



# 10 CENTS A MEAL FOR SCHOOL KIDS & FARMS

2018/2019 School Year

## Sparking Healthy Choices and a Vibrant Economy

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.

### By the Numbers

**93** Different fruits, vegetables, and beans purchased and grown by

**143** farms located in

**38** counties, plus

**20** additional businesses such as processors, distributors, and food hubs

See county list below left, with map.

“Michigan Farm Bureau applauds the success of the 10 Cents a Meal program. It provides yet another opportunity for our state’s farmers to move additional produce inventory at the local level, providing a healthy, great tasting option to their school lunch programs. We support the future endeavors of the program, and encourage it to build on its success, and remain a paramount program example for other states to follow.”

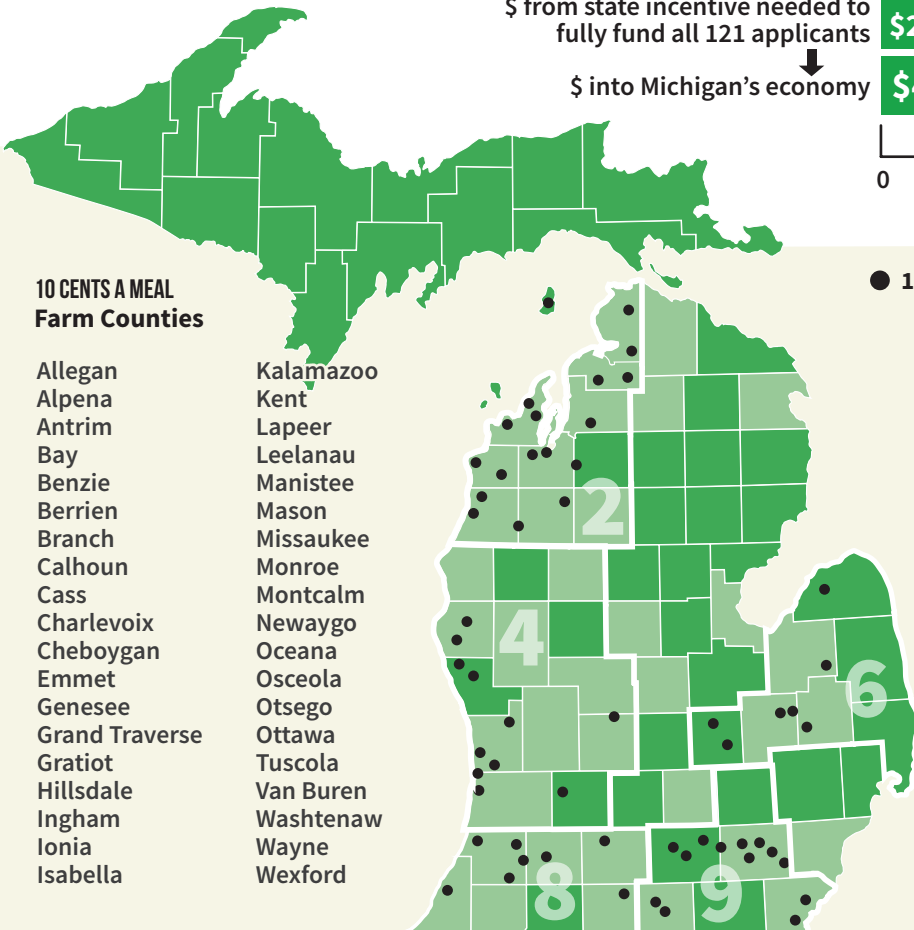
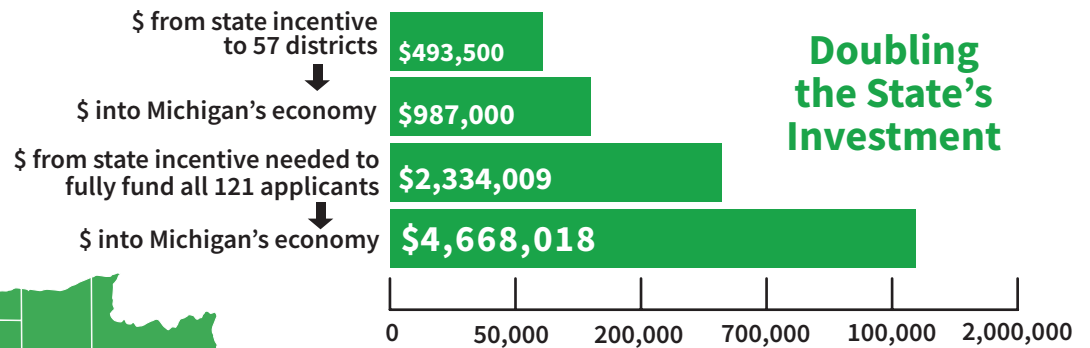
Michigan Farm Bureau



“We are still seeing a huge increase in student consumption.”  
–Beth Kavanaugh, Food Service Director, Public Schools of Petoskey. Photo credit: Khalid Ibrahim, courtesy of MSU Center for Regional Food Systems



Experiencing fresh corn. Photo credit: Jackson Public Schools



#### 10 CENTS A MEAL Farm Counties

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

● 10 Cents School Districts    ■ Counties with Sales for Farms

10 Cents a Meal provided grants to 57 school districts serving 135,000 students in 27 counties in 5 Michigan Prosperity Regions in 2018-2019. To learn more about this nationally recognized program, go to [tencentsmichigan.org](http://tencentsmichigan.org).

#### 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), East Michigan Prosperity Region 6, Southwest Prosperity Region 8, Greater Ann Arbor Region Prosperity Initiative (Prosperity Region 9).

## Serving New Foods to Students

**67** Total new foods tried because of 10 Cents a Meal

**40** New Michigan-grown vegetables tried for the first time.



Top new Michigan-grown vegetables on the menu: Winter squash, carrots, cherry/grape tomatoes, salad greens, potatoes, radishes

**19** New Michigan-grown fruits tried for the first time.



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

**8** New Michigan-grown beans tried for the first time.



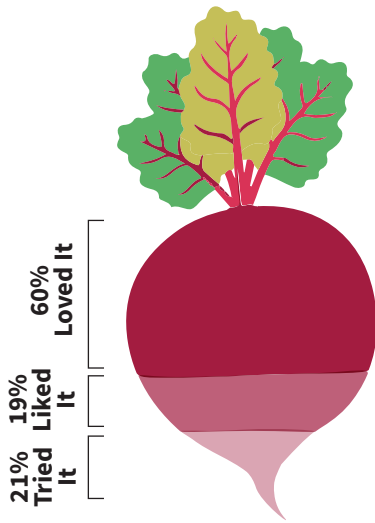
Top new Michigan-grown beans on the menu: Black, red kidney, Great Northern, navy, and pinto

“10 Cents a Meal brings the community together and allows our school nutrition programs to support the local economy while providing healthy, locally grown food. As School Nutrition Professionals, the School Nutrition Association of Michigan sees the great benefits this program can continue to offer and endorses this program and the positive impact it is making for the future of Michigan’s kids.”

School Nutrition Association of Michigan

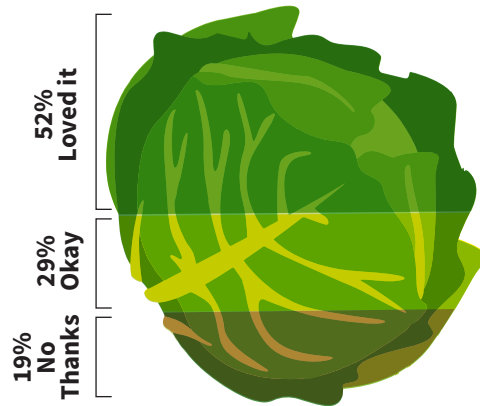
Preliminary survey results of food service directors, through December of the 2018-2019 school year, MSU Center for Regional Food Systems

## 588 Promotional or Educational Activities Engaged Kids in Michigan Foods



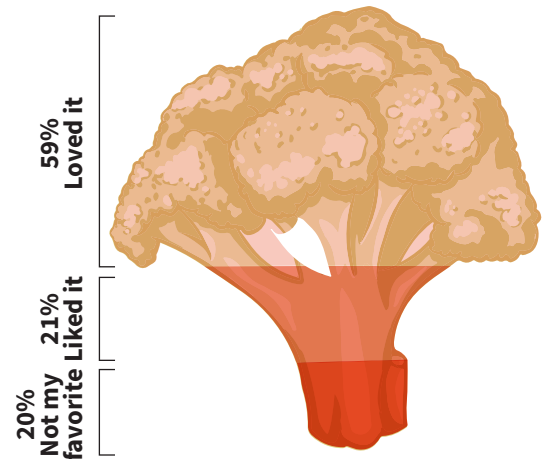
### Fun Taste Test Beet Hummus

Aggregated data from five Prosperity Region 2 school districts. Source: School districts, FoodCorps AmeriCorps service members/Service Sites (MSU Extension and Groundwork Center), and Traverse Bay Area Intermediate School District.



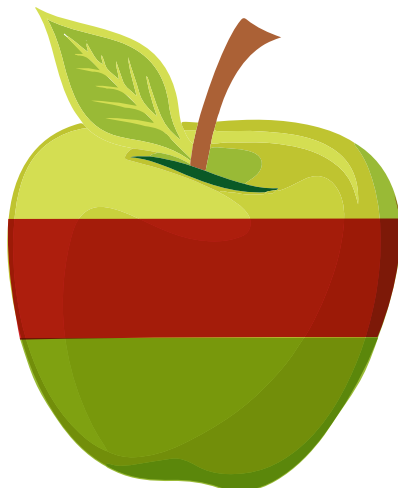
### Fun Taste Test Cabbage Salsa

Prosperity Region 4  
Source: Montague Area Public Schools



### Fun Taste Test Sweet Chili Cauliflower

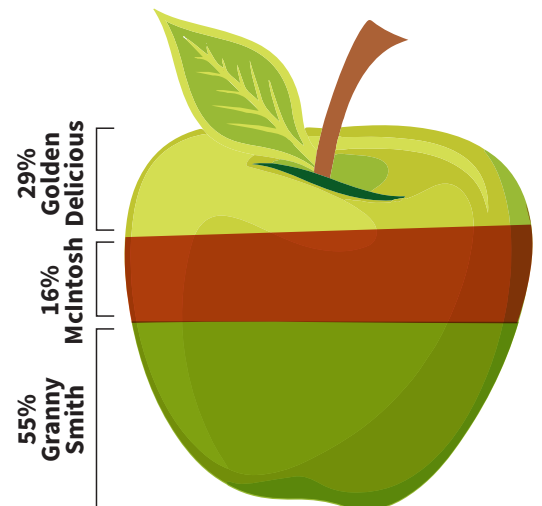
Prosperity Region 6. Source: Flint Community Schools FoodCorps AmeriCorps/Crim Fitness Foundation in Flint



### Fun Taste Test Apples: Favorite Varieties

Prosperity Region 8. Source: Battle Creek Public Schools

**Kids Talk:**  
“I never had this. It’s actually good.”



### Fun Taste Test Apples: Favorite Varieties

Prosperity Region 9. Source: Bedford Public Schools