10 CENTS A MEAL

FOR SCHOOL KIDS & FARMS

Diane Golzynski
Michigan Department of Education

PURPOSE

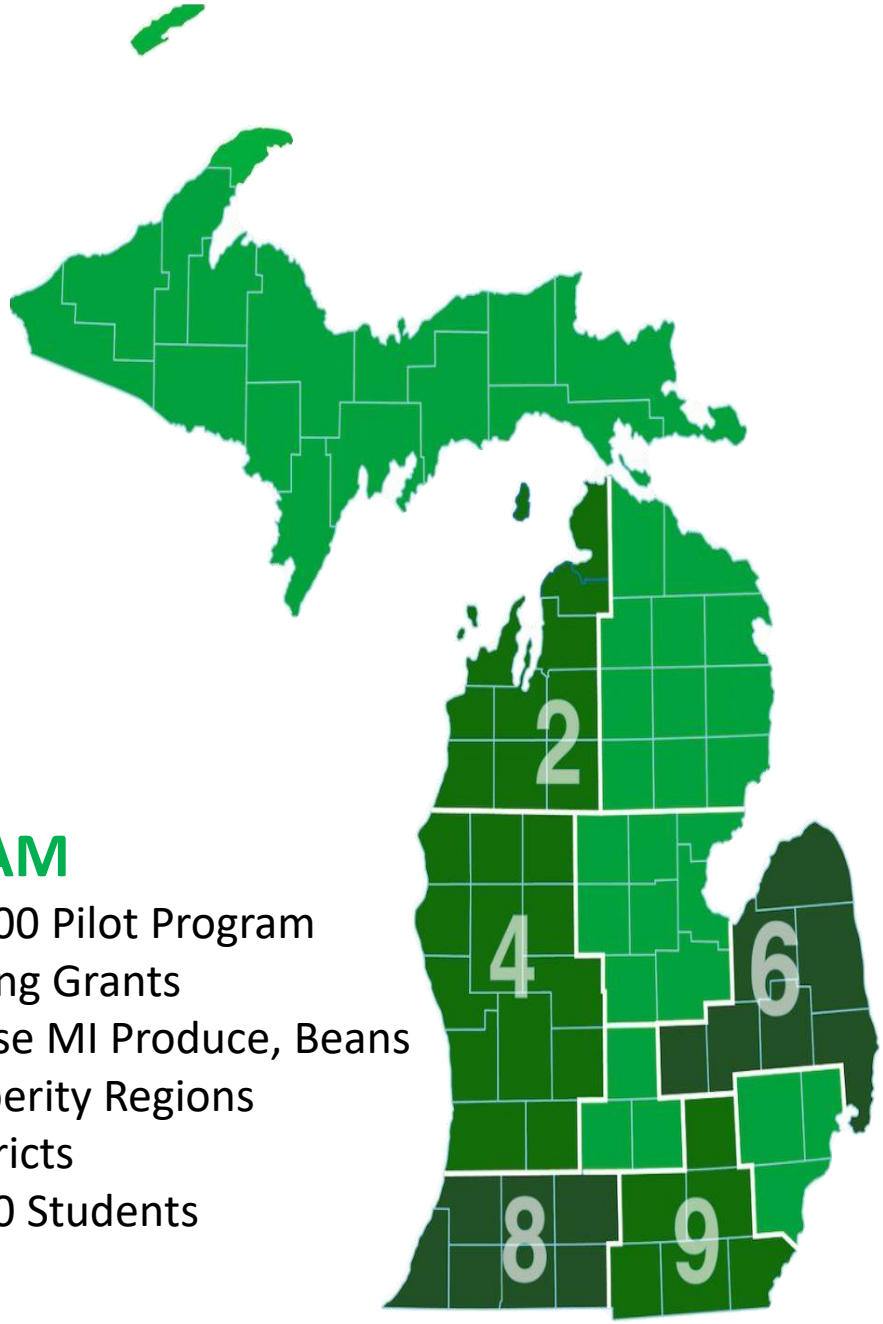
- Improve daily nutrition and eating habits for children through the school setting
- Invest in Michigan agriculture and related local food business economy

PARTNERS

- MI Department of Education
- MI Department of Agriculture and Rural Development
- MSU Center for Regional Food Systems
- Groundwork Center for Resilient Communities
- Prosperity Region Offices

PROGRAM

- $575,000 Pilot Program
- Matching Grants
- Purchase MI Produce, Beans
- 5 Prosperity Regions
- 57 Districts
- 135,000 Students



HOW IT WORKS

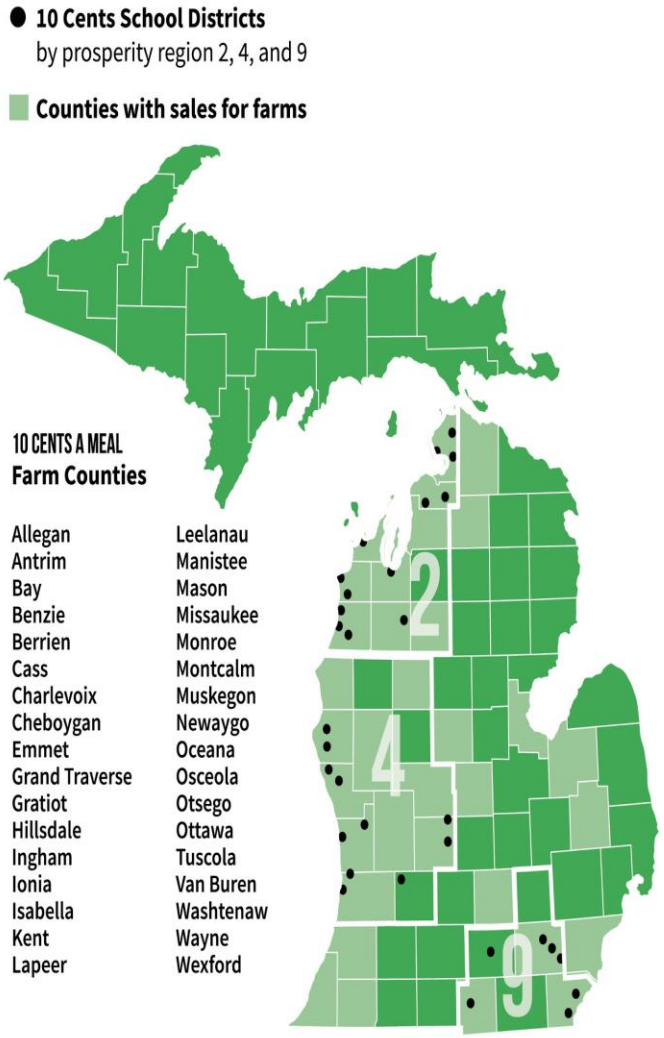
Funding for Procurement Promotion Expected

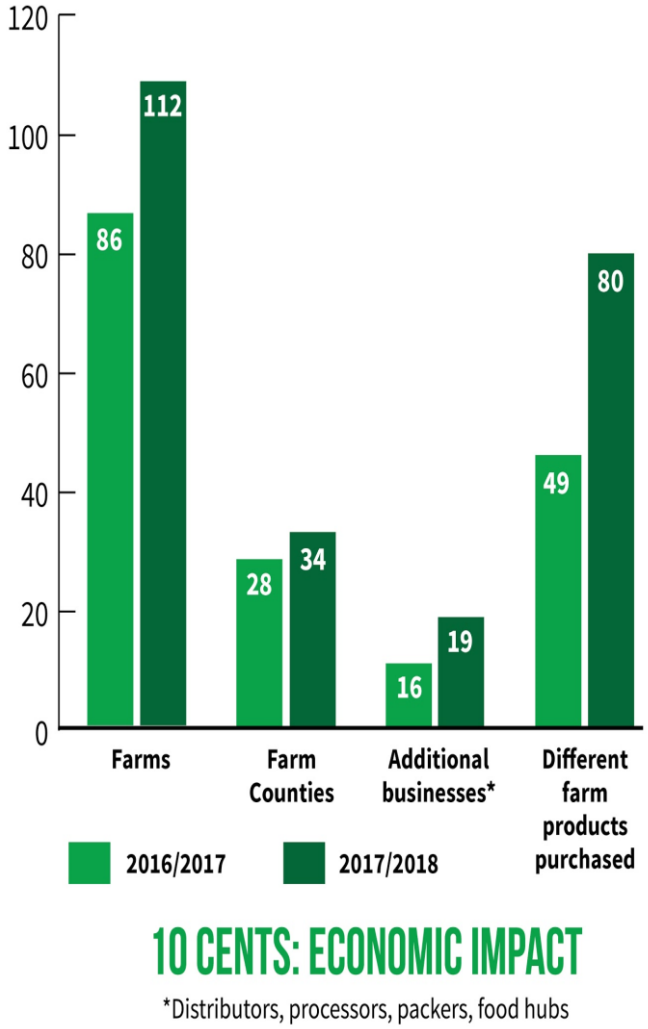
Prosperity Region 8 Awardees

Battle Creek Public Schools
Mattawan Consolidated School
Bridgman Public Schools
Trinity Lutheran School
Decatur Public Schools
Coldwater Community Schools
Paw Paw Public School District
South Haven Public Schools

SHOWING YOUR ECONOMIC IMPACT

2017-2018





SERVING NEW FOODS TO STUDENTS:

30 Total new foods tried because of 10 Cents by January 1, 2017

65 Total new foods tried because of 10 Cents by January 1, 2018

43 New Michigan- grown vegetables tried for the first time.

Top new Michigan-grown vegetables on the menu: Brussels sprouts, red and green cabbage, corn, radishes, winter squash.

17 New Michigan-grown fruits tried for the first time.

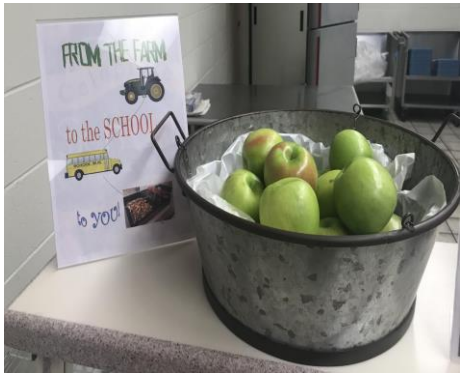
Top new Michigan-grown fruits on the menu: Apples, peaches, blueberries, sweet cherries, watermelon.

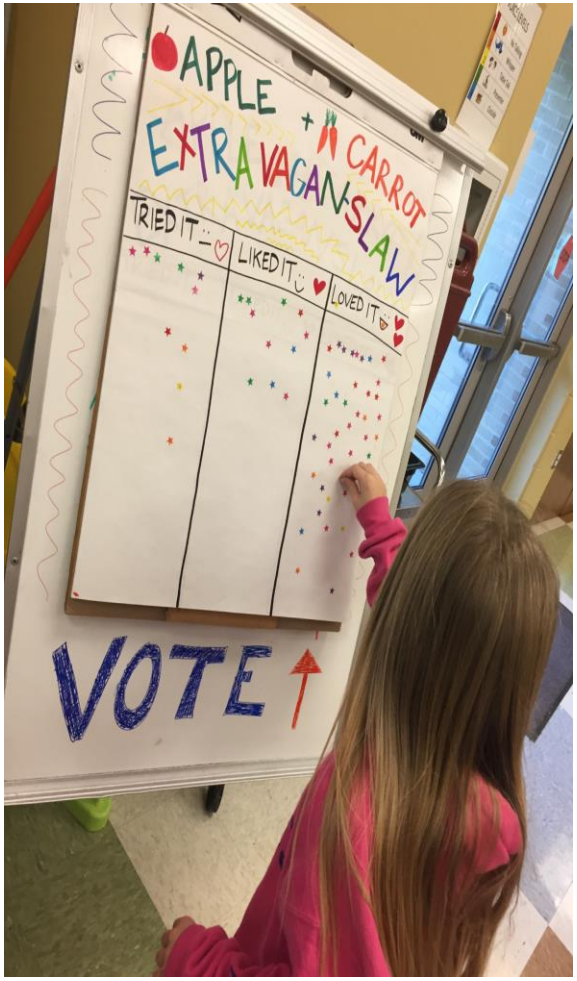
5 New Michigan-grown beans tried for the first time.

Top new Michigan-grown beans on the menu: Black, cranberry, navy, pinto, red.

Preliminary survey results of food service directors, through December of the 2017-2018 school year, MSU Center for Regional Food Systems

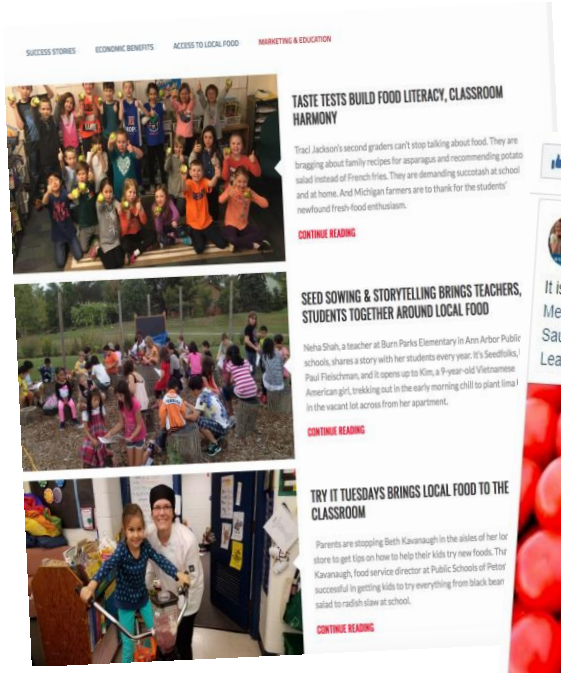
MARKETING & EDUCATION: Signs, Activities!





SHARE WITH US!

YOUR STORIES MATTER



10 Cents Website Success Stories

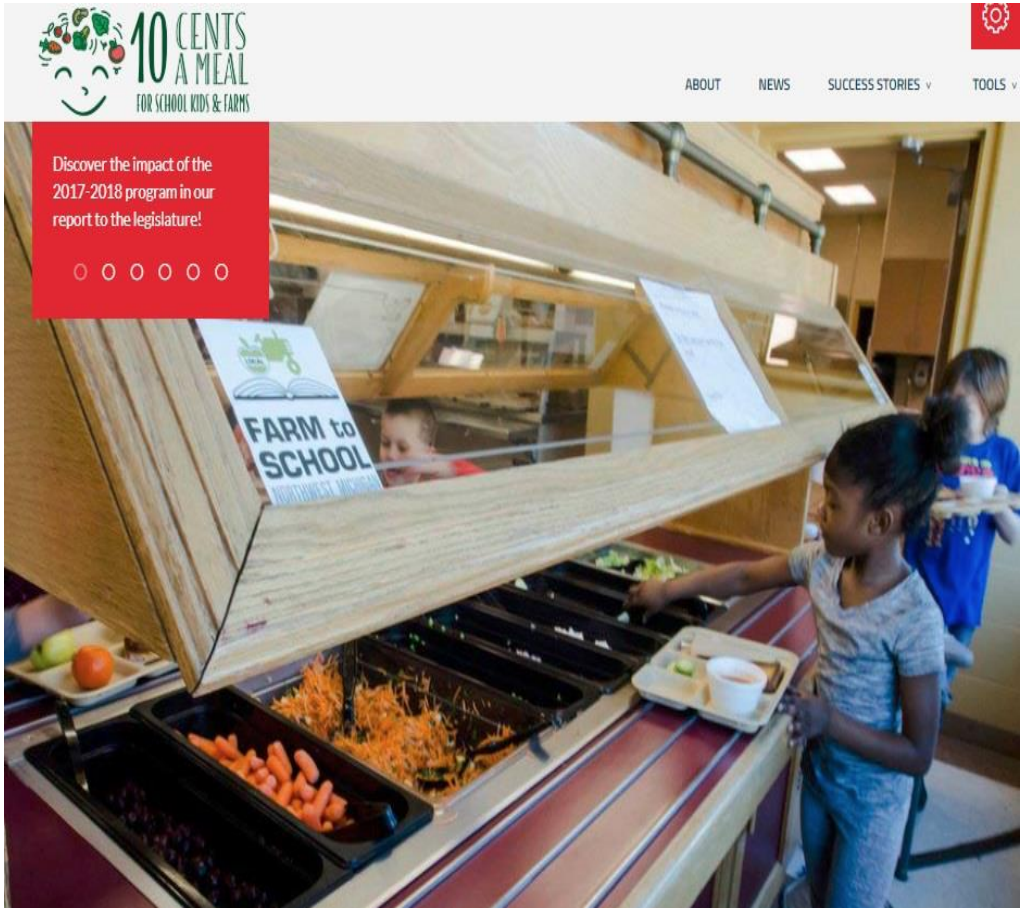
10 Cents Social Media

Legislative Reports Every March

“There is reduced food waste, with an increase in student consumption of fruits and vegetables during lunch. The custodial staff literally grab my arm, walk me to the trash, and show me how much food is not wasted anymore. It’s just huge.”

-Beth Kavanaugh, Public Schools of Petoskey, on the impact of 10 Cents

Glen Lake Community Schools



Tools for Schools Page

- **Webinars**
- **Procurement**
- **Education**
- **Marketing**
- **Much More**

www.tencentsmichigan.org

CONTACTS

SHARE STORIES:

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