

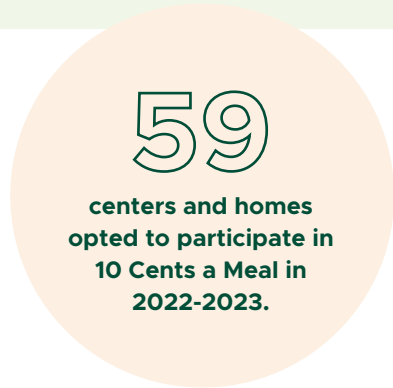


# A Quick Glance at the 2022–2023 Family Day Care Pilot

## 10 CENTS A MEAL 2022–2023 EVALUATION RESULTS

10 Cents a Meal for Michigan’s Kids and Farms, administered by the Michigan Department of Education, matches what participating schools and other non-school sponsors spend on Michigan-grown fruits, vegetables, and dry beans. This brief is part of the [10 Cents a Meal 2022–2023 Evaluation Results: Sustaining Momentum for Michigan’s Future](#).

This was the second year that the 10 Cents a Meal for Michigan’s Kids and Farms (10 Cents a Meal) program was piloted with childcare centers and family day care home providers participating through a Child and Adult Care Food Program (CACFP) sponsoring organization. In 2022–2023, 59 centers and homes opted to participate in 10 Cents a Meal through their CACFP sponsor, Association for Child Development (ACD).



Often, small childcare centers and family day care homes use a sponsoring organization to alleviate the programmatic burden of participating directly in CACFP. Because 10 Cents a Meal has traditionally served grantees who participate directly in a child nutrition program, this pilot extends the opportunity to those who use a sponsor. Throughout the year, these centers and homes purchased Michigan-grown fruits, vegetables, and dry beans to serve to their children.



To follow the impact of the 10 Cents a Meal program with these grantees, evaluators conducted two evaluation surveys (May and August) with participating homes and centers throughout the year.<sup>1</sup> There were 30 different providers who responded on behalf of their centers or homes: 26 providers responded to the May survey and 18 providers responded to the August survey.

<sup>1</sup> Refer to the “Technical Notes” in the [Appendices for Sustaining Momentum for Michigan’s Future: 2022–2023 10 Cents a Meal Evaluation Report](#) to learn more about the response rates and analysis for survey questions.

**In addition to surveys, some providers submitted information about their local food purchases.** The ACD collected and reported their purchasing information to the Michigan Department of Education to handle reimbursements. It should be noted that the final purchasing data from this pilot was in aggregate form and not identifiable by individual centers or homes. Also, participating centers and homes shared feedback through surveys around limited capacity to report purchases, so there were likely many more purchases than what is shown in the final dataset.

Key findings and highlights are outlined below, grouped by summaries of results that follow.

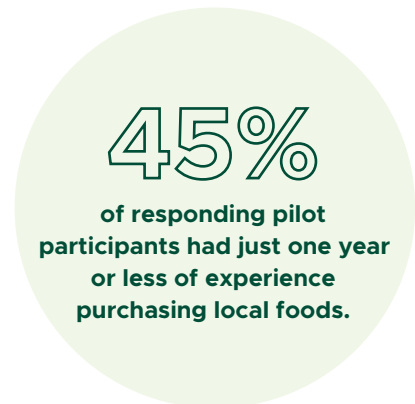
## 10 Cents a Meal Pilot Distribution and Children Reached

- **In 2022–2023, 59 childcare centers and family day care home providers participated in a pilot** through their CACFP sponsoring organization, ACD.
- **Only an estimated 3% of all family day care home providers who participated in the CACFP through ACD opted into the pilot (49 out of 1,779),** and just 1% of all CACFP participating family day care home providers in Michigan (4,804 total).<sup>2</sup>
- **Pilot participants were located in 30 different counties across the state,** including in the Upper Peninsula.
- **Over 1,120 young children could have been served 10 Cents a Meal foods** through participating childcare centers and family day care homes. This number is based on the license capacity for day care sites.<sup>3</sup>



## Pilot Participants in 10 Cents a Meal

- **Nearly half (45%) of responding pilot participants had just one year or less of experience purchasing local foods.** Conversely, almost a quarter (23%) stated that they had 20 years or more of experience purchasing local foods.
- **Eight of 15 responding participants (53%) reported a positive staff response to local foods purchased and served through 10 Cents a Meal.** The other seven responding participants (47%) shared that they either had no other staff or that they weren't involved in activities related to feeding children and could not speak to a staff response.



<sup>2</sup> A percentage of sponsored childcare centers who participated in the pilot is not available at this time due to reporting purposes, as they are combined with childcare centers who can directly participate in the program.

<sup>3</sup> License capacity is the maximum number of children a site is licensed by the state or local licensing agency to serve at any one time, so this number may be an overestimate of actual children served at any given time.

### TOP MOTIVATORS

The motivators shared by responding participants (22) for purchasing and serving local foods included:

- **benefits to children** (30% of reported motivators), included increasing their consumption of healthy and nutritious foods;
- **helping Michigan farms and food businesses** (28%);
- **product attributes of Michigan-grown foods** (28%), such as freshness, increased quality, and better taste;
- **supporting the community** (13%); and
- **better prices** (3%).

### TOP BARRIERS

The barriers and logistical challenges participants (22) reported for purchasing and serving local foods included:

- **issues related to the operations of their centers/homes**, such as lack of staff and time to purchase and serve local foods and limited budgets (34% of reported barriers, 26% of reported logistical challenge);
- **lack of availability of local foods** (28% of reported barriers, 17% of reported logistical challenges); and
- **supply chain issues**, such as limited delivery options, limited hours of operations for retailers or farms, and transparency about farm of origin (28% of reported barriers, 17% of reported logistical challenge).



### TOP ACTIVITIES

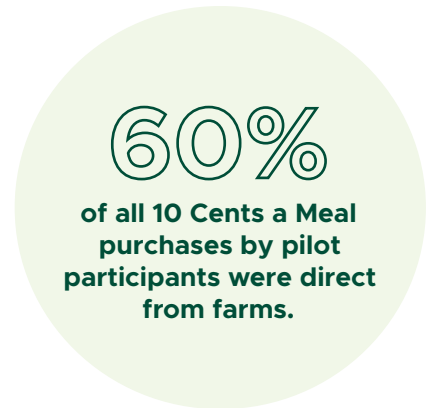
The top types of activities reported by 22 pilot participants across the year included (in rank order):

- **nutrition education in the classroom** (22% of activity types reported),
- **on-site garden activities** (20%), and
- **taste testing** (13%).

Other activities reported included stories and coloring books about local foods, garden and farm visits, and even an interactive science project.

## Michigan Farmers and Vendors Participating in the 10 Cents a Meal Pilot Supply Chain

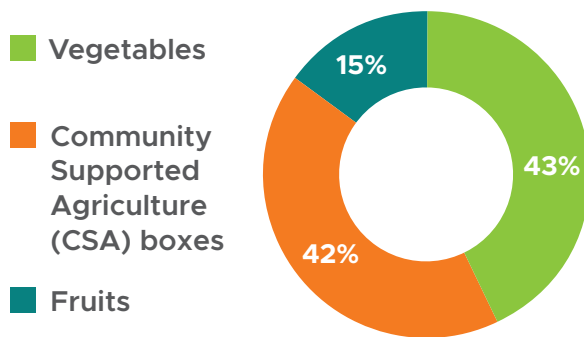
- **Pilot participants reported over \$900 of Michigan-grown food purchases** during the program year.
- Of the reported purchases by pilot participants, there were **20 unique vendors reported**, of which 15 were farms who supplied Michigan-grown foods through the 10 Cents a Meal food supply chain.
- **More than half (60%) of all 10 Cents a Meal purchases (in dollars) by pilot participants were direct from farms**, and one third were through a broadline distributor (30%).<sup>4</sup> Other market channels included a food processor (6% of purchases) and three grocery stores (4%).
- **Eight (44%) of responding pilot participants reported that 10 Cents a Meal participation allowed them to make connections with new farmers or suppliers**, and six (33%) reported that it improved their existing relationships with farmers or local food suppliers.



## Purchase and Use of Michigan-Grown Fruits, Vegetables, and Dry Beans

### GRANTEE PURCHASES

During the program year, grantees' purchases (in dollars) were for:



Community-supported agriculture can present a convenient way for day care and child centers to get a variety of produce on a consistent basis from local farmers, without having to meet large order minimums posed by some large distributors.



### TOP PRODUCTS PURCHASED

The most common products grantees purchased (in rank order of total dollars spent) included:

1. Tomatoes
2. Corn
3. Summer squash
4. Peaches
5. Cherries



<sup>4</sup> Some purchases reported by participants named a particular broadline distributor who also sells food through their retail locations. It should be noted that the data collected from participants do not specify if purchases were delivered directly by the distributor or purchased at the retail setting, so these percentages are estimates only.

- **A majority of pilot participants stated that 10 Cents a Meal allowed them to try new products** in their food program that they would not have otherwise tried (61%, 11).
- **The top Michigan-grown foods that pilot participants reported trying for the first time** (in rank order) were
  - cherries,
  - apples,
  - potatoes, and
  - tomatoes.

#### UNIQUE FOODS TRIED FOR THE FIRST TIME

Some of the unique foods that children were able to try for the first time through the 10 Cents a Meal pilot included:

1. **Gooseberries**
2. **Purple potatoes**
3. **Microgreens**
4. **Heirloom pole beans**
5. **Orange beets**

- During the year, **six pilot participants reported at least once that there were Michigan-grown fruits, vegetables, or dry beans they wanted to use** but were not able to find or buy.

---

## A Closer Look at the Program

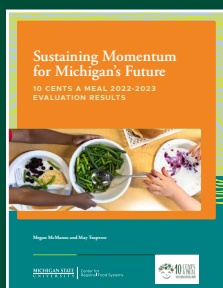
- **Many grantees agreed that their food program was positively impacted through participating in 10 Cents a Meal:**
  - they **increased fruit and vegetable consumption among children** (81% and 80% of pilot participants, respectively) and
  - they offered **more local vegetables** (73% of pilot participants)
  - they offered more **local fruits** (71% of pilot participants).
- **To support their efforts to purchase and serve Michigan foods, pilot participants most commonly reported needing:**
  - **programmatic support for 10 Cents a Meal participation**, such as support finding farms or food suppliers and submitting receipts (44% of responding participants);
  - **support related to the food supply chain**, such as increased delivery options and hours of operation at the retail setting (37% of responses for current needs, 35% of responses for future needs); and
  - **support with food service operations**, such as increased staff capacity and budgets (13% of responses for current needs, 18% of responses for future needs).

## Pilot programs are excellent at identifying opportunities for improvements before expanding statewide.

These evaluation findings show that participating childcare centers and family day care homes were 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 school activities. Yet, there were prominent needs reported by program participants, such as making connections with farms and food suppliers. Program administrators can use these findings to adapt the pilot and make the program easier to participate in for future centers and homes.

**Looking ahead, this pilot program has tremendous ability to impact the state by greatly expanding the number of young children reached by 10 Cents a Meal.** Continued evaluation will allow us to track this pilot program's progress and follow the many results to come.

Photo Credits: Sarah Rypma



Evaluation of 10 Cents a Meal for Michigan's Kids and Farms is led by the Michigan State University Center for Regional Food Systems (CRFS). The work presented here is part of the **10 Cents a Meal 2022–2023 Evaluation Results: Sustaining Momentum for Michigan's Future** by Megan McManus and May Tsupros, 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), [canr.msu.edu/10-cents-a-meal](https://canr.msu.edu/10-cents-a-meal), and [mifarmtoschool.msu.edu](https://mifarmtoschool.msu.edu).