**SECTION 17**

# Impacts of Participating in 10 Cents

10 Cents a Meal for Michigan's Kids and Farms (10 Cents), administered by the Michigan Department of Education, matches what participating schools, districts, and early care and education centers spend on Michigan-grown fruits, vegetables, and dry beans with grants of up to 10 cents per meal.

This brief is part of *10 Cents a Meal 2020–2021 Evaluation Results: Expanded Eligibility Increased Impacts*.

## Key Takeaways

**Most grantees agreed that their food service operation was positively impacted through participating in 10 Cents. Responding grantees reported they:**

**84%** **offered more local fruits** (84% of grantees)

**79%** **offered more local vegetables** (79% of grantees)

**73%** **increased fruit consumption among students/children** (73% of grantees)

**71%** **increased vegetable consumption among students/children** (71% of grantees)

**65%** **identified new Michigan-grown fruits, vegetables, and dry beans** that are accepted/eaten by the children they serve (65% of grantees)

Grantees agreed most strongly with the impact statements **"we offered more local fruits" and "we offered more local vegetables"** in their food programs due to 10 Cents grants (4.36 and 4.28, respectively).

Both **"added more dry beans to our menus" and "our students/children are eating more dry beans"** had the lowest level of agreement (2.98 and 3.02, respectively) of all impact statements provided.
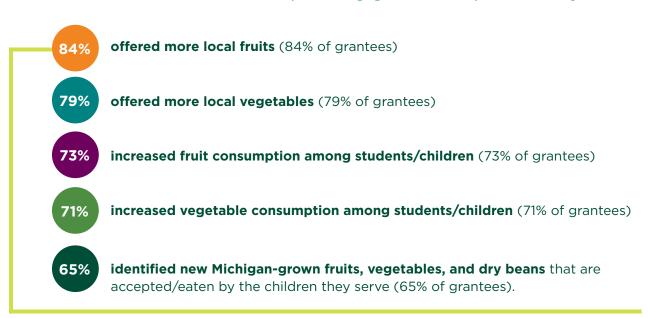
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Expanded Eligibility, Increased Impacts: 10 Cents a Meal 2020–2021 Evaluation Results Report

**1**

In the June evaluation survey, food program managers (FPMs) participating in 10 Cents a Meal for Michigan's Kids and Farms (10 Cents) were asked, **"To what extent are each of the following impacts true for your food service operation since participating in 10 Cents?"** FPMs were provided with a list of statements and asked to choose their level of agreement from a 5-point Likert scale ranging from 5 (strongly agree) to 1 (strongly disagree). Whole numbers from 5 to 1 were assigned to responses to calculate average responses for each statement, which are presented in Table 17.1 in descending order of average agreement. A higher average response indicates stronger agreement to the statement by FPMs overall.

*Table 17.1.* **Impacts Reported by 2020–2021 10 Cents Grantees**

| Impact Statement | Number of grantees | | | | | Average Response |
| --- | --- | --- | --- | --- | --- | --- |
| | Strongly agree = 5 | Somewhat agree = 4 | Neither agree nor disagree = 3 | Somewhat disagree = 2 | Strongly disagree = 1 | |
| We offered more local fruits. | 68 | 36 | 17 | 3 | 0 | 4.36 |
| We offered more local vegetables. | 63 | 35 | 24 | 2 | 0 | 4.28 |
| We added more dry beans to our menus. | 6 | 19 | 72 | 21 | 6 | 2.98 |
| Our students/children are eating more fruits. | 46 | 45 | 30 | 3 | 0 | 4.08 |
| Our students/children are eating more vegetables. | 41 | 47 | 33 | 3 | 0 | 4.02 |
| Our students/children are eating more dry beans. | 4 | 23 | 73 | 19 | 5 | 3.02 |
| I have identified new Michigan-grown fruits, vegetables, and dry beans that are accepted/eaten by the children we serve. | 38 | 42 | 37 | 6 | 1 | 3.89 |

Note: *n* = 124

Of all 143 grantees, 124 FPMs responded to this question (87% response rate). **Most grantees agreed (either strongly agreed or somewhat agreed) that their food program was positively impacted** through participating in 10 Cents a Meal for Michigan's Kids and Farms (10 Cents). Responding grantees reported they:

**84%** **offered more local fruits** (84% of grantees)

**79%** **offered more local vegetables** (79% of grantees)

**73%** **increased fruit consumption among students/children** (73% of grantees)

**71%** **increased vegetable consumption among students/children** (71% of grantees)

**65%** **identified new Michigan-grown fruits, vegetables, and dry beans** that are accepted/eaten by the children they serve (65% of grantees).

FPMs agreed most strongly with the impact statements "we offered more local fruits" and "we offered more local vegetables" in their school meals due to 10 Cents grants (4.36 and 4.28, respectively). Both "we added more dry beans to our menus" and "our students/children are eating more dry beans" had the lowest level of agreement (2.98 and 3.02, respectively) of all impact statements provided.

**Twenty grantees provided open-text responses for the "other" category, which had an average ranking of 3.20. These responses included:**

- increased quality of foods served
- increased consumer awareness
- increase marketing
- increased satisfaction related to local foods

One FPM mentioned that they were able to create a unique menu selection in comparison to other food programs.

**To learn more, visit tencentsmichigan.org, foodsystems.msu.edu/10-cents-a-meal, and mifarmtoschool.msu.edu.**

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