



SECTION 7

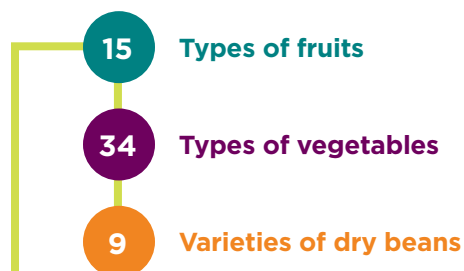
Michigan-Grown Fruits, Vegetables, and Dry Beans Purchased by Grantees

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*.

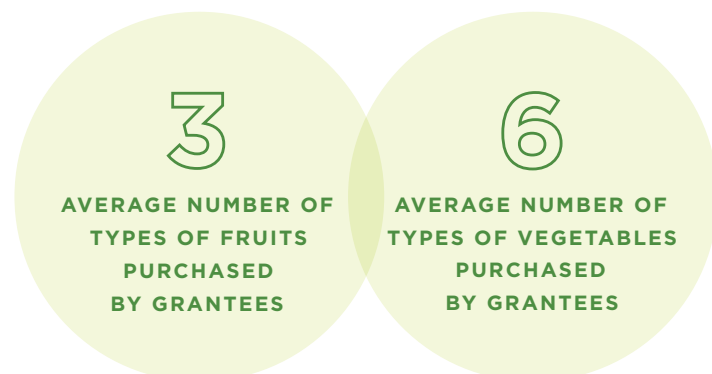
Key Takeaways

Grantees purchased a wide variety of Michigan-grown products in 2020-2021:



Most common products purchased for 10 Cents:

- Apples (98 grantees)
- Cucumbers (57 grantees)
- Peppers (45 grantees)
- Carrots (41 grantees)
- Green beans (37 grantees)



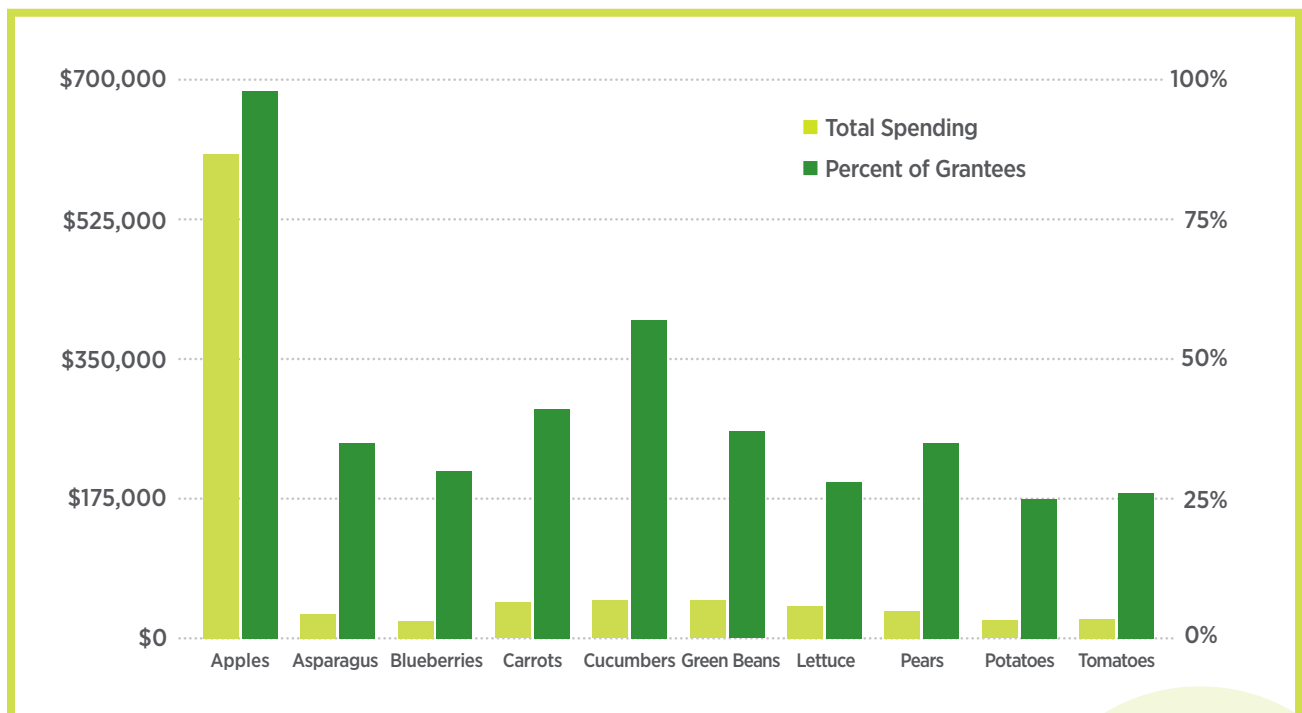
Grantees purchased the highest diversity of products from:

- Food hubs (41 product types)
- Direct sales from farms (35 product types)
- Broadline distributors (34 product types)

Purchasing information reported by 10 Cents a Meal for Michigan’s Kids and Farms (10 Cents) grantees showed they purchased a wide variety of Michigan-grown fruits (15 types), vegetables (34 types), and dry beans (nine varieties).

Some of the most common products purchased include apples (98 grantees), cucumbers (57 grantees), peppers (45 grantees), carrots (41 grantees), and green beans (37 grantees). Grantees spent the most (in dollars) on apples (47% of total spending), cucumbers (4% of total spending), green beans (4% of total spending), carrots (3% of total spending), and lettuce (3% of total spending).

Figure 7.1. Top 10 Foods Purchased by 10 Cents Grantees



Note: $n = 100$

On average, a grantee purchased three different types of fruits and six different types of vegetables during the program year. The most types of fruits that one grantee purchased was 10, and the most types of vegetables that one grantee purchased was 23.

6
AVERAGE NUMBER OF
TYPES OF VEGETABLES
PURCHASED
BY GRANTEES



Grantees purchased the highest diversity of products from food hubs (41 product types), followed by direct sales from farms (35 product types) and broadline distributors (34 product types). There was only one type of product—dry beans—that was purchased at a farmers market by a grantee.



3

AVERAGE NUMBER OF
TYPES OF FRUITS
PURCHASED
BY GRANTEES

Some uncommon types of foods grantees purchased and that children got to taste included saskatoon berries, microgreens/shoots/sprouts, rutabaga, kohlrabi, and rhubarb. Several Michigan-grown products were reported for the first time in purchasing reports by 10 Cents grantees: blackberries, cannellini beans, navy beans, pinto beans, and red kidney beans.

Although not analyzed in depth here due to the categorization of product types and the inconsistency among grantees in reporting product varieties (which was not required), it appears that grantees did report several varieties for some products they purchased. For example, 26 varieties of the top food (apples) were reported by grantees. In the vegetable category, at least five different varieties of potatoes were reported: russet, yellow, red, white, and Adirondack Blue. In the dry bean category, at least nine varieties of dry beans were reported.

As mentioned previously in this evaluation report, this school year was impacted by the ongoing pandemic, which resulted in supply chain and school service disruptions. These disruptions contributed to a limitation on spending (e.g., diversity and quantity of products purchased) when compared to previous years of the 10 Cents program.



Uncommon types of foods that children got to taste:

- Saskatoon berries
- Microgreens/shoots/sprouts
- Rutabaga
- Kohlrabi
- Rhubarb

Michigan-grown products reported for the first time in purchasing reports by 10 Cents grantees:

- Blackberries
- Cannellini beans
- Navy beans
- Pinto beans
- Red kidney beans

Evaluation of 10 Cents is led by the Michigan State University Center for Regional Food Systems (CRFS). The work presented here is part of *10 Cents a Meal 2020–2021 Evaluation Results: Expanded Eligibility Increased Impacts* by Colleen Matts and Megan McManus of CRFS and was generously funded by 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.

