



**10 CENTS**  
A MEAL  
FOR SCHOOL KIDS & FARMS



Photo credit: Battle Creek Public Schools

# STATE PILOT PROJECT OVERVIEW

## 2018/2019 Legislative Report

10 Cents a Meal for School Kids & Farms is a state pilot program that provides schools with **up to 10 cents per meal** in incentive match funding to purchase and serve Michigan-grown fruits, vegetables, and dry beans.

## PURPOSE **\$575,000 competitive grant pilot program with \$493,500 for school food reimbursements**

- Improve daily nutrition and eating habits for children through the school setting
- Invest in Michigan agriculture and related local food business economy

## HISTORY **Expanded financially and geographically for three years**

- 48,000 students served in 16 districts in 8 counties in 2016-2017
- 95,000 students served in 32 districts in 18 counties in 2017-2018
- 135,000 students served in 57 districts in 27 counties in 2018-2019

## IMPACT

**For all three years of its history:** School food service directors said the top impact from 10 Cents is the variety of produce served to students in school meals increased.

**Second top impact cited this year:** School food service directors can plan local produce and legume purchasing with greater certainty.

*Preliminary survey results of food service directors, MSU Center for Regional Food Systems*

## PILOT LOCATIONS **Districts in Prosperity Regions 2, 4, 6, 8, and 9**

- 121 districts applied, more than double the 57 that could be funded
- Scored on capacity to purchase, market, and serve local produce and provide related educational activities
- 57 districts awarded grants; \$285,513 reimbursed by March 1, 2019

## STUDENT IMPACT: KNOWLEDGE

**Promotional or educational activities:** 588 activities implemented through December of the 2018-2019 school year, including tasting or taste-testing, Harvest of the Month menu features, Cultivate Michigan posters, and nutrition education in the cafeteria and classroom.

*Preliminary survey results of food service directors, MSU Center for Regional Food Systems*

## STUDENT IMPACT: SELECTION & PREFERENCE

### Asking Students: Prosperity Regions 2, 4, and 8

MSU Center for Regional Food Systems conducted classroom and cafeteria surveys of students in five school districts. Classroom surveys asked what Michigan-grown produce they selected in the lunch line and how they liked it. Products varied by school.

Preliminary results:

- 67% of students who tried and rated apples liked them
- 82% who tried blueberries liked them
- 65% who tried lettuce liked it

### Asking Students: Prosperity Region 9

Public Sector Consultants conducted cafeteria surveys of students in five school districts. The surveys asked what Michigan-grown produce they selected in the lunch line and how they liked it. Products varied by school. Preliminary results:

- 100% of students who tried and rated carrots liked them
- 93% who tried cherries liked them
- 85% who tried green peppers liked them

### Asking Students: Prosperity Region 6

The Crim Foundation's AmeriCorps FoodCorps program conducted taste-test voting of Michigan-grown produce in Flint Community Schools. Students were asked to vote "Not My Favorite," "Liked It," or "Loved It." Results:

- 88% of students who tried grapes loved them
- 84% who tried orange watermelon loved it
- 71% who tried Parmesan Broccoli loved it

**Kids Talk:** "I never had this before. It's actually good."

## STUDENT IMPACT: CONSUMPTION

**New Foods Served to Students:** (through December of the 2018-2019 school year)

- 67 total new Michigan-grown fruits, vegetables, and dry beans tried for the first time
- Top new produce on menus: Winter squash, carrots, cherry/grape tomatoes, salad greens, potatoes, radishes, apples, blueberries, plums, watermelon, tart cherries, and beans-black, red kidney, and Great Northern

*Preliminary survey results of food service directors, MSU Center for Regional Food Systems*

## SELLER AND BUYER IMPACT: ECONOMY

### Business Relationships:

- "Our distributors know we are committed to local and 10 Cents has made them better at sourcing and identifying the source."
- "Local farms are more interested in serving schools and expanding their business."
- "They like making sales through the winter."

### Customer Satisfaction:

- "[We] like having a bit more variety during the winter months with the fresh to freezer items."
- "Any nervousness that [staff] have had in the past in working with unfamiliar items has been replaced with confidence and pride that we are serving something special."
- "I describe it as a 'win, win, win' situation. The farmers are happy, my food service budget is happy, and the students are happy."

*Preliminary survey results of food service directors, MSU Center for Regional Food Systems*

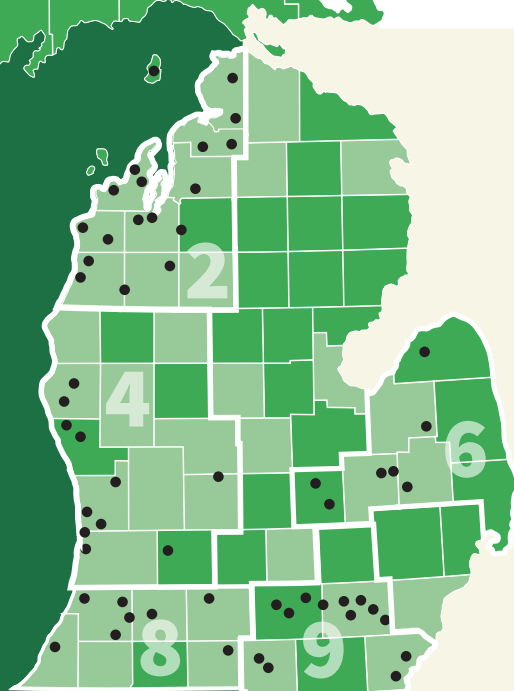
**By the Numbers:** 93 different fruits, vegetables, and beans purchased, grown by 143 farms located in 38 counties, plus 20 additional businesses such as processors, distributors, and food hubs. See county list below left, with map.

● 10 Cents School Districts

■ Counties with Sales for Farms

### 10 CENTS A MEAL Farm Counties

Allegan	Kalamazoo
Alpena	Kent
Antrim	Lapeer
Bay	Leelanau
Benzie	Manistee
Berrien	Mason
Branch	Missaukee
Calhoun	Monroe
Cass	Montcalm
Charlevoix	Newaygo
Cheboygan	Oceana
Emmet	Osceola
Genesee	Otsego
Grand Traverse	Ottawa
Gratiot	Tuscola
Hillsdale	Van Buren
Ingham	Washtenaw
Ionia	Wayne
Isabella	Wexford



### PROJECT TEAM

Michigan Department of Education, Michigan Department of Agriculture and Rural Development, MSU Center for Regional Food Systems, Groundwork Center for Resilient Communities, 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).

For more detail about impacts in each of the Prosperity Regions, see the five additional sections of this report.

To learn more about this nationally recognized program, go to [tencentsmichigan.org](https://tencentsmichigan.org).



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"We are still seeing a huge increase in student consumption."—Beth Kavanaugh, Food Service Director, Public Schools of Petoskey.  
Photo credit: Khalid Ibrahim, courtesy of MSU Center for Regional Food Systems

**PROSPERITY  
REGION  
2**

"We talk a lot about educating the whole child, and we see the benefits--we see it every day in the numbers of kids that eat lunch when we are making these kinds of offerings versus the old way. The scratch cooking and farm to table makes such a difference in the morale of our kids and our staff."

Sander Scott, Superintendent  
Glen Lake Community Schools

**18** districts

**9** counties

**10** county region

Students  
Served  
**22,496**

### 18 DISTRICTS

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, 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, and Traverse City Area Public Schools

### 9 COUNTIES

Antrim, Benzie, Charlevoix, Emmet, Grand Traverse, Kalkaska, Leelanau, Manistee, Wexford

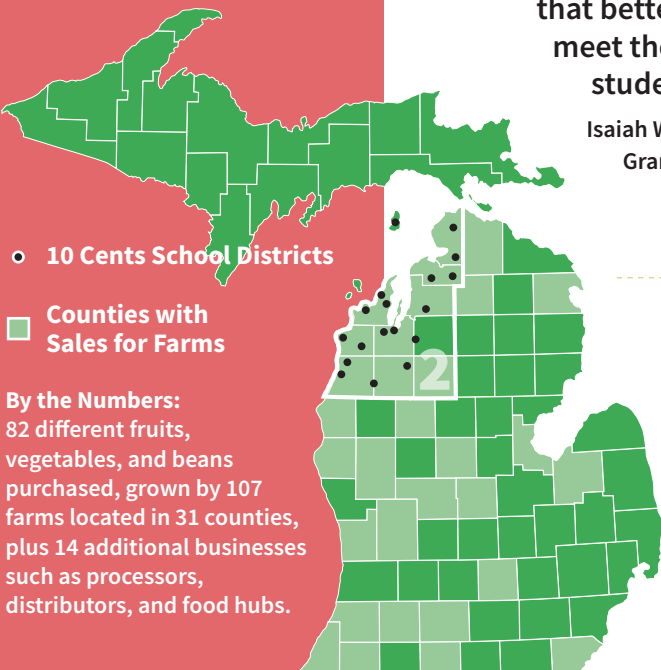
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The 10 Cents a Meal program has allowed Wunsch Farms to experiment with crops and farming and handling methods that better enable our farm to meet the needs of Michigan students and schools.

Isaiah Wunsch, Wunsch Farms  
Grand Traverse County

Students are taking more fresh apples this school year and more importantly they aren't throwing them away once they leave the register! The switch to all local apples (which taste better!) have made a huge difference.

Jessica Moody, Food Service Director  
Mancelona Public Schools



**By the Numbers:**  
82 different fruits, vegetables, and beans purchased, grown by 107 farms located in 31 counties, plus 14 additional businesses such as processors, distributors, and food hubs.

Compared to last year we have upped our game as far as Michigan products I'm using on a daily basis.

The radishes we are able to get--the green, watermelon, and daikon radishes--it provides awesome color to the salad bar in the winter.

Melissa Lyons, Head Cook  
East Jordan Public Schools

”



## PROSPERITY REGION 2

“It’s great to have another source of income. The more diverse streams of income we have the more stable we are as a farm.”

Andrea Romeyn,  
Providence Farm, Antrim County

“The students can’t stop raving about the wonderful different varieties of apples and plums they are eating. This is my second year of the pilot, and it is only getting better.”

Tim Klenow, Food Service Director  
Kaleva Norman Dickson School District, Bear Lake Schools, and Onekama Consolidated Schools

“Having another source for lettuce really helped during the Romaine crisis. The local greens are more expensive in the off season, but it is worth it in flavor, supporting our local economy, and longer shelf life.”

Jenna Noffsinger,  
Food Service Director  
Frankfort-Elberta Area Public Schools

## Serving New Foods to Students

# 33

New Michigan-grown vegetables tried for the first time.



Top new Michigan-grown vegetables on the menu: Broccoli, kale, cherry tomatoes, grape tomatoes, carrots.

# 16

New Michigan-grown fruits tried for the first time.



Top new Michigan-grown fruits on the menu: Apples, blueberries, watermelon.

# 6

New Michigan-grown beans tried for the first time.

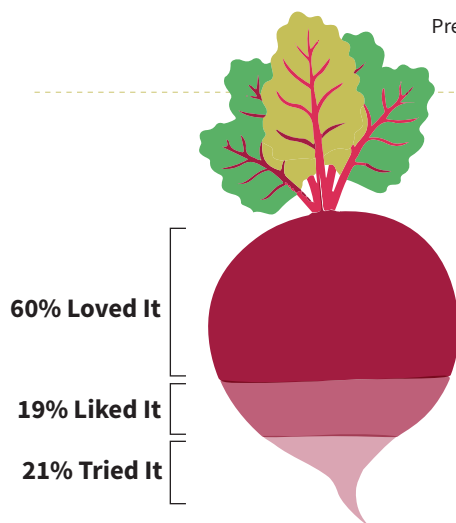


Top new Michigan-grown beans on the menu: Black beans, red kidney beans.

# 55

Total new foods tried because of 10 Cents a Meal

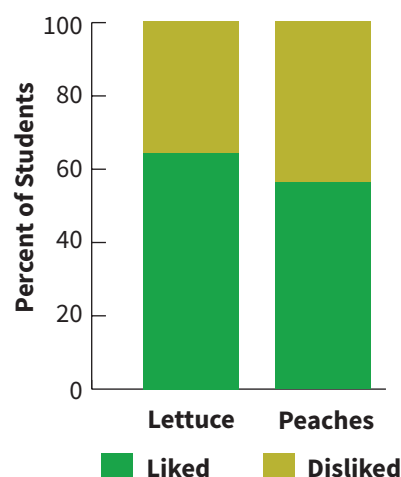
Preliminary survey results of food service directors, through December of the 2018-2019 school year, MSU Center for Regional Food Systems



## Fun Taste Test Beet Hummus

Aggregated data from Traverse City Area Public Schools, Frankfort-Elberta Area Public Schools, Suttons Bay Public Schools, Public Schools of Petoskey and \*Pellston Public Schools. Source: School districts, FoodCorps AmeriCorps service members/Service Sites (MSU Extension and Groundwork Center), and Traverse Bay Area Intermediate School District. \*plain hummus

## Tasting Surveys



Classroom Surveys on Foods Selected at Lunch-Public Schools of Petoskey.  
Source: MSU Center for Regional Food Systems

\$ from state incentive to 18 districts

\$107,250

\$ into Michigan's economy

\$214,500

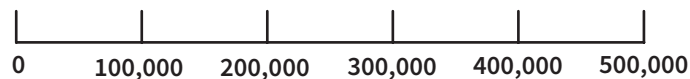
\$ from state incentive needed to fully fund all 23 applicants

\$243,698

\$ into Michigan's economy

\$487,396

## Doubling the State's Investment



## Ideas in Action

Traverse City Area Public Schools partnered with the Grand Traverse Band of Ottawa and Chippewa Indians to create a Three Sisters Garden of beans, corn, and squash.

Traverse Bay Area Intermediate School District hired a farm to school coordinator and AmeriCorps service members to assist Prosperity Region 2 schools with activities and easy-to-adopt curriculum resources.

Leland Public Schools features locally grown foods in a Community Back to School Dinner, putting farm to school efforts front and center in the community.



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Michigan Apple Crunch at Whitehall District Schools.  
Photo credit: Lynn DeVlieg, courtesy Whitehall District Schools.

**PROSPERITY  
REGION  
4**

“Our farmers love that we buy their food and would like to deliver directly to all local schools.”

Mary Rose Vanas  
Food Service Director  
Shelby Public Schools

**11** districts **6** counties **13** county region

Students  
Served  
**31,227**

**11 DISTRICTS** 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

**6 COUNTIES** Allegan, Barry, Ionia, Muskegon, Ottawa, Oceana

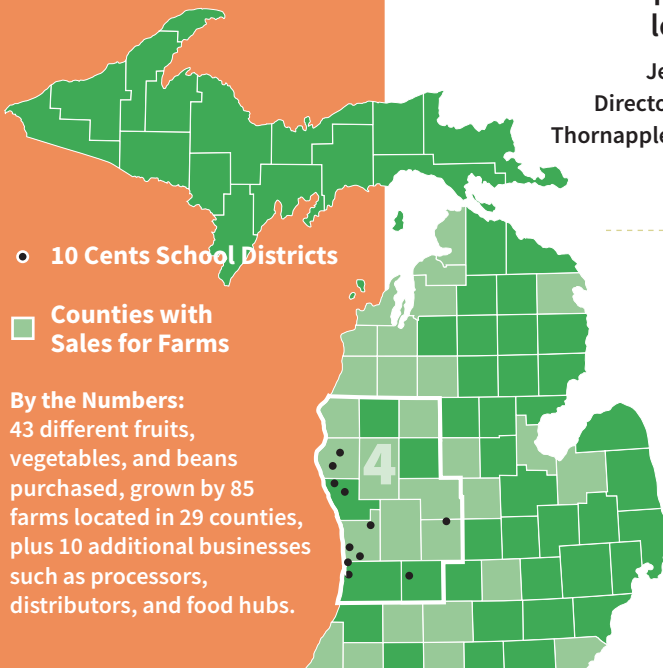
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Using a dried bean product was new for our food service staff. It really helps to boost staff morale when they can learn a new skill. There’s been an increased ‘buzz’ in the food service department around our local items.

Jessica Endress,  
Director of Dining Services  
Thornapple Kellogg School District

We introduced students to the different flavors that an apple can have: From tart to sweet and everything in between...My staff love taste-testing all the new apple varieties we are now getting. ‘WOW’ is a word I hear often.

Chris Nelson, Food Service Director  
Zeeland Public Schools and West Ottawa  
Public Schools



10 Cents School Districts

Counties with  
Sales for Farms

By the Numbers:  
43 different fruits,  
vegetables, and beans  
purchased, grown by 85  
farms located in 29 counties,  
plus 10 additional businesses  
such as processors,  
distributors, and food hubs.

The schools are investing in us, which we transfer to our employees. And we spend a lot of money in our local community. Because of our big diversity of varieties, it’s really allowed us to utilize some fruit and keep it in for fresh eating, which is a better return to us than a processing option.

Dave Rennhack  
Rennhack Orchards, Oceana County

”

## PROSPERITY REGION 4

"I love that our staff and our kids are local food connoisseurs now. They know how good produce should taste and they know where it was grown."

Caryn Elam, Food Service Director  
Hart Public School District

"Kids are taking so many more fruits and vegetables from the fruit and veggie bar. We found out kids were open to trying kohlrabi. I was very surprised by that!"

Rachel Johnson,  
Food Service Director  
Coopersville Area Public School District

"Students are able to try food items that they might not have tried before because of 10 Cents a Meal. The intimacy of trying the food in the classroom encourages them to try things that they might not have done on their own or in the cafeteria."

Patty Wall,  
Food Service Director  
Holland Public Schools and  
Saugatuck Public Schools

## Serving New Foods to Students

# 31

New Michigan-grown vegetables tried for the first time.



Top new Michigan-grown vegetables on the menu: Asparagus, bell peppers, salad/mixed greens

# 15

New Michigan-grown fruits tried for the first time.



Top new Michigan-grown fruits on the menu: Apples, grapes

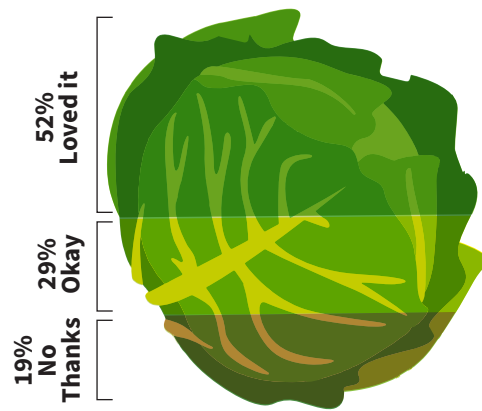
# 5

New Michigan-grown beans tried for the first time.



Top new Michigan-grown beans on the menu: Black beans, Great northern beans

Preliminary survey results of food service directors, through December of the 2018-2019 school year, MSU Center for Regional Food Systems

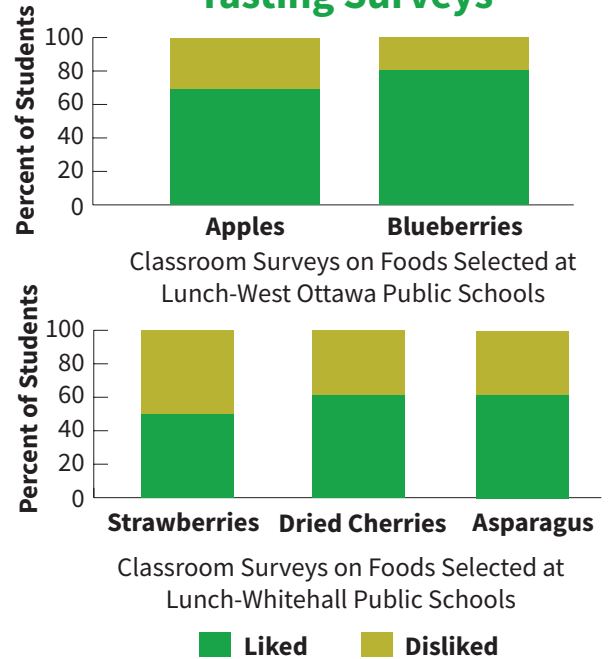


52% Loved it  
29% Okay  
19% No Thanks

## Fun Taste Test Cabbage Salsa

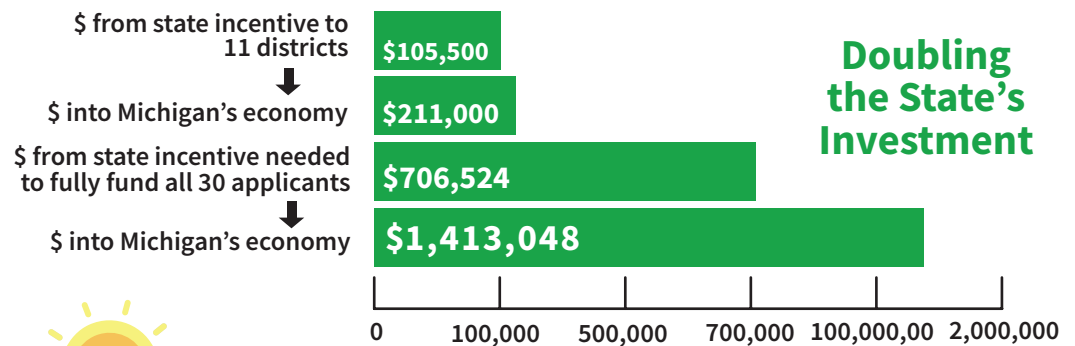
Source: Montague Area Public Schools

## Tasting Surveys



Classroom Surveys on Foods Selected at Lunch-Whitehall Public Schools

Source: MSU Center for Regional Food Systems



**Doubling the State's Investment**



## Ideas in Action

Holland Public Schools and Saugatuck Public Schools food service partners with teachers to carry out classroom Try It Tuesday taste tests, using foods that students will be served in the cafeteria on Farm Fridays.

Muskegon Intermediate School District's Career Tech Hospitality & Tourism students partner with 10 Cents schools to carry out real-world knife skills, taste-testing with students, and recipe development with Michigan-grown foods.

Montague Area Public Schools starts the year with a Harvest Day picnic for parents, students, and staff featuring Michigan foods. Future Farmers of America students lead educational veggie-themed games.





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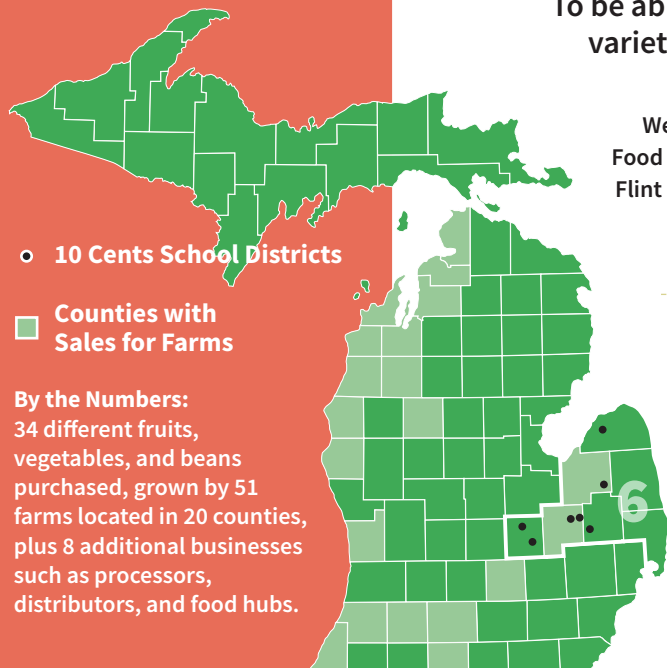


Elementary school students at Flint Community Schools move compost for their school garden.  
Photo credit: Autumn Trojanowski, FoodCorps AmeriCorps Service Member of Crim Fitness Foundation in Flint.



“We go to the Amish auction and buy what is local--Brussels sprouts, different kinds of squash. I purchased Michigan corn and put it up. I incorporate it into a lot of dishes--potato corn chowder, on the salad bar, as a hot vegetable, in enchiladas.”

Cinamon Marker,  
Farm to School Coordinator  
Elkton-Pigeon-Bay Port Laker  
Schools



**7** districts   **4** counties   **7** county region

Students Served  
**18,890**

**7 DISTRICTS** 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

**4 COUNTIES** Genesee, Huron, Shiawassee, Tuscola

“We are working with the Flint Fresh Food Hub. We are committing to buying apple slices from them, and they are investing in a machine to do more sliced apples in bulk. To be able to give students a variety of sliced apples is exciting.

Wendy Christensen,  
Food Production Manager  
Flint Community Schools

This is a wonderful program that allows children, many for the first time, to experience apples fresh from the orchard and to see how much more flavorful they are than those purchased at the grocery stores. Michigan apples always win in the flavor category.

Pat Koan, Koan's Orchard,  
Genesee County, who is selling apples into Flint Community Schools through the Flint Fresh Food Hub

Instead of baby carrots we served fresh carrots from a local farmer that were medium-sized and were just cleaned and skinned. Some students didn't recognize them as carrots. The kids thought it was cool as heck.

John Klapko, Food Service Director  
Owosso Public Schools

## PROSPERITY REGION 6

“Flint Fresh would not have this partnership with Flint Community Schools without 10 Cents a Meal.”

Cheryl McHallam,

Executive Director of Flint Fresh, a food hub that has coordinated orders and delivery of apples, potatoes, carrots, and dried beans from area farms to Flint Community Schools

“Without this grant many varieties of apples would be out of our price range and we would not be able to introduce them to our students. This year alone we have carried seven different varieties of apples for our students to enjoy.”

Karen Smith,

Director of Dining Service, Grand Blanc Community Schools

“We have seen more kids eating lunch and breakfast. I had one elementary student tell me she thought pears were limes and she really liked them and wanted me to put them on the menu every day.”

Jennifer Edgerton,

Food Service Director  
Mayville Community School District

## Serving New Foods to Students

**24** New Michigan-grown vegetables tried for the first time.



Top new Michigan-grown vegetables on the menu: Mushrooms, winter and summer squash, potatoes, kale, cucumbers, cabbage, celery

**12** New Michigan-grown fruits tried for the first time.



Top new Michigan-grown fruits on the menu: Cantaloupe, tart cherries

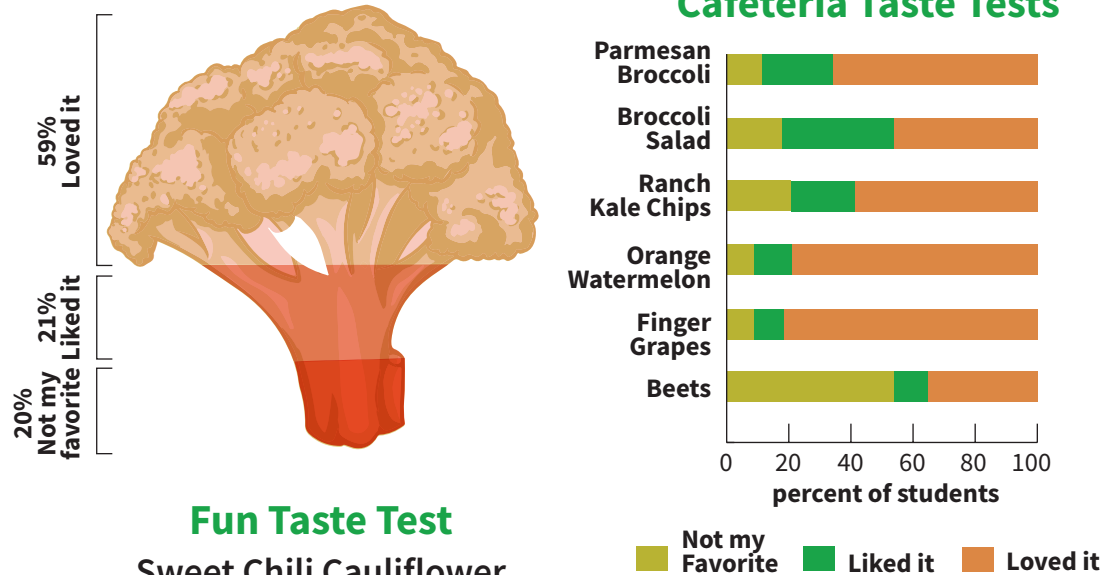
**4** New Michigan-grown beans tried for the first time.



Top new Michigan-grown beans on the menu: Black beans, red kidney beans

Preliminary survey results of food service directors, through December of the 2018-2019 school year, MSU Center for Regional Food Systems

## Cafeteria Taste Tests



## Fun Taste Test

### Sweet Chili Cauliflower

Source: Flint Community Schools  
FoodCorps AmeriCorps/Crim Fitness  
Foundation in Flint

Flint Community Schools  
Source: FoodCorps AmeriCorps/Crim Fitness  
Foundation in Flint

\$ from state incentive to 7 districts

\$107,250

\$ into Michigan's economy

\$214,500

\$ from state incentive needed to fully fund all 21 applicants

\$366,412

\$ into Michigan's economy

\$732,824

## Doubling the State's Investment



## Ideas in Action

Grand Blanc Community Schools sets up Chef Tables in the cafeteria during lunch with displays, information, and samples.

Elkton-Pigeon-Bay Port Laker Schools increased student participation in lunch by hiring an enthusiastic fresh foods cook and educator as a farm to school coordinator. The position now pays for itself.

The Genesee Intermediate School District food service department has partnered with its SNAP-Ed educator (funded by the federal Supplemental Nutrition Assistance Program) for educational activities with students around Michigan-grown foods.





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Taking produce and recipes home to families from the school farmers market.

Photo Credit: Battle Creek Public Schools



**“It definitely helps to support my program financially to support the local farmers. We would really not be able to do it otherwise. It lets me stretch my commodity produce dollars as well.”**

June Altom, Food Service Director  
South Haven Public Schools

**8** districts **4** counties **7** county region

Students  
Served  
**16,602**

**8 DISTRICTS** 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

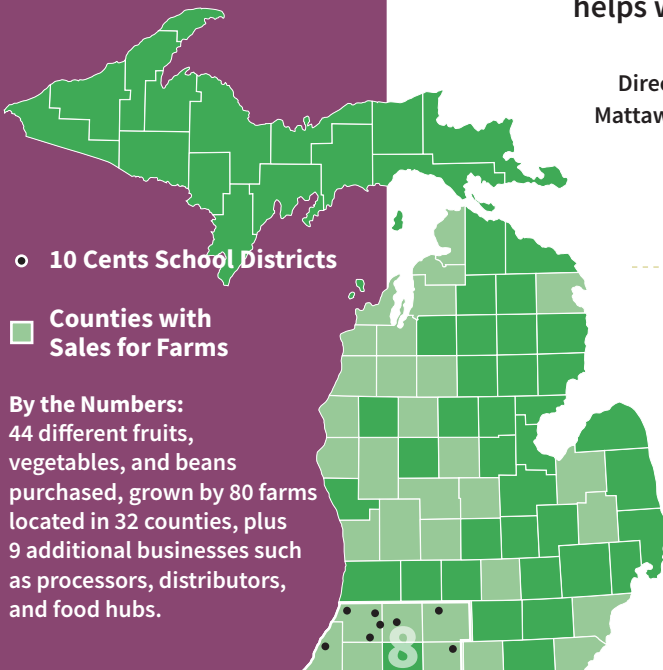
**4 COUNTIES** Berrien, Branch, Calhoun, Van Buren

**“**The district’s board members were very excited about [10 Cents]. This is just the start. From here we just continue to expand the program. It not only helps the school districts it helps the students; and when you get the teachers involved it helps with the curriculum.

David Rose,  
Director of Dining Services  
Mattawan Consolidated School

It’s the best thing that can happen for the kids in the area. It’s going to taste better for them, because it is fresh, it is local! If they buy from us, they’ll get a nice Gala, or small Honeycrisp that’s the right size.

Tricia Cantwell,  
Apple Sales Assistant Manager,  
Glei’s Orchards and Greenhouses of  
Hillsdale, with a market in Branch  
County, about selling apples and  
squash to Coldwater Community  
Schools



It’s funny to see the kids and their amazement about food. I showed them the carrots with the tops. They say, ‘What is that?’ ‘That is a carrot.’ They say, ‘Oh, wow. Do you eat that?’ ‘Yes, you eat carrots all the time on our lunch. This is just how they come out of the ground.’

Michelle Morrissey, Food Service Director  
Battle Creek Public Schools

## PROSPERITY REGION 8

"I have a break of 20 minutes in the middle of my day. I feel it is an important time to influence children and their food habits. So I sit and eat with them and talk about the food. It is all about relationship. Food and conversation is all integrated."

Thomas Jeffers,  
Food Service Director  
Trinity Lutheran School

"They were very intrigued with the peach fuzz. I actually saw kids rubbing them on their cheeks before eating them."

Tamara Santora,  
Food Service Director  
Coldwater Community Schools

"We served roasted asparagus at the middle school and they loved it! We had never done a roasted vegetable besides potatoes. All the parents that I talk to about the grant and using more local produce have been very positive and excited."

Peggy Ferguson,  
Food Service Director  
Bridgman Public Schools

## Serving New Foods to Students

**22** New Michigan-grown vegetables tried for the first time.



Top new Michigan-grown vegetables on the menu: Carrots, winter squash, asparagus

**14** New Michigan-grown fruits tried for the first time.



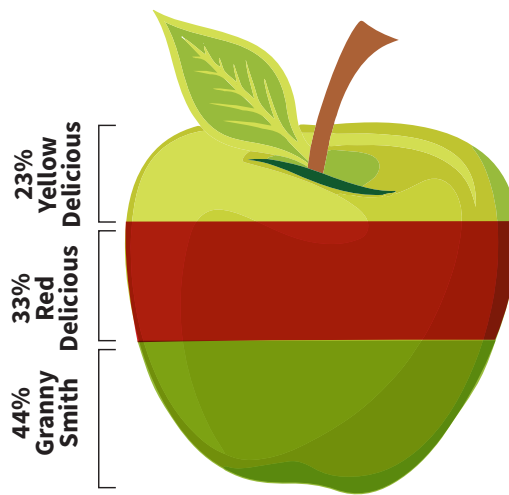
Top new Michigan-grown fruits on the menu: Apples, blueberries, tart cherries

**3** New Michigan-grown beans tried for the first time.



Top new Michigan-grown beans on the menu: Red kidney beans

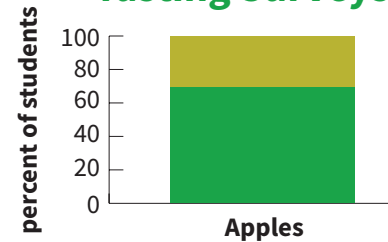
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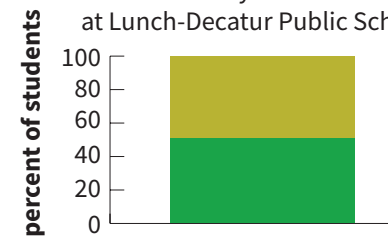
## Fun Taste Test Apples: Favorite Varieties

Source: Battle Creek Public Schools

## Tasting Surveys



Classroom Surveys on Foods Selected at Lunch-Decatur Public Schools



Rainbow Carrots

Classroom Surveys on Foods Selected at Lunch-Mattawan Consolidated Schools

■ liked ■ disliked

Source: MSU Center for Regional Food Systems

\$ from state incentive to 7 districts

\$68,000

\$ into Michigan's economy

\$136,000

\$ from state incentive needed to fully fund all 21 applicants

\$608,087

\$ into Michigan's economy

\$1,216,174

## Doubling the State's Investment

0 50,000 200,000 700,000 100,000 2,000,000



## Ideas in Action

Mattawan Consolidated School Food Service promotes a new fruit or vegetable weekly in Michigan Mondays lunches, and emails staff so teachers can announce it to students.

Decatur Public Schools Food Service holds a recipe-naming contest for students to come up with clever names for Michigan recipes featured in taste tests. The winning name goes on the menu.

Trinity Lutheran School reduced food costs 40% through scratch cooking. Leftover broccoli is turned into a "fabulous" broccoli soup, leftover black beans goes into a tortilla soup.



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Experiencing fresh corn.

Photo credit: Jackson Public Schools

**PROSPERITY  
REGION  
9**

“Kids are really excited about living in Michigan. This program allows us to engage them in the pride.”

Lisa Garrison,  
Food Service Director  
Manchester Community Schools

**13** districts

**4** counties

**6** county region

Students  
Served  
**44,821**

### 13 DISTRICTS

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 ISD, Jackson Public Schools, Manchester Community Schools, Monroe Public Schools, Whitmore Lake Public School District

### 4 COUNTIES

Hillsdale, Jackson, Monroe, Washtenaw

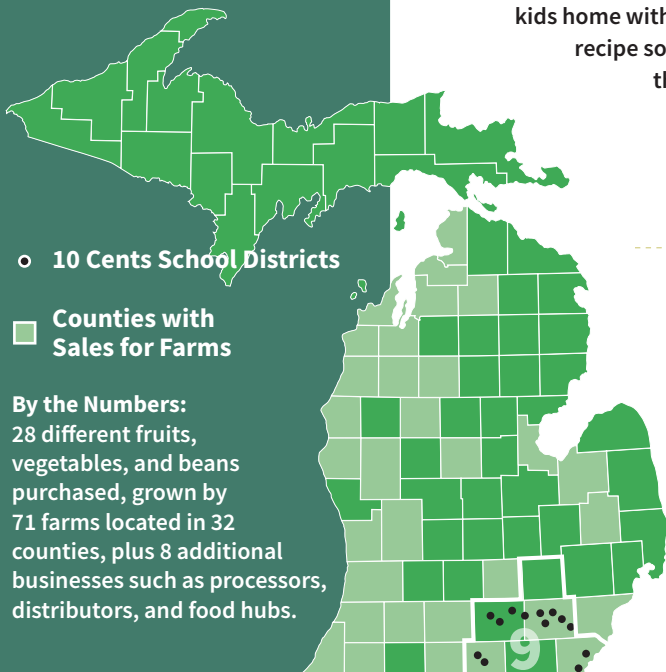
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When you get kids excited about food...that's the fun part. This program helps make it more exciting for the students.

Tiffany Houston, Director of Food Service, Ann Arbor Public Schools, who also sends kids home with produce and beans and a recipe so the kids can engage their families.

I've had teachers and parents who send me emails saying the kids have told them how much better the food is and how much happier they are. Honestly, it just seems to be a fresher quality. I love it.

Kelly Bolton, Food Service Director, Grass Lake School District, who has seen her lunch participation numbers among high school students increase 60 percent over last year.



10 Cents School Districts

Counties with  
Sales for Farms

**By the Numbers:**  
28 different fruits, vegetables, and beans purchased, grown by 71 farms located in 32 counties, plus 8 additional businesses such as processors, distributors, and food hubs.

It lets us sell our whole crop. I think that getting local foods into local institutions is really important. You can get the flavor to them, and keeping the dollars in the community is a good thing.

Dale Lesser,  
partner with brother Tom at Lesser Farms,  
Washtenaw County



## PROSPERITY REGION 9

“Apple tasting was my favorite because the kids get so excited and want to know what farm the apples came from. Because of this grant, I’ve only purchased Michigan apples this year. And kids aren’t wasting them either!”

Meaghan Eckler, Director of Food Service and Child Nutrition  
Bedford Public Schools

“Just letting our parents know what we are doing is huge. We are in a district where one in two children are from families that qualify for free and reduced lunch, so eating fresh and local is huge. A lot of people don’t have that opportunity at home.”

Alan Breneman,  
Food Service Director  
Concord Community Schools and  
Hanover-Horton School District

“I was able to put out a huge variety of Michigan apples. Kids love the opportunity to experience something beyond Red Delicious.”

Deborah Over,  
Food Service Director  
Chelsea Public Schools

## Serving New Foods to Students

**17** New Michigan-grown vegetables tried for the first time.



Top new Michigan-grown vegetables on the menu: Winter squash, cherry tomatoes, grape tomatoes, Brussels sprouts

**13** New Michigan-grown fruits tried for the first time.



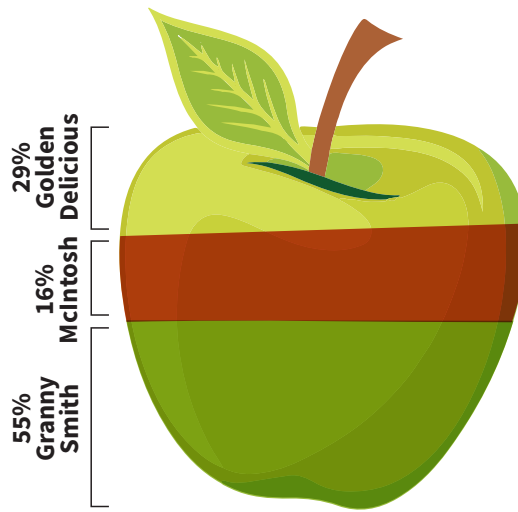
Top new Michigan-grown fruits on the menu: Apples, plums, peaches

**1** New Michigan-grown beans tried for the first time.



Top new Michigan-grown beans on the menu: Red kidney beans

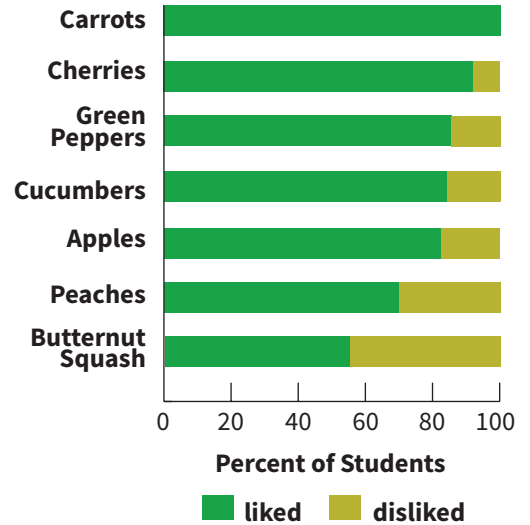
Preliminary survey results of food service directors, through December of the 2018-2019 school year, MSU Center for Regional Food Systems



## Fun Taste Test Apples: Favorite Varieties

Source: Bedford Public Schools

## Tasting Surveys



Cafeteria Surveys on Foods Selected at Lunch  
Aggregated data from Concord Community Schools, Whitmore Lake Public School District, Dexter Community School District, Grass Lake Community Schools, and Hillsdale Community Schools. Source: Public Sector Consultants

\$ from state incentive to 13 districts

\$105,500

\$ into Michigan's economy

\$211,000

\$ from state incentive needed to fully fund all 19 applicants

\$409,289

\$ into Michigan's economy

\$818,578

## Doubling the State's Investment



## Ideas in Action

Dexter Public Schools serves Michigan Grown Meals three times a year, with everything served grown in Michigan. The meal has built awareness among students, parents, and food service of what is possible year-round.

Grass Lake Community Schools Food Service Director Kelly Bolton used her phone to take pictures and video of her 10 Cents efforts. Her teenage daughter edited it into a short video on the school website. It has excited parents.

Whitmore Lake School District is trying new menu items such as balsamic-glazed Brussels sprouts, which went over surprisingly well; and butternut squash soup.