Lynn DeVlieg, courtesy Whitehall District Schools.

PROSPERITY REGION
4

11 districts **6** counties **13** county region

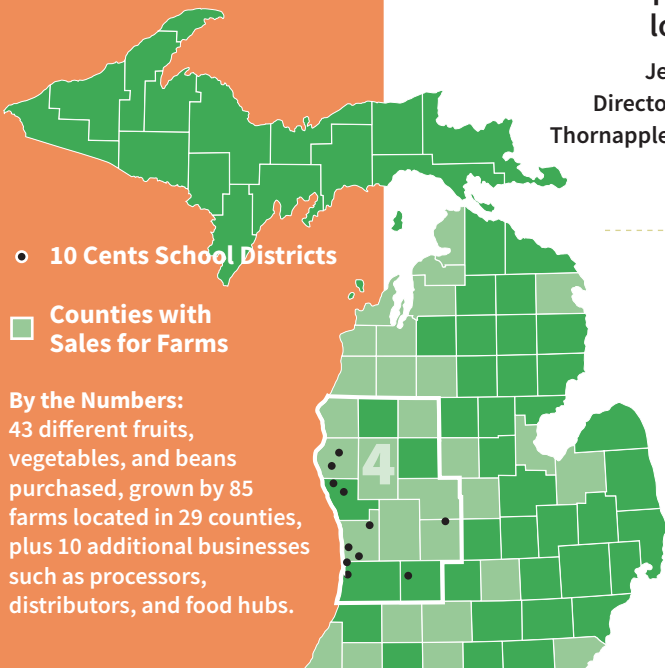
Students Served
31,227

11 DISTRICTS Belding Area School District, Coopersville Area Public School District, Hart Public School District, Holland City School District, Montague Area Public Schools, Saugatuck Public Schools, Shelby Public Schools, Thornapple Kellogg School District, West Ottawa Public School District, Whitehall District Schools, Zeeland Public Schools

6 COUNTIES Allegan, Barry, Ionia, Muskegon, Ottawa, Oceana

“Our farmers love that we buy their food and would like to deliver directly to all local schools.”

Mary Rose Vanas
Food Service Director
Shelby Public Schools



By the Numbers:
43 different fruits, vegetables, and beans purchased, grown by 85 farms located in 29 counties, plus 10 additional businesses such as processors, distributors, and food hubs.

“Using a dried bean product was new for our food service staff. It really helps to boost staff morale when they can learn a new skill. There’s been an increased ‘buzz’ in the food service department around our local items.”

Jessica Endress,
Director of Dining Services
Thornapple Kellogg School District

We introduced students to the different flavors that an apple can have: From tart to sweet and everything in between...My staff love taste-testing all the new apple varieties we are now getting. ‘WOW’ is a word I hear often.

Chris Nelson, Food Service Director
Zeeland Public Schools and West Ottawa Public Schools

The schools are investing in us, which we transfer to our employees. And we spend a lot of money in our local community. Because of our big diversity of varieties, it’s really allowed us to utilize some fruit and keep it in for fresh eating, which is a better return to us than a processing option.

Dave Rennhack
Rennhack Orchards, Oceana County

PROSPERITY REGION 4

“I love that our staff and our kids are local food connoisseurs now. They know how good produce should taste and they know where it was grown.”

Caryn Elam, Food Service Director
Hart Public School District

“Kids are taking so many more fruits and vegetables from the fruit and veggie bar. We found out kids were open to trying kohlrabi. I was very surprised by that!”

Rachel Johnson,
Food Service Director
Coopersville Area Public School District

“Students are able to try food items that they might not have tried before because of 10 Cents a Meal. The intimacy of trying the food in the classroom encourages them to try things that they might not have done on their own or in the cafeteria.”

Patty Wall,
Food Service Director
Holland Public Schools and Saugatuck Public Schools

Serving New Foods to Students

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



Top new Michigan-grown vegetables on the menu: Asparagus, bell peppers, salad/mixed greens

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



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

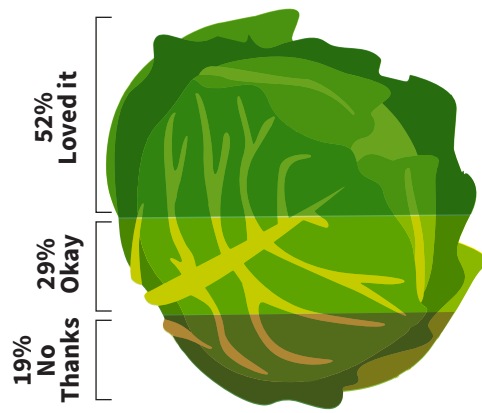
5 New Michigan-grown beans tried for the first time.



Top new Michigan-grown beans on the menu: Black beans, Great northern beans

51 Total new foods tried because of 10 Cents a Meal

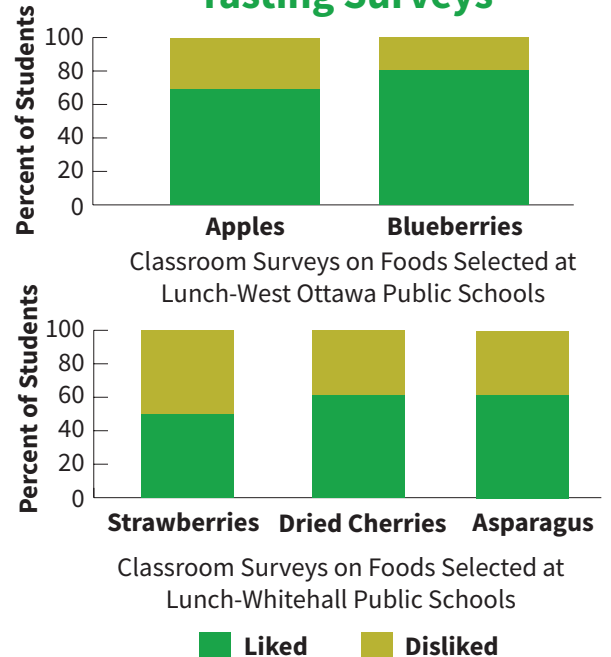
Preliminary survey results of food service directors, through December of the 2018-2019 school year, MSU Center for Regional Food Systems



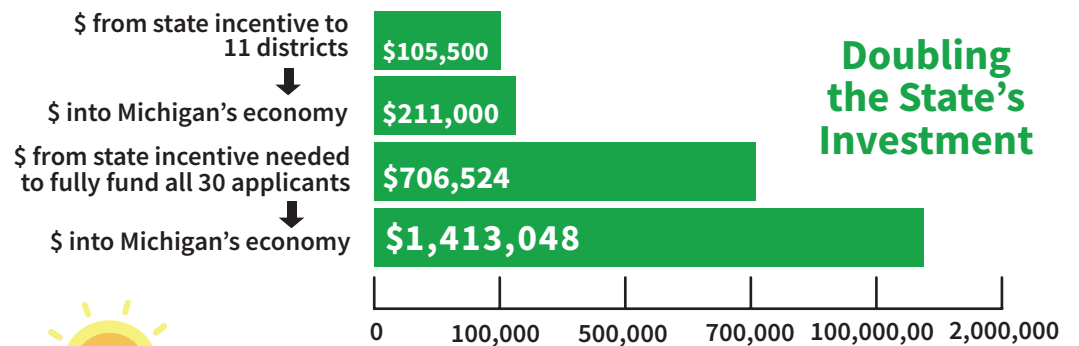
Fun Taste Test Cabbage Salsa

Source: Montague Area Public Schools

Tasting Surveys



Source: MSU Center for Regional Food Systems



Ideas in Action

Holland Public Schools and Saugatuck Public Schools food service partners with teachers to carry out classroom Try It Tuesday taste tests, using foods that students will be served in the cafeteria on Farm Fridays.

Muskegon Intermediate School District's Career Tech Hospitality & Tourism students partner with 10 Cents schools to carry out real-world knife skills, taste-testing with students, and recipe development with Michigan-grown foods.

Montague Area Public Schools starts the year with a Harvest Day picnic for parents, students, and staff featuring Michigan foods. Future Farmers of America students lead educational veggie-themed games.