

Children Reached Through 10 Cents a Meal: Geographic Distribution and Demographics

10 CENTS A MEAL 2023–2024 EVALUATION RESULTS: DOUBLING INVESTMENT AND GROWING IMPACT

10 Cents a Meal for Michigan’s Kids and Farms, administered by the Michigan Department of Education, supplements funding for schools and other non-school sponsors to purchase Michigan-grown fruits, vegetables, and dry beans. This section is part of the [10 Cents a Meal 2023–2024 Evaluation Results: Doubling Investment and Growing Impact](#).

Michigan children are one of the primary beneficiaries of the 10 Cents a Meal program, in addition to farmers and food suppliers. Since the pilot program first began in 2016–2017, the number of children that grantees reach and the total dollar value of grants awarded and purchases made have grown over time, as illustrated in Table 1.

For the 2023–2024 year, all applicants who submitted a completed application for the program by the application deadline were awarded. **This year, 10 Cents a Meal had the highest number of grantees (269) that served the greatest number of schoolchildren (587,970) in the most counties (66 of 83) over the program’s history**, as Table 1 shows.



Table 1. 10 Cents a Meal Grant Distribution, 2016–2024

Program Year	Eligible Regions ^a	Counties	Grantees	Estimated Students Enrolled ^b	Estimated Non-school Children Served ^c	Estimated Total Local Food Purchases
2023–2024	Statewide	66	269	587,970	6,796	\$5,889,000
2022–2023	Statewide	65	240	587,490	4,936	\$5,637,000
2021–2022	Statewide	57	257	570,504	15,696	\$2,027,100
2020–2021	Statewide	48	148	423,879	11,683	\$1,410,700
2018–2019	Prosperity Regions 2, 4, 6, 8, 9	27	57	134,000	—	\$493,500
2017–2018	Prosperity Regions 2, 4, 9	18	32	95,000	—	\$315,000
2016–2017	Prosperity Regions 2 and 4	8	16	48,000	—	\$210,000

Note: While the 10 Cents a Meal program did proceed in 2019–2020, this year is not included in the chart above because it operated differently due to legislative- and pandemic-related delays, including in state funding. 10 Cents a Meal grants were not made available until August, when the traditional school year was already complete, and only previous grantees were invited to participate in this unique year.

a The 10 Cents a Meal pilot program referenced Prosperity Regions as used by Governor Rick Snyder’s administration.

b Data were supplied by the Michigan Department of Education (MDE). Most student data for non-public schools and residential child care institutions (RCCI) are not publicly available, so they are not included in this chart. For some non-public schools, average monthly enrollment from 2022–2023 lunch claims was used in lieu of the Center for Educational Performance and Information’s (CEPI) enrollment counts.

c Data were supplied by the MDE. License capacity estimates a child care center’s or community feeding site sponsor’s maximum number of children served, and it includes capacity for all possible sites under each grantee.

- In the 2023–2024 program year, 269 grantees participated in 10 Cents a Meal, comprised of 249 schools, 19 childcare sponsors, and one community feeding site. Collectively, grantees served an estimated 594,766 total children in 66 different Michigan counties.
- An estimated 587,970 children attended K–12 schools that participated in the program. This amounts to 41% of all K–12 schoolchildren in Michigan (1,429,895 total)¹ the same year, the same percentage as the previous program year (2022–2023).
- Nineteen childcare sponsors and one community feeding site that participated in the program served 6,796 young children.

For this program year, evaluators also examined grants and children reached by locale type. MDE provided this information as part of grantee data, using locales from the National Center for Education Statistics (NCES). NCES defines a locale classification as “a general indicator that describes the type of area where a school is located.”² MDE applied these classifications to child care center grantees as well as schools. Four main types of locales were provided: rural,

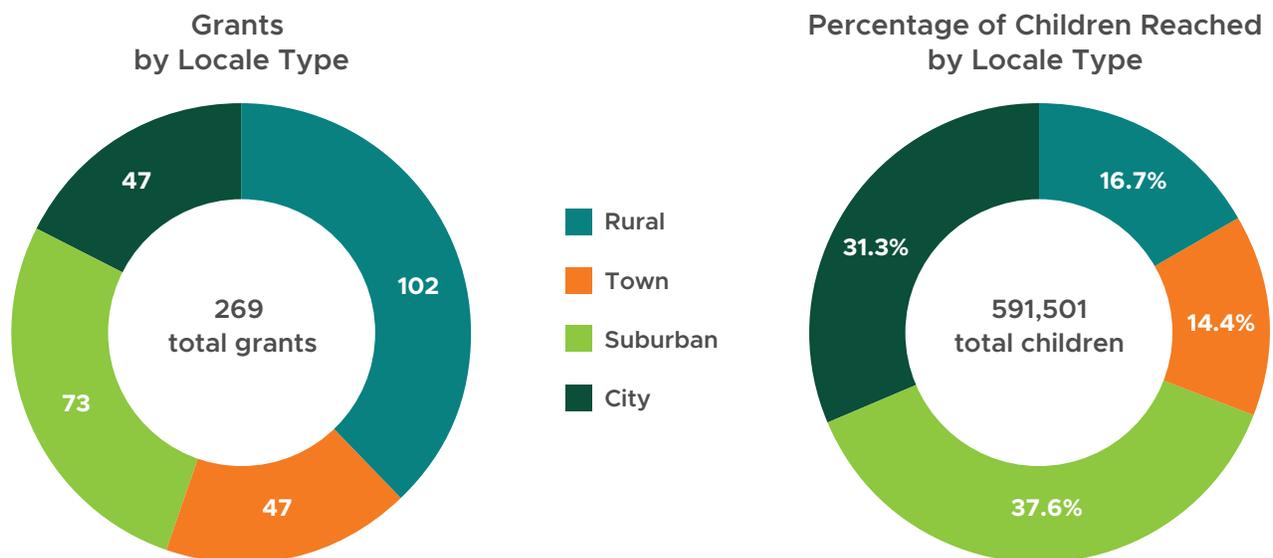
1 Student enrollment sourced from [MI School Data](#).
 2 National Center for Education Statistics, “Locale Classifications.” <https://nces.ed.gov/programs/edge/Geographic/LocaleBoundaries>

town, suburban, and city. As seen in Table 2 and Figures 1–2, rural locales had the highest number of grants (102, about 38% of all grants) but reached the second smallest percentage of children. This is unsurprising given the lower population densities in rural areas. Suburban areas had the second-highest number of grants (73, about 27% of all grants) but served the greatest percentage of children reached by 10 Cents a Meal grantees in 2023–2024.

Table 2. Grant Distribution and Children Reached by Locale Type in 2023–2024

Locale Type	Number of Grants				Total Children Reached (student enrollment plus license capacity)	Percentage of All Children Reached by Grantees
	Schools	Child Care Centers	Community Feeding Sites	Total		
Rural	97	5	-	102	98,984	16.7%
Town	45	2	-	47	84,991	14.4%
Suburban	70	2	1	73	222,138	37.6%
City	37	10	-	47	185,388	31.3%
Program Total	249	19	1	269	591,501	

Figures 1 and 2: Total 10 Cents a Meal Grants by Locale Type, and Percentage of Children Reached by Locale Type, 2023–2024



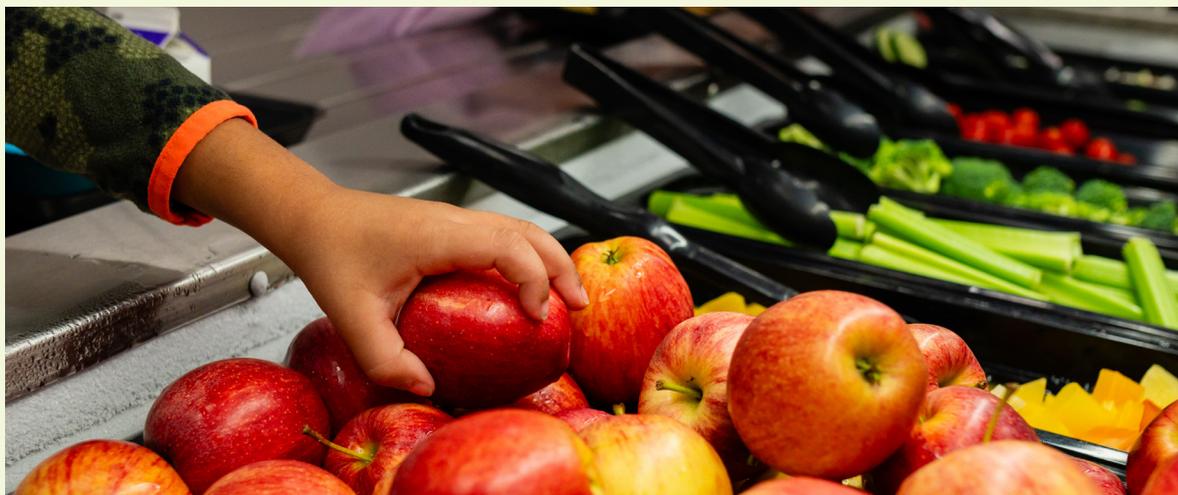
Children at schools make up the greatest proportion of children reached through the 10 Cents a Meal program in any given year. Some high-level findings of the K–12 population of schoolchildren reached by grantees participating in 10 Cents a Meal in 2023–2024 are described below and shown in Table 3 compiled from the available information from MI School Data.³

³ The race and ethnicity categories presented here and in Table 3 are from K–12 student data sourced from the [MI School Data](#) website.

However, because enrollment information for some participating school grantees, such as residential child care institutions (RCCIs) and non-public schools, is not publicly available, the total number of children reached through 10 Cents a Meal is likely higher than what is presented here.⁴

- Overall, 10 Cents a Meal grantees reached a higher percentage of African American schoolchildren (20.1%) than the total percentage of the statewide population (17.9%) and a lower percentage of White schoolchildren than the total state-level percentage (60.2% compared to 63.3%).
- Similar to previous years, grantees in Prosperity Region 10 (southeast lower Michigan, including the City of Detroit and Detroit metropolitan area) served the highest percentage of African American schoolchildren (35.4%).
- Again this year, 10 Cents a Meal grantees served a slightly higher percentage of Hispanic schoolchildren (10.9%) than the total percentages of the statewide population (9.2%). Grantees in Prosperity Region 4 (west Michigan) served the highest percentage of Hispanic school children (18.9%) when compared to other regions.
- Grantees in Prosperity Region 1 (Upper Peninsula) served the highest percentage of American Indian schoolchildren (6.6%).
- Schools participating in 10 Cents a Meal enrolled a larger share of students from low-income households; 58.8% of students were eligible for free and reduced-price meals, compared to 54.0% across Michigan.

As these highlights show, 10 Cents a Meal grantees reach a wide range of schoolchildren across the state. This reach is a critical finding for program evaluation because it shows 10 Cents a Meal is effective in serving fresh and minimally processed local foods to Michigan’s young eaters.



4 This likely accounts for, at least partially, the difference with the total number of schoolchildren reached that was provided in Table 1 above, which uses data provided directly from MDE about grantees. Enrollment counts also change and adjust regularly, so the timing of reported data matters as well.

Table 3. Geographic Distribution and Demographics of K–12 Michigan Students Reached Through 10 Cents a Meal Grants to Schools for 2023–2024

	State of Michigan Prosperity Region										All Grantees	All Eligible Schools/Districts
	1	2	3	4	5	6	7	8	9	10		
School Grantees	11	20	9	46	14	23	18	30	23	43	237	878
Counties	7	8	8	11	8	6	3	7	4	3	65	83
Aggregate student enrollment	10,162	15,420	10,959	109,178	26,812	36,650	37,390	55,923	59,835	218,947	581,276	1,373,686
African American (percent)	0.7%	0.8%	0.6%	9.3%	12.9%	12.4%	16.3%	15.0%	11.2%	35.4%	20.1%	17.9%
American Indian (percent)	6.6%	2.1%	0.4%	0.3%	0.4%	0.3%	0.3%	0.4%	0.2%	0.3%	0.5%	0.6%
Asian (percent)	0.9%	0.5%	0.4%	1.3%	1.6%	0.5%	5.6%	0.8%	4.9%	5.2%	3.3%	3.7%
Hispanic (percent)	1.9%	4.4%	3.2%	18.9%	7.2%	5.4%	11.8%	11.8%	7.7%	8.5%	10.3%	9.2%
Native Hawaiian (percent)	0.1%	0.1%	0.1%	0.1%	0.3%	0.1%	0.1%	0.1%	0.0%	0.1%	0.1%	0.1%
Multi-racial* (percent)	3.3%	4.0%	3.4%	5.1%	4.2%	5.5%	8.5%	9.2%	8.4%	3.9%	5.5%	5.3%
White (percent)	86.5%	88.1%	92.0%	65.1%	73.5%	75.8%	57.3%	62.6%	67.5%	46.6%	60.2%	63.3%
Free and reduced-price meal eligibility (percent)	51.5%	53.8%	68.3%	58.2%	57.5%	65.6%	50.2%	61.0%	44.3%	68.0%	58.8%	54.0%

Note: K–12 student data were sourced from the [MI School Data](#) website, which uses the race and ethnicity categories as presented here. Data for some school grantees, such as non-public schools and residential child care institutions (RCCI), are not publicly available, so they are not accounted for in this table, and likely a

Evaluation of 10 Cents a Meal for Michigan’s Kids and Farms is led by the Michigan State University Center for Regional Food Systems (CRFS). The work presented here is part of the [10 Cents a Meal 2023–2024 Evaluation Results: Doubling Investment and Growing Impact](#) by Colleen Matts, May Tsupros, Eva Nyerges, and Megan McManus, 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.msu.edu, and mifarmtoschool.msu.edu.