

10 CENTS A MEAL PILOT: 2018–2019 EVALUATION RESULTS



Feedback from Food Suppliers about 10 Cents

The May year-end evaluation survey asked participating food service directors (FSDs) to “Share any feedback you have received from food producers/farmers/processors and distributors that you have worked with since starting the 10 Cents pilot.” Of the 56 FSDs who responded to this survey, 34 provided responses to this open-ended request.

Two statements related to challenges were reported:

“We have been able to purchase apples from a local farmer longer this season than previously [and] they liked that, but [they] had to cut us off so that they had something to sell in their farmers market.”

“They can’t deliver to us since we are too small.”

Responses that more directly met the request are listed below here:

“Farms and distributors have told me how satisfied they are to see how much of their produce is going back into schools since starting the pilot. (This response was reported three times.)”

“[Food producers] are so happy and said this should have always been a thing. (Another similar response was also reported).”

“The local farmers that we have been working with are very pleased about the program and would like to see it continued. It has definitely made a positive impact on the students.”

“Our farmer partner’s business is enhanced and more reliable and profitable with us as customers. Before this grant, he only sold to individual customers at his farm stand/store. Now [two school districts] are regular customers and his volume of sales has soared.”

“They are thrilled to see children consume healthy meals. Product from farms are allowing us to utilize fresh product in recipes and students and staff know the difference just by looking at the food selection.”

“Distributors and farmers always go out of their way to make sure we get what we want, and if they are out of something they inform us and try to substitute a similar product because they understand it could affect our menu for a day if we are shorted something. They are accommodating as well if you need things on different delivery dates for an event or a different summer site at the last minute.”

“The farmers like having a regular income during the school year.”

“Farmers are excited to provide us with fresh and local produce.”

“They are happy to hear that we utilize local products.”

“They are glad we are buying local to help support them.”

“[They are] mostly excited about it and preparing to get more involved.”

“We use a family farm, and this helps them with money during winter to get seed for spring.”

Some responses were more general in nature, and they are listed below here.

“...Community [members] and parents who are also farmers have expressed appreciation for the variety and quality of the food served this year.”

“They keep us in the loop and let us know “what’s fresh” pretty much every week.”

“[They are] helpful and knowledgeable about produce that is available.”

“[We] had a problem with delivery and worked out an alternative place to pick up fresh produce.”

“Happy to work with the local farmers.”

“Cherry Capital Foods have been a great to work with.”