



SECTION 26

Technical Notes

10 Cents a Meal for Michigan's Kids and Farms (10 Cents), administered by the Michigan Department of Education, matches what participating schools, districts, and early care and education centers spend on Michigan-grown fruits, vegetables, and dry beans with grants of up to 10 cents per meal.

This brief is part of *10 Cents a Meal 2020–2021 Evaluation Results: Expanded Eligibility Increased Impacts*.

This section provides additional information on the processes used to analyze program data for this evaluation report of the 10 Cents a Meal for Michigan's Kids and Farms (10 Cents) program for the 2020–2021 year. The information below is organized by the individual summaries within the full report, and some information may be relevant to multiple summaries.

EVALUATION OF THE 10 CENTS PROGRAM

The 2020–2021 program year data were not compared to data from previous years of the 10 Cents program (during the pilot years) for several reasons:

- **This was the first year for the statewide program expansion.** As a result, there was a significant increase in the number of participating grantees; just 57 grantees from 27 counties participated in 2018–2019, but 143 grantees statewide participated in 2020–2021.
- **Childcare sponsors, including early care and education and Residential Child Care Institution sites, were also eligible to participate for the first time.** These types of grantees can differ widely, including from public school/district grantees, in the number of children they serve, the types of food service programs they provide, the ways they conduct local food purchasing, and the ways they conduct related promotional and educational activities.
- **Reporting the farms of origin for purchased products is a legislative requirement.** In previous years, evaluators omitted from the data analysis any purchases that did not include this information. This year, however, a substantial number of purchases reported by grantees (60%) did not include the farms of origin, so evaluators decided to include these purchases in the analysis. In future years, increased administrative capacity for the program should help to address grantee reporting errors on a more regular basis, ensuring Michigan farms of origin are more consistently added to purchasing data as it is reported.

- **Lastly, the pandemic has had a significant impact on all grantees.** Supply chain disruptions, staffing issues, and virtual classroom formats have changed how food service programs run their operations, especially for K-12 schools. Due to these unique conditions, data collected from food service programs for the 2020–2021 year of 10 Cents cannot be accurately compared to how they operated in before the pandemic.

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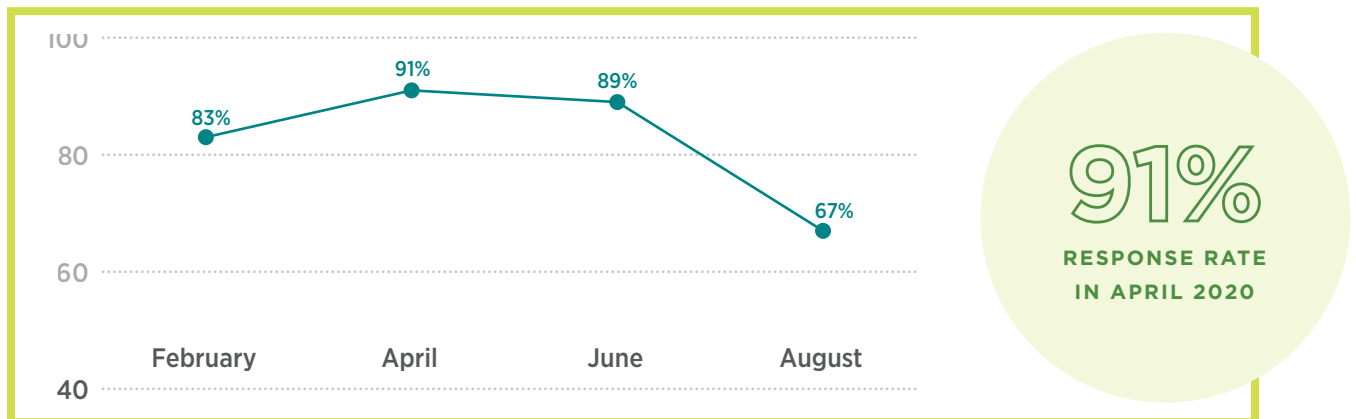
RESPONSE RATES

The response rates for the four evaluation surveys (February, April, June, and August 2021) varied throughout the year. Each of the electronic survey links were emailed to grantees by program administrators from the Michigan Department of Education (MDE), and response collection typically lasted one to two months. Reminder emails to nonrespondents from staff at MDE surely increased response rates. The April and June surveys had the highest response rates, and the August survey (the last survey of the program year) had the lowest response rate.

Table 26.1. Evaluation Survey Response Rates for 2020–2021

| | Survey month | | | |
|---------------------|--------------|-------|------|--------|
| | February | April | June | August |
| Number of responses | 118 | 130 | 127 | 96 |
| Response rate | 83% | 91% | 89% | 67% |
| Number of questions | 18 | 13 | 18 | 11 |

Figure 26.1. 2020–2021 Evaluation Survey Response Rates Over Time



OPEN-TEXT RESPONSE ANALYSIS

Survey questions with open-text written responses were based on responses from previous years' surveys as well as new themes that emerged from responses in the 2020–2021 year. Within the report, we referred to the process of coding as categorizing. A single grantee's response could have multiple themes mentioned within it, so the number of mentions to themes is often higher than the actual number of responses. Because

the same theme could not be duplicated within a grantee's response, the number of mentions per theme is also indicative of the number of different grantees that stated the theme. Any feedback from food program managers (FPMs) that included identifying information was removed to maintain anonymity. The evaluation questions that had open-text responses can be found in the summary, [2020–2021 10 Cents Evaluation Survey Questions and Response Rates](#) in the full report.



Michigan-Grown Foods Purchased and Served for the First Time

Michigan-Grown Vegetables, Fruits, and Dry Beans of Interest but Unable to Find or Buy

A product naming guide used for 10 Cents evaluation in previous years was used to streamline the categorization of products reported by FPMs into product types (e.g., zucchini as summer squash, Concord grapes as grapes). If a grantee reported the same product during the year, the duplicated response was removed from analysis of products FPMs purchased and tried for the first time.

These product types were then assigned to a product type category: fruits, vegetables, or dry beans. For dry beans, varieties are distinguished (e.g., pinto or black beans). See Table 26.2 for the full breakdown of fruit and vegetable product types.

Table 26.2. Fruit and Vegetable Types for the Evaluation of 10 Cents

| Product Types by Category | | |
|--|---|---|
| Fruits | Vegetables | |
| <ul style="list-style-type: none"> ★ Apples ★ Apricots ★ Berries, other unknown ★ Blackberries ★ Blueberries ★ Cherries ★ Cranberries ★ Grapes ★ Melons ★ Nectarines ★ Peaches ★ Pears ★ Plums ★ Raspberries ★ Saskatoons ★ Strawberries ★ Watermelon ★ Fruit, other or unidentifiable | <ul style="list-style-type: none"> ● Asparagus ● Beets ● Brussels sprouts ● Broccoli ● Cabbage ● Carrots ● Cauliflower ● Celery ● Celery root ● Corn ● Cucumbers ● Eggplant ● Fennel ● Garlic ● Green beans (yellow, wax, Italian) ● Greens, cooking ● Herbs ● Jerusalem artichokes ● Kale ● Kohlrabi ● Leeks ● Lettuce ● Mushrooms ● Onions (mature and green) | <ul style="list-style-type: none"> ● Parsnips ● Parsley root ● Peas ● Peas (sugar snap and snow) ● Peppers (sweet and hot) ● Potatoes ● Radishes ● Rhubarb ● Romanesco ● Root vegetable, other or unidentifiable ● Rutabaga ● Salad Greens/Mix ● Shoots, sprouts, microgreens ● Spinach ● Summer squash ● Sweet potatoes ● Tomatoes (cherry, grape, and slicing) ● Tomatillos ● Turnips ● Winter squash ● Vegetable blend, identifiable ● Vegetable, unidentifiable |



The 10 Cents Local Food Supply Chain

The 10 Cents Farm Impact

Michigan-Grown Fruits, Vegetables, and Dry Beans Purchased for 10 Cents

10 Cents Grantees Purchased a Diversity of Michigan-Grown Products

Legislation for 10 Cents requires grantees to track and report their purchases of Michigan-grown products. For the 2020–2021 program year, as in previous years of the program, MDE used an online system developed by an external contractor to collect purchasing information. Grantees were required to report details of purchases including the product type, unit, quantity, total cost, farm of origin (name and county), distributor (if applicable), and invoicing date. Data reported by FPMs were reviewed by MDE and monitored for ineligible purchases and errors (e.g., duplicated entries). Ineligible products include highly processed or canned items (e.g., applesauce, juice, chili); items that were not fruits, vegetables, or dry beans (e.g., bread, maple syrup, honey, eggs); or items not originating from Michigan (e.g., bananas, papayas, pineapples). A food vendor was deemed ineligible if they did not source their products from Michigan farms despite their business being located within the state.

The dataset of reported purchases used for this report was provided by MDE in September 2021 and contains information reported by grantees from September 2020–August 2021.

Please note that the dataset of reported purchases used for this report was provided by MDE in September 2021 and contains information reported by grantees from September 2020–August 2021. However, additional grantees submitted purchasing information at a later date, and some grantees submitted additional purchases beyond this date. Therefore, the findings outlined in these summaries are limited to the original information that we obtained and do not capture the full scope of spending during the program year, which includes both more grantees and more spending.

Evaluators aggregated and cleaned the purchasing data submitted by grantees for errors before analysis. Similar to previous evaluation reports, the product naming guide (see Table 26.2) and a vendor guide were used to categorize the data. The vendor guide was used to assign suppliers into supplier types (see Key Definitions) using information from online sources and data collected in previous years by Michigan State University Center for Regional Food Systems and 10 Cents partners. Additionally, the invoice dates reported by grantees were reviewed to ensure analysis was specific to the duration of the 10 Cents program (September 2020–August 2021). Any data reported outside of this timeframe were excluded from analysis.



Does Years of 10 Cents Participation Influence Public School Districts Grantees' Use of the Program?

Does the Food Service Operation Type Influence Public School Districts Grantees' Use of the Program?

Evaluators wanted to explore how key characteristics of public school district grantees may influence their use of the 10 Cents program. The three key characteristics examined were years of experience participating in 10 Cents, years of experience purchasing local food, and the food service type (self-operated program or contracted food service management companies).¹ We examined program data gathered through evaluation survey responses (from four surveys in February, April, June, and August 2021) and information about Michigan-grown food purchases reported by 84 of the 113 public school district grantees participating in 10 Cents in 2020–2021. This group of public school district grantees also includes a regional educational service agency and an intermediate school district grantee. Not included in this analysis were five public school academies and one non-school grantee because their size and food program operations can differ widely from public school districts. Note that the sample size varies for each survey question as all four surveys had different response rates.

The primary data we analyzed for these summaries were:

- the reported number of new Michigan-grown foods tried for the first time;
- the Michigan-grown foods FPMs wanted to try but were unable to find or buy;
- the number of outcomes reported as achieved through participating in 10 Cents;
- whether 10 Cents helped to form new connections with farmers/local food suppliers;
- whether 10 Cents helped to improve relationships with farmers/local food suppliers;
- the number of market channels used for purchases;
- the number of different product types purchased; and
- the number of farms of origin reported as sources for product purchases.

¹ Food service management data for 2020–2021 10 Cents grantees provided by the MDE.

A series of comparison of means tests were conducted to explore differences in the reported purchasing among types of public school district grantees. Analysis showed that the difference in the number of market channels utilized was statistically significant ($p = .002$) between public school district grantees with one year of participation (1.5 ± 0.7 channels) and public school district grantees with five years of participation (2.9 ± 1.1 channels). Tests conducted among other characteristics such as the years of experience purchasing local foods and the food service operation type (contracted food service management companies or self-operated programs) were not statistically significant. Tests conducted to explore differences in the number of farms of origin reported and the number of different products purchased were not statistically significant among any characteristics.

The sample size of 10 Cents grantees in 2020–2021 is not large enough to generalize these results. However, as more grantees participate in future years of the program and more data are collected, analyses may show more clearly patterns of how different types of grantees use the program, including if and how they spend their grant dollars. The data collected from the 2020–2021 program indicate that there may be differences in some characteristics about grantees' program usage, which we intend to explore further in future years of 10 Cents.



Evaluation of 10 Cents is led by the Michigan State University Center for Regional Food Systems (CRFS). The work presented here is part of *10 Cents a Meal 2020–2021 Evaluation Results: Expanded Eligibility Increased Impacts* by Colleen Matts and Megan McManus of 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, foodsystems.msu.edu/10-cents-a-meal, and mifarmtoschool.msu.edu.

