

10 CENTS A MEAL FOR SCHOOL KIDS & FARMS

Create a world in which schools can more easily buy locally grown fruits, vegetables, and legumes from neighbor farms



WHAT IS '10 CENTS':

A \$250,000 state pilot, launched in fall 2016, is providing 16 school districts in northwest and west Michigan with competitive matching grants to spend on locally grown fruits, vegetables and dry beans.

- \$210,000 in state match funding provides up to \$420,000 for Michigan's agricultural economy and great food for our kids
- Breaks down financial barriers to this common-sense market for local agriculture.
- Helps kids know where food comes from—a farm, not a store.

THE TIMING IS RIGHT FOR MICHIGAN:*

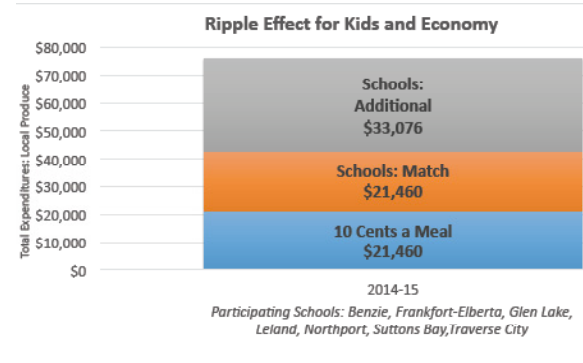
- Economic opportunity for Michigan agriculture
- Public support for school nutrition
- Public support for Farm to School
- Food service interest
- Farmer interest



* Sources: U.S. Department of Agriculture; polls by Pew Charitable Trusts and W.K. Kellogg Foundation, Surveys by MSU Center for Regional Food Systems, Groundwork

HERE'S HOW '10 CENTS' HELPS SCHOOLS:

- **Targeted budget help:** Schools have only 20-30 cents per meal to spend on produce.
- **Try new things:** A financial cushion can help school food service directors to try new things.
- **Funding stability:** Farm to school will not get cut with a stable fund. Schools can plan farm to school growth.
- **Customer satisfaction:** When children love the food they are served, they come back for more, providing even more stable



"10 Cents a Meal has been a good selling point—it shows farms that not only is TCAPS interested in buying local, it also has some extra funding support to make sure we can make purchases to a greater degree than might otherwise be possible."
~Tom Freitas, Traverse City Area Public Schools Food Service Director

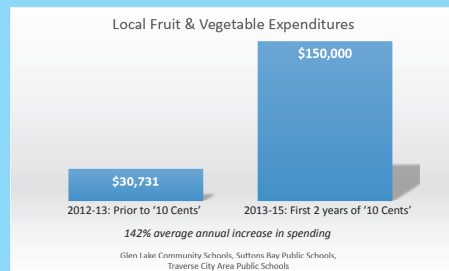
"From the local school standpoint, the local food service directors tell us the kids really like and eat the farm fresh produce we provide and it helps them meet their healthy meals goals. From our farm standpoint, it helps us market our produce locally and is a significant part of our business."
~Jim Bardenhagen, co-owner Bardenhagen Farms

"That was delicious and it's my new favorite thing in the whole world."
~ Third-grader at Traverse Heights Elementary School

"I've never tried a salad—this one is good!"
~ Second-grader at Platte River Elementary School

NORTHWEST MICHIGAN PILOT PROJECT

- **Who's Involved:** Groundwork Center for Resilient Communities, Traverse Bay Area Intermediate School District, northwest Michigan school districts.
- **History:** Launched in 2013-2014 with three school districts. Four other districts joined in 2014-2015
- **Results:** In 2014-2015: The seven districts purchased 25 different fruits and vegetables from 36 farms.



NATIONWIDE FARM TO SCHOOL LEADER:

- Michigan joins a handful of states that support and incentivize schools to purchase locally grown food.
- This program was inspired by a recently completed 3-year pilot developed by the Groundwork Center, which served 7 districts in the Grand Traverse region.

10 CENTS A MEAL FUN FACTS

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TOP 10 FRUITS AND VEGETABLES PURCHASED BY 7 DISTRICTS (2015-2016)

1. Apples
2. Asparagus
3. Carrots
4. Blueberries
5. Pears
6. Strawberries
7. Beets
8. Winter Squash
9. Green Beans
10. Broccoli/Romanesco

ECONOMIC IMPACT:

Over the duration of the three-year pilot (2013-2016) \$260,857.88 purchased 40 different varieties of Michigan-grown and processed produce items.

In the 2015-2016 school year, 40 produce items were purchased from 43 farms in 18 counties throughout Michigan.

HYPER LOCAL ECONOMY:

Leelanau County, home to 12 of the farms, supplied 21 of the farm products purchased by the districts including five out of top 10.

What do the school children think about these top products?

KIDS ON BEETS:

"I loved it so much I just shoved the whole thing in my mouth!"

"I wish we tasted beets every time! I love beets!"

"I need five more!"

"Can I have the whole bowl?"

And after a cafeteria taste test of heart-shaped, roasted beets and lessons on heart health: "I get it—heart beets like heart BEATS!"

SECOND GRADER'S THOUGHTS ABOUT LOCAL CARROTS AND PARSNIPS:

"This carrot should go to Hollywood."

"It's a ticket straight to Tasteville!" –2nd grader after tasting roasted parsnips.

ADMIRING ASPARAGUS:

At one school, a fifth grader came back for a FIFTH tasting of roasted asparagus, and said: "If you're here for my birthday next year, can you bring me a pound of asparagus instead of cake?"

FROM THE TEACHER'S PERSPECTIVE:

Patterns in nature:

"Our students really enjoyed the Romanesco broccoli/ Fibonacci Spirals presentation. They continue to look for those spirals everywhere! It was great to see so many students so willing to try the broccoli samples." — Teacher Steve Balcom, Central Grade School, TCAPS

CHANGING ATTITUDES AND ACCEPTANCE:

A teacher from Glen Lake Community Schools commented "Student attitudes about eating vegetables are much different than they were 5 to 10 years ago."

Leland served squash soup at the same time that various lessons around squash were being conducted (math with squash seeds, Three Sisters garden/soup, etc.).

Students at first said they'd tried winter squash and didn't like it; then, were surprised to realize that they did like it. In other classes/tastings, children also said they'd never tasted winter squash, but when asked if they'd tried pumpkin they started to see the connections.

Some students said winter squash tasted like pumpkin pie.