

SECTION 16

Michigan Farms in the 10 Cents Supply Chain

10 Cents a Meal for Michigan's Kids and Farms (10 Cents), administered by the Michigan Department of Education, matches what participating schools, districts, and early care and education centers spend on Michigan-grown fruits, vegetables, and dry beans with grants of up to 10 cents per meal.

This brief is part of *10 Cents a Meal 2020–2021 Evaluation Results: Expanded Eligibility Increased Impacts*.

Key Takeaways

Grantees selected an **average of three positive outcomes** of participating in the program.

- 1 The most frequently selected outcome by responding grantees was **“The variety of produce served in school meals has increased”** (16% of all reports).
- 2 The second most frequently selected outcome was **“we can plan local produce and dry bean purchasing with greater certainty”** (12% of all reports).
- 3 The third most frequently selected outcome was **“our food purchasing budget has increased”** (11% of all reports).



In the June evaluation survey, food program managers (FPMs) participating in 10 Cents a Meal for Michigan’s Kids and Farms (10 Cents) were asked, **“Related to your food service operation, which of the following outcomes has the 10 Cents program helped you to achieve?”** FPMs were asked to select all that applied from a list of outcome statements. The option “other” was also provided with space for FPMs to describe their response.

Of all 143 grantees, 125 grantees reported 368 total outcomes of the 10 Cents a Meal for Michigan’s Kids and Farms (10 Cents) program.

The most frequently selected outcome was “the variety of produce served in school meals has increased” (59 grantees, 16% of all reports). The second most frequently cited outcome was “we can plan local produce and dry bean purchasing with greater certainty” (43 grantees, 12% of all reports), followed by “our food purchasing budget has increased” (42 grantees, 11% of all reports).

FPMs selected an average of three positive outcomes of participating in the program. Thirty-three FPMs selected just one outcome, and one FPM selected the most outcomes with 12 of the provided options. Four grantees indicated “other” outcomes, such as grant funding opportunities, benefits of staff having local food to eat, and positive schoolchildren participation and engagement. Five grantees reported no outcomes (of those listed as options) were achieved. Additionally, two grantees reported that nothing changed during the 2020–2021 school year due to the pandemic, and they hoped they could do more in the next school year.

368

TOTAL OUTCOMES
REPORTED BY
GRANTEES



Table 16.1. Outcomes Achieved by 2020–2021 Grantees through 10 Cents Participation

| Related to your food service operation, which of the following outcomes has the 10 cents program helped you achieve? | Number of grantees | Percent of total reports |
|--|--------------------|--------------------------|
| The variety of produce served in our food service program has increased | 59 | 16.0% |
| We can plan local produce and dry bean purchasing with greater certainty | 43 | 11.7% |
| Our food purchasing budget has increased | 42 | 11.4% |
| Our purchasing power is enhanced | 38 | 10.3% |
| Challenges to purchasing local foods are reduced | 30 | 8.2% |
| We have better support for our food service program from the community | 26 | 7.1% |
| Food vendors and farmers are more willing to supply our food service program | 20 | 5.4% |
| Food waste has decreased | 19 | 5.2% |
| Our food service budget is more stable | 18 | 4.9% |
| We are better able to meet school meal requirements | 16 | 4.3% |
| Marketing menus is easier | 16 | 4.3% |
| Participation in our food service program has increased | 16 | 4.3% |
| The cooking skills of food service staff have increased | 14 | 3.8% |
| Other | 11 | 3.0% |

Note: $n = 125$; 368 total reports.

Evaluation of 10 Cents is led by the Michigan State University Center for Regional Food Systems (CRFS). The work presented here is part of *10 Cents a Meal 2020–2021 Evaluation Results: Expanded Eligibility Increased Impacts* by Colleen Matts and Megan McManus of CRFS and was generously funded by the W.K. Kellogg Foundation and 10 Cents administrative funds for partner organizations.

To learn more, visit tencentsmichigan.org, foodsystems.msu.edu/10-cents-a-meal, and mifarmtoschool.msu.edu.

