

WHY 10 CENTS A MEAL: WHAT FOOD SERVICE DIRECTORS ARE SAYING

Nourishes their kids

- Improves the variety and quality of nutritious produce offered, and ability to meet nutrition guidelines
- Expands children's experiences with new flavors – even with different varieties of apples
- Provides funding flexibility to introduce students to new foods, and discover what they love



"We've noticed a big difference in student preference with the apples, because before we were able to buy local we could only get Red Delicious from Washington. Kids really took to liking apples because there were so many different flavor profiles".

Supports their cafeterias

- Increases their school food budget
- Results in lower food waste (kids are eating the produce instead of throwing it away and there's longer shelf life because the produce hasn't traveled thousands of miles)
- Strengthens local food supply chains for their operation

"I describe it as a 'win, win, win' situation. The farmers are happy, my food service budget is happy, and the students are happy."

Supports their local farms and Michigan's economy

- Keeps federal dollars in Michigan by using existing USDA child nutrition funds for the match
- Supports local farms, other local food businesses, and local food infrastructure
- Engages kids' interest when they learn where their food comes from, and families then start purchasing local too.



"We now have the funding for them [farmers] to take us seriously and consciously think of us as a customer."

Learn more at www.tencentsmichigan.org

Engages their communities

- Provides opportunities for collaborative support from educators
- Excites parents and board members, resulting in more food service support
- Helps children see their community reflected back to them – a key component of the MDE-supported Whole Child education approach

"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."



Builds their staff's excitement and skills

- Lets staff taste new flavors and see the impact a variety of flavors has on children
- Gradually helps staff to learn new preparation and serving techniques
- Frees them to discover and purchase items children find to be fun, such as multi-colored carrots



"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."



“I think that students, when they eat something and we can tell them that it was grown near here, they relate to that. It is interesting to see.”