



10 CENTS  
A MEAL  
FOR MICHIGAN'S KIDS & FARMS



# On the Cover

10 Cents a Meal is a celebration of local, Michigan-grown food for our state's children. Kalamazoo-based photographer, Sarah Rypma, has helped capture the program's essence through photos of 10 Cents a Meal grantees and their staff; community partners; and farmers and producers.

*All photos appearing in this report are courtesy of Sarah Rypma.*

# Data Sources

*Michigan Department of Education, Grantee Purchasing Data*  
*MSU Center for Regional Food Systems, Preliminary Evaluation of Survey Results*

The data presented in this report are based on information reported by 242 different grantees through electronic evaluation surveys (3) during the year and 230 grantees that shared purchasing information.

# 10 Cents a Meal Implementation Team



*10 Cents a Meal is implemented by the Michigan Department of Education (MDE) with support from the following partners:*



Center for  
Regional Food Systems



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*Photo at left: Pears growing at Keep Growing Detroit Farm in Detroit, Michigan.*

# INTRODUCTION

*10 Cents a Meal for Michigan's Kids and Farms provides schools, early care and education sites, and other organizations participating in USDA Child Nutrition programs with grant funds to pay for Michigan-grown fruits, vegetables, and dry beans to strengthen the local food supply chain and enrich nutrition and educational experiences for children in Michigan.*

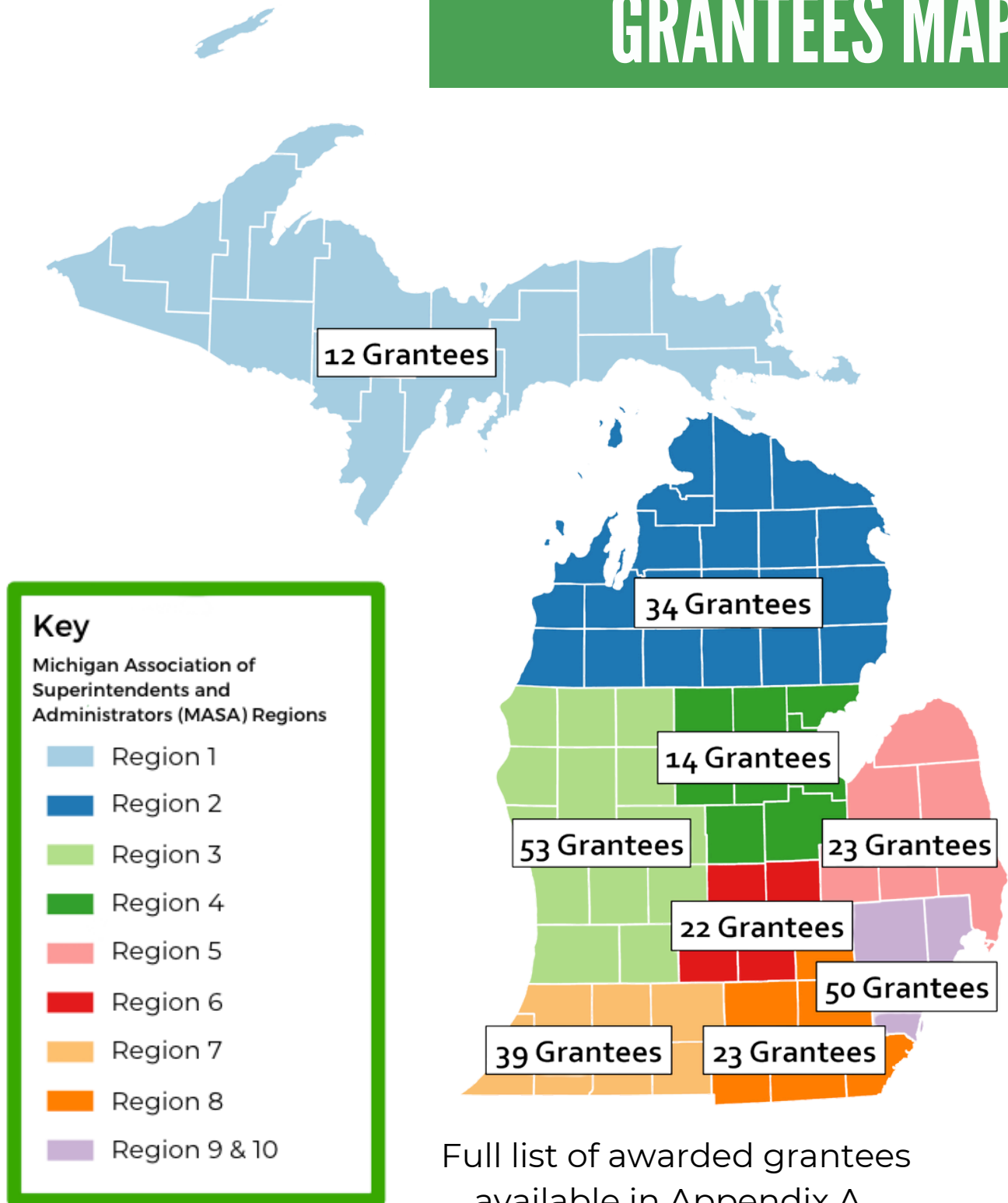
## Program Goals

- Improve daily nutrition and eating habits for children through local purchasing.
- Invest in Michigan agriculture and related local food business economy.
- Build and expand Farm to School Partnerships—including teachers, parents, vendors, and local growers.
- Provide education and marketing, including meal promotion, nutrition and agriculture education, and promotion to families and communities.

## Program Year Overview

- In the 2023-2024 program, 269 school districts, early care and education sites (ECEs), and other childcare sponsors were awarded over \$9.1 million in funding.
- Throughout the year, 242 different grantees shared information through electronic evaluation surveys and 230 grantees shared purchasing information.
- Grantees were comprised of 249 schools and districts, 19 childcare sites, and one community feeding site across the state.
  - Additionally, 70 childcare centers and family day care home providers participated in a pilot program through 10 Cents a Meal.
- Collectively, grantees served over 590,000 children in 66 of Michigan's 83 counties.
- Similar to previous years, grantees reported differing levels of experience purchasing local foods for food programs: 24% indicated that they had 10 years or more of experience (58 out of 251 grantees) while 19% indicated that they were newer to purchasing local foods (48 grantees), with one year or less of experience before participating in 10 Cents a Meal.

# 10 CENTS A MEAL GRANTEES MAP





# IMPACTS FOR CHILDREN AND FOOD PROGRAMS

## Expanding Tastes

- The majority of grantees (81%) reported that 10 Cents a Meal grants allowed them to try new products in their food program that they would not have otherwise tried.
- Grantees reported trying for the first time 37 types of vegetables and 17 types of fruits.
- The top ten new Michigan-grown foods reported by food program managers in evaluation surveys (in order) were apples, asparagus, blueberries, radishes, plums, carrots, cucumbers, peaches, cherries, and summer squash.
- Eighteen grantees reported purchasing Michigan-grown dry beans for the first time— the highest number reported in 10 Cents a Meal history.
- 10 Cents a Meal's role in increasing access to healthy Michigan-grown foods is particularly important as evaluation findings show the program is reaching and serving a wide range of children who participate in grantee food programs.

## Increasing Food Access and Consumption

Most grantees agreed that their food program or food service operation was positively impacted through participating in the program. Food program managers (FPMs) reported that 10 Cents a Meal:

- allowed them to offer more local fruits to students and children (86%),
- increased fruit consumption among students and children (81%),
- allowed them to offer more local vegetables (79%), and
- increased vegetable consumption among students and children (70%).

*Thanks to 10 Cents a Meal grants, Michigan kids tried paw paws, black radishes, pea shoots, saskatoon berries, sunchokes, shishito peppers, and more during the 2023-2024 program year.*

## Early Care and Education Settings

- Nineteen grantees (about 7% of all grantees) were childcare sites.
- Of those, 10 childcare site grantees reported that they served new Michigan-grown fruits, vegetables, or dry beans for the first time. These included 20 new types of vegetables, 10 types of fruits, and one variety of dry beans.
- The top five types of activities (in order) that childcare sites conducted to support local food purchasing were promotional posters, taste testing, on-site garden activities, social media, and nutrition education in the classroom.
- Evaluation findings show that participating childcare grantees continue to be successful in reaching a variety of outcomes through the program, such as purchasing and serving a wide variety of Michigan-grown foods and conducting a range of different farm to early care and education activities.



*Photo at left: A child helps themselves to bowls of mixed berries, and fresh asparagus and green beans at Bright Light Early Care and Education in Battle Creek, Michigan.*


## Program Training

- Grantees were asked about their preferred training formats and together they reported:
  - Virtual, live (147 grantees),
  - Online self-paced training (130 grantees),
  - In-person (111 grantees), and
  - Virtual, pre-recorded (110 grantees).
- Based on grantee feedback, 10 Cents a Meal program administrators offered five in-person trainings, one virtual training, virtual office hours by request, and one self-paced online training to help grantees complete the program application and submit purchase information.
- Nearly three-quarters of grantees (188 out of 255 responding grantees) provided suggestions for training topics. The top reported topics (in order) included support with procurement/vendor relationships (32% of responses), recipes/culinary instruction (24%), seasonality/availability of local foods (12%), purchase submission (10%), and marketing (8%).


## Outcomes for Food Programs

Grantees reported that the top five outcomes (in order) that 10 Cents a Meal helped food program operations achieve were:

- the variety of produce served in the food service program has increased (151 grantees),
- ability to plan local produce and dry bean purchasing with greater certainty (97 grantees),
- purchasing power was enhanced (89 grantees),
- food vendors and farmers are more willing to supply our food service program (83 grantees), and
- food purchasing budget increased (82 grantees).



*“I like to look at my menu seasonally— fall, winter, spring. I then incorporate seasonal menu items into our menu and utilize recipes, past menus, and speak with our farmers to plan ahead.”*



—Public school district grantee

## Engaging Students, Children, and Community

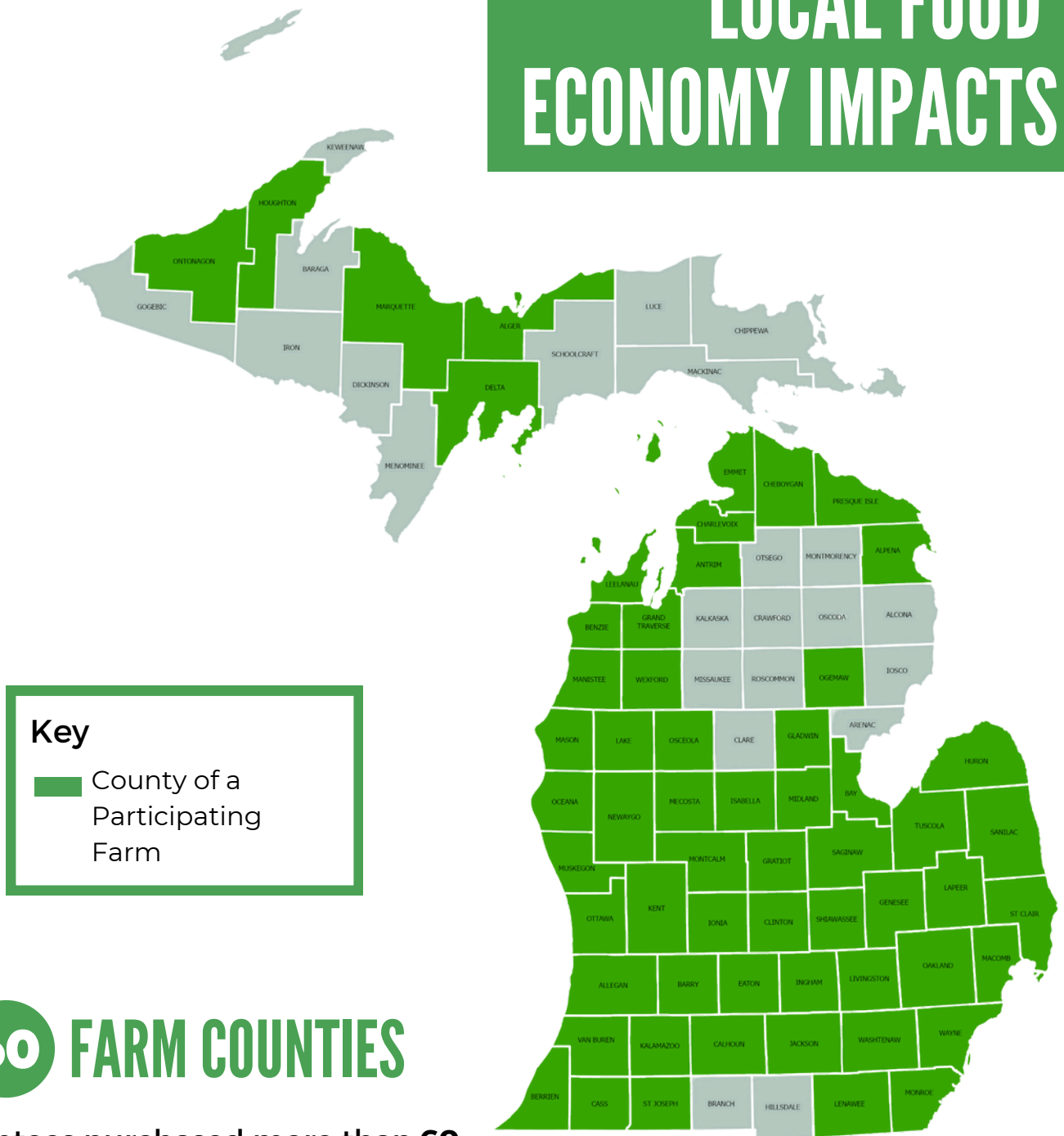
Ninety-three grantees reported that taste tests were conducted during the grant year (40% of responding grantees). Altogether, they reported at least 49 different Michigan-grown foods tried through taste tests. The top five Michigan-grown foods that were taste tested (in order) were apples, cucumbers, blueberries, tomatoes, and strawberries. Some of the foods that grantees reported serving through taste testing activities included black bean and corn salsa, kale and butternut squash salad, assorted vegetable dip, fruit smoothies, and apple cobbler.

The top five activities to support local foods served through 10 Cents a Meal as reported by grantees were:

- Promotional posters (16% of total activities reported),
- Taste testing (15%),
- Nutrition education in the cafeteria (10%),
- Social media (9%), and
- Decorations (9%).



# LOCAL FOOD ECONOMY IMPACTS



Grantees purchased more than **60 varieties** of fruits, vegetables, and dry beans grown by over **270 farms** in **60 counties** according to purchase submissions.

*An additional 51 businesses such as distributors, processors, packers, and food hubs were impacted.*



*Photo above: Fresh lettuce ready to be harvested at Partridge Creek Farm in Ishpeming, Michigan.*

## Market Opportunities

- One hundred grantees (of 255 responding grantees) reported at least once throughout the year that there were Michigan-grown fruits, vegetables, or dry beans they wanted to use but have not been able to find or buy.
- The top ten Michigan-grown foods of interest among food program managers (in order) were strawberries, blueberries, cherries, peaches, lettuce, dry beans, asparagus, tomatoes, pears, and cucumbers.
- There are a variety of foods that grantees continue to report as wanting to serve but they could not find or buy. These findings could help identify areas for improvement so that grantees can be better supported to purchase more of their desired foods.



*Photos above: Michigan apples being sliced and packaged at ValleyHUB, Kalamazoo Valley Community College's food hub in Kalamazoo, Michigan.*

## Farm Supply Chain Impacts

- Evaluation findings show that FPMs are reporting purchases from a wide range of farmers and food suppliers across the state.
- Over half of grantees reported that participation in 10 Cents a Meal allowed them to make connections with new farmers or food suppliers (59%).
- Ninety-four grantees reported that participation in 10 Cents a Meal allowed them to improve existing relationships with farmers or local food suppliers (41%).
- Six out of ten childcare center grantees reported that 10 Cents a Meal allowed them to connect with new farmers or local food suppliers, and it allowed them to improve existing relationships.
- In the fall of 2024, a series of discussions took place with the 10 Cents a Meal team and eight individuals representing small farms and businesses around the state. Some of the top themes from the discussions included:
  - Farmers need funds to scale up their businesses to better serve 10 Cents a Meal grantees.
  - It takes a significant time to build relationships and connect to 10 Cents a Meal grantees.
  - There are regional influences on the infrastructure needs of farmers.
  - There is a desire for more collaboration with farmers, including across sectors.

*"We hear all the time from grantees, 'I need help connecting with farmers, I don't know how to start relationships, I don't know what it's going to be like because I'm so used to working with [broadline distributor].' This is a whole new world for them, they don't even know how to get started."*

*—Urban Farmer*

# APPENDIX A: 10 CENTS A MEAL GRANTEES

*Full list of awarded grantees based on the Michigan Association of Superintendents and Administrators (MASA) regions*

## REGION 1

Bark River-Harris School District  
Brimley Area Schools  
Chassell Township School District  
Escanaba Area Public Schools  
GOCAA Head Start  
Hancock Public Schools  
Houghton-Portage Township School District  
Negaunee Public Schools  
Public Schools of Calumet, Laurium & Keweenaw  
Rudyard Area Schools  
Superior Central School District  
West Iron County Public Schools



## REGION 2

Alcona Community Schools  
Alpena Public Schools  
Angel Care Child Care  
Bear Lake Schools  
Benzie County Central Schools  
Boyne Falls Public School District  
Central Lake Public Schools  
Crawford AuSable Schools  
East Jordan Public Schools  
Elk Rapids Schools  
Frankfort-Elberta Area Schools  
Glen Lake Community Schools  
Harbor Springs School District  
Houghton Lake Community Schools  
Kaleva Norman Dickson School District  
Kalkaska Public Schools  
Kingsley Area Schools  
Leelanau Children's Center  
Leland Public School District  
Mancelona Public Schools  
Manistee Area Public Schools  
Northport Public School District  
Onkama Consolidated Schools  
Pellston Public Schools  
Public Schools of Petoskey  
Rogers City Area Schools  
Roscommon Area Public Schools  
St. Francis High School  
St. Mary School  
Suttons Bay Public Schools  
Traverse City Area Public Schools  
Vanderbilt Area Schools  
West Branch-Rose City Area Schools  
Whittemore-Prescott Area Schools



# REGION 3

Allegan Public Schools  
Baxter Community Center Inc  
Clubhouse Childcare Services LLC  
Comstock Park Public Schools  
Coopersville Area Public School District  
Crossroads Charter Academy  
Delton Kellogg Schools  
Fremont Public School District  
Fruitport Community Schools  
Godfrey-Lee Public Schools  
Godwin Heights Public Schools  
Grand Rapids Metropolitan YMCA  
Grand Rapids Public Schools  
Greenville Public Schools  
Hart Public School District  
Hesperia Community Schools  
Holland City School District  
Holton Public Schools  
Hopkins Public Schools  
Ionia Public Schools  
Jenison Public Schools  
Kenowa Hills Public Schools  
Kent City Community Schools  
Kent County Juvenile Detention  
Lakewood Public Schools  
Lowell Area Schools  
Ludington Area School District  
Mason County Eastern Schools  
Mona Shores Public School District  
Montague Area Public Schools  
Muskegon Heights Public School  
Academy System  
New Branches Charter Academy  
Newaygo Public School District  
North Muskegon Public Schools  
Orchard View Schools  
Otsego Public Schools

Plainwell Community Schools  
Public Schools of the City of  
Muskegon  
Ravenna Public Schools  
Reeths-Puffer Schools  
Saranac Community Schools  
Saugatuck Public Schools  
Shelby Public Schools  
Sparta Area Schools  
Spring Lake Public Schools  
Thornapple Kellogg School District  
Walker Child Care  
Wedgwood Christian Services  
West Ottawa Public School District  
White Cloud Public Schools  
Whitehall District Schools  
Zeeland Public Schools



## REGION 4

Alma Public Schools  
Bay City Academy  
Beaverton Schools  
Bullock Creek School District  
Essexville-Hampton Public Schools  
Harrison Community Schools  
Hemlock Public School District  
Merrill Community Schools  
Midland Public Schools  
Pinconning Area Schools  
Renaissance Public School Academy  
School District of the City of Saginaw  
Standish-Sterling Community Schools  
Swan Valley School District



## REGION 5

Anchor Bay School District  
Atherton Community Schools  
Bendle Public Schools  
Carsonville-Port Sanilac School District  
Fenton Area Public Schools  
Flint Cultural Center Academy  
Genesee School District  
Grand Blanc Academy  
Kingston Community School District  
Lake Fenton Community Schools  
Lapeer Community Schools  
Mayville Community School District  
Michigan School for the Deaf  
Millington Community Schools  
Montrose Community Schools  
Mt. Morris Consolidated Schools  
Reese Public Schools  
Richfield Public School Academy  
School District of the City of Flint  
St. Clair County RESA  
Swartz Creek Community Schools  
Vassar Public Schools  
Whaley Children's Center

## REGION 6

Association for Child Development  
Bellevue Community Schools  
Charlotte Public Schools  
Cole Academy  
Corunna Public Schools  
East Lansing School District  
Eaton Rapids Public Schools  
Fowler Public Schools  
Lansing Catholic High School  
Lansing Public School District  
Leslie Public Schools  
Maple Valley Schools

Mason Public Schools (Ingham)  
Michigan Department of Health and  
Human Services  
Mid-Michigan Leadership Academy  
Okemos Public Schools  
Owosso Public Schools  
Pewamo-Westphalia Community  
Schools  
Pottersville Public Schools  
St. Johns Public Schools  
Stockbridge Community Schools  
Waverly Community Schools



## REGION 7

Bangor Public Schools (Van Buren)  
Battle Creek Public Schools  
Bloomington Public School District  
Bright Light Early Care & Education  
Calhoun County Juvenile Home  
Cassopolis Public Schools  
Centreville Public Schools  
Coldwater Community Schools  
Coloma Community Schools  
Comstock Public Schools  
Constantine Public School District  
Countryside Academy  
Covert Public Schools  
Decatur Public Schools  
Galesburg-Augusta Community Schools  
Gull Lake Community Schools  
Kalamazoo Public Schools  
Kids Time Inc  
Learning Zone Preschool and Childcare  
and GSRP  
Mar Lee School District  
Marcellus Community Schools  
Mattawan Consolidated School  
Mendon Community School District  
New Buffalo Area Schools  
Niles Community Schools  
Pansophia Academy  
Parchment School District  
Paw Paw Public School District  
Schoolcraft Community Schools  
South Haven Public Schools  
St. Charles Borromeo Catholic School  
St. Mary Assumption School  
Three Rivers Community Schools  
Tri County Council for Child Devel  
Union City Community Schools  
Vicksburg Community Schools  
Watervliet School District  
Young Child Associates  
YWCA Children's Center

## REGION 8

Airport Community Schools  
Ann Arbor Public Schools  
Bedford Public Schools  
Chelsea School District  
Concord Community Schools  
Dexter Community School District  
Dundee Community Schools  
Hanover-Horton School District  
Hillsdale Community Schools  
Jackson Public Schools  
Jefferson Schools (Monroe)  
Lincoln Consolidated School District  
Manchester Community Schools  
Mason Consolidated Schools (Monroe)  
Michigan Center School District  
Milan Area Schools  
Napoleon Community Schools  
Reading Community Schools  
Saline Area Schools  
Summerfield Schools  
Washtenaw ISD  
Whitmore Lake Public School District  
Ypsilanti Community Schools



# REGIONS 9 AND 10

A & W Day Care Center  
Academy of Warren  
American International Academy  
American Montessori Academy  
Armada Area Schools  
Bloomfield Hills Schools  
Caniff Liberty Academy  
Center Line Public Schools  
Christ Child House  
Clarenceville School District  
Detroit Public Schools Community District  
Farmington Public School District  
Ferndale Public Schools  
Fitzgerald Public Schools  
George Washington Carver Academy  
Huron Academy  
Huron School District  
Huron Valley Schools  
Keys Grace Academy  
Kristy's Early Childhood  
Lamphere Public Schools  
L'Anse Creuse Public Schools  
Little Jungle Network  
Madison District Public Schools  
Melvindale-Northern Allen Park Schools  
Micah Nevah Non Profit Organization  
Mount Clemens Community School District  
New Dawn Academy of Warren  
Oakland International Academy  
Oakland Livingston Human Service Agency  
Old Redford Academy

Plymouth-Canton Community Schools  
Redford Union Schools, District No. 1  
Richmond Community Schools  
Romulus Community Schools  
School District of the City of Hazel Park  
School District of the City of Lincoln Park  
School District of the City of Wyandotte  
Southfield Public School District  
Southgate Community School District  
Taylor School District  
The Dearborn Academy  
The School District of the City of Harper Woods  
Trenton Public Schools  
Trinity Lutheran School  
Utica Community Schools  
Van Buren Public Schools  
Warren Consolidated Schools  
Wayne-Westland Community School District  
YMCA of Metropolitan Detroit

