



SECTION 4

Michigan-Grown Food Purchasing Experience of Participating Food Program Managers

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 food program managers (FPMs) (54%) who participated in 10 Cents in 2020–2021 reported **6 years of experience or more purchasing local foods for food service programs** (whether with their current position or before), while many FPMs (19%) indicated they were new to purchasing local foods with no prior years of experience.



Half of all responding FPMs (50%) indicated they had at least 6 years of experience both purchasing local foods for their current food service program and managing/directing their current food service program.



When FPMs' experience purchasing local foods was compared to the participating grantee's type of food service operation, both grantees with self-operating programs and contracted food service management companies had **similar levels of experience**.

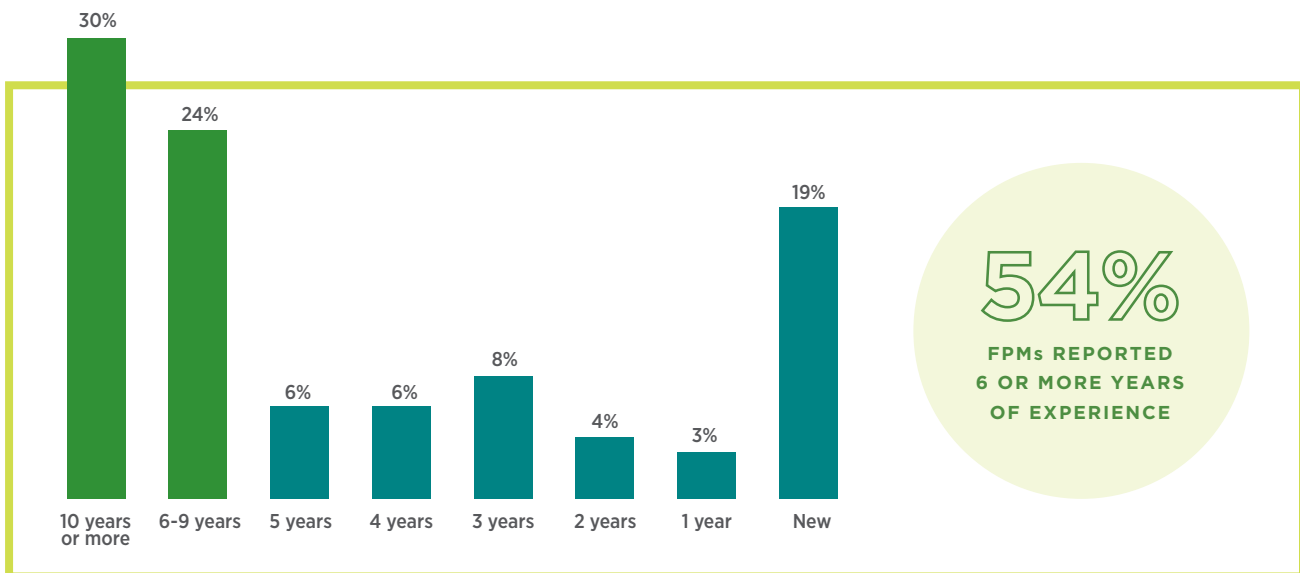
Survey: February

The FPMs¹ who participated in the 2020–2021 year of 10 Cents a Meal for Michigan’s Kids and Farms (10 Cents) had a range of years of experience purchasing local foods and managing the food service programs at their respective schools, districts, or centers.

All 118 FPMs that took the February evaluation survey responded to questions about their years of experience with local food purchasing and managing their current food programs. Previous analysis indicated that more experience with 10 Cents and other farm to school programs might lead to FPMs purchasing more types of Michigan-grown fruits, vegetables, and dry beans through 10 Cents.² Responses to the survey questions described below will continue to help evaluators gain further insight into this potential finding as the program grows.

FPMs who took this survey responded to the question, **“For how many years have you personally been purchasing local foods for food service programs?”** Although most responding FPMs (54%) reported six years of experience or more ($n = 63$), many FPMs (19%) indicated they were new to purchasing local foods ($n = 23$) with no prior years of experience.

Figure 4.1. Years of Food Program Manager Experience Purchasing Local Foods for Food Service Programs



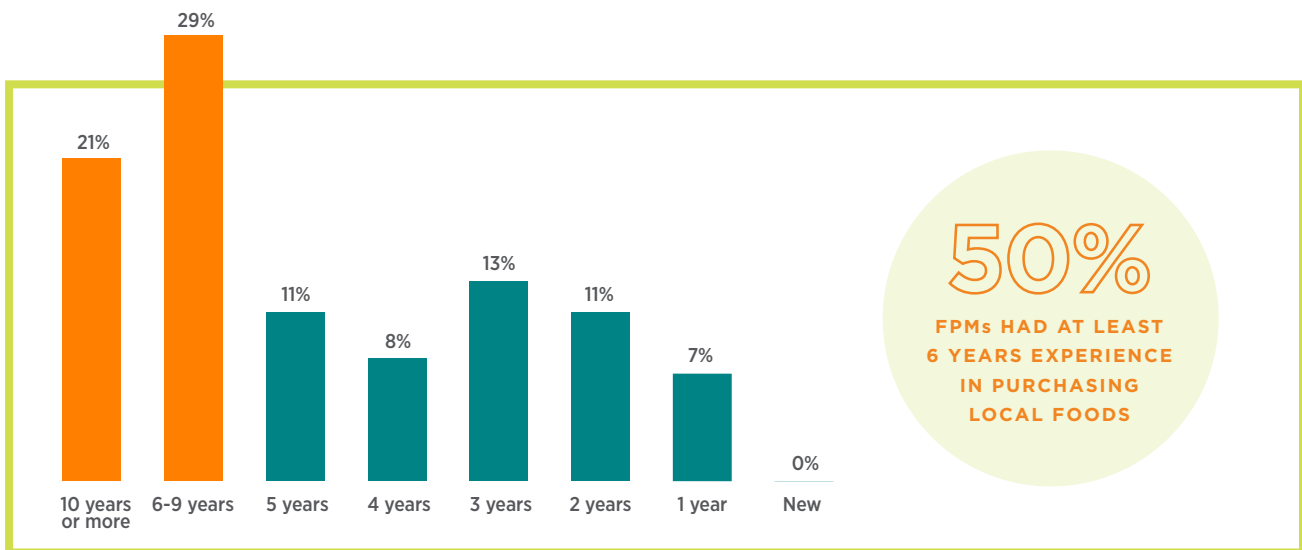
Note: $n = 118$

1 For more information about this term, refer to *Evaluation Activities of the 10 Cents a Meal Program* in the full report.

2 Refer to the *Farm to School Experience Matters: Insights From an Analysis of Food Service Director Behavior* summary.

Next, there were 95 FPMs who responded to the question, “**For how many years have you been purchasing local foods for the food service program at this school, district, or center?**” This question was not asked of the 23 FPMs who responded as new to local food purchasing in the previous question. Half of the FPMs (50%) who responded indicated they had at least 6 years of experience, 29% ($n = 28$) of FPMs who responded indicated 6–9 years, and 21% ($n = 20$) of FPMs who responded indicated 10 years or more.

Figure 4.2. Years of Food Program Manager Experience Purchasing Local Foods for Their Food Service Program at Their School, District, or Center

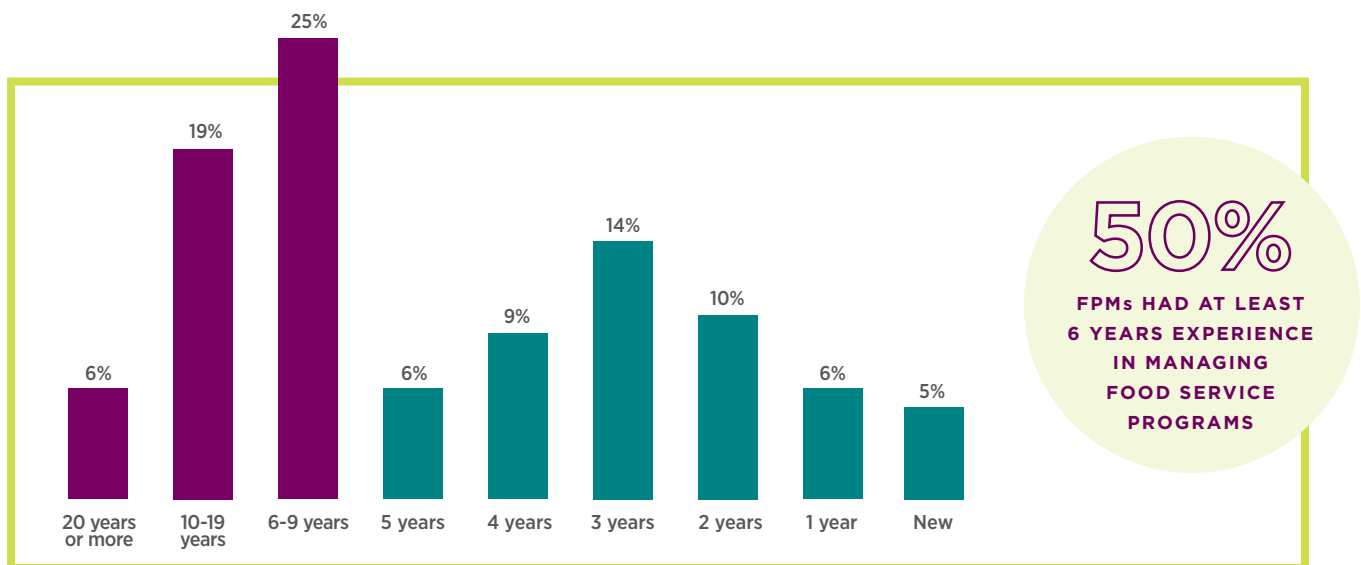


Note: $n = 95$



All grantees that took the survey responded to the question, “**How long have you managed or directed the food service program at your school, district, or center?**” Results were similar to the previous question, with half of the FPMs (50%) reporting at least six years of experience. Approximately 25% ($n = 30$) of FPMs indicated 6–9 years and 29% ($n = 22$) stated 10–19 years. Despite this breadth of experience, a portion of FPMs were newer to their programs. More than one-third of FPMs had three years or less of experience managing or directing their food service program (35%, $n = 41$).

Figure 4.3. Years of Food Program Manager Experience Managing or Directing Their Food Service Program at Their School, District, or Center



Note: $n = 118$

These data show that half of responding FPMs had at least 6 years or more of experience with purchasing local foods generally ($n = 63$, 54%) and at their respective programs in 2020–2021 ($n = 48$, 50%). Similarly, half of responding FPMs had at least 6 years of experience managing or directing the food service program at their school, district, or center ($n = 59$, 50%). One-third of responding FPMs (35%) indicated they had 3 years of experience or less managing or directing their food service program. However, nearly one-fifth (19%) of responding FPMs reported that they were new to purchasing local foods for any food service program.

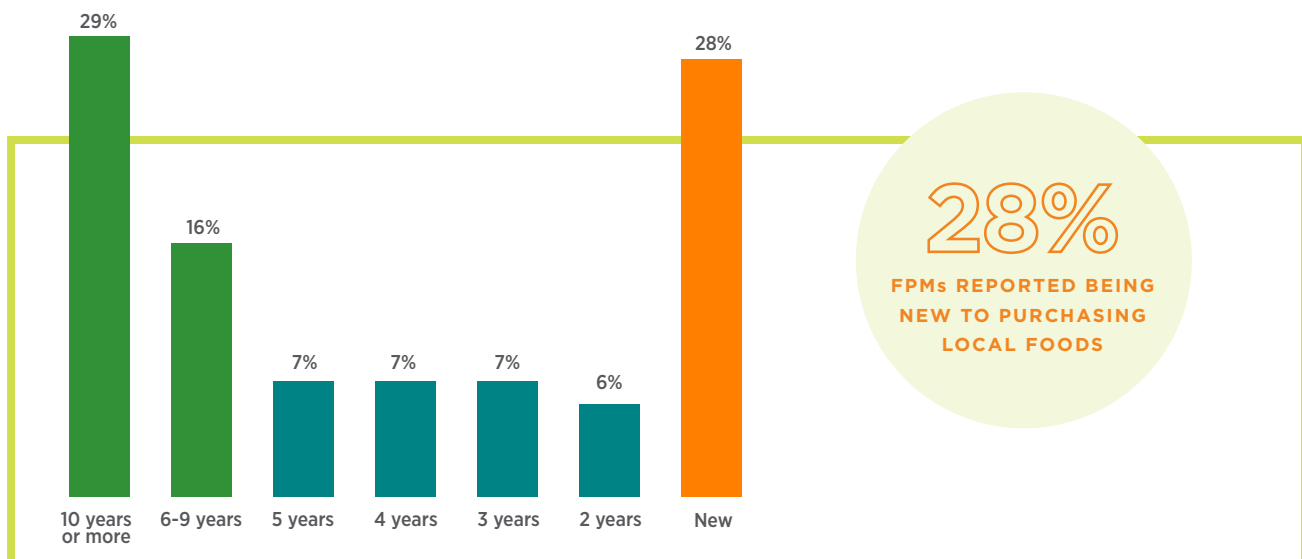
FPMs’ experience purchasing local foods was compared to the number of years grantees had participated in 10 Cents. For the 2020–2021 school year, more than half (63%) of all grantees were new to the program. This was followed by grantees who had three years of participation (15%) and four years of participation (10%). Seven grantees (5%) participated for the maximum possible of five years, since the first pilot program year began in 2016–2017 with just 16 grantees.

Table 4.1. Years of Participation in 10 Cents by Grantees 2020–2021

Years of participation in 10 Cents by grantees	Number (percent) of grantees
1 year	90 (62.9%)
2 years	9 (6.3%)
3 years	22 (15.4%)
4 years	15 (10.5%)
5 years	7 (4.9%)

Note: $n = 143$

FPMs working for new schools, districts, or centers participating for the first time in 10 Cents had a much more varied level of experience purchasing local foods (see Figure 4). While almost one-third of FPMs new to 10 Cents stated that they were also new to purchasing local foods ($n = 19$, 28% of responding first-year FPMs), another third stated they had 10 years or more of experience purchasing local foods ($n = 20$, 29% of responding first-year FPMs).

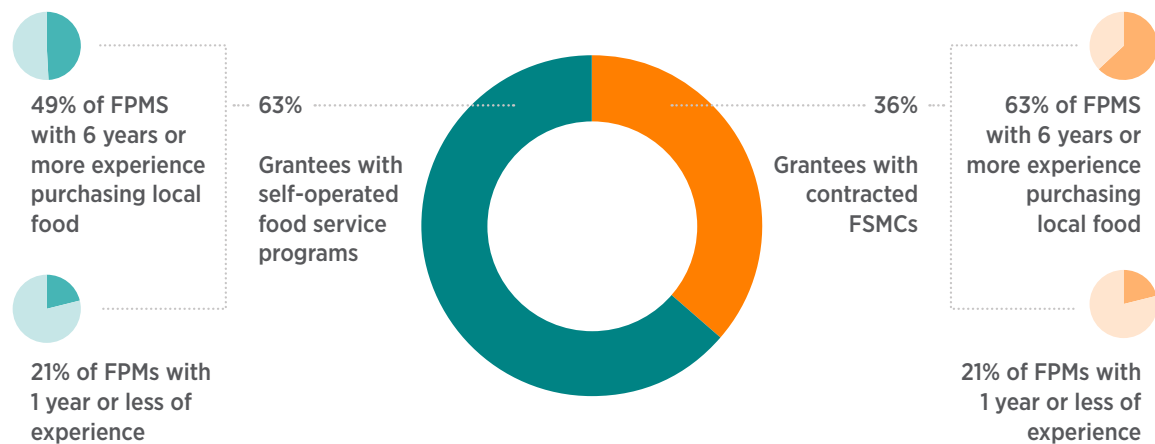
Figure 4.4. Years of Experience Purchasing Local Foods for New Grantees Participating in 10 Cents 2020–2021

Note: $n = 69$

Conversely, for the most experienced grantees—those with 5 years of experience participating in 10 Cents by 2020–2021—all but one of six responding FPMs had 6 years or more of experience purchasing local foods, both generally and for their respective programs. The one FPM who had 1 year of experience was new to a school/district that had already participated in 10 Cents in prior years. Of the 16 original grantees from 2016–2017, seven participated in the 2020–2021 year.

Figure 4.5. Grantees' levels of experience purchasing local foods

Grantees with self-operating and contract food service management companies (FSMCs) had similar levels of experience purchasing local foods.



The majority of responding grantees (63%, $n = 74$) had self-operated food service programs, and over a third of grantees (36%, $n = 43$) had contracted FSMCs. Most grantees with contracted FSMCs had FPMs with 6 years or more of experience purchasing local food (63%, $n = 27$), and nearly half of grantees with self-operated programs had FPMs with this level of experience (49%, $n = 36$). Both types of grantees had a fifth of FPMs with 1 year or less of experience (21%, $n = 9$ for grantees with contracted FSMCs and $n = 16$ for grantees with self-operated programs).

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.