



Executive Summary

10 CENTS A MEAL 2022–2023 EVALUATION RESULTS

10 Cents a Meal for Michigan's Kids and Farms, administered by the Michigan Department of Education, matches what participating schools and other non-school sponsors spend on Michigan-grown fruits, vegetables, and dry beans. This brief is part of the [**10 Cents a Meal 2022–2023 Evaluation Results: Sustaining Momentum for Michigan's Future**](#).

The 2022–2023 program marked the largest amount of funds awarded to grantees to date for the 10 Cents a Meal for Michigan's Kids and Farms (10 Cents a Meal) program. The Michigan Department of Education (MDE), which administers the program, awarded more than \$5.6 million in grant funds to 240 grantees in 65 Michigan counties.

\$5.6m+
IN GRANT FUNDS

240
GRANTEES

65
MICHIGAN COUNTIES

To follow the impact of the 10 Cents a Meal program, evaluators conducted two evaluation surveys (May and August) with participating food program managers (FPMs) throughout the program year.¹ Additionally, purchase information reported by grantees to MDE was analyzed to learn more about the Michigan-grown fruits, vegetables, and dry beans purchased and served through the program.

Key findings and highlights are outlined below, grouped by summaries of results that follow.

10 Cents a Meal Grant Distribution

- In 2022–2023, **240 school districts** and other non-school sponsors were awarded over \$5.6 million in 10 Cents a Meal grants dollars.
- Grantees comprised **224 schools**, **14 childcare sponsors**, and **two community feeding site sponsors** located in **65 counties** throughout the state.

¹ Refer to the "Technical Notes" in the [**Appendices for Sustaining Momentum for Michigan's Future: 2022–2023 10 Cents a Meal Evaluation Report**](#) to learn more about the response rates and analysis for survey questions.

Children Reached Through 10 Cents a Meal

- **An estimated 587,490 K–12 schoolchildren could have been reached by grantees and benefited from the program.** This amounts to nearly 41% of all K-12 schoolchildren in Michigan (1,437,279 total) the same year.
- **Fourteen childcare sponsors and two community feeding site sponsors participated** in the program and likely reached nearly 5,000 young children.
 - **This also included children reached through 59 childcare centers and family day care home providers** participating in a 10 Cents a Meal pilot program with their Child and Adult Care Food Program (CACFP) sponsoring organization.
- **The percentage of schoolchildren eligible for free and reduced-price meals among schools and school districts grantees was one percentage point higher** than that of all Michigan schoolchildren overall (54.9% compared to 53.9%).
- **Regarding the diversity of schoolchildren reached through the program, school grantees had a higher percentage of African American (21.0%) schoolchildren than the total percentage of the statewide population (17.8%)** and a slightly higher percentage of Hispanic/Latinx schoolchildren (10.4%) than the total percentage of the statewide population (8.9%).²

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Food Program Managers and Staff Participating in 10 Cents a Meal

- **One-third (34%) of all grantees were new to the program** in 2022–2023. Additionally, this was only the second year of participation for another third (32%) of grantees.
- **A quarter (26%) of responding FPMs had 10 years or more of experience purchasing local foods.** Conversely, nearly a fifth (19%) of responding FPMs had just 1 year or less of experience purchasing local foods.
- **The majority of responding FPMs (88%) reported a positive staff response** to local foods purchased and served through 10 Cents a Meal.

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TOP MOTIVATORS

The top motivators of FPMs for purchasing and serving local foods included:

- **helping Michigan farms and food businesses** (28% of reported motivators);
- **benefits to children** (26% of reported motivators), including increasing their consumption of healthy and nutritious foods and providing educational opportunities;
- **product attributes of Michigan-grown foods** (25% of reported motivators), such as freshness, increased quality and variety, and better taste; and
- **supporting the community** (12% of reported motivators).

2 Demographic terminology and data provided by the state of Michigan's official public portal for education data, [MI School Data](#).

TOP BARRIERS

The top barriers and logistical challenges FPMs reported for purchasing and serving local foods included:

- **issues related to food service operations**, such as lack of available labor, equipment, or storage (26% of reported barriers, 41% of reported logistical challenge);
- **lack of availability of local foods** (38% of reported barriers, 15% of reported logistical challenges); and
- **supply chain issues** (23% of reported barriers, 44% of reported logistical challenge).

Michigan Farmers and Vendors Participating in the 10 Cents a Meal Supply Chain

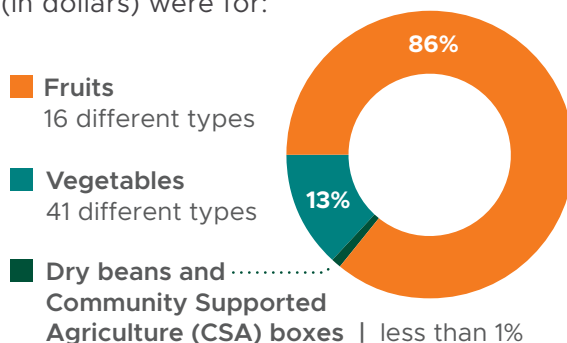
- Grantees reported spending nearly **\$4 million dollars** on Michigan-grown fruits, vegetables, and dry beans.
- **Of the grantees who reported purchases (75%, 181), 190 farms were named out of 248 unique vendors who supplied Michigan-grown foods.** An average of seven farms of origin (6.6) were reported per grantee.
- **More than half (58%) of all the program's purchases (in dollars) were from broadline (full-service) distributors.**
- **Grantees purchased over \$700,000 of Michigan-grown products** directly from 149 individual farms (20% of total reported purchases).
- **Half of responding grantees reported that participating in 10 Cents a Meal allowed them to make connections with new farmers or suppliers** (52%, 100 out of 192) and improved their existing relationships with farmers or local food suppliers (50%, 96 out of 192).

Grantees reported spending nearly
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Purchase and Use of Michigan-Grown Fruits, Vegetables, and Dry Beans

GRANTEE PURCHASES

During the program year, grantees' purchases (in dollars) were for:



TOP PRODUCTS PURCHASED

The most common products grantees purchased (in rank order of total dollars spent) included:

1. Apples
2. Blueberries
3. Carrots
4. Peaches
5. Lettuce



- **10 Cents a Meal grants allowed grantees to try new products in their food program** that they would not have otherwise tried, as reported by a majority (77%, 150) of FPMs.
- **As a group, grantees reported trying for the first time 39 types of vegetables and 16 types of fruits.** On average, FPMs reported serving three new Michigan-grown foods during the year.

77%
of grantees reported that 10 Cents a Meal allowed them to try new products.

TOP PRODUCTS TRIED FOR THE FIRST TIME

The top five Michigan-grown foods that FPMs reported trying for the first time (in rank order) were:

1. Apples
2. Cherries
3. Asparagus
4. Dry beans
5. Blueberries



26%

During the year, a quarter of grantees (62, 26%) reported at least once that there were Michigan-grown fruits, vegetables, or dry beans they wanted to use but were not able to find or buy.

A Closer Look at the Program

- **A majority of grantees agreed that their food program was positively impacted through participating in 10 Cents a Meal:**
 - They offered **more local fruits** (82% of grantees),
 - they **increased fruit consumption** among children (73% of grantees), and
 - they offered **more local vegetables** (72% of grantees).
- **To support their efforts to purchase and serve Michigan foods, FPMs most commonly reported needing:**
 - **programmatic support** for 10 Cents a Meal participation (50% of responses for current needs, 46% for future needs);
 - **support related to the food supply chain** (37% of responses for current needs, 35% of responses for future needs); and
 - **support with food service operations** (13% of responses for current needs, 18% of responses for future needs).
- **Nearly half (48%, 63 grantees) of all FPMs who shared program feedback responded positively** about participating in the program (41% of all responses).
- **Most positive feedback was about general support and positive reception toward the program**, including a positive impact on children, food service staff, teachers, and Michigan farmers.

50%
of grantees reported needing programmatic support.

Recommendations for Evaluation Purposes and Program Practices

- 1 Collect data and track participation in the family day care home pilot.
- 2 Further analyze the impact of the program on children and communities, including through geographic mapping or data related to resource allocation and per-pupil funding.
- 3 Consider broadening types of eligible expenses for the program to better leverage 10 Cents a Meal funds, such as funds to support food service staff and labor, and food transportation expenses.
- 4 Beyond food service, track other farm to school efforts that can impact 10 Cents a Meal participation, such activities that can increase local food culture at participating schools.

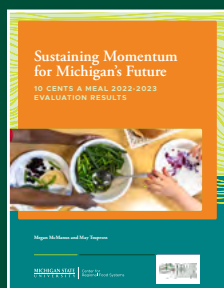
Evaluation helps us track progress toward the program's two main goals:

- improving daily nutrition and eating habits for children through the school and childcare setting, and
- investing in Michigan agriculture and the related food business economy.³

Findings show that the 10 Cents a Meal program continues to make progress toward reaching these goals. Purchasing information and survey responses reveal that grantees continue to purchase and serve a diverse range of Michigan-grown foods to children that help them achieve a variety of impacts, such as serving more fruits and vegetables. At the same time, grantees also continue to report barriers and challenges to purchasing local foods, such as limited staff capacity, supply chain issues, and the need for additional programmatic support. Future evaluation can help us identify the program's successes, strengths, and opportunities for improvement. These findings can help the program continually improve and grow the impact that 10 Cents a Meal can have on Michigan's children, agriculture, and local economies.

3 Goals are set by the Michigan Legislature as defined under [Michigan Public Act 144 of 2022](#).

Photo Credits: Sarah Rypma



Evaluation of 10 Cents a Meal for Michigan's Kids and Farms is led by the Michigan State University Center for Regional Food Systems (CRFS). The work presented here is part of the **10 Cents a Meal 2022–2023 Evaluation Results: Sustaining Momentum for Michigan's Future** by Megan McManus and May Tsupros, 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, canr.msu.edu/10-cents-a-meal, and mifarmtoschool.msu.edu.