

10 CENTS A MEAL PILOT: 2018–2019 EVALUATION RESULTS



Reported Promotional Activities Supporting 10 Cents

Each monthly survey asked participating school food service directors (FSDs) about the type, number, and success of promotional activities conducted in support of 10 Cents. It is important to note that 10 Cents grants only provide funding for the purchase of Michigan-grown foods in school meals programs, not for promotional and educational activities to support them. FSDs were asked “In the past month, have you conducted any promotional activities in your food service program focusing on the local produce and/or legumes purchased through the 10 Cents Pilot?” If they responded yes, they were asked a follow up question about which types of activities were conducted from a provided list with an “other” response option to describe additional activities.

Reported Promotional Activities

TYPE OF PROMOTIONAL ACTIVITY	REPORTS OF ACTIVITY (N = 506)	REPORTS OF ACTIVITY BEING MOST SUCCESSFUL (N = 288)
Tasting activities	174	174
Cultivate Michigan seasonal menu feature	61	8
Cultivate Michigan posters	71	5
Cultivate Michigan window clings	24	1
Harvest of the Month menu feature	87	24
Materials featuring Michigan farmers	64	15
Creative menu names	29	8
Promotional posters	67	14
Message boards/electronic signage	23	2
Decorations	29	6
Window clings	14	5
Other	39	25
Total	682	-

*Note: September 2018-May 2019

Together, FSDs reported 682 instances of conducting promotional activities throughout the school year. Tasting activities were by far the most commonly reported. FSDs reported 174 total tasting activities throughout the year. Harvest of the month menu features were the next most frequently conducted type of activity with 87 reports, half as many as tasting activities. One FSD reported conducting 74 types of promotional activities throughout the school year and another reported 53 types while three reported zero activities. The mean number of promotional activities reported throughout the school year was nearly 12 (11.96), the median was nine, and the most frequent number of reported activities (mode) was seven.

FSDs were also asked to indicate which single activity they considered most successful of those they conducted each month. Far fewer FSDs responded to this question across the nine months of surveys than reported activities (288 responses compared to 506), but tasting activities received the same number of reports of being “most successful” as being conducted, each with 174 total responses. **Survey results indicate that FSDs both conducted tasting activities most frequently and consider them the most successful type of promotional activity.** We suggest that tasting activities be recommended to FSDs participating in the program in future years as an ideal promotional activity, especially given limited funds and resources to conduct these activities.

FSDs who reported “other” types of activities described a range of additional promotional efforts. A number of FSDs reported different menu themes including Michigan Mondays, Farm to School Fridays, Michigan-Grown Meal Days, Back to School farm to school dinners, and Every Kid Healthy Week. Five FSDs reported hosting farmers

markets and one reported a smoothie fundraiser event. Others reported social media promotion, food preparation and cooking demonstrations, and promotional events including Michigan Apple Crunch and a Valentine’s Day feature of beets.

Participating food service directors used menu themes including:

- Michigan Mondays
- Farm to School Fridays
- Michigan-Grown Meal Days
- Back to School Farm to School Dinners
- Every Kid Healthy Week

Reported Promotional Activities by Month

PROMOTIONAL ACTIVITIES	SEPT. (N = 55)	OCT. (N = 57)	NOV. (N = 57)	DEC. (N = 55)	JAN. (N = 57)	FEB. (N = 57)	MAR. (N = 56)	APR. (N = 56)	MAY (N = 56)	TOTAL
Number (and percent) of grantees reporting activities	39 (71%)	41 (72%)	38 (66%)	40 (72%)	29 (51%)	29 (51%)	34 (61%)	28 (50%)	22 (39%)	-
Number (and average) of types of different types of activities reported*	97 (2.5)	112 (2.7)	91 (2.4)	89 (2.2)	60 (2.1)	63 (2.2)	71 (2.1)	77 (2.8)	49 (2.2)	682

* There were five instances (two in December and three in January) of FSDs reporting that they had conducted promotional activities without providing more detail on the types of activities they conducted, so their activities were not included in the total count of activity types.

The months in which FSDs reported promotional activities seem to have a seasonal pattern similar to that of Michigan agriculture, with promotional activities peaking in October when Michigan-grown harvest season is also at its peak and at the lowest in March at the end of the coldest winter months when sun can be scarce for growing food in Michigan, even in indoor environments. **With an average of nearly 12 instances of promotional activities per grantee, over 680 different types of promotional activities were reported throughout the year.** Three FSDs reported no promotional activities at all, and six FSDs reported conducting promotional activities in each of the nine survey months.

FSDs were asked to provide the number of new adults, including teachers, parents, farmers, and other community members, involved in the promotional activities supporting 10 Cents. Together FSDs reported 7,588 new adults engaging in these promotional activities. The majority were new parents (6,900). This total was primarily comprised by two reports of over 1,500 new parents and one of over 3,000, which may mean that these data are inconsistent and/or unreliable. FSDs also reported 154 farmers, 461 teachers (461), and 73 other adults (primarily community members). Additional responses were provided but not in a countable form, so these numbers likely do not capture all engaged adults.