

10 CENTS A MEAL

FOR SCHOOL KIDS & FARMS

Help us provide schools with 10 cents a meal to purchase locally grown fruits and vegetables

\$1 puts flavorful, locally grown fruits and veggies on the lunch trays of 10 schoolchildren for a day.

\$10 provides produce for 100 kids. That's about four classes full of children.

\$100 adds local produce for almost a week at a typical school.

10 Cents a Meal for School Kids & Farms is a joint, two-year project of the Michigan Land Use Institute's farm to school program, the Traverse Bay Area Intermediate School District, and nine school districts in Antrim, Benzie, Grand Traverse and Leelanau counties.



Schools have extremely tight food budgets, with only 20 to 30 cents per meal to spend on produce. This project will support schools in their efforts to buy and serve locally grown food. It's good for kids, and for the economy.

\$50,000 a year, or \$100,000 for the two-year project, will put local fruits and vegetables on the lunch plates of elementary school children three days a week in the fall, one day a week in winter, and two days a week in spring.



Many children eat up to two meals a day at school, where they're picking up lifetime eating habits. It's important they have great experiences with fruits and vegetables. Serving local food is delicious, and fun for the kids to get to know the farmers who grow their food.

Participating school districts have pledged to match each 10 cents a meal provided by the fund with their own 10 cents from regular school lunch dollars. That means the \$100,000 we raise for the two-year project actually will put \$200,000 into the local economy.



TCAPS, Benzie County Central Schools, Frankfort-Elberta Area Public Schools, Suttons Bay Public Schools, Northport Public School, Leland Public School, Glen Lake Community Schools, Central Lake Public Schools, and Grand Traverse Area Catholic Schools.

10 Cents a Meal is also supported by the Northwest Michigan Food & Farming Network, a working group of the Grand Vision. The group has a big goal—for at least 20 percent of the food we eat in our region to be locally grown by 2020.



10 Cents a Meal will be watched statewide. It puts into action one of the 25 recommendations of the Michigan Good Food Charter, which suggests that extra spending power in tight school budgets will help the economy while putting healthy food on kids' plates.

Go to utopiafound.org and click on Utopia Funds. Utopia will match 25 percent of the first \$10,000. Or write a check to Utopia Gifts, with '10 Cents a Meal' in the memo, and mail it to Diane Conners, MLUI, 148 E. Front St., Traverse City, MI 49684



Want to organize a fundraiser for 10 Cents a Meal? Help secure grants? Contact Diane Conners, senior policy specialist in Food & Farming at the Michigan Land Use Institute. diane@mlui.org or 231-941-6584 ext. 16.

TO DONATE, VISIT UTOPIAFUND.ORG AND CLICK ON UTOPIA FUNDS