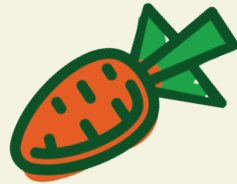


WHY 10 CENTS MATTERS

A Framework



10 CENTS
A MEAL
FOR MICHIGAN'S KIDS & FARMS

10 Cents a Meal for Michigan's Kids & Farms is designed to improve daily nutrition and eating habits for Michigan children and invest in Michigan's agriculture and local food business economy. This state-funded pilot program matches what schools spend on Michigan-grown fruits, vegetables, and legumes with grants of up to 10 cents per meal. This resource shows how the 10 Cents program works and the impacts it can have:

- A framework, based on the 2018-2019 program design, depicts how the incentive program contributes to healthier kids and stronger local economies.
- A flow chart shows the businesses, groups, and organizations involved in providing food to schools or supporting the 10 Cents program.

The framework focuses on the core program goals: healthier eating habits for children and increased sales for suppliers. Of course, other factors influence these goals—we are aiming to show how 10 Cents directly advances them. The framework is meant to illustrate the theory of change and does not include citations for the problem statements or metrics for the result statements.

10 Cents also creates opportunities for school food service programs beyond the core program goals. For example, districts participating in 10 Cents are encouraged to conduct nutrition education and food promotion activities. Serving and sourcing Michigan-grown food can naturally enhance these activities by helping children and the school community understand where their food comes from. By building these kinds of connections, schools can create a culture that celebrates healthy, Michigan-grown food and includes food service as a partner in advancing education.

All schools that serve lunch in participating regions were eligible to apply for 10 Cents grants; 57 grants were awarded to schools in 27 of Michigan's 83 counties in 2018-2019. In the future, the program could be designed to include strategies to reduce health disparities, support minority-, women-, and veteran-owned businesses, and strengthen local food supply chains. Future expansions could also extend the pilot to a statewide program and include early care and education (ECE) sites.



10 CENTS FRAMEWORK



PROBLEM STATEMENTS

CHILDREN – The majority of Michigan children eat legumes infrequently and are not meeting the USDA daily fruit and vegetable requirement.

The majority of Michigan children are not exposed to a wide variety of fruits, vegetables, and legumes.

The federal reimbursement rate for school meals is too low for FSDs to purchase large varieties and quantities of fruits, vegetables, and legumes from diverse-scale Michigan suppliers.

SUPPLIERS – The school food supply chain has many barriers to entry for small- and medium-scale Michigan suppliers.

Small- and medium-scale Michigan suppliers face many challenges to business viability.

KEY TERMS

FSDs means school food service directors.

Michigan suppliers means growers, producers, processors, distributors, food hubs, and other food and agriculture businesses.

INTERVENTION STATEMENT

Awarded food service programs receive match reimbursement funding to purchase and serve Michigan-grown fruits, vegetables, and legumes.

Fruits, vegetables, and legumes means whole or minimally processed fruits, vegetables, and legumes that are grown in Michigan and, if minimally processed, are also processed in Michigan.

☑ RESULTS FOR CHILDREN

- FSDs have additional funding for school meals.
- FSDs purchase and serve a larger quantity of fruits, vegetables, and legumes.
- FSDs purchase and serve a wider variety of fruits, vegetables, and legumes.
- FSDs develop new relationships with Michigan suppliers.
- School meal programs raise awareness of local fruits, vegetables, and legumes.
- Children choose, try, and like Michigan-grown fruits, vegetables, and legumes.
- Children eat more fruits, vegetables, and legumes.
- Children establish healthier eating habits.
- Children are healthier.

SHORT
TERM
RESULTS

LONG
TERM
RESULTS

☑ RESULTS FOR SUPPLIERS

- Funds are available for the purchase of Michigan-grown fruits, vegetables, and legumes.
- Michigan suppliers, including small- and medium-scale suppliers, sell more Michigan-grown fruits, vegetables, and legumes to school meal programs.
- Funds allocated leverage additional purchases from Michigan suppliers.
- Michigan suppliers increase their sales to schools.
- Michigan suppliers increase their profitability.
- Michigan suppliers recirculate profits in the local economy.
- Michigan's local economies are stronger.

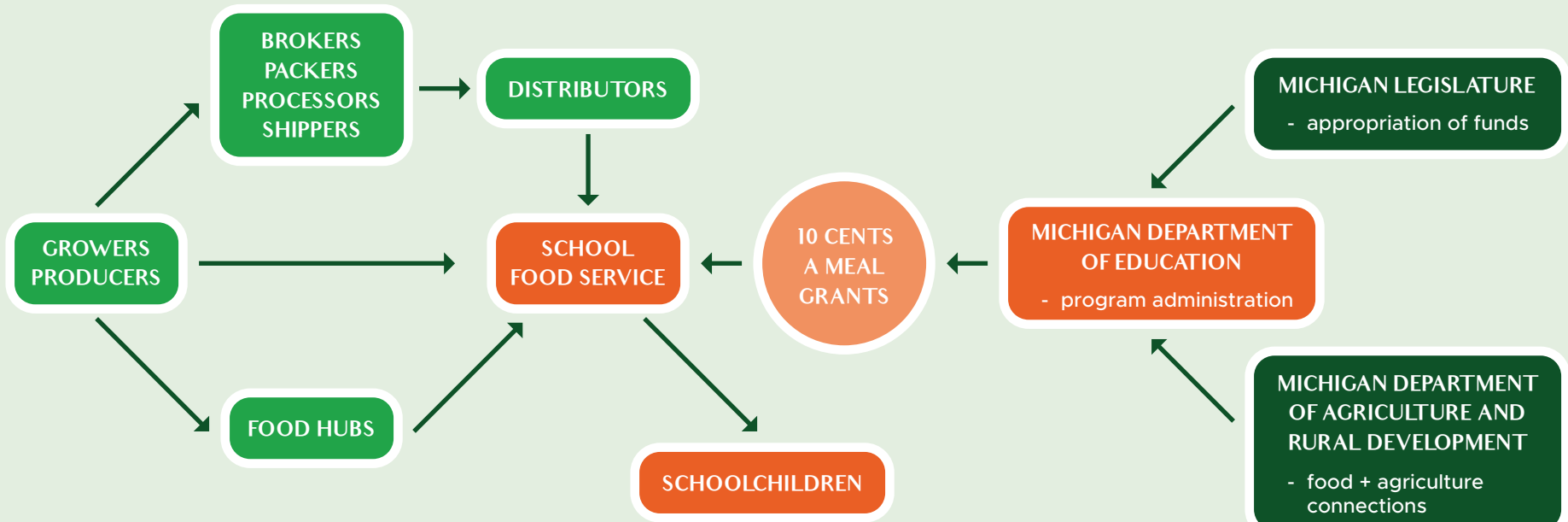


10 CENTS FLOW CHART



FLOW OF SCHOOL FOOD

FLOW OF 10 CENTS MICHIGAN



The above diagram shows who is involved in the **10 Cents program**. The left side shows how food moves through different types of suppliers to reach school food service directors, including for the 10 Cents program. The right side shows who is involved in supporting and administering the 10 Cents program. The 10 Cents program operates within the context of the U.S. Department of Agriculture Child Nutrition Programs, including the National School Lunch Program.

WHY 10 CENTS MATTERS

ACKNOWLEDGMENTS

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For additional information about 10 Cents, see tencentsmichigan.org and mifarmtoschool.msu.edu.

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