



## **What It Is:**

- 10 Cents a Meal for School Kids & Farms: A \$575,000 state pilot program, now in its third year.
- Matching fund grants to school districts to buy Michigan grown fruits, vegetables, and dry beans.
- Doubles state's investment because schools match the grant dollars with existing school lunch funds, including federal dollars, assuring more money goes to Michigan agriculture.

## **Purpose:**

- Improve the daily nutrition and eating habits of children through the school setting.
- Invest in Michigan's agricultural economy.

## **Impact for Agriculture:**

- 93 different fruits, vegetables, and dry beans grown by 143 farms in 38 Michigan counties were purchased by participating schools in 2018-2019 school year. – March 2019 legislative report.
- 20 related businesses such as distributors, processors, and food hubs also received business.
- Food Service Director Quote: "It really gives us a sense of pride to offer the kids such great food."

## **Opinions from Agriculture:**

### **Northwest Michigan**

- "The 10 Cents a Meal program has allowed Wunsch Farms to experiment with crops and farming and handling methods that better enable our farm to meet the needs of Michigan students and schools." – Isaiah Wunsch, Wunsch Farms, Grand Traverse County
- "It's great to have another source of income. The more diverse streams of income we have, the more stable we are as a farm." – Andrea Romeyn, Providence Farm, Antrim County
- "The 10 Cent program is a great opportunity for farmers to move some additional produce locally and help our young students. We sold 10,000 pounds through Leelanau Fruit to Farm to Freezer for schools. It is just a great deal all around." – Steve Bardenhagen, Bardenhagen Berries, Leelanau County

### **West Michigan**

- "The schools are investing in us, which we transfer to our employees...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 for us than a processing option." – Dave Rennhack, Rennhack Orchards, Oceana County
- "Farm to school is consistent business with consistent pricing. When I started with schools I was told student consumption had doubled and tripled in apples. It's nice to hear you are making a difference." – Mike Gavin, Gavin Orchards, Ottawa County
- "I think 10 Cents is a good program. I think it is beneficial to get better, more sustainably produced food into the school systems at an affordable, fair price. And it is helping drive Michigan's economy instead of supporting foreign interests or even California's economy." – Nick Oomen, Oomen Brothers, Oceana County

### **Southern Michigan**

- "This is a wonderful program that allows children, many for the first time, to experience apples fresh from the orchard and to see how much more flavorful they are than those purchased at the grocery stores." – Pat Koan, Genesee County
- "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, Lesser Farms, Washtenaw County
- "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, Michigan Farm to Freezer, Wayne County