



What It Is:

- 10 Cents a Meal for School Kids & Farms: A \$575,000 state pilot program, now in its third year.
- Matching fund grants to school districts to buy Michigan grown fruits, vegetables, and dry beans.
- Doubles state's investment because schools match the grant dollars with existing school lunch funds, including federal dollars, assuring more money goes to Michigan agriculture.

Purpose:

- Improve the daily nutrition and eating habits of children through the school setting.
- Invest in Michigan's agricultural economy.

Impact for Agriculture:

- 93 different fruits, vegetables, and dry beans grown by 143 farms in 38 Michigan counties were purchased by participating schools in 2018-2019 school year. – March 2019 legislative report.
- 20 related businesses such as distributors, processors, and food hubs also received business.
- Food Service Director Quote: "It really gives us a sense of pride to offer the kids such great food."

Opinions from Agriculture:

Northwest Michigan

- "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
- "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 10 Cent program is a great opportunity for farmers to move some additional produce locally and help our young students. We sold 10,000 pounds through Leelanau Fruit to Farm to Freezer for schools. It is just a great deal all around." – Steve Bardenhagen, Bardenhagen Berries, Leelanau County

West Michigan

- "The schools are investing in us, which we transfer to our employees...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 for us than a processing option." – Dave Rennhack, Rennhack Orchards, Oceana County
- "Farm to school is consistent business with consistent pricing. When I started with schools I was told student consumption had doubled and tripled in apples. It's nice to hear you are making a difference." – Mike Gavin, Gavin Orchards, Ottawa County
- "I think 10 Cents is a good program. I think it is beneficial to get better, more sustainably produced food into the school systems at an affordable, fair price. And it is helping drive Michigan's economy instead of supporting foreign interests or even California's economy." – Nick Oomen, Oomen Brothers, Oceana County

Southern Michigan

- "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." – Pat Koan, Genesee County
- "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, Lesser Farms, Washtenaw County
- "When the school year started, sales increased in the fall. Then, there was a downturn over the holidays. Once school started back up, our packing ramped back up. 10 Cents is definitely noticeable in our business." – Mark Coe, Michigan Farm to Freezer, Wayne County

Opportunities to Support 10 Cents a Meal

The program that invests in Michigan's kids, farms, and economy

1) Michigan Farm Bureau 2020 Michigan Policy Book

County Farm Bureau Chapters Pass the Following Resolution:

Under the section Agricultural Innovation and Value-Added Initiatives 2:

We support:

- Incentive programs that help schools and childcare centers to purchase more locally grown agricultural products, including Michigan's 10 Cents a Meal matching grant program.

2) Sign on as a supporter:

Add your name to the list of people and organizations that embrace investing in local food for kids in schools and early childcare as a part of Michigan's identity. It benefits Michigan's kids, farms, and economy.

- You can add your name to the list of supporters by visiting tencentsmichigan.org. Click on the Get Involved tab at the top of the homepage and then click Sign Up!

3) Contact legislators and the governor to urge expansion:

All three branches of Michigan's government have included 10 Cents a Meal in the 2019-2020 budget. It now goes to conference committee starting June 25, 2019 to iron out differences.

Contact your legislators and the governor with the following message:

10 Cents a Meal for School Kids & Farms has proven itself as a powerful way to introduce healthy, delicious food to children in Michigan schools while investing in Michigan agriculture and local economies. Please increase funding to \$2 million and turn this pilot project into a program that is available statewide. Schools around the state should have the opportunity to apply for these matching fund grants out of one statewide 10 Cents fund. 10 Cents a Meal also should be expanded to include early childcare centers as eligible applicants for the grant program. Thank you for your support of 10 Cents a Meal!

Governor Gretchen Whitmer: Phone: [517-373-3400](tel:517-373-3400) **Email Form:** Select "2019 State Budget Proposal" for the "issue" in the form for email messages <https://sombgovweb.state.mi.us/GovRelations/ShareOpinion.aspx>

Key legislators

Senate Conference Committee members:

- [Sen. Wayne Schmidt](#), R-Traverse City, Chair, K-12 and Michigan Department of Education Appropriations Subcommittee. **Phone:** 517-373-2413 **Email:** SenWSchmidt@senate.michigan.gov.
- [Sen. Jim Stamas](#), R-Midland, Chair, Senate Appropriations Committee, **Phone:** 517) 373-7946 **Email:** SenJStamas@senate.michigan.gov
- [Sen. Rosemary Bayer](#), D-Beverly Hills, Minority Member, K-12 and Michigan Department of Education Appropriations Subcommittee. **Phone:** 517-373-2417 **Email:** senrbayer@senate.michigan.gov
- Other Appropriations K-12 and MI Department of Education [subcommittee](#) and the full Senate [Appropriations Committee](#) members can also be contacted. And of course your own senator, found [here](#).

House Conference Committee members:

- [Rep. Aaron Miller](#), R-Sturgis, Chair, School Aid and Department of Education Appropriations Subcommittee. Phone: 517-373-0832 Email: AaronMiller@house.mi.gov
- [Rep. Pamela Hornberger](#), R-Chesterfield Township, Vice Chair, School Aid and Department of Education Appropriations Subcommittee **Phone:** (517) 373-8931 **Email:** PamelaHornberger@house.mi.gov
- [Rep. Kristy Pagan](#), D-Canton, Minority Vice Chair of the School Aid and Department of Education Appropriations Subcommittee **Phone:** (517) 373-2575 **Email:** kristypagan@house.mi.gov
- Other School Aid and Department of Education Appropriations [subcommittee](#) and the full House [Appropriations Committee](#) members can also be contacted. And your own representative, found [here](#).

More information: Diane Connors, Senior Policy Specialist, **Email:** diane@groundworkcenter.org