

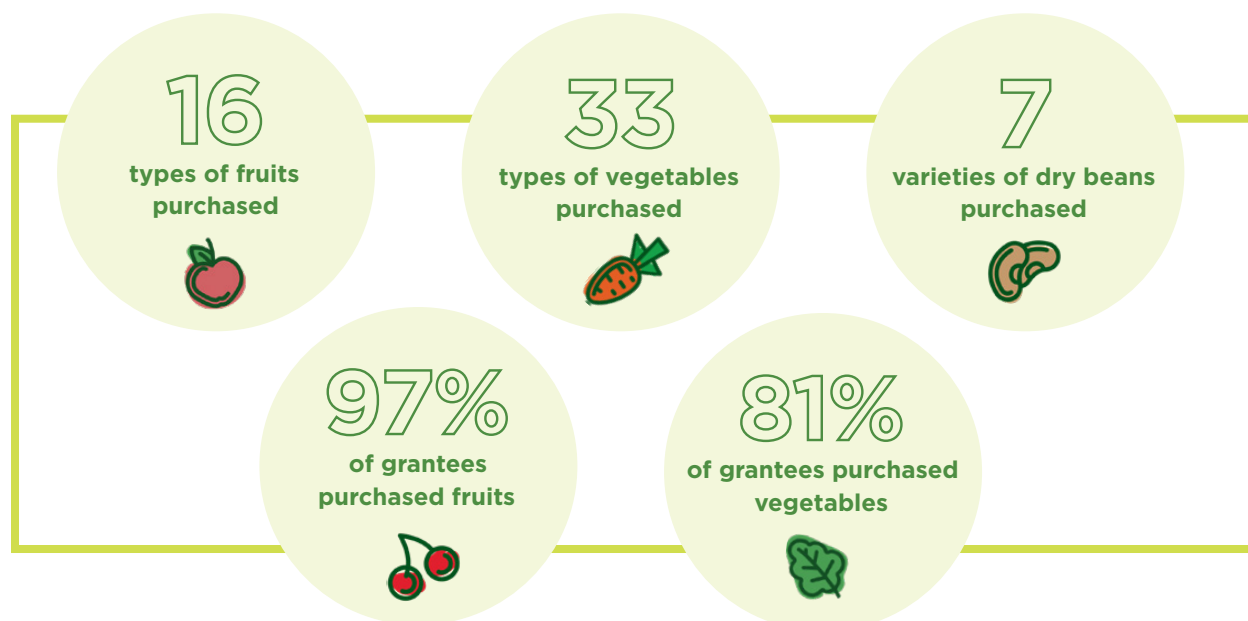
What Foods Are Served Through 10 Cents?

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*.

Each year, food program managers (FPMs) report a variety of Michigan-grown fruits, vegetables, and dry beans purchased and served to children through 10 Cents a Meal for Michigan's Kids and Farms (10 Cents).

For the 2021-2022 program year, 145 out of 257 grantees shared purchasing information (September 2021 – August 2022) such as types of foods and their dollar amounts and farms of origin. Also, 253 different grantees responded to questions in evaluation surveys about their food purchasing, including Michigan-grown products they tried for the first time and those that are of new and growing interest. This summary shares findings about the many diverse Michigan-grown foods served through the program.

Throughout the year, 10 Cents grantees together purchased:



- On average, a grantee purchased **four different types of fruits** and **six different types of vegetables** during the program year.
- Of all the grantees who reported purchases, **97% purchased fruits** and **81% purchased vegetables**.
- In dollars, **fruits made up the majority (81%) of 10 Cents purchases** and nearly a fifth (18%) of purchases were on vegetables.
- Less than 1% of 10 Cents purchases (in dollars) were for dry beans** by 9% of all grantees (13 grantees). As a state that leads the country in dry bean production, this category has huge potential to increase purchases by grantees.

For the first time, grantees reported purchases of Community Supported Agriculture (CSA) boxes.

Three school district grantees and child care providers who participated in a family day care home pilot reported purchasing \$9,000 in CSA boxes (>1% of purchases).¹⁷ The products in a CSA box can vary greatly throughout the year, and they may include a combination of fruits, vegetables, and/or dry beans. Since grantees are not required to report the specific foods sold in each CSA box, the full extent of products included in them is unknown.



We have joined CSA in our community at a farm we did not know existed! We have made new friends in our community, and our kids are so excited about what we get each week.

— Early care and education grantee



Photo Credit: Sarah Rypma

¹⁷ 10 Cents a Meal was piloted in family child care homes with providers who participate in the Child and Adult Care Food Program (CACFP) with a CACFP sponsor (The Association for Child Development).

QUESTIONS FOR A 10 CENTS GRANTEE:

Angie Torres | Executive Director, Stars and Stripes Learning Station

The Stars and Stripes Learning Station is a childcare center through Young Child Associates in Southern Michigan. New to the program, 2021-2022 was their first year participating in 10 Cents. Angie Torres is the Executive Director of the Stars and Stripes Learning Station, and she oversees the 10 Cents grant.

WHAT DO YOU DO?

Maintaining enrollment of our 7 classrooms, ensuring enough staff for ratios, training staff to be able to provide quality care, and answering a million emails.

WHAT DRIVES YOU?

When I see children grow from each classroom to the next, watching the staff engage with the children, talking with the families daily, and seeing the community grow together in childcare.



Photo Credit: Sarah Rypma

WHAT ARE SOME ACTIVITIES THAT YOU DO THROUGH/FOR 10 CENTS?

We did taste testing, graphing on our favorite snacks, and provided recipes to families to try at home.

HOW HAS 10 CENTS CHANGED YOUR PROGRAM/BUSINESS/ACTIVITIES?

We have been able to change our meals and snacks that we serve. We went from serving mostly crackers to fresh hummus or salsa, adding fresh fruit instead of canned fruit, and much more.

WHAT WOULD YOU LIKE TO SEE FOR THE FUTURE OF 10 CENTS?

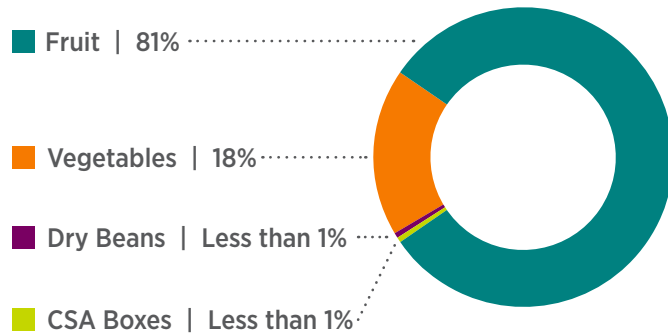
A list of local stores that provide Michigan grown items.

ANYTHING ELSE YOU'D LIKE TO SHARE ABOUT YOUR EXPERIENCE WITH 10 CENTS A MEAL?

This is an amazing program and we are excited to partner again this year.

Learn more about Young Child Associates at www.youngchildassociates.com.

Figure 9: Reported Purchases of Michigan-Grown Products by 10 Cents Grantees in 2021-2022



Through 10 Cents, children have the ability to choose and try different Michigan-grown fruits, vegetables, and dry beans.

Note. $n = 145$

Through 10 Cents, children have the ability to choose and try different Michigan-grown fruits, vegetables, and dry beans.¹⁸ This year's findings show that through 10 Cents FPMs are often serving foods that are common to food programs, but in some cases they are likely introducing Michigan children to new tastes and flavors as well.

- Some of the most common Michigan-grown foods served included apples (purchased by 133 grantees), blueberries (76 grantees), peaches (65 grantees), cucumbers (62 grantees), and carrots (61 grantees).
- Thanks to 10 Cents grants, some Michigan children had the chance to try some foods that may be uncommon in food programs in school and ECE settings, such as candy cane beets, heirloom dragon tongue beans, fennel, clamshell mushrooms, rhubarb, saskatoon berries, and black radishes.
- Although specific varieties of foods were not required for reporting, some grantees also shared varieties of some of the purchased products:¹⁹ at least six varieties of dry beans (cannellini, navy, pinto, red kidney, garbanzo, and great northern) and over 30 different varieties of apples were served to children.

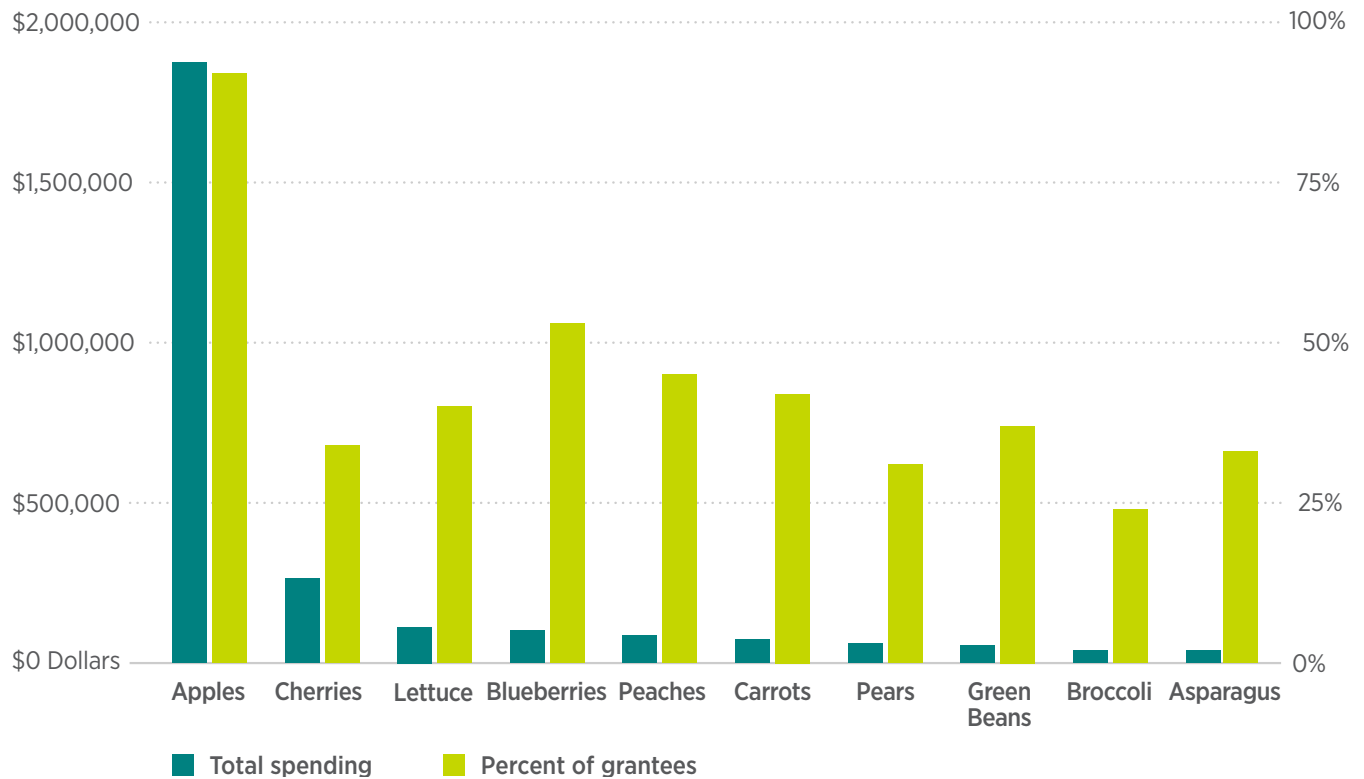
Grantees spent the most on

- Apples** (61% of total purchases in dollars)
- Cherries** (9%)
- Lettuce** (4%)
- Blueberries** (3%)
- Peaches** (3%)

¹⁸ Refer to [Why 10 Cents Matters: A Framework](#), which was developed with program stakeholders for more information about program goals.

¹⁹ Since product varieties were not required for grantee reporting, product names were inconsistently reported and therefore not examined in detail.

Figure 10: Top 10 Foods Purchased by 10 Cents Grantees in 2021-2022



Note. n = 145



We spoke with our local apple grower, and he had apples that came from trees that were set up as pollinators trees. They produced a smaller apple that had a rougher look and skin but were very sweet and tasty. We did signage to promote and get students excited about them. They were a hit. So, we were able to use a product that might not have been consumed or generate income for our local grower and offer a fun exciting healthy local addition to our school meal program.

— Public school district grantee

In the final August evaluation survey, FPMs were asked if 10 Cents funding allowed them to try new Michigan-grown products in their food programs. The majority of responding grantees (66%, 141 out of 215) reported that 10 Cents grants allowed them to try new Michigan-grown foods that they otherwise would not have tried.

66%
of grantees reported that 10 Cents allowed them to try new Michigan-grown foods



[10 Cents] has allowed us to expose some students to items that they would never have tried. When we introduced the watermelon radish, I was amazed at the amount of students who had zero clue as to what it was. They were all excited to try it though, and that is always the best part.

— Public school grantee

139

FPMS reported trying a Michigan-grown fruit, vegetable, or dry bean for the first time

Additionally, in each survey during the year (October, January, August), FPMS were asked if they served any new Michigan-grown fruits, vegetables, or dry beans for the first time in their program since the start of the year or the last survey.²⁰ If they indicated yes, they were asked to list up to 12 Michigan-grown fruits, vegetables, and/or dry beans they tried. Throughout the year, 139 FPMS made 559 total reports of trying a Michigan-grown fruit, vegetable, or dry bean for the first time.

On average, FPMS reported serving **three new Michigan-grown foods** during the year.

- Together, grantees reported trying for the first time **35 types of vegetables and 15 types of fruits**.²¹
- The **top 10 new Michigan-grown foods reported by FPMS** (in rank order of the number of written responses) were apples, blueberries, cherries, carrots, asparagus, peaches, potatoes, pears, cucumbers, and green beans.
- FPMS reported **purchasing and serving new Michigan-grown vegetables** (312 reports) **more than Michigan-grown fruits** (239 reports) and dry beans (8 reports).
 - The top new Michigan-grown vegetables served for the first time were **carrots** (26 grantees), **asparagus** (25 grantees), and **potatoes** (19 grantees).
 - **Apples were also reported by 69 grantees**, of whom the majority (74%) were new to the program as this was their first year of participation. The other top new Michigan-grown fruits served for the first time were blueberries (35 grantees), cherries (31 grantees), and carrots (26 grantees).
 - **Eight FPMS reported serving Michigan-grown dry beans for the first time** with specified varieties including black beans (2 grantees), lima beans (2 grantees) and kidney beans (1 grantee).

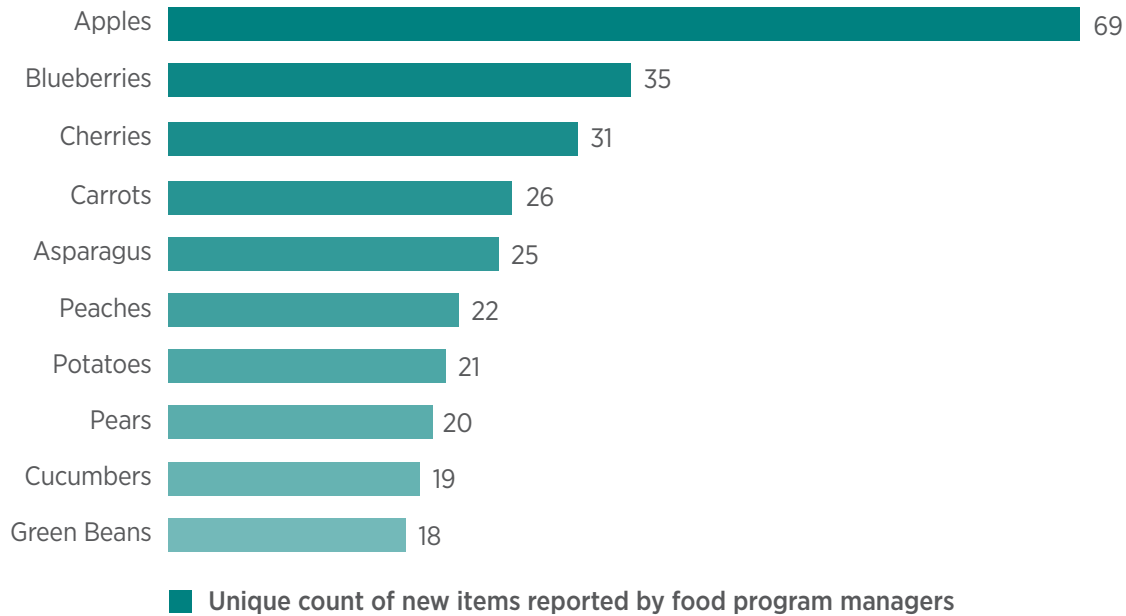
Top 10 new Michigan-grown foods reported by FPMS:

1. Apples
2. Blueberries
3. Cherries
4. Carrots
5. Asparagus
6. Peaches
7. Potatoes
8. Pears
9. Cucumbers
10. Green beans

²⁰ Refer to the [Technical Notes](#) to see the survey months and response rates for each question.

²¹ Although not included in our findings, grantees purchased various types of unspecified fruits and vegetables such as mixes, blends, and medleys.

Figure 11: Top Reported Michigan-Grown Fruits and Vegetables Purchased and Served for the First Time Through 10 Cents in 2021-2022



In each evaluation survey during the year (October, January, August), FPMs were asked if there were any Michigan-grown fruits, vegetables, or dry beans that they wanted to use but were unable to find or buy for their food program. If FPMs responded yes, they were asked to list up to 12 Michigan-grown fruits, vegetables, and/or dry beans they wanted to use in their food program, including the product form. Throughout the year, nearly 38% of all responding grantees (91 out of 241) confirmed that there were Michigan-grown products they would like to serve but were unable to find or buy.²² Of these grantees, 81 different grantees made 480 total reports of a Michigan-grown fruit, vegetable, or dry bean that they wanted to try and on average, they reported four foods each.

- FPMs reported **wanting to find and buy 16 different types of Michigan-grown fruits and 31 different types of vegetables**, but they more frequently reported fruits (308 reports) than vegetables (157).
- **The top ten foods FPMs reported wanting to try** (in rank order of the number of responses) included apples, cherries, blueberries, mixed berries, apricots, strawberries, carrots, corn, dry beans, and grapes.
- **Fifteen FPMs reported wanting to try dry beans**, including black beans.
- **Twenty-seven FPMs reported wanting a food that was in a minimally processed form** such as pre-chopped vegetables.

Top 10 new Michigan-grown foods reported by FPMs:

1. Apples
2. Cherries
3. Blueberries
4. Mixed berries
5. Apricots
6. Strawberries
7. Carrots
8. Corn
9. Dry beans
10. Grapes

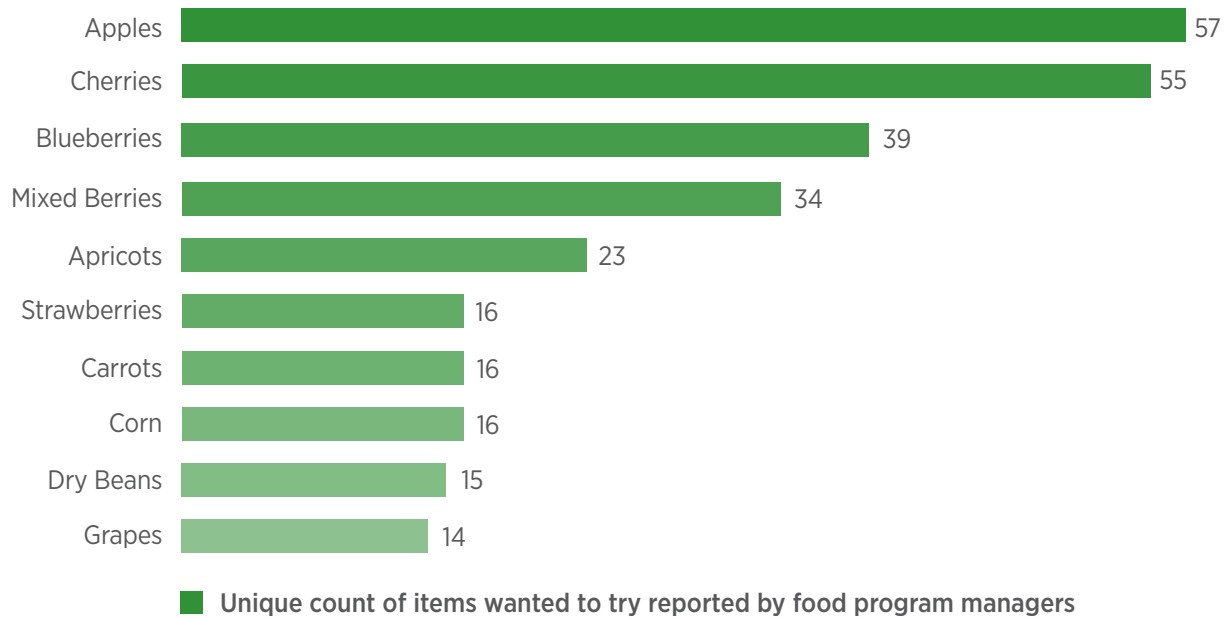


The biggest barrier that we face is the small growing window in Northern Michigan. When the produce is typically at its peak, we are not in school.

— Public school grantee

²² Refer to the [Technical Notes](#) to see the survey months and response rates for each question.

Figure 12: Top Reported Michigan-Grown Fruits and Vegetables That 10 Cents Grantees Wanted to Try but Were Unable to Find or Buy in 2021-2022



Conclusion

Grantees report a variety of Michigan-grown fruits, vegetables, and dry beans served to children through 10 Cents. While most grantees purchased fruits (97% of grantees) and vegetables (81%), some also reported purchasing dry beans (9%) and CSA boxes (3%).

There was a diverse range in the reported new foods served to children for the first time in food service programs, and the types of reported foods that FPMs wanted to serve but could not find or buy. As we look to the future, we can follow purchasing trends over time, including what Michigan-grown foods grantees are most interested in and/or able to incorporate into their menus. This can help 10 Cents grantees learn more from each other about how the program is used and other farm to school practitioners learn more about the local foods purchased by some of their peers which can offer ideas for growing their own programs. Additionally, farmers and food suppliers can learn more about the growing demand for Michigan-grown foods through 10 Cents, including the foods that 10 Cents grantees are most interested in purchasing, to inform their plans to sell to this market, if it is a good fit for them.

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.