

10 CENTS A MEAL PILOT: 2018–2019 EVALUATION RESULTS



Michigan-Grown Vegetables, Fruits, and Legumes Purchased and Served for the First Time

In the year-end May survey, participating school food service directors (FSDs) were asked “Has funding through the 10 Cents a Meal Pilot allowed you to try new products in school meals you otherwise would not have tried?” with a simple Yes/No response option. Of those who responded, 96% of participating FSDs (53 of 55) responded affirmatively that 10 Cents allowed them to try new Michigan-grown foods in school meals they otherwise would not have tried.

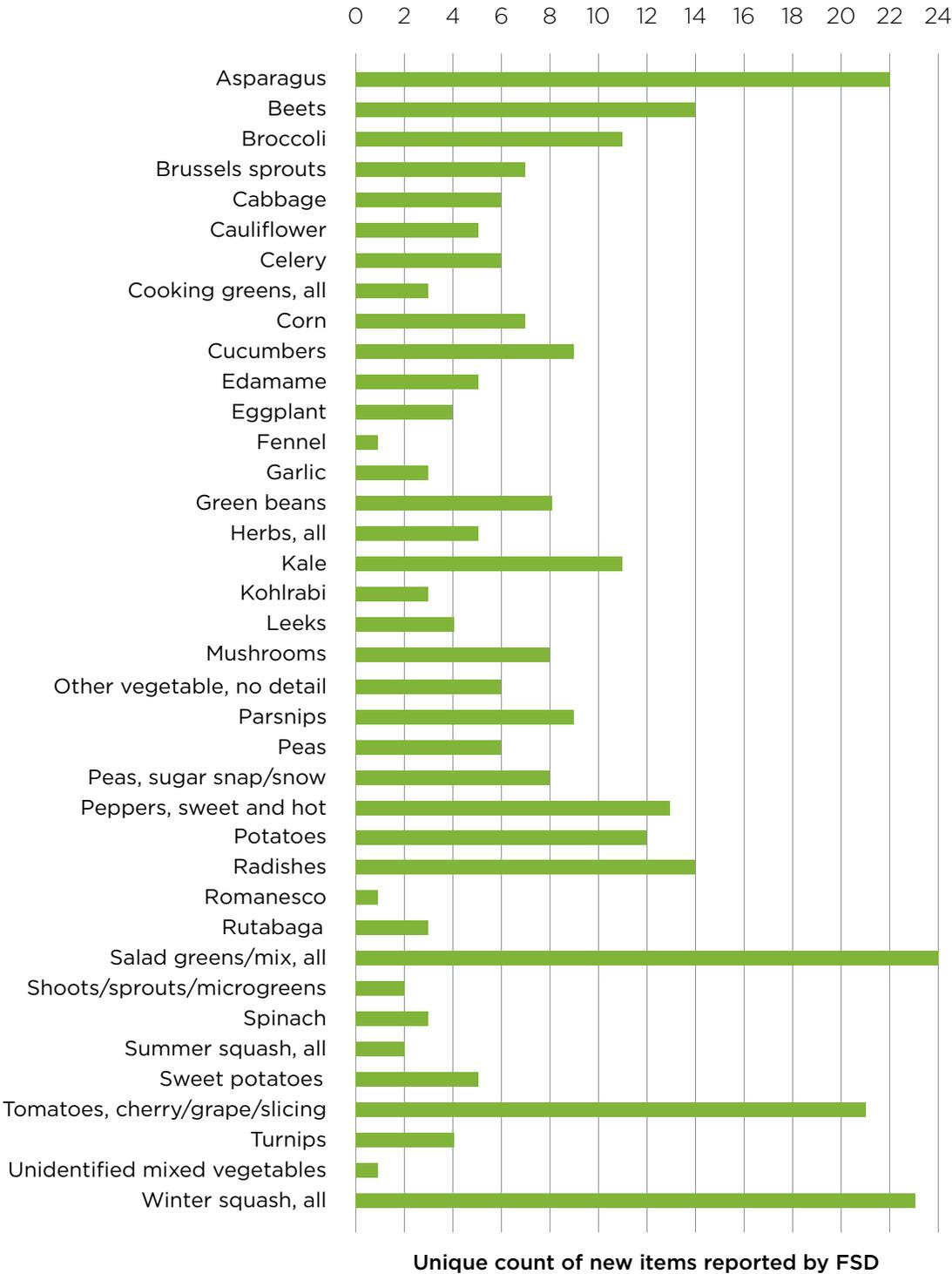
For each monthly survey, FSDs were asked “In the past month, which new Michigan-grown vegetables have you purchased and served for the first time in your food service program? Michigan-grown vegetables can be in fresh, frozen, dried, and minimally-processed forms to apply.” They were asked the same of Michigan-grown fruits and legumes and to check all products that applied including an “other” option with a write-in response. Duplicate responses were removed before analysis. There were no responses recorded for just five districts across all nine surveys for a total of 508 responses. Due to a number of duplicate responses from month-to-month in previous years’ survey responses, additional language was added to the instructions: “Please note that this question, and the two that follow, focus on products NEW to your program. Please record each new Michigan-grown food product only once in this series of surveys. Tracking from your invoices/receipts will document the ongoing variety of products you purchase otherwise through the 10 Cents Pilot.”

Across all participating grantees, there were 544 reported instances throughout the school year of FSDs trying a Michigan-grown fruit, vegetable, or legume for the first time. Over half of participating FSDs (54%, or 31 of 57) reported serving between one and eight new items for the first time. Four FSDs reported trying only one new Michigan-grown food for the first time across all nine months, and one reported trying 31. **On average, FSDs reported trying 10 new Michigan-grown foods.**

- In total, FSDs reported trying a new Michigan-grown vegetable a total of 311 times. **The top three new Michigan-grown vegetables were salad greens/mix (24), winter squash (23), and asparagus (22).** FSDs were able to indicate the types of Michigan-grown winter squashes they tried for the first time, which included at least 11 varieties: acorn, butternut, carnival, chayote, delicata, Heart of Gold, blue Hubbard, kabocha, pumpkin, red kuri, and spaghetti.
- Overall, there were 191 reported instances of FSDs trying a new Michigan-grown fruit. **Apples (28), blueberries (26), and plums (22) were the Michigan-grown fruits FSDs reported most frequently as trying for the first time.** Eight FSDs served saskatoon berries for the first time.
- **FSDs reported trying new Michigan-grown legumes 40 times across all monthly surveys throughout the school year.** Nine FSDs each reported serving black beans and pinto beans for the first time, and six each reported trying Great Northern and red kidney beans.

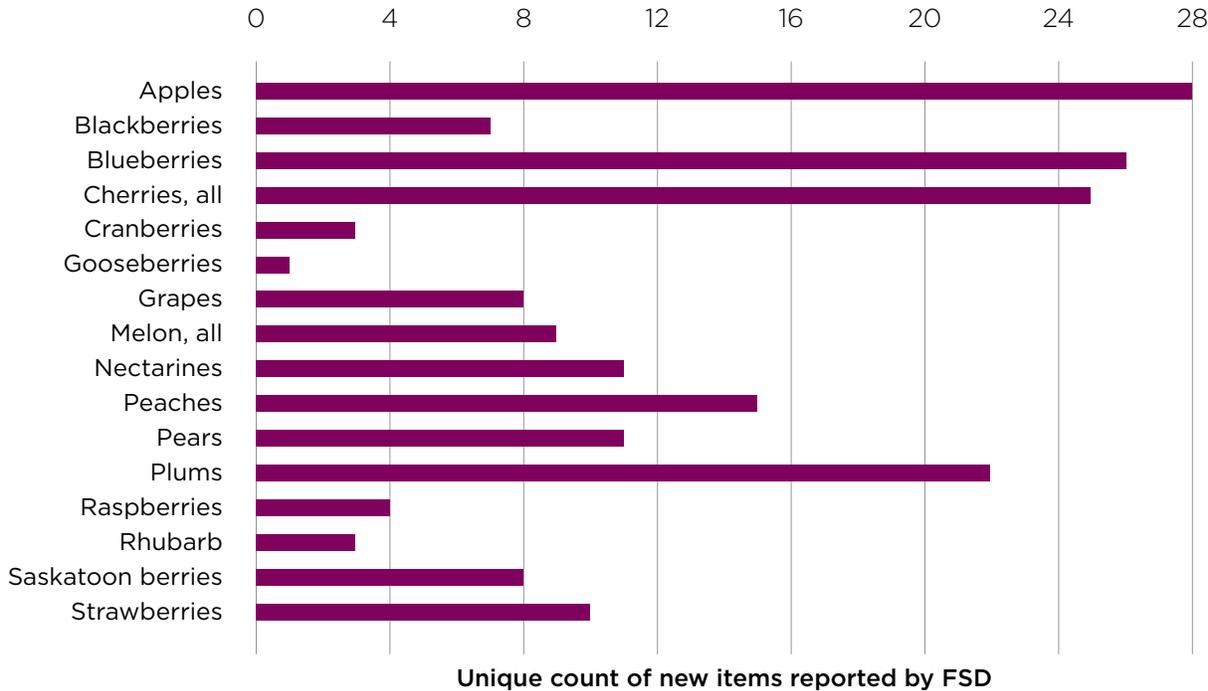
As mentioned above, duplicate responses were removed before analysis. FSDs duplicated their responses to these “new food” questions a total of 292 times across all surveys. On average, each FSD duplicated their responses four times during the reporting year. In other words, they reported that they served an item for the first time in four different months. For example, one FSD reported serving winter squash for the first time in October, November, December, and January monthly surveys. To gather more accurate data in future years, we recommend comparing survey responses from one simpler question, either in the application or in the baseline September survey, about local foods used in previous years with purchasing data from invoice information input separately by FSDs in the tracking platform for that specific year of the program.

Instances of Michigan-Grown Vegetables Reported as Purchased and Served for the First Time Through 10 Cents



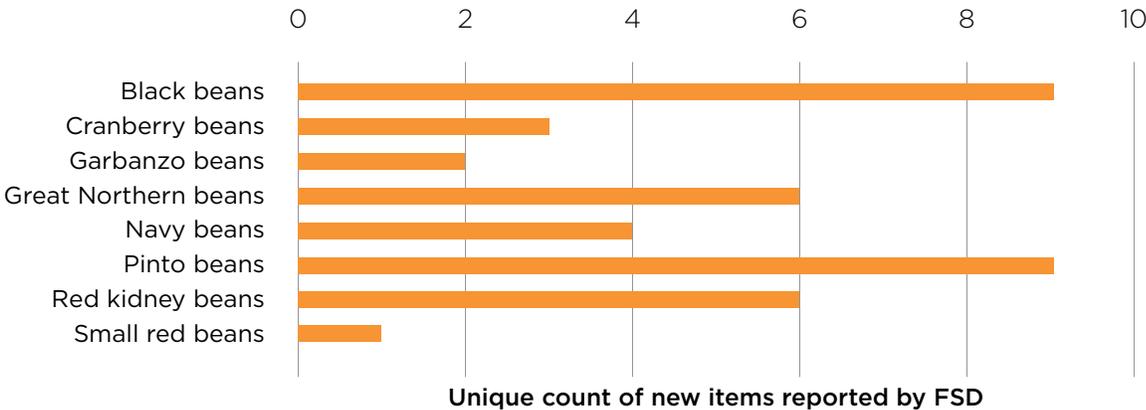
Note: N = 508, September 2018 – May 2019

Instances of Michigan-Grown Fruits Reported as Purchased and Served for the First Time Through 10 Cents



Note: N = 508, September 2018 - May 2019

Instances of Michigan-Grown Legumes Reported as Purchased and Served for the First Time Through 10 Cents



Note: N = 508, September 2018 - May 2019