



SECTION 12

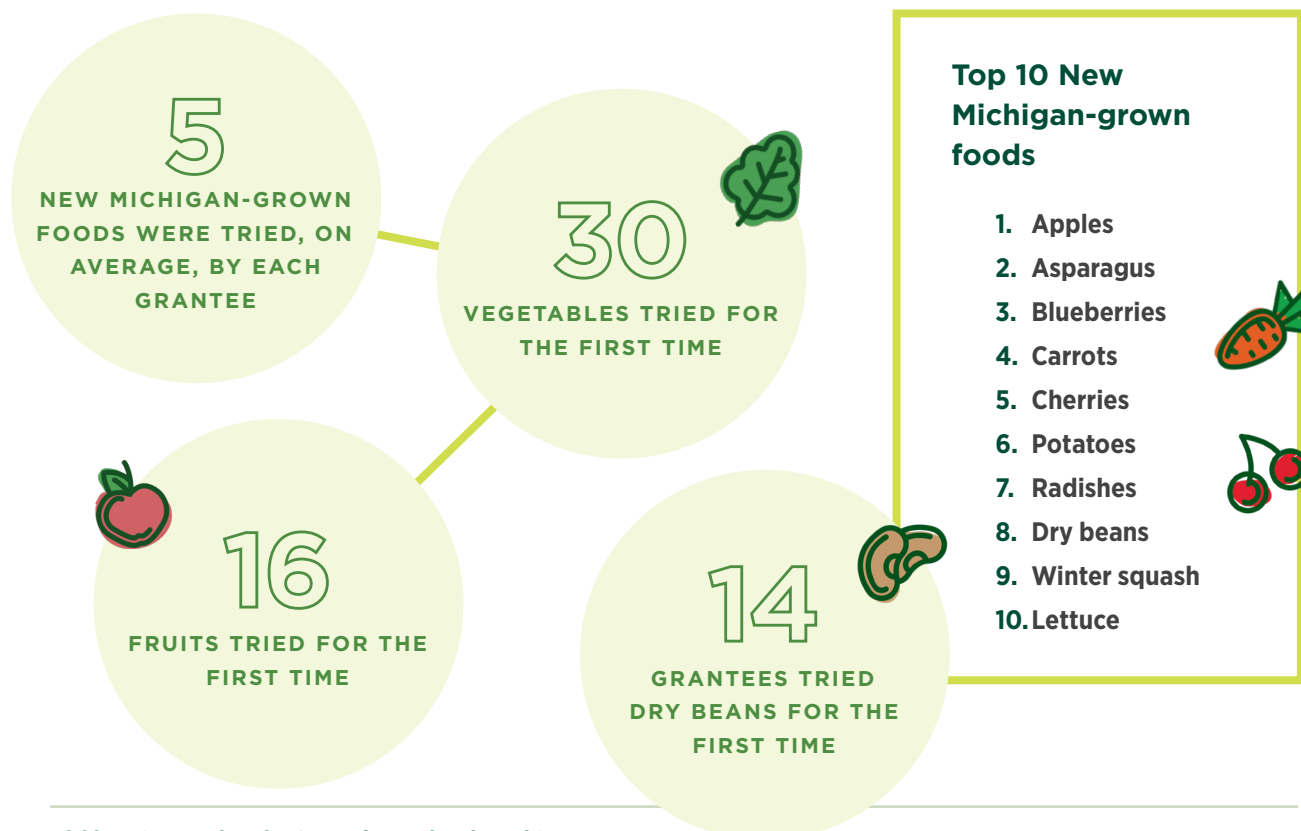
Michigan-Grown Fruits, Vegetables, and Dry Beans Purchased and Served for the First Time

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

The majority of participating grantees (104 of 143 grantees) affirmed that **10 Cents allowed them to try new Michigan-grown products** in school meals that they otherwise would not have.

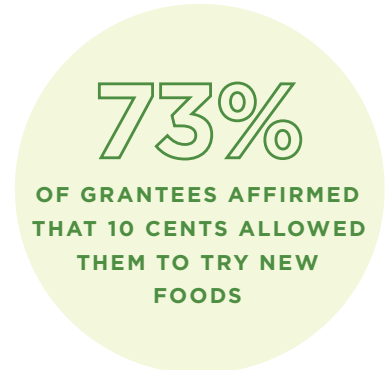


In two of the four surveys (April and June), food program managers (FPMs) participating in 10 Cents a Meal for Michigan's Kids and Farms (10 Cents) were asked, **“Has 10 Cents funding allowed you to try new products in school meals you otherwise would not have tried?”** with “yes” and “no” response options.

In April, 69% of grantees (87 out of 127 responding grantees) stated “yes,” and in June, 66% of grantees stated “yes” (83 out of 126 responding grantees).

Across both surveys, the majority of participating grantees (104 of 143 grantees, 73%) affirmed that 10 Cents allowed them to try new Michigan-grown products in school meals that they otherwise would not have tried.

In all four surveys, FPMs were asked, “Did you serve any new Michigan-grown fruits, vegetables, or dry beans for the first time in your program since the last survey?” If they indicated “yes,” FPMs were then asked to list up to 12 Michigan-grown fruits, vegetables, and dry beans they tried for the first time in their food program. We will refer to these as “new foods” throughout this report. Regardless of product variety, if a grantee duplicated their response of a food across different surveys, those responses were removed before analysis; 85 duplicates total by 33 different grantees were removed. Responses were also removed if the grantee indicated an ineligible item; 19 items, such as meat, applesauce, and tortillas, were removed.



426

TOTAL REPORTS OF
TRYING A NEW
MICHIGAN-GROWN
FOOD

Throughout the year, 98 grantees out of 143 made 426 total reports of trying a Michigan-grown fruit, vegetable, or dry bean variety for the first time. A majority of responding FPMs (66%, 65 grantees) reported serving at least two new items for the first time, and more than half (52%, 51 grantees) reported serving at least three new items for the first time. Seventeen FPMs reported trying only one new Michigan-grown food for the first time across all four surveys. The highest number of new foods tried over the year was by one grantee that reported 20. On average, FPMs reported trying five new Michigan-grown foods during the program year.



Response Highlights

FPMs reported trying 30 types of vegetables and 16 types of fruits for the first time.

Products that were described as mixes/blends/medleys (vegetable or fruit) were reported 32 different times as served for the first time.

The top 10 new Michigan-grown foods reported by FPMs (in rank order of responses):

- | | |
|----------------|------------------|
| 1. Apples | 6. Potatoes |
| 2. Asparagus | 7. Radishes |
| 3. Blueberries | 8. Dry beans |
| 4. Carrots | 9. Winter squash |
| 5. Cherries | 10. Lettuce |

Top new Michigan-grown foods reported by FPMs that correspond with the top 10 products purchased by grantees from purchasing reports include apples, asparagus, blueberries, carrots, lettuce, and potatoes.

30
VEGETABLES TRIED FOR
THE FIRST TIME



16
FRUITS TRIED FOR THE
FIRST TIME

FPMs reported trying new Michigan-grown vegetables more than Michigan-grown fruits:

- 253 total reports of vegetables tried for the first time
- 135 reports of fruits tried for the first time

Top three Michigan-grown vegetables tried for the first time:

- Asparagus (34 grantees)
- Carrots (23 grantees)
- Potatoes (17 grantees)

Top three Michigan-grown fruits tried for the first time:

- ★ Apples (35 grantees)
- ★ Blueberries (24 grantees)
- ★ Cherries (21 grantees)

14
GRANTEES TRIED
DRY BEANS FOR THE
FIRST TIME



Fourteen FPMs reported trying new Michigan-grown dry beans, including dry beans and lentils, 16 times across all four surveys.

It should be noted that although they were reported by FPMs, lentils and garbanzo beans are not commercially grown in Michigan and will not be counted as eligible foods in future years. The top specified varieties (including duplicates to show the full range of listed varieties) that FPMs reported serving (in rank order) included black beans, pinto beans, white beans (e.g., cannellini beans), lentils, navy beans, split peas, and garbanzo beans.

Figure 12.1. Reports of Michigan-Grown Dry Beans Purchased and Served for the First Time Through 10 Cents

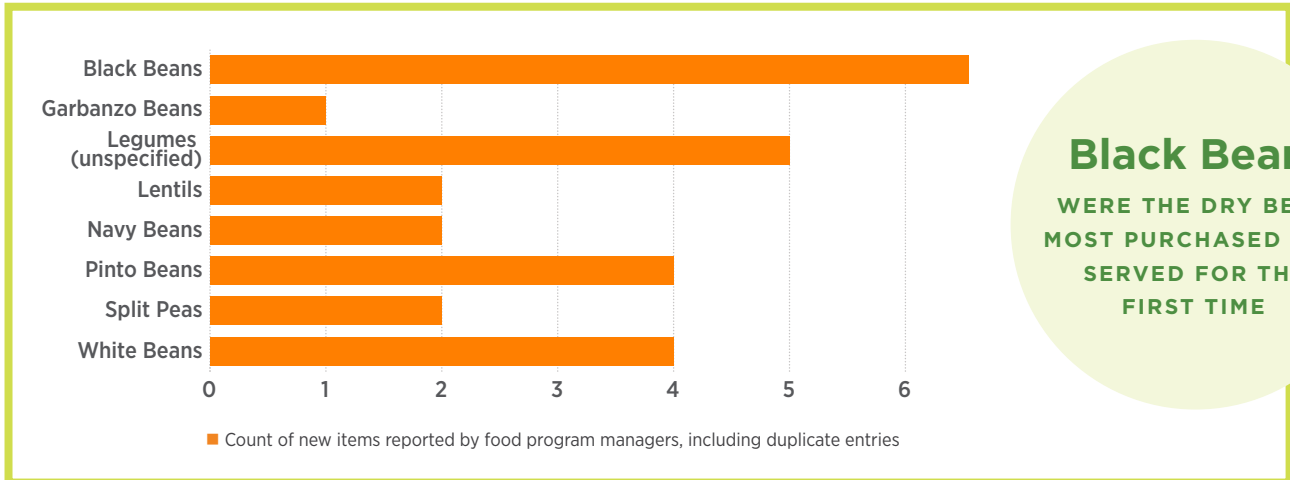


Figure 12.2. Reports of Michigan-Grown Fruits Purchased and Served for the First Time Through 10 Cents

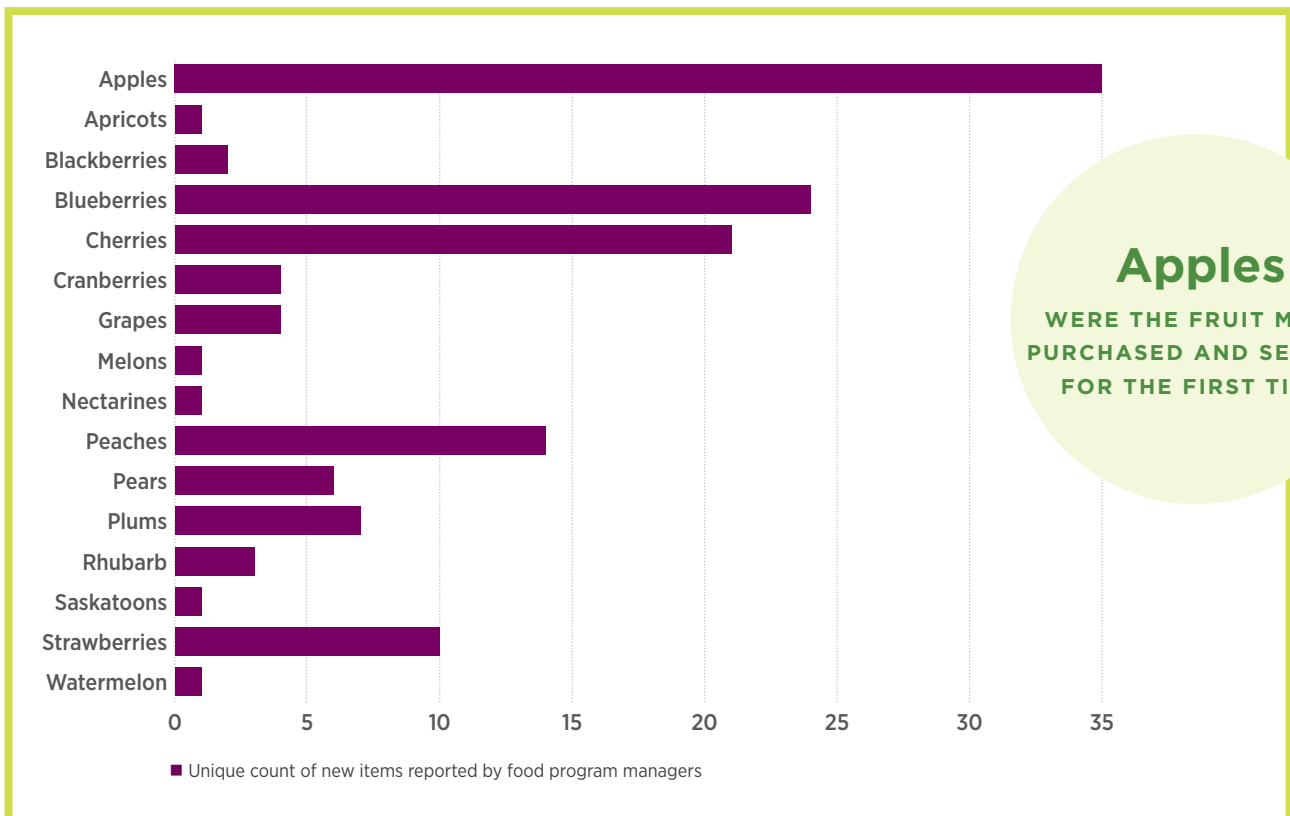
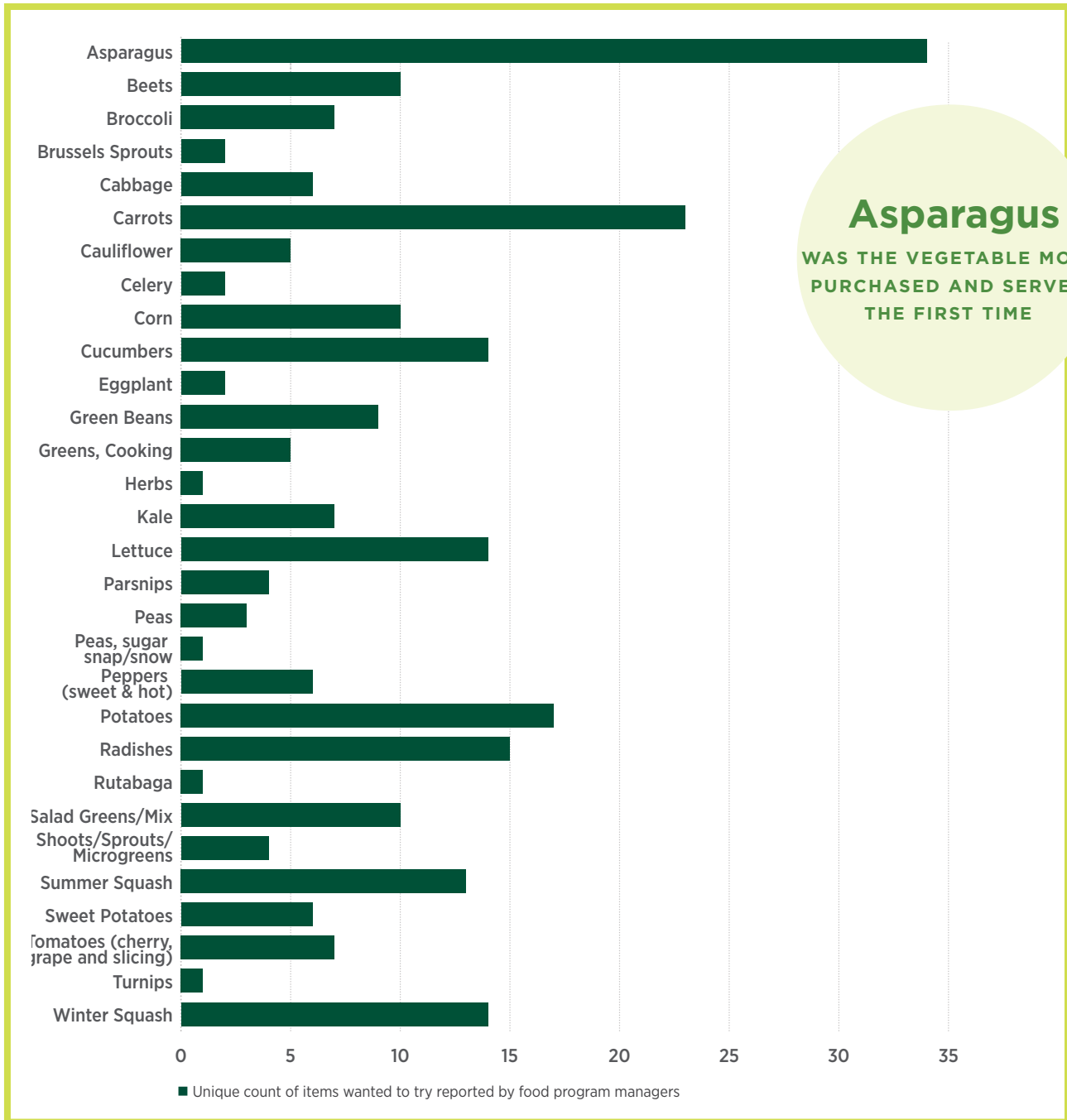


Figure 12.3. Reports of Michigan-Grown Vegetables Purchased and Served for the First Time Through 10 Cents



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.