

10 CENTS A MEAL PILOT: 2018–2019 EVALUATION RESULTS



Outcomes of Participating in 10 Cents

The May year-end evaluation survey asked, “Related to your food service operation, which of the following outcomes has the pilot program helped you to achieve?” FSDs were asked to select all that applied from a list of outcome statements. An “other” option was also provided with space for FSDs to describe their response. (This was a new addition to the electronic survey tool in 2018-2019 so it was unavailable for previous surveys.) The chart below shows outcomes selected by respondents over each of the three 10 Cents pilot years with the top three most frequently selected outcomes shaded. In the first two years all participating FSDs responded to this question, and in the third year all but one FSD responded (56 of 57).

Outcomes of Participating in 10 Cents Across All Program Years

RELATED TO YOUR FOOD SERVICE OPERATION, WHICH OF THE FOLLOWING OUTCOMES HAS THE 10 CENTS PILOT HELPED YOU ACHIEVE?	2016-17 (N = 16)	2017-18 (N = 32)	2018-19 (N = 56)
The variety of produce served in school meals has increased.*	13	27	41
We can plan local produce and legume purchasing with greater certainty.*	12	4	32
Food vendors and farmers are more willing to supply our food service program.	-	-	27
We have better support from our farm and food vendors/partners.	8	11	-
We have better support for school meals from the community.	8	8	24
Our purchasing power is enhanced.*	9	4	23
Our food purchasing budget has increased.*	5	8	22
Challenges to purchasing local foods are reduced.*	8	1	21
The cooking skills of food service staff have improved.	6	4	21
Food waste has decreased.	3	9	19
Participation in school meals has increased.	2	3	16
Marketing menus is easier.*	7	4	14
Our food service budget is more stable.*	4	2	13
We are better able to meet school meal requirements.*	5	11	10
Other (please describe)	-	-	2

Note: May surveys from each year. *Indicates that statements were slightly reworded across surveys but not so much to change the meaning.

For the third year in a row, FSDs most frequently selected “The variety of produce served in school meals has increased” as an outcome of participating in 10 Cents. Forty-one of 56 FSDs chose this outcome from a list of statements. “We can plan local produce and legume purchasing with greater certainty” was selected second most frequently in 2018-19 whereas it was the eighth most frequent selection in 2017-18. “Food vendors and farmers are more willing to supply our food service program” was selected third most frequently in 2018-19.

In the 2018-19 year, FSDs selected an average of five positive outcomes from participating in the program. Five FSDs selected just one outcome, and two selected 12 of the provided options. With less than double the number of grantees in 2018-19 compared to 2017-18, FSDs selected three times the number of different types outcomes. Only one FSD who chose the “other” outcome added a description: “The quality has improved so much!”