



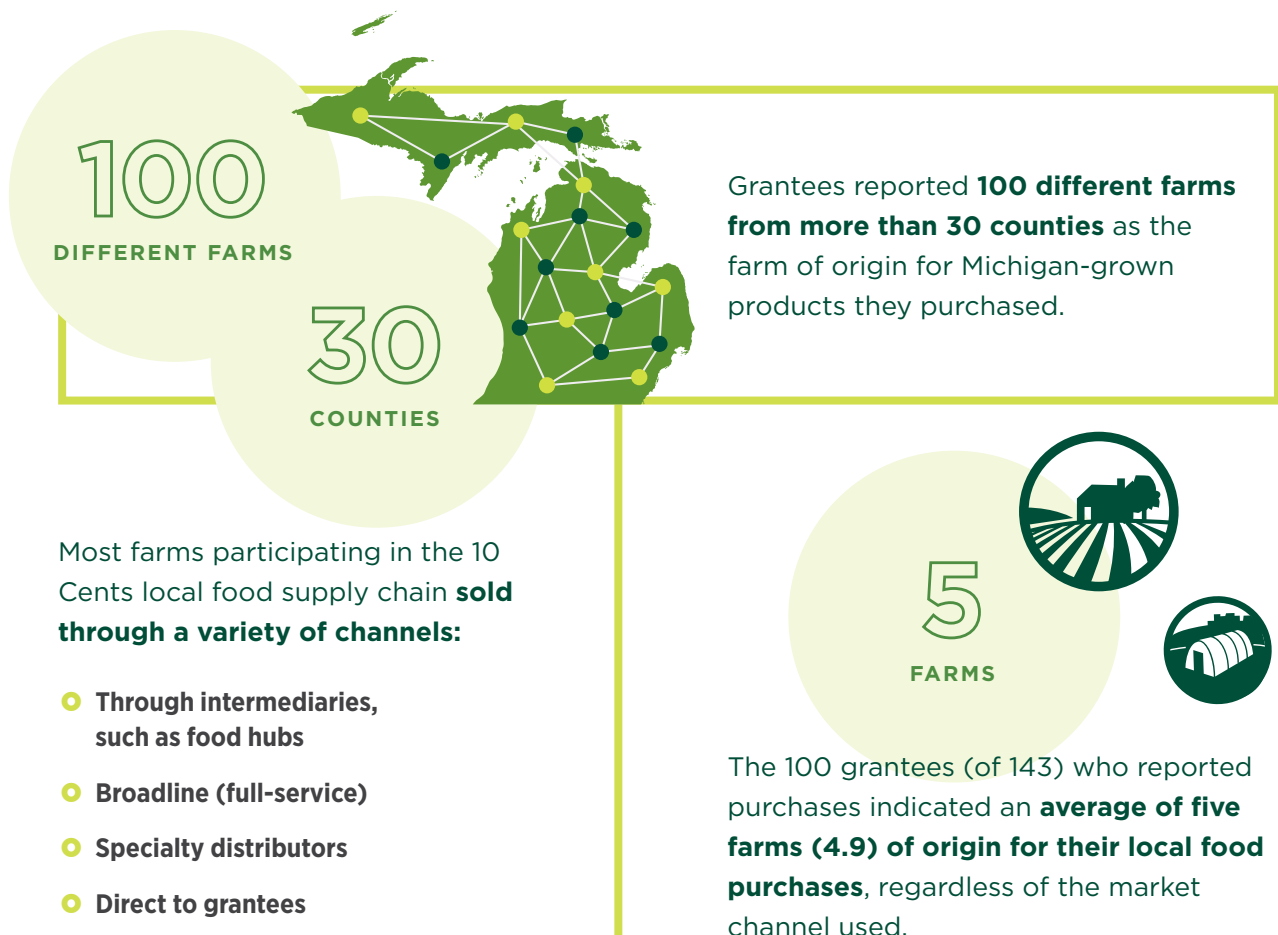
SECTION 15

Michigan Farms in the 10 Cents Supply Chain

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



Most farms participating in the 10 Cents local food supply chain **sold through a variety of channels:**

- Through intermediaries, such as food hubs
- Broadline (full-service)
- Specialty distributors
- Direct to grantees

Legislation for 10 Cents a Meal for Michigan’s Kids and Farms (10 Cents) requires that grantees provide receipts that show “the name and Michigan location of the farm that grew the products” and the dollar amount spent.¹ However, grantees were not able to provide a farm of origin for 60% of their purchases.

Of the 100 grantees who reported purchases, 74 were able to report a farm of origin for some of their purchases.² Together, they reported 100 farms from more than 30 different counties as the farm of origin for products purchased. Purchasing data from grantees show that most farms participating in the 10 Cents local food supply chain sold through a variety of channels, including through intermediaries, such as food hubs and broadline and specialty distributors, and direct to grantees (see Table 15.1 below).

Regardless of the market channel used, the 100 grantees that reported purchases indicated an **average of five farms (4.9)** of origin for their purchases.



The most farms of origin one grantee reported was 24: 18 for purchases through a food hub, six for purchases through a farmer cooperative and one farm that sold through both channels. Of all the reported farms of origin, one farm made up 20% of all purchases, primarily through a food hub.

Table 15.1. Use of Market Channels for Purchases Among Grantees

Market Channels for Purchases with Farms of Origin	Number and Percent of Total Reported Farms of Origin
Food hub	47 (47%)
Broadline distributor	26 (26%)
Specialty distributor	22 (22%)
Farm direct	21 (21%)
Farmer cooperative	6 (6%)
Processor	6 (6%)
Grocery	5 (5%)

Note: $n = 100$

¹ State of Michigan [Public Act 165 of 2020](#).

² Purchasing data was provided by MDE in September 2021 and contains information reported by grantees from September 2020–August 2021. However, additional grantees submitted purchasing information at a later date, and some grantees submitted additional purchases beyond this date. Therefore, the findings are limited to the original information and do not capture the full scope of spending during the program year.

From large public school districts to small childcare centers, farms participating in the 10 Cents supply chain could reach a variety of grantees through different market channels.

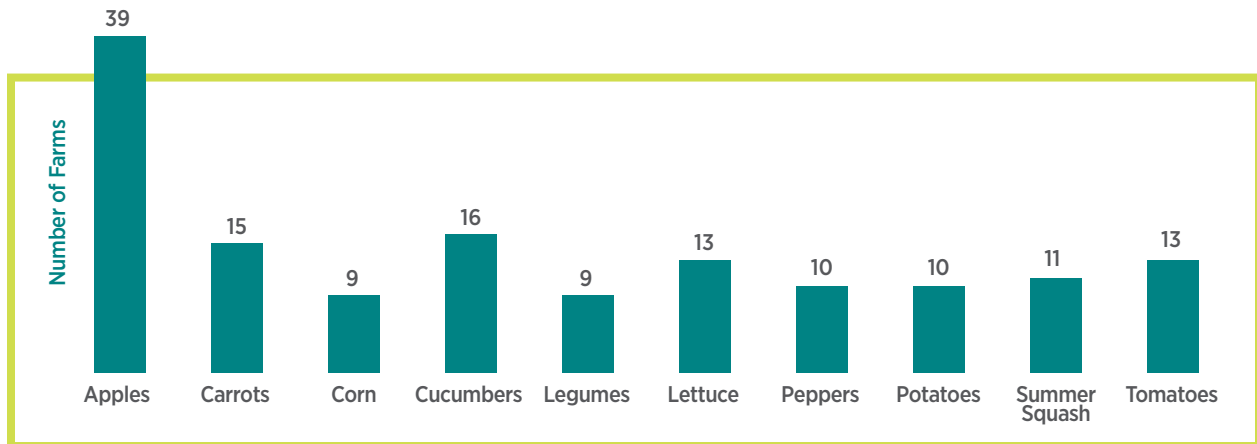
For example, one farm in West Michigan supplied vegetables through a broadline distributor, two specialty distributors, and one food hub to 12 public school district grantees in six Michigan Association of Superintendents & Administrators (MASA) regions and 11 counties. Another farm in West Michigan supplied fruit and vegetables through one food hub and one food processor to 25 grantees (public schools, early care and education [ECE] centers, and a Residential Child Care Institution [RCCI]) in five MASA regions and 18 counties (17% of all grantees). More examples can be seen in Table 15.2 below.

Table 15.2. Examples of How Farms Participated in the 10 Cents Supply Chain

Farm	Products	Percent of total farm sales	Market channels	Grantees reached	Potential reach (children)
A	Vegetables (2 types)	2%	Broadline distributor, specialty distributors, food hub	12 public schools and districts	41,000
B	Fruits (2 types) Vegetables (1 type)	21%	Food hub, food processor	21 public schools and districts, 3 ECEs, 1 RCCI	55,800
C	Fruits (1 type)	3%	Broadline distributor	1 public school district	2,700
D	Vegetables (15 types)	2%	Direct, food hub	2 public schools, 1 ECE	4,850

Farms sold a variety of different product types to 10 Cents grantees. Eighteen farms sold fruits and vegetables, one farm sold dry beans and vegetables, and four farms sold all three (dry beans, fruits, and vegetables). Three farms sold only dry beans, 35 farms sold only fruits, and 39 sold only vegetables. No farms sold both fruits and dry beans. Apples were the most common Michigan-grown product farms sold to 10 Cents grantees (39 farms), followed by cucumbers (16 farms), carrots (15 farms), lettuce (13 farms), and tomatoes (13 farms).

Figure 15.1. Most Common Products Farms Sold in the 10 Cents Supply Chain



Note: $n = 100$

Purchasing information shows that there are a variety of farms participating in the 10 Cents supply chain.

We can see the types of products sold to grantees, the market channels used, and the estimated number of children reached. However, as mentioned previously, this data is limited to the purchases reported by food program managers, and more information is needed to examine the full impact of 10 Cents on farms, including any increase in sales. In future years, additional data could be collected directly from farmers through interviews, surveys, or reported financial information so that analyses could better show any direct influence of 10 Cents on Michigan farms.



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.