



10 CENTS
A MEAL
FOR SCHOOL KIDS & FARMS

2018 Michigan Good Food Summit

HOSPITALITY
& TOURISM





Diane Conners

Senior Policy Specialist
Groundwork Center for Resilient Communities





Why 10 Cents?



HISTORY



HOW IT HAPPENED



Advancing Michigan Good Food

AGENDA PRIORITIES

12. Implement a reimbursement program to provide an additional 10 cents per school meal, as a supplement to existing school meal funds, in order to purchase locally grown fruits and vegetables.

GROW JOBS AND KIDS WITH MICHIGAN FOOD IN SCHOOLS

Turkey-apple-spinach wraps anyone? Sounds like lunch on the town, but in fact turkey-apple-spinach wraps were one of two menu choices recently at Platte River Elementary School in northwest Michigan's Benzie County.

The sweetness of the locally produced Honeycrisp apples in the wraps was one trick to getting the spinach into the kids, said Daniel Marbury. He's one of two national FoodCorps members working for a year with the region's schools to spice up menus, connect with local farm vendors, and provide nutrition education support. "One of the



- Test the idea
- Collaborate
- Find funders
- Collect data/stories
- Inspire legislature



Funding is for procurement
Promotion is expected



HOW IT WORKS



ENGAGEMENT=EFFECTIVE



THORNAPPLE KELLOGG SCHOOL DISTRICT, PROSPERITY REGION 4
BRUSSELS SPROUTS

“



“The second or third time we menu something, we serve more of it. I was amazed we went through so many Brussels sprouts!!”

SERVING NEW FOODS TO STUDENTS:



30 Total new foods tried because of 10 Cents by January 1, 2017

65 Total new foods tried because of 10 Cents by January 1, 2018

43 New Michigan-grown vegetables tried for the first time.

17 New Michigan-grown fruits tried for the first time.

5 New Michigan-grown beans tried for the first time.



Top new Michigan-grown vegetables on the menu: Brussels sprouts, red and green cabbage, corn, radishes, winter squash.



Top new Michigan-grown fruits on the menu: Apples, peaches, blueberries, sweet cherries, watermelon.



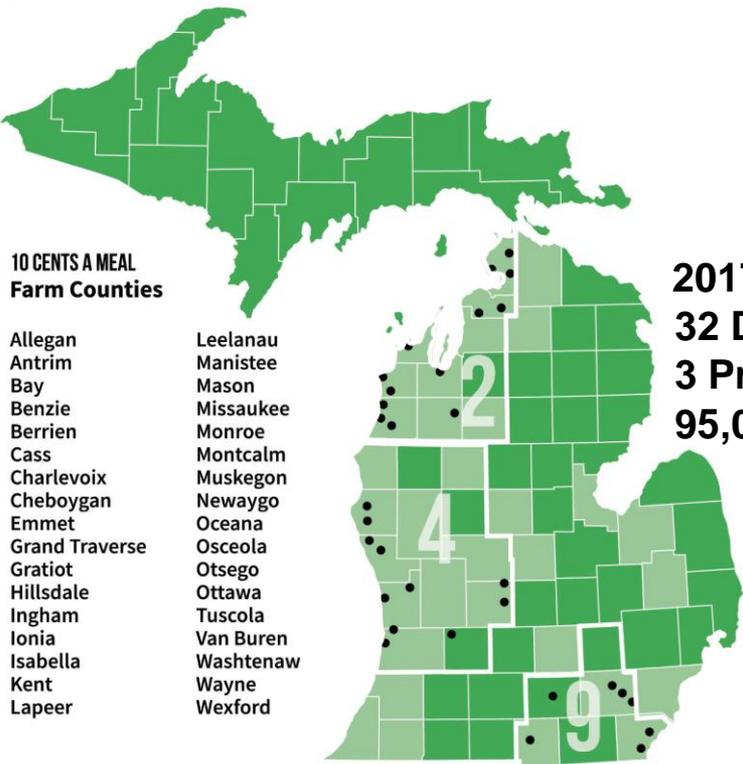
Top new Michigan-grown beans on the menu: Black, cranberry, navy, pinto, red.



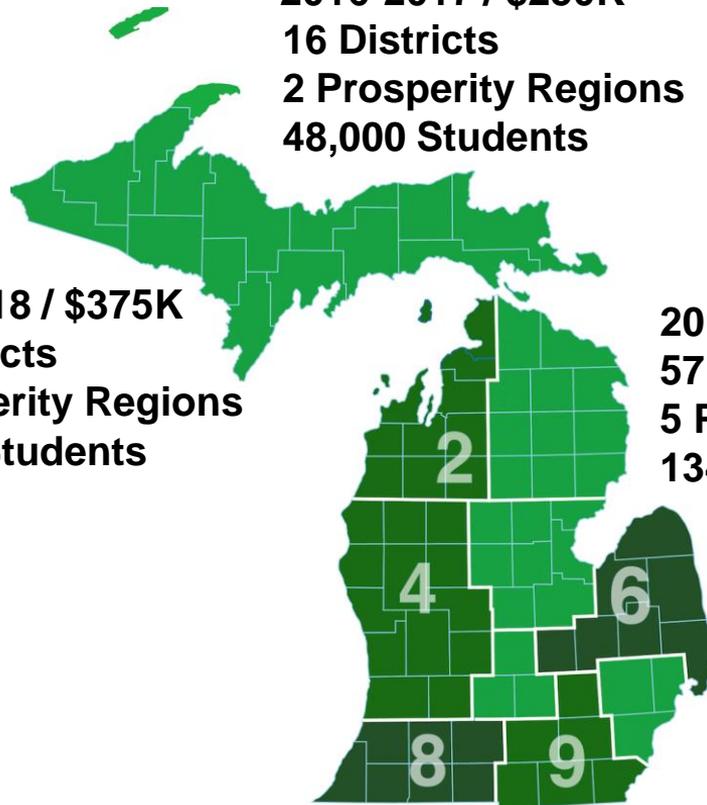
GROWING

● **10 Cents School Districts**
by prosperity region 2, 4, and 9

■ **Counties with sales for farms**

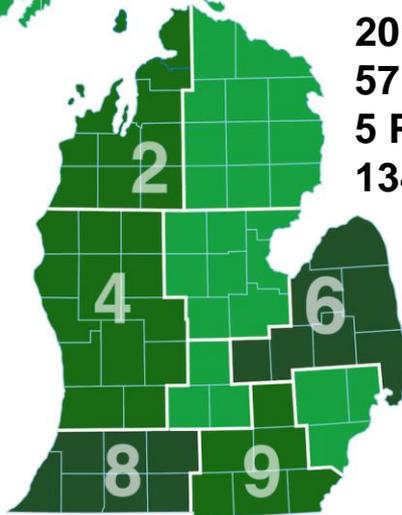


2016-2017 / \$250K
16 Districts
2 Prosperity Regions
48,000 Students



2017-2018 / \$375K
32 Districts
3 Prosperity Regions
95,000 Students

2018-2019 / \$575K
57 Districts
5 Prosperity Regions
134,000 Students



SUPPORTING YOU



ABOUT NEWS SUCCESS STORIES TOOLS

Discover the impact of the 2017-2018 program in our report to the legislature!



tencentsmichigan.org





Elissa Penczar

Chef Instructor
Muskegon Area Career Tech Center



Once we believe in ourselves,
we can risk curiosity, wonder,
spontaneous delight, or any
experience that reveals the
human spirit.

e.e. cummings

Taste the rain.





Our Project

19 Advanced H&T Students, 2 K-12 Districts,
Cultivate Michigan, and *10 Cents a Meal*



Overview of Our Project



- Began 4 years ago with conversation between chef instructor and food service director, pilot Michigan potato tasting Spring 2015
- Now is vehicle for delivering the 2nd year core curriculum:
 - recipe development, food cost analysis, event planning, management, supervision, sustainability, nutrition, advanced cooking, entrepreneurship, marketing, and career preparation
- Collaboration of of HT teachers, food service director, HT students, food service staff, student engagement coordinator, local farmers, K-12 students and staff and CTC student body



Our Process

3 Seasons, 24 Weeks, 12,000+ servings





*Strengthens
Our Work*

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**Develops Professional
Relationships**

Appeals to Stakeholders

Promotes Equity

Develops Leaders

Muskegon Area
Career Tech Center



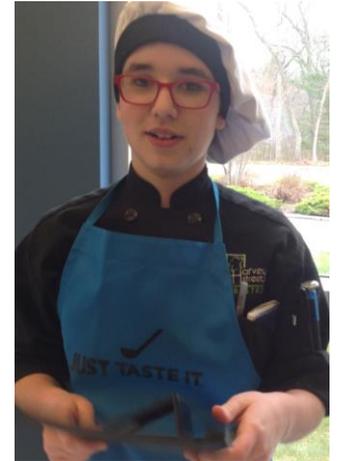
Develops professional relationships



Community-based approach appeals to stakeholders



Community-based approach appeals to stakeholders



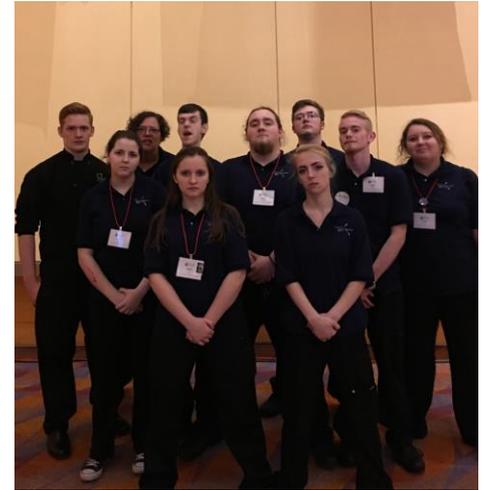
Promotes equity: Access



Promotes equity: Skills



Promotes equity: Opportunity



Promotes equity: Voice



John Sharpe

Youth Leader, High School Student
Muskegon Area Career Tech Center

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My Learning



- Healthy eating
- Discovery of Cultivate Michigan project
- Broadening food knowledge
- Family Farmers
- Beets
- Our journey





Brandon Archer

Youth Leader, Alumnus
Muskegon Area Career Tech Center

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My 1st Year as a Student



- Unaware of F2S
- Assisted with tastings of MI foods
- Participated in county F2T asset survey
- Given a seat at the “grown-up table”
- Developed professional career connections



My 2nd Year as a Student



- Developed recipes: carrot, dry bean, fruit
- Presented at 2018 National Farm to Cafeteria Conference
- Learned about *10 Cents a Meal* from Senator Hansen
- Developed national F2S connections

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Muskegon Area
Career Tech Center

Our Conversation with Senator Goeff Hansen



We invited Senator Hansen to join us at the CTC to talk about the impact of *10 Cents a Meal*, youth voice, advocacy, and strategies we can use to help candidates and future office-holders understand the strength *10 Cents a Meal* brings to Michigan kids, farmers, schools, and communities.

Here are excerpts from our interview with the Senator (10/12/18):

A Call to Action



Let's make investing in local food for kids in schools a part of:



Michigan's Identity



Let's seize the opportunity to share info with new voices in Lansing:



Build Relationships



Let's use all of our voices to spread the word, including youth:



10 Cents a Meal Network





Resources

Contact Information, Organizations, Videos

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Diane Conners, diane@groundworkcenter.org

Tencentsmichigan.org

Reports, fact sheets, video, tools for schools
Social media, e-newsletter

groundworkcenter.org

Farm to School Project Page
15-year history publication and video



groundwork
CENTER FOR RESILIENT COMMUNITIES



Elissa Penczar, Chef Instructor, Hospitality & Tourism,
MACTC, epenczar@muskegonisd.org

Brandon Archer, Hospitality & Tourism Alumnus,
MACTC, brandonarcher05@aol.com

John Sharpe, Hospitality & Tourism Student, MACTC
john.sharpe@reeths-puffer.org

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Video: Our Project and Muskegon Food Culture,
<https://vimeo.com/movemediaproduction/mkgf2s>

Video: Our Class at the Muskegon Home & Garden Show,
<http://www.viddler.com/v/f4b4fe87>

Video: Muskegon Food Culture,
<https://vimeo.com/235719180>

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Muskegon Area Career Tech Center,

muskegoncareertech.com



Hospitality and Tourism Program,

<https://tinyurl.com/CTChospitality>

Real Food SEED, Whitehall DS/Montague Area PS,

<https://www.facebook.com/TheReGeneration/>

Cultivate Michigan, <https://www.cultivatemichigan.org/>





COMMUNITY ASSETS

Here is a successful team of community advocates who grew the first 10 Cents pilot. Who are your local food and education champions?



Thank-you!

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