



## SECTION 22

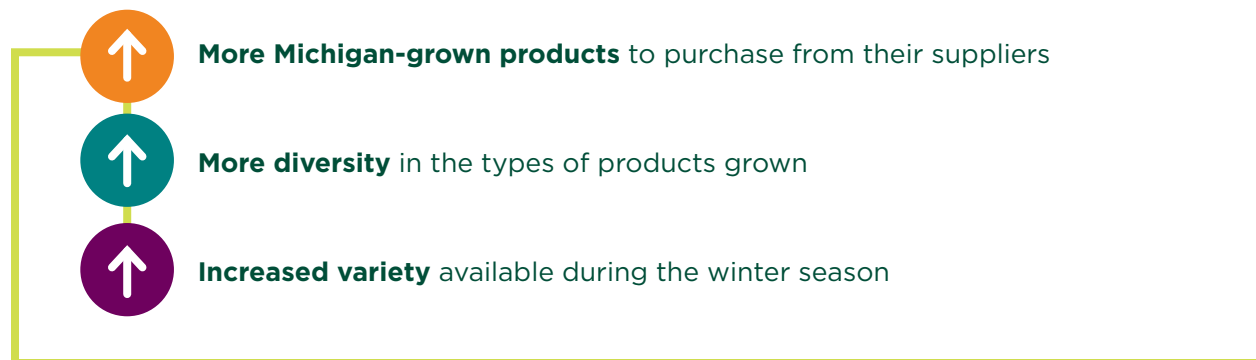
# Future Needs to Support Purchasing and Serving Michigan-Grown Foods

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 most prominent theme (27 grantees) for future needs was **increased supply of local food products.**



## Other commonly mentioned future needs:

- **improved administrative processes** related to paperwork and training for 10 Cents
- **adjustments to limit the negative impact of the pandemic** on program participation
- the need for **increased 10 Cents grant funding** or flexibility in the use of grant funds
- the desire for more **promotional materials**

In the April, June, and August evaluation surveys, participating grantees in 10 Cents a Meal for Michigan's Kids and Farms (10 Cents) were asked, **“What else do you need to support your efforts to purchase and serve Michigan foods (of any kind) in the future?”** One hundred six grantees responded at least once across all three surveys. In the April survey, 46 grantees responded out of 130 that took the survey (35% response rate); in June, 86 grantees responded out of 127 that took the survey (68% response rate); and in August, 49 grantees responded of 96 that took the survey (51% response rate). The open text responses from grantees were categorized into themes related to future needs that would support purchasing and serving Michigan foods. A single grantee's response could have multiple themes within it, so the number of mentions to themes is often higher than the actual number of responses.

**The most prominent theme for grantees' future needs was increased supply of local food products.**

The most prominent theme for grantees' future needs was increased supply of local food products. This included more Michigan-grown products to purchase from their suppliers, more diversity in the types of products grown, and increased variety during the winter season.

Other frequent “need” themes included improved administrative processes (including 10 Cents paperwork and training); the adjustments to limit the negative impacts of the pandemic on program participation;

increased 10 Cents grant funding or flexibility in the use of grant funds; more promotional materials; more distributors and vendors to make finding fresh and/or minimally processed Michigan-grown products easier (in their inventory lists and invoices); and lists of farmers and suppliers.

The top themes, the number of times a theme was mentioned, and the number of different grantees who mentioned that theme are listed in Table 22.1.

**Table 22.1. Top Future Needs Reported by 10 Cents Grantees 2020–2021**

Top themes	Number of mentions (160 total)	Number of grantees
Increased supply of local foods	30 (18.8%)	27
Improved administrative processes	22 (13.8%)	21
Impact of the pandemic	20 (12.5%)	20
Increased funding and flexibility	16 (10.0%)	15
More promotional materials	15 (9.4%)	15
Vendors to identify local food sources	13 (8.1%)	13
Lists of suppliers and farmers	13 (8.1%)	13

Note:  $n = 106$

Less commonly mentioned needs (5% or less of mentions) included more farmers and suppliers from which to purchase local foods, increased delivery options from vendors, lists of Michigan-grown products, increased availability of prepackaged and minimally processed foods, and more recipe ideas.

## Response Highlights

### DEMAND FOR MORE MICHIGAN-GROWN PRODUCTS



The problem I have [had] was being able to source Michigan-grown produce through the winter months...Moving into the summer I feel we will have a larger opportunity to source Michigan products for our summer camp and summer grab-and-go offerings.



It has been difficult to get winter and early spring Michigan items into the district due to availability...



The biggest hurdle still continues to be product availability.

### IMPROVED ADMINISTRATIVE PROCESSES



A less time-consuming way to enter my invoices and counts... Especially with all the additional COVID-related responsibilities this school year, the 10 Cents grant is not getting as much attention as I would like to give it.



More in-depth training. I believe the videos and virtual training have been helpful considering the crisis we were facing. But face-to-face with hands-on computer training would be helpful, from planning, to purchasing, to documenting and reporting.

### IMPACT OF THE PANDEMIC



Again, it boils down to COVID. In years past we had an amazing salad bar option with endless options it seems. This year we weren't able to have that...That is where we lost the interest from students.



Often, we have been scrambling to find any fresh produce that is appropriate for the packaging of meals for curbside pickup. I am looking forward to being able to use more traditional menuing in the upcoming year. I believe it will allow for me to better explore my MI [Michigan] options.



The COVID restrictions on serving is restraining (us) from allowing students to choose and have more options. We have had legumes as an extra vegetable that they could choose from. However, with everything being behind the serving line it puts restraints on how many items can be offered.

## NEEDS RELATED TO 10 CENTS GRANT FUNDING



It would be helpful to have more funding to support the salary and benefits of our on-site cook, who is the reason that we can serve so many Michigan-grown fruits and vegetables instead of relying on frozen heat and serve foods.



Possibly a grant to purchase food prep equipment as prepping fresh items is more time consuming. Being able to get a commercial equipment to chop, slice or dice fresh produce would be helpful.



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](https://tencentsmichigan.org), [foodsystems.msu.edu/10-cents-a-meal](https://foodsystems.msu.edu/10-cents-a-meal), and [mifarmtoschool.msu.edu](https://mifarmtoschool.msu.edu).

