



SECTION 13

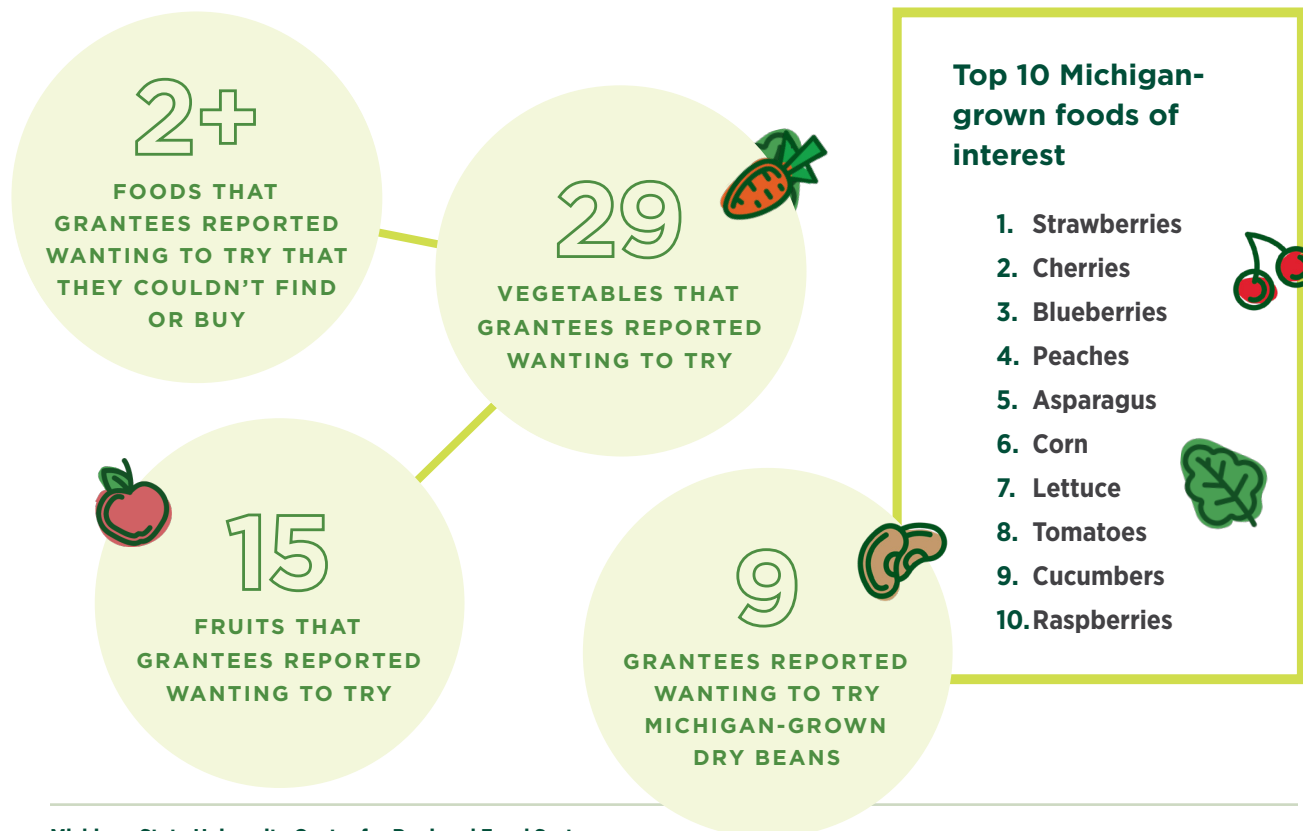
Michigan-Grown Fruits, Vegetables, and Dry Beans of Interest

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

Across all three surveys (February, April, and August), about **30% of responding grantees stated yes**, there were Michigan-grown foods they were unable to find and buy.



In three of the four surveys (February, April, and August), food program managers (FPMs) participating in 10 Cents a Meal for Michigan’s Kids and Farms (10 Cents) were asked, **“Are there any Michigan-grown fruits, vegetables, or dry beans that you would like to use that you have been unable to find or buy for your food service program?”** with “yes” and “no” response options.

Across all three surveys, about 30% of responding grantees stated “yes,” there were Michigan-grown foods they were unable to find and buy:

- **32%** (38 out of 117) in the February survey
- **29%** (28 out of 96) in the April survey
- **32%** (41 out of 128) in the August survey

Across all three surveys, almost **half of all program grantees** (69 out of the 143 program grantees, 48%) affirmed at least once that there were Michigan-grown products they would like to use but were unable to find or buy for their food program.

48%

If FPMs responded “yes” to this first question, they were asked to list up to 12 Michigan-grown fruits, vegetables, and dry beans they wanted to use in their food program but had been unable to find or buy. Grantees were also asked to include the form in which they would like to purchase the product. Eligible forms for 10 Cents a Meal for Michigan’s Kids and Farms (10 Cents) include fresh, frozen, dried, or minimally processed (including chopped, sliced, etc.). If a grantee duplicated their response across surveys, those responses were removed before analysis (53 duplicates total by 22 different grantees). Responses were also removed if the grantee indicated an item ineligible for 10 Cents, such as syrup or bread (four processed items were removed).

288
TOTAL REPORTS
OF WANTING TO
TRY A NEW MICHIGAN-
GROWN FOOD

Throughout the year, 59 different grantees made 288 reports of wanting to try a Michigan-grown fruit, vegetable, or dry bean variety they could not find or buy. Most of the responding FPMs (83%, 49 grantees) reported wanting to try two or more foods during the program year. One grantee reported wanting to try 22 different foods, the highest number reported across all grantees. On average, FPMs reported wanting to try two (2.1) new Michigan-grown foods throughout the 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 Michigan-grown foods of interest (in rank order of responses)

- | | |
|-----------------|-----------------|
| 1. Strawberries | 6. Corn |
| 2. Cherries | 7. Lettuce |
| 3. Blueberries | 8. Tomatoes |
| 4. Peaches | 9. Cucumbers |
| 5. Asparagus | 10. Raspberries |

FPMs reported wanting to try a new Michigan-grown vegetable more frequently than a Michigan-grown fruit.

- In total, FPMs reported wanting to try a new vegetable 137 times.
- There were 125 reports of FPMs wanting to try a new fruit.

The top desired Michigan-grown vegetables:

- Asparagus (11 grantees)
- Corn (11 grantees)
- Lettuce (11 grantees)
- Tomatoes (11 grantees)

The top desired Michigan-grown fruits:

- ★ Strawberries (24 grantees)
- ★ Cherries (24 grantees)
- ★ Blueberries (15 grantees)

Products that were described as mixes/blends/medleys (vegetable or fruit) were reported 15 different times as served for the first time.

29

VEGETABLES THAT
GRANTEES REPORTED
WANTING TO TRY



15

FRUITS THAT
GRANTEES REPORTED
WANTING TO TRY

Dry beans were reported by nine grantees (16% of responding grantees) as products that grantees were unable to find or buy.

Varieties of dry beans that FPMs specified (including duplicate responses to account for all varieties listed) were (in rank order) black, garbanzo, red, and navy. It should be noted that although they were reported by FPMs, garbanzo beans are not grown commercially in Michigan and will not be counted as eligible foods in future years.



Although respondents were not required to specify the desired form of products of interest, many listed forms such as dried, fresh, or frozen.

- **Fresh products made up 26%** of all Michigan-grown fruits, vegetables, and dry beans of interest (including duplicates to show the full range of listed varieties).
- Other frequently mentioned forms included **frozen products (9%)** and **minimally processed products (7%)**, including those that were sliced, chopped, or peeled.

Figure 13.1. Reports of Michigan-Grown Dry Beans That Grantees Wanted to Try but Were Unable to Find or Buy

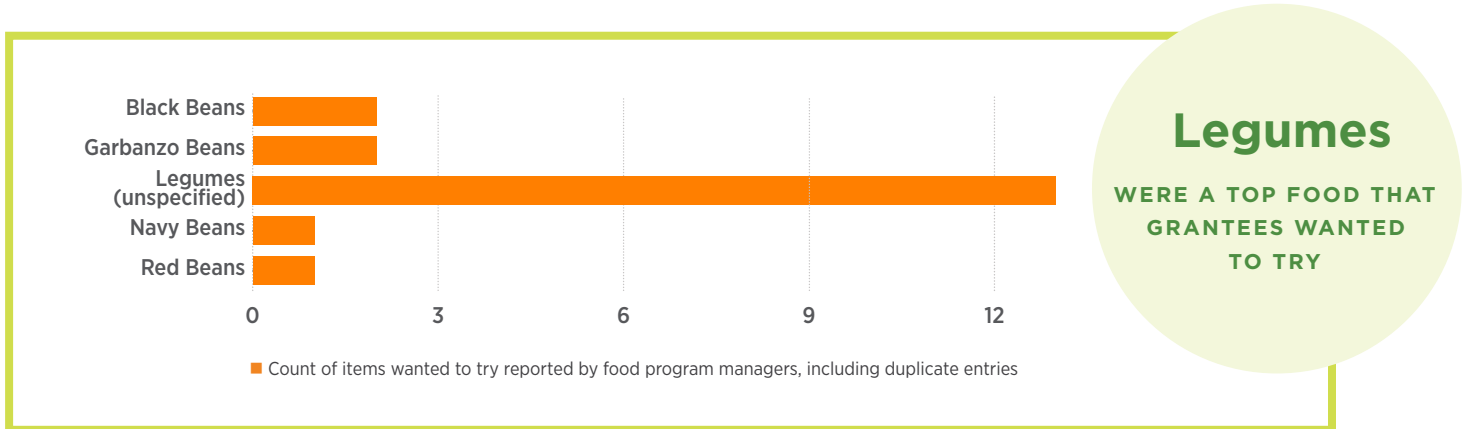


Figure 13.2. Reports of Michigan-Grown Fruits That Grantees Wanted to Try but Were Unable to Find or Buy

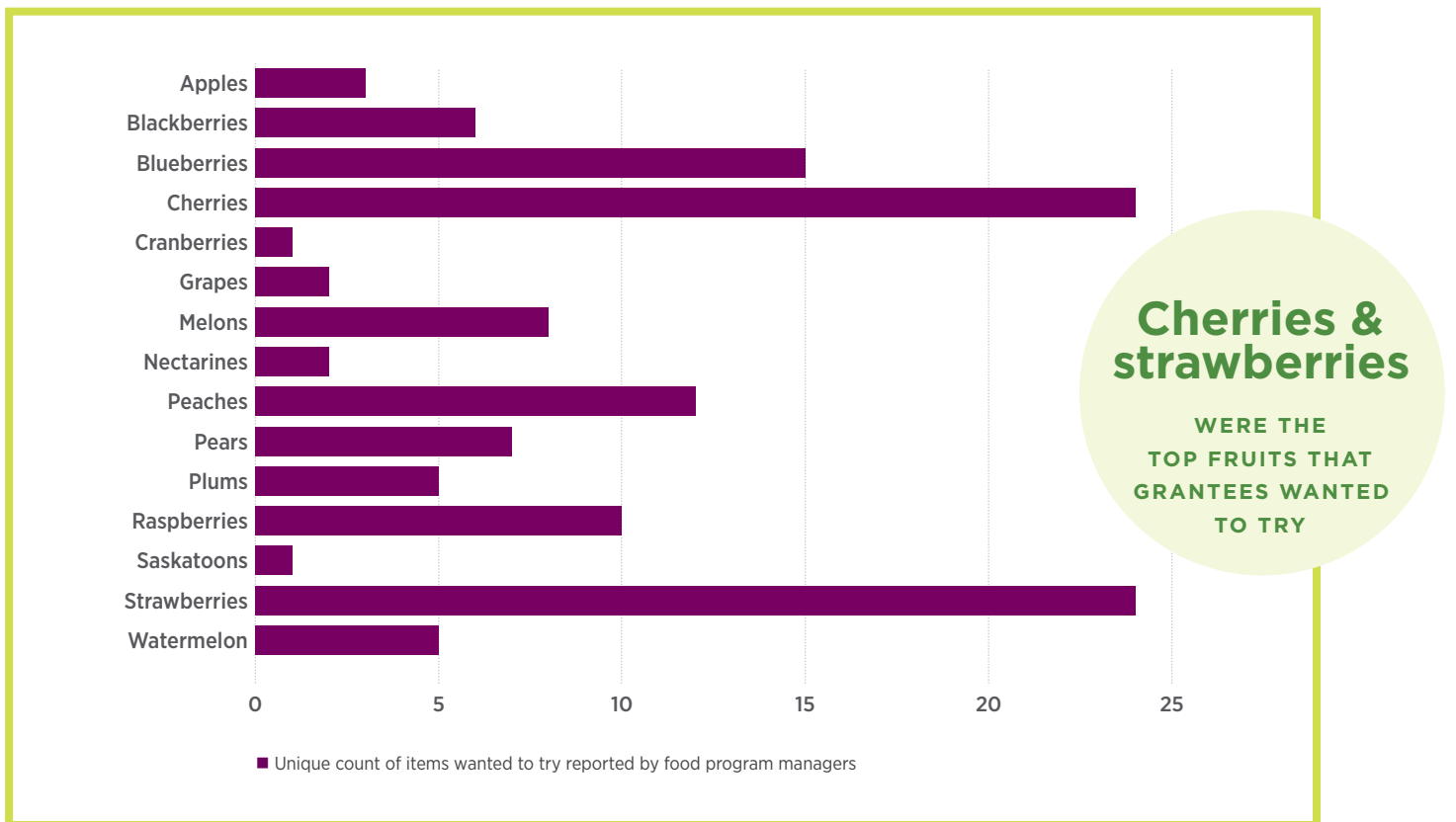
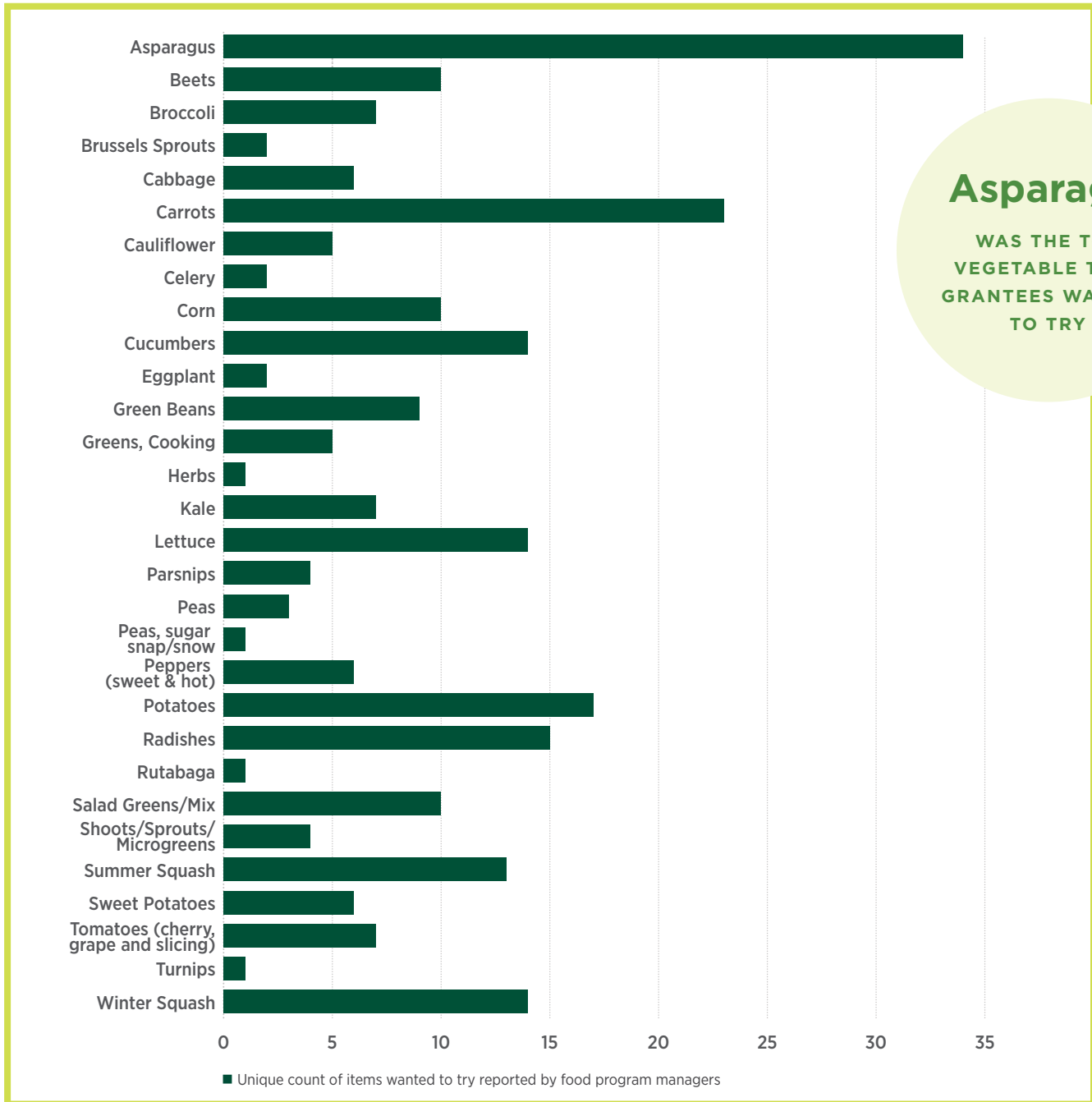


Figure 13.3. Reports of Michigan-Grown Vegetables That Grantees Wanted to Try but Were Unable to Find or Buy



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.