

# 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':

- Provides match funding for schools to buy from neighbor farms.
- Breaks down financial barriers to this common-sense market for local agriculture.
- Puts Michigan-grown food on children's plates.
- Invests in local economies.
- Helps kids know where food comes from—a farm, not a store.
- Lets kids appreciate the great flavors that their state grows.



## 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
- Solutions-oriented

\* 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 IS 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 revenue for food service.

## HERE IS HOW IT HELPS THE ECONOMY:

- **Predictable market for farms:** Food service directors learn what their students like, what their staff can prepare, and catalyze supply through their demand. It makes sense to reduce barriers to school buying, and build on-ramps instead.

"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

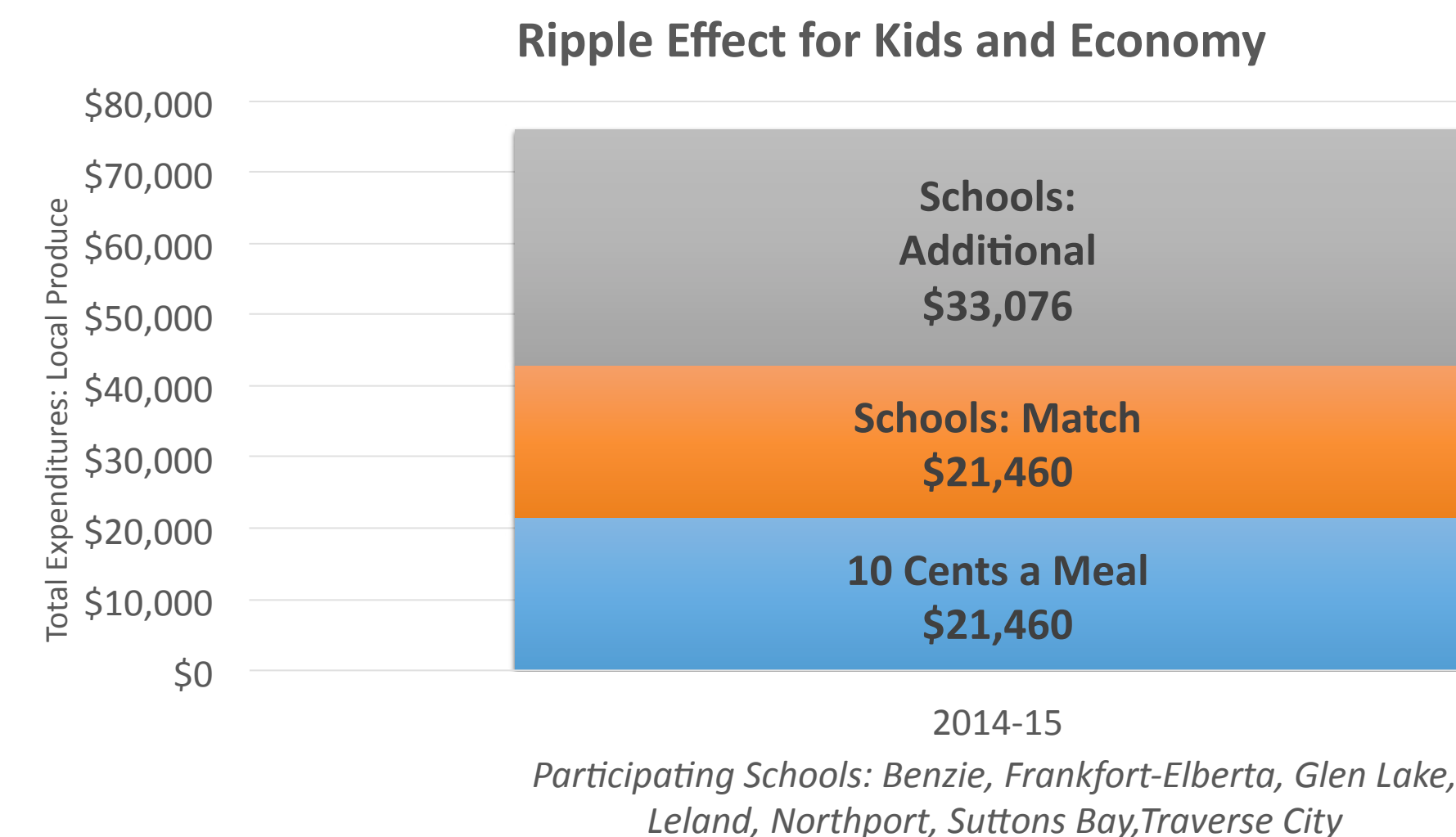
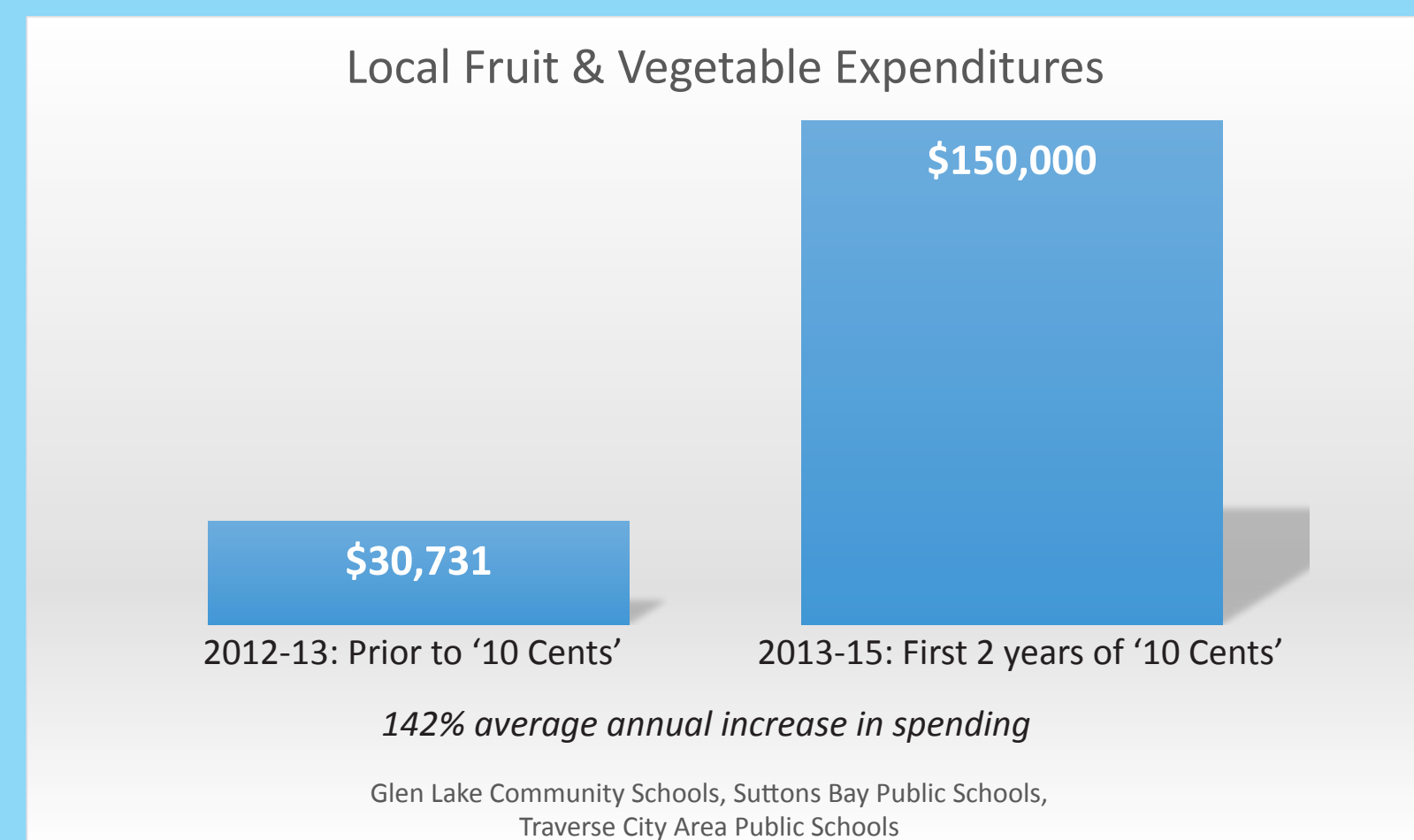
"From the local school standpoint, the local food service directors tell us the kids really like and eat the farm fresh produce we provide and it helps them meet their healthy meals goals. From our farm standpoint, it helps us market our produce locally and is a significant part of our business."  
~Jim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



## HERE'S HOW IT CAN HELP MICHIGAN:

- **With 100% funding for all school lunches:** \$14 million for farmers—\$24 million with school match
- **With seasonal funding caps like in NW Michigan:** \$6.4 million for farmers—\$13.3 million with school match