

10 CENTS A MEAL PILOT: 2018–2019 EVALUATION RESULTS



Pilot Program Overview

The state-funded 10 Cents a Meal for School Kids and Farms (10 Cents) pilot program helps school grantees source and serve fresh and minimally processed (including frozen) Michigan-grown vegetables, fruits, and legumes in order to meet two goals: improve daily nutrition and eating habits of children through the school setting and invest in Michigan agriculture and the related food business economy.

The third year of the pilot program was one of continued growth. Through the state school aid budget, the Michigan legislature provided \$575,000 for the program. After setting aside some funds for program administration, \$493,500 was made available as matching reimbursement grants to 57 Michigan school grantees for the 2018-2019 school year (2018-19). This funding level was another

incremental increase from previous years, which allowed more schools and districts to participate: \$315,000 was provided to 32 grantees in 2017-18 and \$210,000 was awarded to 16 grantees in 2016-17.

The pilot program also grew to cover a greater geographic area of the state in 2018-2019. Schools/districts in Prosperity Regions 2 (northwest Lower Michigan) and 4 (west Michigan) were eligible to participate in all three years of the program. Schools/districts in Region 9 (which includes Washtenaw County and southeast Michigan) were eligible starting in 2017-2018, and those in Regions 6 (including the Thumb and Genesee County, where Flint is located) and 8 (southwest Michigan) were eligible in 2018-2019.

10 Cents Grant Distribution, 2016-2019

PILOT YEAR	TOTAL GRANTS AWARDED	ELIGIBLE PROSPERITY REGIONS	PARTICIPATING COUNTIES	PARTICIPATING SCHOOLS/DISTRICTS	ESTIMATED STUDENTS ENROLLED*
2018-2019	\$493,500	2, 4, 6, 8, 9	27	57	134,000
2017-2018	\$315,000	2, 4, 9	18	32	95,000
2016-2017	\$210,000	2, 4	8	16	48,000

*Supplied by Michigan Department of Education, the number of enrolled students listed here was from the start of the 2018-2019 school year. It differs from actual enrollment data listed later in this report that was calculated later that same year.

As in previous years, the Michigan Department of Education (MDE) administered the program and selected eligible applicants to receive 10 Cents grants through a competitive application process. Applicants were evaluated based upon their capacity to purchase, serve, and market a variety of Michigan-grown foods in school meal programs.

Preference was given to applicants that could provide related educational and promotional activities. A variety of school/district characteristics, such as free and reduced-price meal rates and urban and rural settings, were also considered in selecting grantees. Grantees received “fair share” grant allotments based upon a calculation made from each district’s proportion of claimed meals from the previous school year. In addition to completing monthly evaluation surveys, grantees were required to submit purchasing data for local foods used in the program to an online platform.

MDE receives additional program support from a core team consisting of staff members from the Michigan Department of Agriculture and Rural Development (MDARD), the nonprofit Groundwork Center for Resilient Communities, and Michigan State University Center for Regional Food Systems (CRFS). Other entities that provided support include: Prosperity Region offices — Northwest Prosperity Region 2, West Michigan Prosperity Alliance (Prosperity Region 4), East Michigan Prosperity Region 6, Southwest Prosperity Region 8, Greater Ann Arbor Region Prosperity Initiative (Prosperity Region 9) —and Public Sector Consultants, which provides consulting services for Prosperity Region 9 and also supported the pilot evaluation in the 2018-2019 year.

School/District Grantees and Their Counties by Prosperity Region, 2018-2019

PROSPERITY REGION	NUMBER OF GRANTEES	GRANTEE NAMES	NUMBER OF COUNTIES	COUNTY NAMES
2	18	<p>Bear Lake Schools Beaver Island Community School Benzie County Central Schools Boyne Falls Public School District East Jordan Public Schools Forest Area Community Schools Frankfort-Elberta Area Schools Glen Lake Community Schools Grand Traverse Area Catholic Schools (St. Francis High School) Kaleva Norman Dickson School District Leland Public School District Mancelona Public Schools Manton Consolidated Schools Onekama Consolidated Schools Pellston Public Schools Public Schools of Petoskey Suttons Bay Public Schools Traverse City Area Public Schools</p>	9	<p>Antrim Benzie Charlevoix Emmet Grand Traverse Kalkaska Leelanau Manistee Wexford</p>
4	11	<p>Belding Area School District Coopersville Area Public School District Hart Public School District Holland City School District Montague Area Public Schools Saugatuck Public Schools Shelby Public Schools Thornapple Kellogg School District West Ottawa Public School District Whitehall District Schools Zeeland Public Schools</p>	6	<p>Antrim Benzie Charlevoix Emmet Grand Traverse Kalkaska Leelanau Manistee Wexford Allegan Barry Ionia Muskegon Ottawa Oceana</p>
6	7	<p>Elkton-Pigeon-Bay Port Laker Schools Flint Community Schools Genesee Intermediate School District Grand Blanc Community Schools Mayville Community School District Morrice Area Schools Owosso Public Schools</p>	4	<p>Genesee Huron Shiawassee Tuscola</p>
8	8	<p>Battle Creek Public Schools Bridgman Public Schools Coldwater Community Schools Decatur Public Schools Mattawan Consolidated School Paw Paw Public School District South Haven Public Schools Trinity Lutheran School</p>	4	<p>Berrien Branch Calhoun Van Buren</p>
9	13	<p>Ann Arbor Public Schools Bedford Public Schools Chelsea School District Concord Community Schools Dexter Community School District Grass Lake Community Schools Hanover-Horton School District Hillsdale Community Schools Hillsdale Intermediate School District Jackson Public Schools, Manchester Community Schools Monroe Public Schools Whitmore Lake Public School District</p>	4	<p>Hillsdale Jackson Monroe Washtenaw</p>