



10 Cents Evaluation Survey Questions and Response Rate in 2021-2022

10 Cents a Meal for Michigan’s Kids and Farms, administered by the Michigan Department of Education, matches what participating schools and other non-school sponsors spend on Michigan-grown fruits, vegetables, and dry beans with grants of up to 10 cents per meal. This brief is part of the *10 Cents a Meal 2021-2022 evaluation results: Amplifying Impact with More Michigan Farms and Foods*.

The following evaluation plan was developed with the consideration of two separate application cycles in the program.

The first application cycle in September 2021 resulted in 228 grantees and the second cycle in March 2022 resulted in an additional 29 grantees. First round grantees completed surveys in October, January, and August. Second round grantees completed surveys in April and August. For the purposes of evaluation and for the comprehension of this report’s audience, responses from the April surveys were aggregated and analyzed with the previous surveys (October and January) because the survey questions were the same. The April survey had all the same questions from the October survey so the total number of responses for the October survey also includes responses from April. Additionally, there was one question from the January survey about food preparation methods that was also in the April survey, so the total responses for this question include both January and April responses.

Evaluation Question	Response Type	Response Rate		
		October ^a (n = 224)	January ^b (n = 178)	August ^a (n = 217)
Please indicate for which school, district, or center you are reporting. If you have more than one grant through 10 Cents, please complete one survey for each award.	Dropdown List	224	178	217
Are you concerned about spending your full 10 Cents grant award and required match amount by the end of the grant year (August 2022)?	Multiple Choice (Yes/No/I'm not sure)	224	n/a	n/a
For how many years have you personally been purchasing local foods for food service programs?	Multiple Choice	221	n/a	n/a
For how many years have you been purchasing local foods for the food service program at this school/district/center?	Multiple Choice	222	n/a	n/a

Evaluation Question	Response Type	Response Rate		
		October ^a (n = 224)	January ^b (n = 178)	August ^a (n = 217)
How long have you managed or directed the food service program at your school/district/center?	Multiple Choice	223	n/a	n/a
For the meal preparation at your school/district/center, what percentage do you use each of the following methods? Please select a percentage for each preparation method so that the total equals 100 (of scratch cooking, semi-prepared, heat and serve, other (please describe)).	Slider-Bar	n/a	204*	n/a
What motivates you to serve local foods in your food service program? Please list all motivators.	Open-Text Response	216	n/a	n/a
What barriers do you face in purchasing local foods for your food service program? Please list all barriers.	Open-Text Response	213	n/a	n/a
What logistical challenges do you face in using and serving local foods in your food service program? Please list all challenges.	Open-Text Response	200	n/a	n/a
Did you serve any new Michigan-grown fruits, vegetables, or legumes for the first time in your program since the start of this school year/ last survey?	Multiple Choice (Yes/No)	222	173	215
— (If yes was selected) Please list all that you tried for the first time in your food service program. List up to 12 new products.	Open-Text Response	68	57	73
Has 10 Cents funding allowed you to try new products in your food service program you otherwise would not have tried?	Multiple Choice (Yes/No)	n/a	n/a	215
Are there any Michigan-grown fruits, vegetables, or legumes that you would like to use that you have been unable to find or buy for your food service program?	Multiple Choice (Yes/No)	215	172	215
— (If yes was selected) Please list all that you would like to use in your food service program that you have been unable to find or buy.	Open-Text Response	55	23	29
Since the start of the 2021-2022 school year/last survey, which activities to support local foods have been implemented in your school/district/center?	Multiple Choice	216	176	188
— (If activities were conducted) Of the activities that were implemented, which was the most successful?	Multiple Choice	145	150	162
— (If taste testing activities were conducted) Please list for which food product type(s) taste testing activities were conducted.	Open-Text Response	31	38	49

Evaluation Question	Response Type	Response Rate		
		October ^a (n = 224)	January ^b (n = 178)	August ^a (n = 217)
Has participation in 10 Cents allowed you to make connections with new farmers or local food vendors/suppliers?	Multiple Choice (Yes/No)	n/a	n/a	212
— (If yes was selected) Please describe new relationships you have made with farmers and/or suppliers through the 10 Cents program.	Open-Text Response	n/a	n/a	101
Has participation in 10 Cents allowed you to improve existing relationships with farmers or local food vendors/suppliers?	Multiple Choice (Yes/No)	n/a	n/a	213
— (If yes was selected) Please describe existing relationships with suppliers that have been aided or improved through the 10 Cents program.	Open-Text Response	n/a	n/a	95
In what ways has your participation in 10 Cents influenced farmers, distributors, processors or other food businesses or service providers to better meet your food service needs? Please share any feedback you have received.	Open-Text Response	n/a	n/a	120
How has your staff responded to the purchase and service of local foods purchased through the 10 Cents program?	Open-Text Response	n/a	n/a	167
Related to your food service operation, which of the following outcomes has the 10 Cents program helped you to achieve?	Multiple Choice	n/a	n/a	212
To what extent are each of the following impacts true for your food service operation since participating in 10 Cents?	Multiple Choice, 5-point Likert scale	n/a	n/a	212
Did local food purchasing help your food service program during the coronavirus pandemic?	Multiple Choice (Yes/No)	244	n/a	n/a
— (If yes was selected) Please describe how local food purchasing helped your program during the coronavirus pandemic.	Open-Text Response	110	n/a	n/a
Do you have any tips to share about seasonal menu planning?	Open-Text Response	31	n/a	n/a
What else do you need to support your efforts to purchase and serve Michigan foods (of any kind) this year?	Open-Text Response	139	103	n/a
What else do you need to support your efforts to purchase and serve Michigan foods (of any kind) in the future?	Open-Text Response	n/a	n/a	124

Evaluation Question	Response Type	Response Rate		
		October ^a (n = 224)	January ^b (n = 178)	August ^a (n = 217)
Please describe any additional feedback about participating in 10 Cents that you would like to share.	Open-Text Response	100	75	88
Do you plan to apply to participate in the 10 Cents program again in the 2022-2023 school year?	Multiple Choice (Yes/No/I'm not sure)	n/a	n/a	212

Note. The number of the grantees who received the survey:

^a both rounds of grantees (n = 257)

^b original round of grantees (n = 228)

Second round grantees completed a survey in April and their responses were aggregated into the October survey because they were the same questions.

*There was one additional question in the April survey that was also in the January survey about food preparation methods so responses from April and January were aggregated. See [Technical Notes](#) for more information.

Evaluation of 10 Cents 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 2021-2022 evaluation results: Amplifying Impact with More Michigan Farms and Foods* by Megan McManus and Colleen Matts, CRFS, and with support from 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, and mifarmtoschool.msu.edu.

