



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

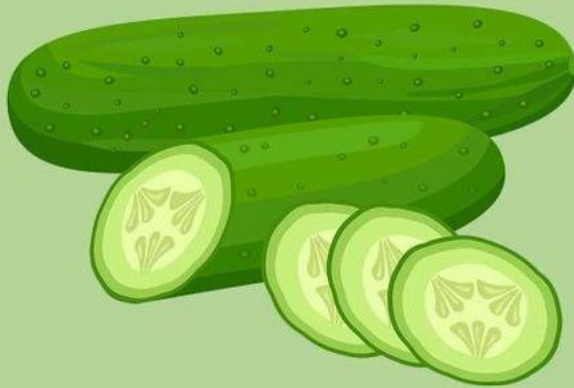
Goals

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



CUCUMBER NUTRITION FACTS

Cucumber, with peel, raw



Serving size: 1/2 cup, sliced (52 g)

Calories 8

Calories from Fat 0

*Percent Daily Values (%DV) are based on a 2,000 calorie diet.

Amt per Serving	%DV*	Amt per Serving	%DV*
Total Fat 0 g	0%	Total Carbohydrate 2 g	1%
Cholesterol 0 mg	0%	Dietary Fiber 0.3 g	1%
Sodium 1 mg	2%	Sugars 0 g	
Protein 0 g			
Vitamin A	1%	Calcium	1%
Vitamin C	2%	Iron	1%

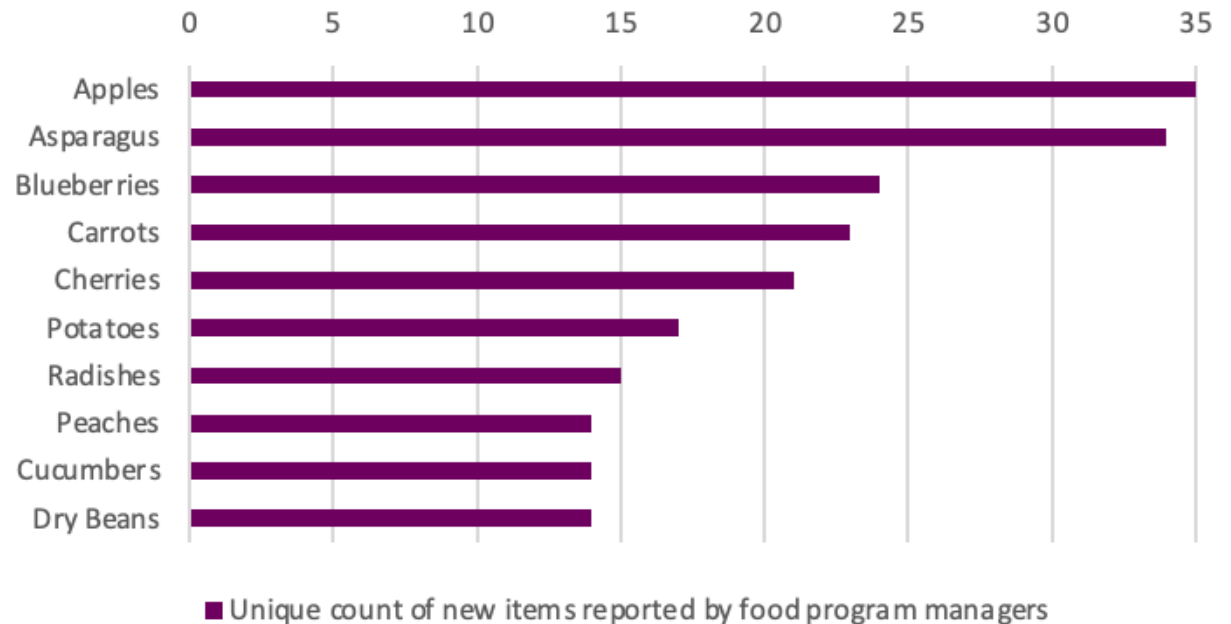
Marketing and Education

- 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.

Top Ten New Foods Reported by 10 Cents Grantees 2020-2021



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

**Farm to School
in Detroit, MI**





[\(158\) 10 Cents a Meal - YouTube](#)





This Photo by Unknown Author is licensed under [CC BY-SA-NC](https://creativecommons.org/licenses/by-sa/4.0/)

www.tencentsmichigan.org

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 \(msu.edu\)](#)
- CrowleyW@michigan.gov