10 Cents a Meal for Michigan’s Kids and Farms

- All sponsors of Child Nutrition programs
- 10 cents times every meal served last year
- Michigan-grown, minimally processed fruits, vegetables, dry beans
- September 1, 2022 – August 31, 2023
Goals

• Invest in Local Purchasing
• Community/Economic Development
• Build Farm to Institution Partnerships
• Provide Education and Marketing
Marketing and Education

- Signs, nutrition facts
- Posters
- Taste testing, farm visits
- Classroom events
2020-2021 Evaluation Findings

- The majority of grantees affirmed that 10 Cents allowed them to try new Michigan-grown products in meals that they otherwise would not have tried.
- On average, grantees reported trying five new Michigan-grown foods.
- Together, grantees reported trying 30 types of vegetables and 16 types of fruits for the first time.
2020-2021 Evaluation Findings

- Grantees were more likely to report the farms of origin (45 farms) when they reported purchases from food hubs than through all other channels.

- The number of grantees using a food hub to purchase Michigan-grown foods increased before and after participation in the 10 Cents program (13 grantees to 37 grantees).
Detroit Public Schools
Community District

• SY 2020-2021:
  • 49,080 students enrolled
  • 2,927,567 meals served across all Child Nutrition Programs
  • 83.16% of students eligible for free or reduced-price meals
  • 109 sites participating in the NSLP
• Eligible for $292,756.70 through the 10 Cents a Meal Program
DREW FARM
- Located on school property, operated by district staff and food corps members
- 6 soon-to-be heated greenhouses.
- 1.5 acres of field production space.
- 20,000 pounds of food grown for the school lunch program.
- Also hosts field trips and community events
- 2023 USDA Farm to School Grantee

During the 2021-2022 school year, DPSCD grew $12,000 in 10 Cents a Meal reimbursable produce
- Cherry tomatoes
- Sweet potatoes
- Potatoes
- Red peppers
- Summer squash
- Corn
- Watermelon
- Kale
- Cabbage
- Pumpkins
- Spinach
- Carrots
- Beets
- Asparagus
- Lettuce
(158) 10 Cents a Meal - YouTube
Resources

- Farm to School Video Series from Michigan Department of Education - Michigan Farm to School (msu.edu)
- 10 Cents a Meal for Michigan's Kids and Farms – Training
- Overview - 10 Cents a Meal Evaluation Results 2020-2021 - Center for Regional Food Systems (msu.edu)

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