



[info@NationalFoodMuseum.org](mailto:info@NationalFoodMuseum.org)

[www.NationalFoodMuseum.org](http://www.NationalFoodMuseum.org)

# Need For a National Food Museum

- ▶ Everyone loves food! Eating provides great pleasure. Cooking is an outlet for creativity. And meals encourage sociability with family and friends.
- ▶ Yet, most of us know little about the origin of foods, the history of diets, and food and agriculture's impacts on our health and the planet.
- ▶ The Food Museum will educate and inspire adults and children in a fun, immersive, interactive, science-based way.



# Food Impacts People & Planet

- ▶ The typical American diet has created a health crisis: 42% of adults are obese, 13% have diabetes, up to 100,000 die annually due to high-sodium diets. Total annual costs: hundreds of thousands of preventable deaths and hundreds of billions of dollars.
- ▶ American farms are extraordinarily productive, feeding the nation and the world. But they also contribute to climate change, air and water pollution, soil erosion, and antibiotic resistance.



# Museum's Mission & Vision

- ▶ **Our Mission:** To educate children and adults on how food and farming impact their culture, health, and environment, and to inspire visitors to eat healthier diets and solve food-related problems.
- ▶ **Our Vision:** A world where food and how it is grown contribute to healthy people, a sustainable planet, and a more vibrant culture.



# The Food Museum Will...

- ▶ Feature entertaining exhibits on the history of food, the food-related health and environmental crises, the science of how food affects the body, and why hunger persists in this rich nation
- ▶ Walk visitors through a giant digestive tract, show hilarious bits from old ads and TV shows, compare diets of different cultures
- ▶ Expose the forces that allow junk-food marketing to kids or permit inhumane growing conditions for many farm animals

*More...*

# The Museum Also Will...

- ▶ Host in-person talks and debates, community meetings, and lessons on cooking healthy and delicious meals
- ▶ Create an information-rich website and sponsor online lectures, debates, webinars
- ▶ Connect visitors with organizations working to solve food-related problems
- ▶ Serve as the physical embodiment of the multi-faceted national food movement



# ...And Will Highlight Progress

- ▶ Farmers: protecting soil, using less harmful pesticides, conserving water
- ▶ Manufacturers: marketing healthier packaged foods: less sodium, whole grain, organic, plant-based meat/dairy products, less sugar
- ▶ Governments: promoting humane animal husbandry, banning harmful pesticides, taxing sugar drinks, funding research to increase crop yields
- ▶ Consumers: demanding healthier products and ones better for the environment and for farm animals



# Sample Exhibits

- ▶ The human diet 10,000 years ago...and the American diet from 1776 to 2200
- ▶ Typical diets in American, Asian, African cultures
- ▶ How food can enhance—or undermine—health
- ▶ Agriculture's effects on the environment and climate change
- ▶ Obesity/chronic disease epidemics...causes and cures
- ▶ Interview a virtual cow about its life
- ▶ Six people who changed how we eat—for better or worse

*More...*



# More Exhibits...

- ▶ Unwelcome dinner guests: harmful bacteria, food additives, heavy metals, endocrine disruptors
- ▶ Global cuisines are now American cuisines
- ▶ Deceptive marketing—how not to get tricked
- ▶ Marketing unhealthy foods to children
- ▶ Food waste and how to reduce it
- ▶ Just plain fun: strange vegetables, how taste buds work
- ▶ Junk Food Hall of Shame, Great Food Hall of Fame
- ▶ Why hunger persists and efforts to solve the problem



# The Museum's Impact

- ▶ A permanent institution to inform children, adults, and public officials about food-related problems...and remedies
- ▶ Pop-up and traveling exhibits, school visits, media publicity, and internet-based events to reach people beyond the building
- ▶ More and more people will be inspired to help solve food-related problems



# Timeline and Budget

- ▶ Year 1: \$250,000 – hire consultants to prepare business plan, conduct development research and outreach, develop and expand website
- ▶ Year 2: \$750,000 – hire executive director and development director, rent office, determine museum location, expand fundraising
- ▶ Year 3: \$1.5 million – rent space or buy building (~35,000 sf), renovate space, prioritize exhibit topics (adapt for pop-ups or traveling), hire staff
- ▶ Year 4: \$4 million – install exhibits, adapt for pop-ups/traveling, publicize
- ▶ Year 5: \$6 million – design/build additional exhibits, publicize

Year 6: *Grand opening!*

# Advisory Council

**Honorary Co-chairs: Ann Veneman & Dan Glickman**  
**Former U.S. Secretaries of Agriculture**

**Sheryll Durrant** – Just Food, Board President

**Ron Estrada** – CEO, Farmworker Justice

**Jessica Fanzo** - Bloomberg Distinguished Prof. of Global Food Policy and Ethics,  
Johns Hopkins University

**Daisy Freund** - Vice President, Farm Animal Welfare – ASPCA

**Will Harris** – Owner, White Oak Pastures regenerative farm

**JohnElla Holmes** – Executive Director, Kansas Black Farmers Association

**Angela Huffman** – Co-founder and Vice President, Farm Action

**Jennifer Jacquet** - Associate Professor of Environmental Studies, New York University

**A.G. Kawamura** – Produce farmer, former California Secretary of Agriculture

*(continued)*



# Advisory Council (cont.)

**Ellie Krieger** – Cookbook author, *Washington Post* cooking columnist

**Art Molella** - Curator Emeritus and Founding Director, Smithsonian's Lemelson Center

**Bonnie Moore** – Executive Director, Real Food for Kids

**Michael Moss** - Author of *Hooked* and *Salt, Sugar, Fat*, former *New York Times* writer

**Mark Muller** - Executive Director, Regenerative Agriculture Foundation

**Marion Nestle** - Prof. of Nutrition, Food Studies, & Public Health, Emerita, New York University

**Dean Ornish** - Founder & President, Preventive Medicine Research Institute

**Fabio Parasecoli** - Professor of Food Studies, New York University

*(continued)*

# Advisory Council (cont.)

**Nora Pouillon** – Chef, owner of America's first certified-organic restaurant

**Pamela Ronald** - Distinguished Professor of Plant Pathology, U. Calif, Davis

**Ricardo Salvador** - Director and Sr. Scientist, Food & Environment Program,  
Union of Concerned Scientists

**Sean Sherman** – Founder, Sioux Chef; co-founder, NATIFS (North American  
Indigenous Food Systems); co-owner of the restaurant Owamni

**Naomi Starkman** - Founder and editor-in-chief of Civil Eats

**Tambra Raye Stevenson** - Founder/CEO, Women Advancing Nutrition,  
Dietetics, and Agriculture (WANDA)

**Alice Waters** - Founder of Chez Panisse Restaurant & Edible Schoolyard Project

**Walter Willett** - Prof. of Epidem. and Nutrition, Harvard School of Public Health

**Paul Willis** - Co-founder, Niman Ranch



# Board of Directors

**Roberta Baskin** – Award-winning investigative journalist (retired) at ABC-TV and CBS-TV, Nieman Fellow, board member of nonprofits concerned about the climate crisis.

**Dan Buettner** – A National Geographic Fellow, award-winning journalist, and author of *The Blue Zones*, *The Blue Zones Kitchen*, and other *New York Times* Best Sellers.

**Tom Gegax** – Retired businessman, author of books on management, board member of nonprofits concerned about health and the environment.

**Michael F. Jacobson** – Museum founder, former president of the Center for Science in the Public Interest, author of *Salt Wars*, *Six Arguments for a Greener Diet*, and other books.



# Funding Sources

- ▶ Philanthropists concerned about food, health, and the environment
- ▶ Foundations concerned with food, agriculture, environment, health
- ▶ Entrepreneurs whose companies market more healthful, environmentally sustainable foods
- ▶ Socially conscious investors focused on new food/farming-related companies
- ▶ Small donors; entrance fees and product sales at museum; fees from traveling exhibits; *cy pres* awards



# What People Are Saying

“A National Food Museum is a fabulous and important idea! Food can be a cause of good or ill health, and this museum can help tilt the balance toward health.”

*Tom Frieden, President and CEO, Resolve to Save Lives; former director of the CDC*

“....a basic human need encompassing ...science, health, and culture, National Food Museum will be a civic treasure and essential destination for people of all ages.”

*Art Molella, Curator Emeritus and Founding Director, Smithsonian’s Lemelson Center for the Study of Invention and Innovation*

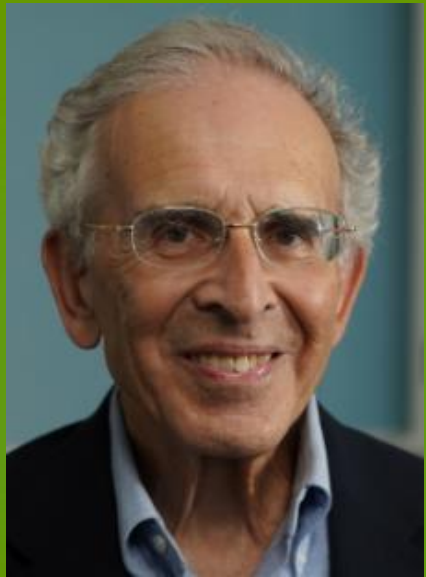
“In the quest to regain control of our eating habits ....., there isn't a more powerful move we could make than to create this food museum.”

*Michael Moss, author of Hooked and Salt, Sugar, Fat; former New York Times writer*

“Your idea is great...a noble and laudable venture.”

*Jane Brody, former New York Times personal health columnist*

# The Museum's Founder



**Michael F. Jacobson**, PhD (MIT, microbiology), co-founded and headed the Center for Science in the Public Interest (CSPI) for four decades. Under his leadership, CSPI led campaigns for laws that banned trans fat, launched Nutrition Facts labels, and improved school foods and food safety. CSPI educated millions with its *Nutrition Action Healthletter* and reports such as Jacobson's *Six Arguments for a Greener Diet* and *Liquid Candy*.

Jacobson's honors include the FDA Commissioner's Special Citation, American Diabetes Association's Medal for Health Promotion, CDC Foundation's Hero award, Food Marketing Institute's Consumer Service Award.





**NATIONAL**  
**FOOD**  
**MUSEUM**

[info@NationalFoodMuseum.org](mailto:info@NationalFoodMuseum.org)

[www.NationalFoodMuseum.org](http://www.NationalFoodMuseum.org)