



SECTION 8

10 Cents Grantees Purchased a Diversity of Michigan-Grown Products

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

10 Cents purchasing information reported by grantees indicated that they purchased a wide variety of Michigan-grown products despite pandemic-related interruptions and challenges to food service operations and supply chain issues.



Of grantees who reported purchases:

- 99% purchased fruits
- 91% purchased vegetables

Grantee Reported Purchasing Information: September 2020–August 2021 (n = 100 of 143)

One potential outcome of 10 Cents a Meal for Michigan’s Kids and Farms (10 Cents) is for grantees to purchase and serve a wider variety of fruits, vegetables, and dry beans.¹

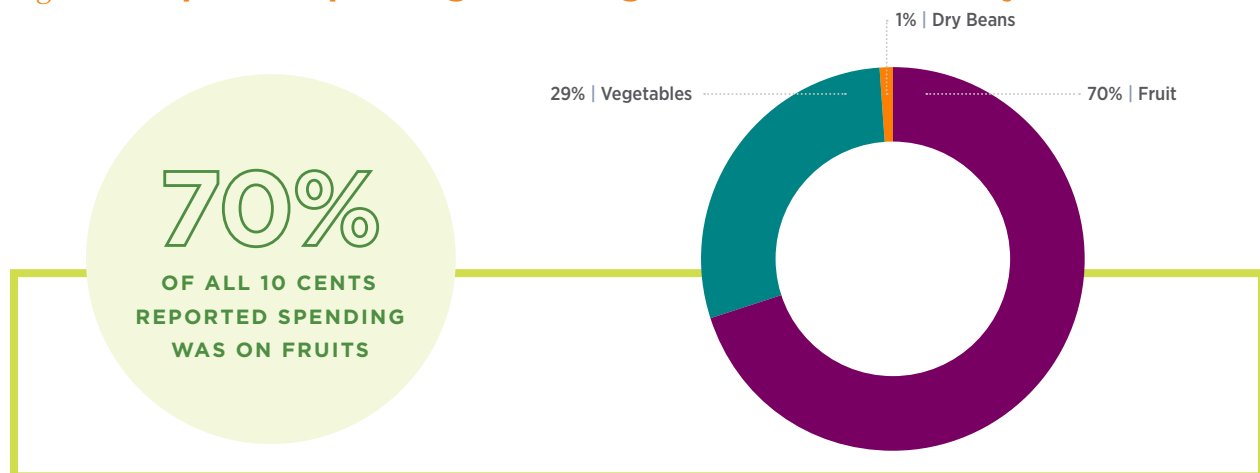
Purchasing information reported by grantees indicated they purchased a wide variety of Michigan-grown products, despite pandemic-related interruptions and challenges to food service operations and supply chain issues.

For evaluation purposes, Michigan-grown food products and any specified varieties were categorized into product types. For example, romaine lettuce was categorized as lettuce, and certain types of squash were categorized as summer squash (e.g., zucchini) or winter squash (e.g., butternut squash). Any fruit, vegetable, or dry bean that was unidentifiable or labeled as general or unspecified, such as “frozen berries” or “root crop,” was omitted from analysis.

Together, grantees reported purchasing 34 types of vegetables and 15 types of fruits in 2020–2021. Of grantees who reported purchases, 99% purchased fruits and 91% purchased vegetables. Only 16% of grantees reported buying dry beans.

Across the three product categories, fruits made up 70% of all 10 Cents reported spending (in dollars). Almost 54% of all fruit purchases came from broadline distributors, and 30% came from a food hub. Vegetables comprised 29% of all 10 Cents spending and had similar distribution to fruits in terms of market channel types. Broadline distributors made up 42% of all vegetable purchases followed by food hubs with 37% of all vegetable purchases. Dry beans were just 1% (\$13,274) of total 10 Cents spending on Michigan-grown products, indicating significant potential for growth in future years. Unlike fruits and vegetables, one food hub was the primary market channel for dry bean purchases (92% of spending), with broadline distributors (6% of spending) and farmers selling direct (2% of spending) supplying the rest.

Figure 8.1. Reported Spending on Michigan-Grown Products by 10 Cents Grantees



¹ See *Why 10 Cents Matters: A Framework*.

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.