



## STATE PILOT PROJECT OVERVIEW 2017/2018 Legislative Report

10 Cents a Meal for School Kids & Farms is a state pilot program that provides schools with **up to 10 cents per meal** in incentive match funding to purchase and serve Michigan-grown fruits, vegetables, and dry beans. Learn more at [tencentsmichigan.org](http://tencentsmichigan.org)

Glen Lake Community Schools, Prosperity Region 2

## PURPOSE **\$375,000 competitive grant pilot program with \$315,000 for school food reimbursements**

- Improve daily nutrition and eating habits for children through the school setting
- Invest in Michigan agriculture and related local food business economy

## IMPACT

“The local food that I am able to get - it looks a lot better, I’m getting longer shelf life out of it, it tastes better, and students are definitely grabbing it on the lunch line.” Meaghan Eckler, Food Service Director, Bedford Public Schools, Prosperity Region 9

“When the school year started, sales increased in the fall. Then, there was a downturn over the holidays. Once school started back up, our packing ramped back up. 10 Cents is definitely noticeable in our business.” Mark Coe, Managing Partner, Farm to Freezer, Traverse City and Detroit, Prosperity Regions 2 and 10

## HISTORY **Expansion from two prosperity regions to three and streamlined administration**

- 95,000 students served in 32 districts in 2017-2018 (48,000 students in 16 districts in 2016-2017)
- Integrated reimbursement within the Michigan Department of Education’s (MDE) MI Nutrition Data (MIND) system, which food service directors already use
- Utilized FarmLogix, an online technology system that streamlines invoice tracking

## PILOT LOCATIONS **Grants offered to districts in Prosperity Regions 2, 4, and 9**

- 78 districts applied, more than double the 32 that could be funded
- 32 districts awarded grants; \$176,216 reimbursed by March 1, 2018
- Scored on capacity to purchase, market, and serve local produce and provide related educational activities
- **Region 2:** 14 districts in 7 counties of a 10-county region, serving 22,567 students; \$80,000 awarded; Alanson, Bear Lake, Benzie County Central, Boyne Falls, East Jordan, Frankfort-Elberta, Glen Lake, Harbor Springs, Kaleva Norman Dickson, Manton, Onkama, Pellston, Petoskey, Traverse City
- **Region 4:** 11 districts in 7 counties of a 13-county region, serving 28,956 students; \$116,500 awarded; Belding, Coopersville, Grand Haven, Hart, Holland, Lowell, Montague, Saugatuck, Shelby, Thornapple Kellogg, Whitehall
- **Region 9:** 7 districts in 4 counties of a 6-county region, serving 43,370 students; \$118,500 awarded; Ann Arbor, Bedford, Dexter, Hillsdale, Jackson, Monroe, Ypsilanti

## STUDENT IMPACT: KNOWLEDGE

### Most common 10 Cents promotional and educational activities

- Taste tests in the cafeteria or classroom
- Nutrition education in the cafeteria or classroom
- Cultivate Michigan and farmer posters, Harvest of the Month menus

*Preliminary survey results of food service directors, MSU Center for Regional Food Systems*

## STATE PILOT PROJECT OVERVIEW *continued*

**Food Service Feedback:** “A major positive is the educational opportunities that it has offered the students. The students were able to sample or receive items that they were not familiar with, learn about the growing process, and complete activity sheets.”

*Preliminary survey results of food service directors, MSU Center for Regional Food Systems*

## STUDENT IMPACT: SELECTION & PREFERENCE

**Food Service Feedback:** “Students’ plates are becoming very veggie friendly. We have gotten students to try veggies just because they are from around [here].”

*Preliminary survey results of food service directors, MSU Center for Regional Food Systems*

**Kids Talk:** Golden Delicious apples – “Great name for the taste.”

## STUDENT IMPACT: CONSUMPTION

**Comparisons:** “Students do see the difference with the fresher locally sourced items [and] we have seen an increase in consumption when compared to the items of the same type provided from other sources.” --John Galacz, Food Service Director, Harbor Springs School District, Prosperity Region 2.

**New Foods Served to Students:** (through December of the 2017-2018 school year)

- 65 total new Michigan-grown vegetables, fruits, and beans tried for the first time
- Up from 30 new foods served through December of the 2016-2017 school year
- Top new produce on menus: Brussels sprouts, red and green cabbage, corn, radishes, winter squash, apples, peaches, blueberries, sweet cherries, watermelon, and beans - black, cranberry, navy, pinto, and red

*Preliminary survey results of food service directors, MSU Center for Regional Food Systems*

## SELLER AND BUYER IMPACT: ECONOMY

**Business Relationships:** “I am very pleased that Cherry Capital Foods [distribution food hub] is getting us into schools. It is a great resource, providing us boxes and scheduling pick-ups. It is nice to have this income.” -- Richard Endres, Tantre Farms, Washtenaw County, Prosperity Region 9

**Customer Satisfaction:** “The quality of the products we are getting locally is leagues beyond what we were getting from our vendor. It really gives us a sense of pride to offer the kids such great food.” *Preliminary survey results of food service directors, MSU Center for Regional Food Systems*

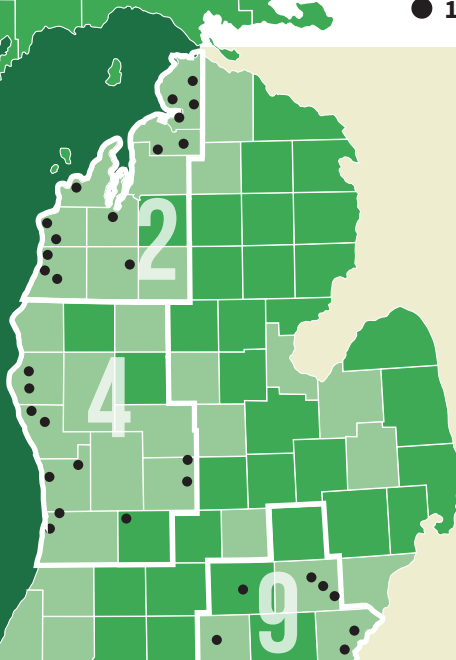
**By the Numbers:** 80 different fruits and vegetables purchased, grown by 112 farms located in 34 counties, plus 19 additional businesses such as processors, distributors, and food hubs. See county list below left, with map.

● 10 Cents School Districts

■ Counties with sales for farms

### 10 CENTS A MEAL Farm Counties

Allegan	Leelanau
Antrim	Manistee
Bay	Mason
Benzie	Missaukee
Berrien	Monroe
Cass	Montcalm
Charlevoix	Muskegon
Cheboygan	Newaygo
Emmet	Oceana
Grand Traverse	Osceola
Gratiot	Otsego
Hillsdale	Ottawa
Ingham	Tuscola
Ionia	Van Buren
Isabella	Washtenaw
Kent	Wayne
Lapeer	Wexford



### PROJECT TEAM

Michigan Department of Education, Michigan Department of Agriculture and Rural Development, MSU Center for Regional Food Systems, Groundwork Center for Resilient Communities, Northwest Prosperity Region 2, West Michigan Prosperity Alliance (Prosperity Region 4), Greater Ann Arbor Region Prosperity Initiative (Prosperity Region 9)

For more detail about student and economy impacts, see the four additional sections of this report.

To learn more about this nationally recognized program, including legislative history, annual reports, success stories, and downloadable fact sheets, go to [tencentsmichigan.org](http://tencentsmichigan.org).



# 10 CENTS A MEAL FOR SCHOOL KIDS & FARMS



"The pop-up market [at school] gets kids excited to go to their local Farmers Market." - Neha Shah, teacher  
Photo credit: Neha Shah. Burns Park Elementary, Ann Arbor Public Schools, Prosperity Region 9.

## STUDENT IMPACT: KNOWLEDGE

10 Cents grantees are doing hands-on learning activities that get students excited about eating farm fresh foods. Activities include school gardens, farmers markets, cooking in the classroom, nutrition education, taste tests, and

special all-Michigan meals. A study by Columbia University's Center for Food, Education and Policy measuring student consumption of produce during two lunch sessions at 20 schools showed that at schools doing 10+ farm to school lessons per year, students ate an average of .73 cups of produce - double the consumption of students at schools doing no hands-on educational activities (2017).

“

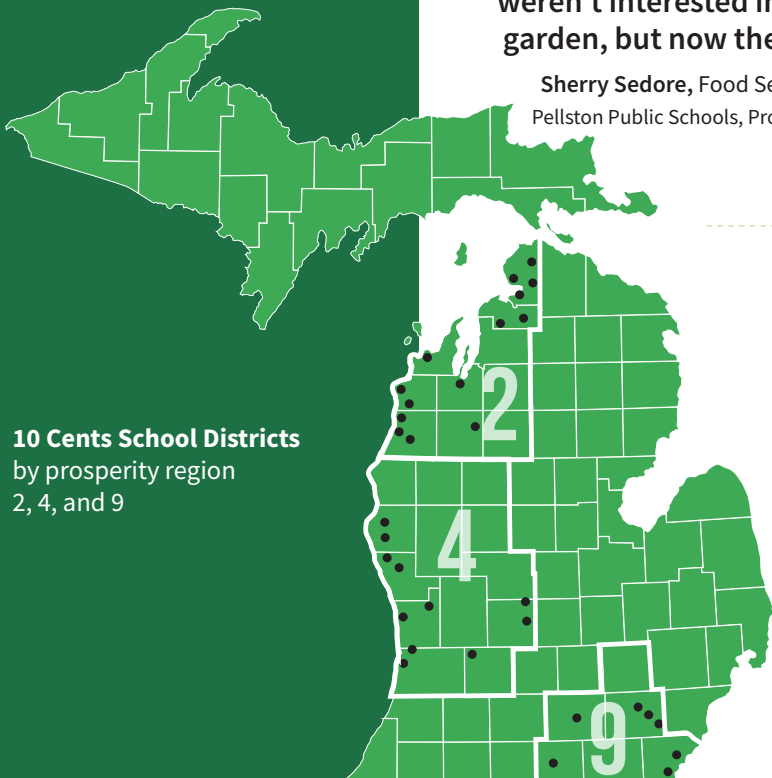
I'm looking into building a garden now, to grow peas and green beans - little things students would want to try because they grew them. Before we had 10 Cents, students weren't interested in the idea of a garden, but now there's interest.

Sherry Sedore, Food Service Director  
Pellston Public Schools, Prosperity Region 2

“

Students are more confident to go near fresh food now that they've touched it, worked with it, eaten it. I was in the high school yesterday and the young adults, who are typically quite blasé, were excited about the salad bar.

Mary Vanas, Food Service Director  
Shelby Public Schools, Prosperity Region 4,  
regarding the Cooking with Teens program



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

“

Kids like hands-on activities and the [school-based farmers] market is a hit! I tell them, you're shopping for your family. If you're not sure you like green beans, try them at home with mom, dad, grandma. You're providing for them today.

Brenda Muter, Assistant Food Service Director  
Ypsilanti Community Schools, Prosperity Region 9

# LEARNING BY DOING

## Research hours of Muskegon Area Career Tech Center culinary students



Muskegon Area Career Tech Center culinary student Adrianna Dowdell and Whitehall District Schools student Hamza Afridi consider student taste test results as they refine recipe ideas for food service staff at 10 Cents schools Montague Area Public Schools and Whitehall District Schools.



**4 HRS**

Learning about each Cultivate Michigan featured food



**6-8 HRS**

Researching cooking methods, flavor profiles, recipes



**12-15 HRS**

Preparing recipes for tasting



**5-7 HRS**

Organizing tasting event



**9 HRS**

Conducting tastings at 10 Cents schools

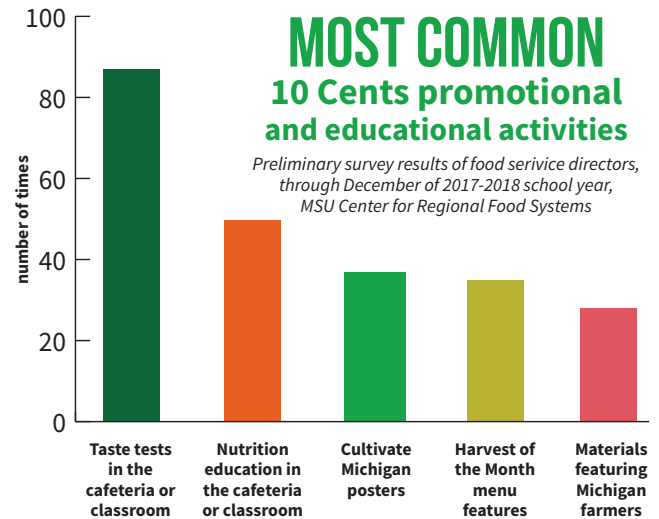
**TOTAL HRS:  
2,728**

student engagement during 2017-2018 school year in tasting activities at 10 Cents schools

Prosperity Region 4



5th grade students in Boyne Falls Public School prepare a parsnip mash for tastings they led throughout the district. Prosperity Region 2.



A few students tried the kohlrabi sticks on the salad bar and were asking what it was. Even if the students didn't care for it at least they were engaging and learning about produce grown in our area.

Jenna Noffsinger  
Food Service Director  
Frankfort-Elberta Area School District,  
Prosperity Region 2



5th and 6th graders at Creekside Intermediate in Dexter Community Schools take their garden harvest into the kitchen for hands-on cooking experiences. Prosperity Region 9



Our sensory garden lessons have been popular and are drawing more teachers to the garden to do their own lessons.

Dan Gorman, Food Service Director  
Whitehall District Schools and Montague Area Public Schools, Prosperity Region 4

### FOOD SERVICE DIRECTORS

#### on educational activities offered along with 10 Cents:

"A major positive is the educational opportunities that it has offered the students. The students were able to sample or receive items that they were not familiar with, learn about the growing process, and complete activity sheets. The response from students and parents was fantastic."

"Many of our students have never had the chance to eat the vegetables that we are using, so it's been a learning tool. I would love to see the program continue."

"We have chosen to begin using our dietitian interns to expand the taste testing to all of our elementary buildings."

Preliminary survey results of food service directors, MSU Center for Regional Food Systems



**10 CENTS  
A MEAL**  
FOR SCHOOL KIDS & FARMS



Students at Holland Public Schools tasting a new variety of Michigan-grown apple.  
This week: Granny Smith. Prosperity Region 4

## STUDENT IMPACT: **SELECTION AND PREFERENCE**

Charitable Trusts and Robert Wood Johnson Foundation found that when schools serve local food, 33.1% of students eat more fruits and vegetables (2016).

Schools are implementing farm to school strategies with proven success to support student selection of local produce in the cafeteria. As students get familiar with local produce, they are showing a preference for the taste of fresh Michigan-grown items and a wide variety of fruits and vegetables. Pew

“

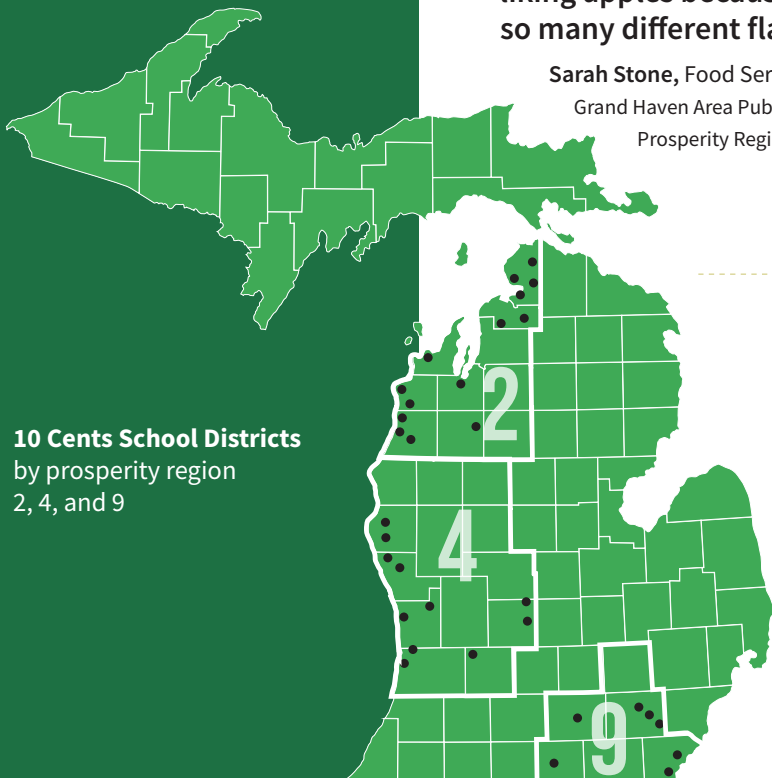
We've noticed a big difference in student preference with the apples, because before we were able to buy local we could only get Red Delicious from Washington. Kids really took to liking apples because there were so many different flavor profiles.

**Sarah Stone**, Food Service Director  
Grand Haven Area Public Schools,  
Prosperity Region 4

“

I have noticed students are more aware of the difference between Michigan-grown produce and commodity. [There are] more colorful trays coming from the salad bar and an excitement week to week to see what is the next new Michigan fruit or vegetable.

**Tim Klenow**, Food Service Director  
Bear Lake Schools, Onekama Consolidated Schools and  
Kaleva Norman Dickson School District,  
Prosperity Region 2



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

“

We're making a much greater effort to have local items out there every single day. Because of this, there is more recognition from the kids. They gave really positive feedback: 'I loved that meal, I wish we had that every day!'

**Jennifer Mattison**, Food Service Director  
Dexter Community Schools, Prosperity Region 9

# STUDENT IMPACT: SELECTION AND PREFERENCE

continued



Students tasted Apple Carrot Extravaganslaw at Traverse City Area Public Schools, and they overwhelmingly loved it. Prosperity Region 2

## FOOD SERVICE DIRECTORS on selection and preference:

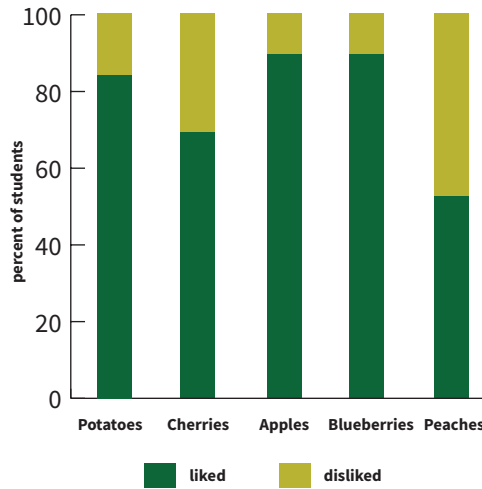
“Students now have high expectations - they expect fresh fruit as part of their healthy meal!”

“Students have tried new products just because they were farm fresh.”

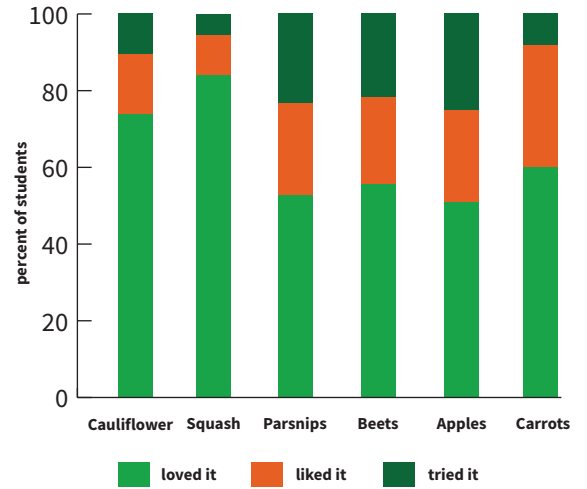
“It has encouraged me to buy more locally grown, flash frozen items and do more sampling and taste testing with the kids. It’s really cool when they ask for a recipe with spaghetti squash!”

*Preliminary survey results of food service directors, MSU Center for Regional Food Systems*

### LUNCH ITEM VOTING DATA FROM DEXTER COMMUNITY SCHOOLS, PROSPERITY REGION 9

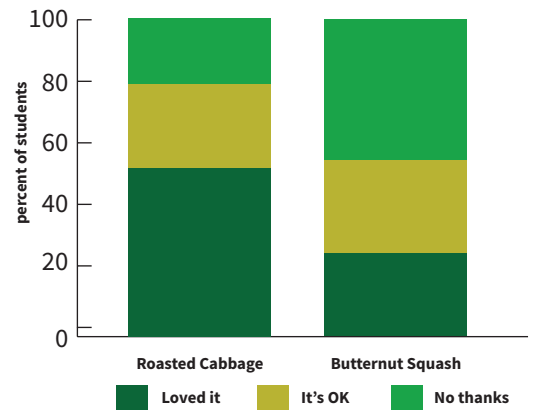


### TASTE TEST DATA FOR BOYNE FALLS, TRAVERSE CITY, PELLSTON AND PETOSKEY, PROSPERITY REGION 2



Students who participate in Try it Tuesdays in Public Schools of Petoskey display their sticker of choice - Tried It, Liked It or Loved It. Prosperity Region 2.

### TASTE TEST DATA FROM WHITEHALL DISTRICT SCHOOLS AND MONTAGUE AREA PUBLIC SCHOOLS, PROSPERITY REGION 4



### THORNAPPLE KELLOGG SCHOOL DISTRICT, PROSPERITY REGION 4 BRUSSELS SPROUTS



## KIDS TALK:

Parsnips:

“I never tried it before, but it’s actually really good.”

“Can I have another cup?”

“I want the recipe.”

Students at Holland City School District, where 43 classes taste test local produce each Friday. Food Service Director Patty Wall on the parsnips tasting: “Some students had thirds!” Prosperity Region 4



Some students had thirds! I was excited to be able to share that I used to live next to the farm. This connection made my kids more excited to try the parsnips.

Traci Jackson, Teacher  
Holland City School District,  
Prosperity Region 4



# 10 CENTS A MEAL FOR SCHOOL KIDS & FARMS



“We served a Moroccan carrot salad that went over well in the taste tests. It not only helps teach the kids, it helps teach us what to menu.”  
--Tom Freitas, Food Service Director, Traverse City Area Public Schools, Prosperity Region 2. Photo at Traverse Heights Elementary. Credit: Gary Howe

## STUDENT IMPACT: CONSUMPTION

Food service directors are noticing that students are eating more fruits, vegetables and dried beans - especially after repeated exposures to the new foods. In a study published in the Journal of

Nutrition Education and Behavior comparing plate waste the year before and year after a school implemented a farm to school program, students consumed 37% more vegetables and 11% more fruits after farm to school had been implemented (2017).

“

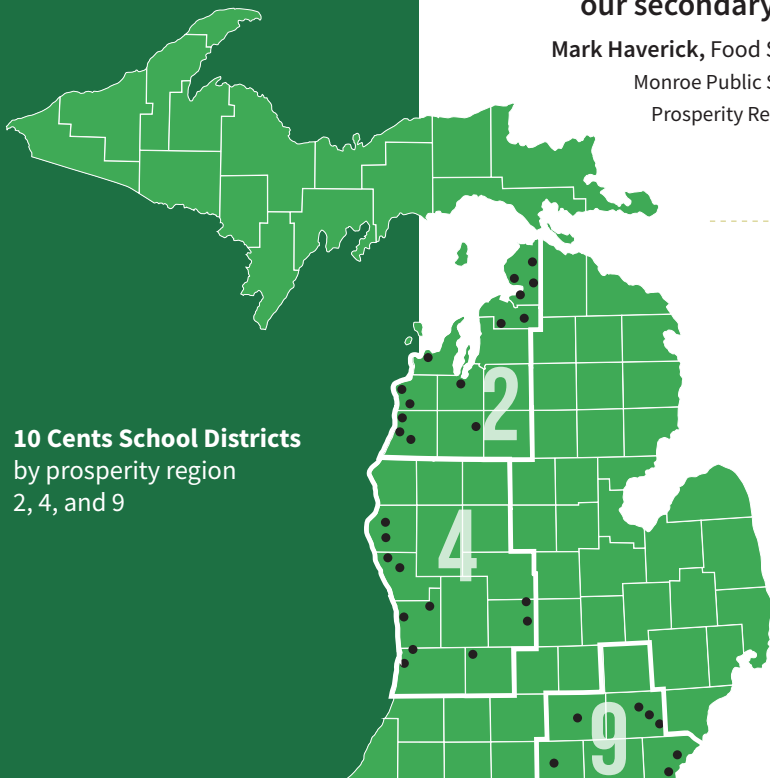
Students have enjoyed the opportunity to try new fruits and vegetables. Items like Brussels sprouts and butternut squash have been favorites at our secondary schools.

Mark Haverick, Food Service Director  
Monroe Public Schools,  
Prosperity Region 9

“

We are noticing a lot less food waste on the days we serve local produce. We have a share table where kids can put things they don't want. We'll see a ton of commodity produce up there, but when we serve our local fruit, we only see one or two pieces.

Caryn Elam, Food Service Director  
Hart Public School District, Prosperity Region 4



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

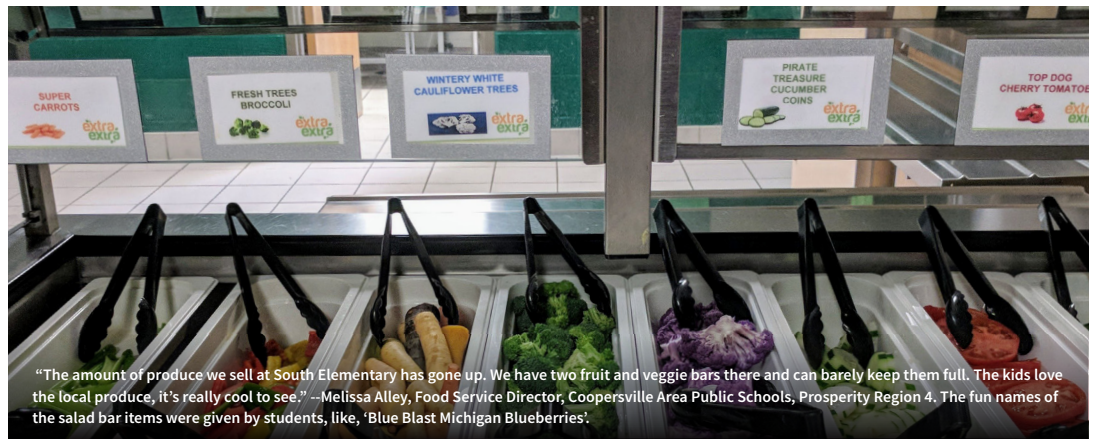
“

There is reduced food waste, with an increase in student consumption of fruits and vegetables during lunch. This is noticed not only by the lunchroom aides and cooks but by the custodial staff. They literally grab my arm, walk me to the trash, and show me how much food is not wasted anymore.

Beth Kavanaugh, Food Service Director  
Public Schools of Petoskey, Prosperity Region 2

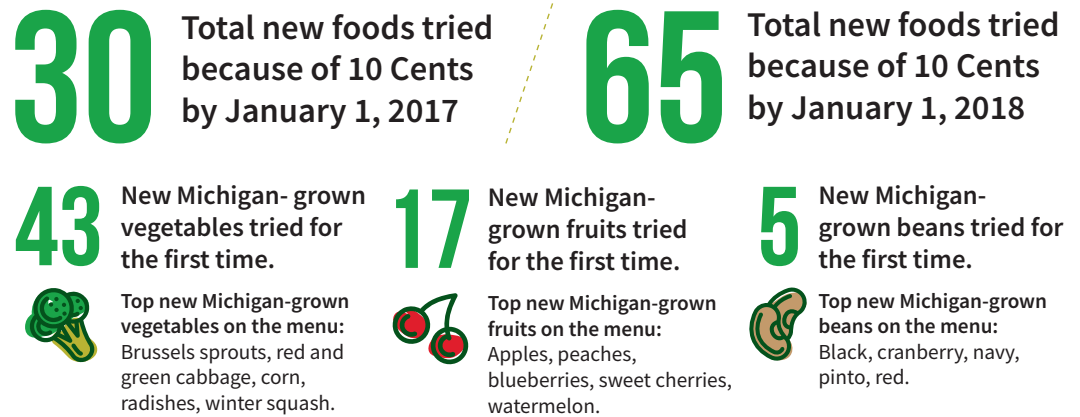
# STUDENT IMPACT: CONSUMPTION

continued



"The amount of produce we sell at South Elementary has gone up. We have two fruit and veggie bars there and can barely keep them full. The kids love the local produce, it's really cool to see." --Melissa Alley, Food Service Director, Coopersville Area Public Schools, Prosperity Region 4. The fun names of the salad bar items were given by students, like, 'Blue Blast Michigan Blueberries'.

## SERVING NEW FOODS TO STUDENTS:



*Preliminary survey results of food service directors, through December of the 2017-2018 school year, MSU Center for Regional Food Systems*



Students in the Garden Club at Thornapple Kellogg School District prepare a Caprese Salad from their garden produce. Prosperity Region 4.

“

A lot of elementary kids don't know what things are. The second or third time we menu something, we serve more of it. I was amazed we went through so many Brussels sprouts!!

Jessica Endres, Food Service Director  
Thornapple Kellogg School District,  
Prosperity Region 4

### FOOD SERVICE DIRECTORS on helping kids consume healthy Michigan produce:

"The quality of the products we are getting locally is leagues beyond what we were getting from our vendor. It really gives us a sense of pride to offer the kids such great food. Students are eating the Michigan -grown fruits and vegetables with minimal waste."

"The 10 Cents Pilot is a way to reach students with new produce and get them to try produce they say they don't like. If we can get students to eat healthier, it can change their generation and the generation to come for the better."

"I received an email last night that one student told his mum that our program has impacted the local scout group. At their dinner last week there were fresh vegetables. He stated that they all had some because they are used to getting them now as part of a meal at school."

*Preliminary survey results of food service directors, MSU Center for Regional Food Systems*

The amount of produce we sell at South Elementary has gone up. We have two fruit and veggie bars there and can barely keep them full. The kids love the local produce, it's really cool to see.

Melissa Alley, Food Service Director  
Coopersville Area Public Schools,  
Prosperity Region 4





# 10 CENTS A MEAL FOR SCHOOL KIDS & FARMS



Tantre Farm, Washtenaw County, Prosperity Region 9

## SELLER & BUYER IMPACT: ECONOMY

Farms and other food businesses report increased sales and greater collaboration among businesses because of the 10 Cents program. School customers say it's helped them learn how to buy locally, added needed funds, and provided them with quality products. An impact assessment by

Upstream Public Health of a similar program that was later funded by the Oregon legislature found that each dollar invested in farm to school stimulates an additional \$0.60-\$2.16 of local economic activity (2011).

“

Farm to school is consistent business with consistent pricing. When I started with schools I was told student consumption had doubled and tripled in apples. It's nice to hear you are making a difference.

Mike Gavin, Gavin Orchards

220-acre, third-generation farm in Ottawa County that sells to major wholesale markets. Prosperity Region 4

“

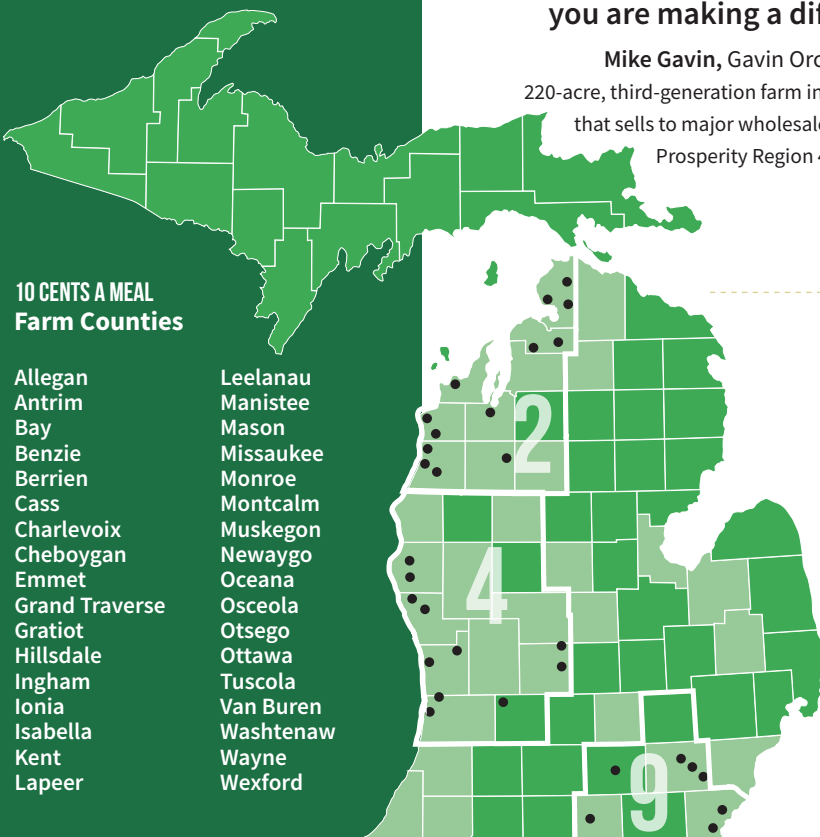
I am very pleased that Cherry Capital Foods [distribution food hub] is getting us into the schools. It is a great resource, providing us boxes and scheduling pick-ups. It is nice to have this income. I am very excited about it.

Richard Endres, Tantre Farms

160-acre diverse vegetable, fruit and livestock farm in Washtenaw County. First generation, since 1993. Prosperity Region 9

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

■ Counties with sales for farms



“

We got to a point with our growers that our needs far surpassed what we could freeze at our location. So we did deals with other processors: Leelanau Fruit, Michigan Freeze Pack in Hart.

Mark Coe, Managing Partner

Farm to Freezer, Traverse City and Detroit. Prosperity Regions 2 and 10



Students across Belding Area Schools celebrated the Michigan Apple Crunch with Honeycrisp apples from BelleHarvest. Says Food Service Director Tracy Nelson, "My favorite part of the crunch was recognizing our students who work or live on a farm." Prosperity Region 4.

**FOOD SERVICE DIRECTORS**

on how 10 Cents has influenced others to meet school needs

"A few local farmers are planting based on sales forecasts that are due to increased school consumption."

"We now have the funding for them to take us seriously and consciously think of us as a customer."

"We have been able to get great information from our distributors on the local farmers and farms that produce our product."

"We have become motivated to switch mainline distributors based on their responsiveness to the reporting on the 10 Cent pilot"

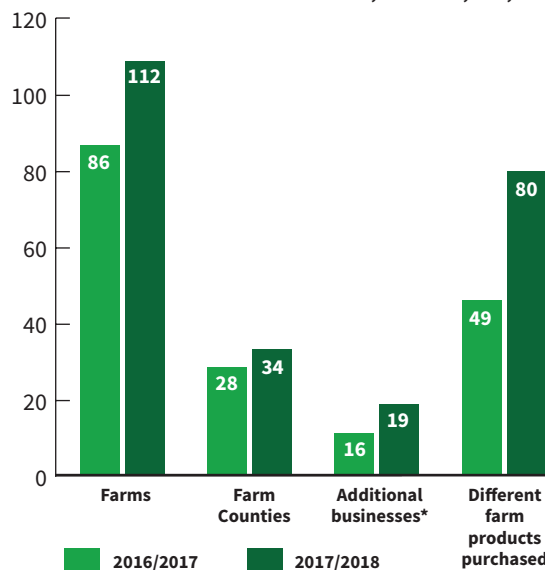
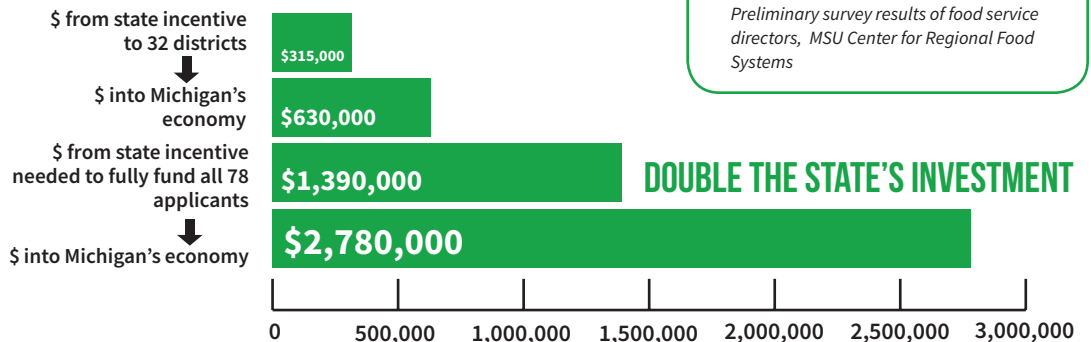
"This program offers an amazing opportunity to increase the nourishment and education of our students while helping our community farms and businesses throughout the state. The 10 Cents Pilot is a program that touches and benefits so many Michigan groups."

*Preliminary survey results of food service directors, MSU Center for Regional Food Systems*



**Sending cheap Red Delicious apples from Washington state into the schools is not only bad for the kids, it is bad for future customers. We want school children and their families to realize that apples DO taste great and CAN compete with unhealthy snack foods.**

Chris Sandwick, Vice President of Sales and Marketing BelleHarvest, a grower-owned packing and sales company located in Belding and representing 100 apple growers around Michigan, typically ranging from 20-200 acres in size. Prosperity Region 4



The grant has inspired me to drill down into the community as much as I can. Before, I would have considered 'local' as states surrounding Michigan.

Jessica Endres, Food Service Director Thornapple Kellogg School District, Prosperity Region 4



The 10 Cent program is a great opportunity for farmers to move some additional produce locally and help our young students. We sold 10,000 pounds through Leelanau Fruit to Farm to Freezer for schools. It is just a great deal all around.

Steve Bardenhagen, Bardenhagen Berries 184-acre farm in Leelanau County that sells to fresh and processed markets, Prosperity Region 2

**10 CENTS: ECONOMIC IMPACT**

\*Distributors, processors, packers, food hubs