



NATIONAL FOOD MUSEUM™



Exploring Food in All Its Dimensions

National Food Museum™



Everyone loves food! Eating provides great pleasure, especially when we're dining with family or friends. But food and how it is grown and processed also contribute to soaring rates of obesity and diabetes, cataclysmic climate change, environmental degradation, risky workplaces, and disturbing growing practices for farm animals.

Michael F. Jacobson
Founder

Everyone Eats

The National Food Museum™ will be the first national museum that explores America and Americans through the lens of food: what we eat, what influences our choices, food's impact on our health and the environment, and more. Through highly interactive exhibits, the museum will help visitors make connections between their diet, their health, and their planet.



Visitors may walk through a giant digestive tract; watch an animation of cattle's contribution to climate change; and enjoy hilarious snippets from old ads and movies on a wall-size screen. The museum will help visitors recognize that they have control over their food choices, and enable them to participate in solving food-related problems, both locally and across the nation. The museum also will add to the vibrancy of the civic life of its host city.

The Need For a National Food Museum

Appreciating Food Cultures



The Fascinating History and Culture of Food

- The history of the human diet going back 15,000 years to the Stone Age, looking at the varied diets around the world today, and predicting what Americans might be eating in 2100
- Learning about the foodways of immigrant communities near the museum
- Understanding the social role of food and the important benefits of sharing meals with family and friends
- Exploring the roles of food in major religions



The Need For a National Food Museum

Improving Health



What We Eat Affects Our Health and Wellbeing

- How our body obtains the nutrients essential for health
- But also how the typical diet contributes to epidemics of disease: 42% of adults are obese, 13% have diabetes, up to 100,000 die annually due to high-sodium diets. Total annual costs: **half a million preventable deaths and hundreds of billions of dollars.**
- How a diet lower in animal foods, sugar, salt, and processed foods and higher in plant foods (fruits, vegetables, whole grains, nuts, and beans) adds years to life
- The museum will explain how to upgrade your diet, *deliciously.*

The Need For a National Food Museum

Preventing Climate Change, Protecting the Environment



Addressing Environmental Challenges

- Raising of cattle and other livestock contributes to the existential problem of global warming
- **Agriculture accounts for 11 percent of greenhouse gas emissions in the US.** Globally, food systems account for one-third of emissions.
- Intensive agriculture leads to air and water pollution, antibiotic resistance, soil erosion, and animal cruelty
- Food waste: one-third of food goes uneaten in the US
- The museum will explain potential solutions

Museum's Mission & Vision



Our Mission

To educate children and adults on the role of food in our lives and culture and how food and farming affect their health and environment ... and to inspire visitors to eat delicious but healthier diets and help 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.

Captivating Exhibits...



- The evolution of the human diet from the Stone Age to the American diet today ... and in 2100
- What's good (and not so good) about African, American, Asian, and Latin American diets
- Understand how whole, unprocessed foods enhance health
- How animal agriculture promotes climate change ... and how the problem could be reduced.
- Obesity/chronic disease epidemics ... causes and cures
- People of diverse backgrounds who changed how we eat

...And More Exhibits



- Unwelcome dinner guests: harmful bacteria, food additives, heavy metals, endocrine disruptors
- Global cuisines are now American cuisines
- Deceptive marketing and food quackery: how not to get tricked
- Scandalous! Marketing unhealthy foods to children
- Food waste—from farm to home, and how to reduce it
- The scandal of hunger—why it persists and how to solve it

The Museum's Impact



Inform

This permanent institution will provide children, adults, and public leaders with objective information on sometimes controversial topics).

Extending the Museum's Reach

Pop-up and traveling exhibits, school visits, media publicity, and internet-based events will reach people far beyond the building.

Inspire

Encourage visitors to eat healthier and help solve local and global food-related problems.

The Food Museum's Broader Role...



Involvement

In-person talks and debates, community meetings, and lessons on cooking healthy and delicious meals



Share Information

Create an information-rich website and sponsor online lectures, debates, webinars



Build Connections

Connect visitors with organizations working to improve the food system



Support the Food Movement

Serve as the physical embodiment, even flagship, of the multi-faceted national food movement

Highlighting Progress



Farmers

Using high-tech and low-tech methods for protecting soil, using safer pesticides and fertilizer, conserving water



Governments

Promoting climate-friendly farming, banning harmful pesticides, taxing sugar drinks, funding research to increase crop yields



Manufacturers

Marketing healthier packaged foods: less sodium and sugar, more whole grain, organic, plant-based "meat" and "dairy" products



Consumers

Demanding healthier products and ones better for the environment and farm animals; supporting sensible food policies

The Museum's Founder



Michael F. Jacobson, PhD (MIT, microbiology), co-founded and directed the Center for Science in the Public Interest (CSPI) for over four decades. Under his leadership, CSPI led campaigns for laws that banned trans fat, mandated Nutrition Facts labels, improved school foods and food safety, and defined the term organic. CSPI educated millions via 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, and Food Marketing Institute's Consumer Service Award.



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 – Professor, Columbia University Climate School

Daisy Freund – VP, Farm Animal Welfare, ASPCA

Will Harris – Owner, White Oak Pastures regenerative farm

JohnElla Holmes – Executive Director, Kansas Black Farmers Asso.

Angela Huffman – Co-founder/Vice President, Farm Action

Jennifer Jacquet – Associate Professor of Environmental Studies, New York University

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

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

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

And more...



Advisory Council (cont.)

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

Pamela Ronald – Distinguished Professor of Plant Pathology, University of California, Davis

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

Sean Sherman – Founder, Sioux Chef; co-founder, 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, Chez Panisse Restaurant and Edible Schoolyard Project

Walter Willett – Prof. of Epidem./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, co-founder and 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 to Make It Happen



Philanthropists, foundations, and companies concerned about food, health, agriculture, climate change and the environment, and childhood education

Entrepreneurs whose companies market more healthful, environmentally sustainable foods

Small donors, entrance fees, sales at museum store, events at museum, fees from traveling exhibits, *cy pres* awards

You?!



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 Salt, Sugar, Fat; former New York Times writer

"This food museum looks like just what we need to teach and learn about the role of food in health and society. Even better, it looks like fun!"

Marion Nestle, Professor of nutrition, food studies, and public health, Emerita, New York University, author of books on food politics



History • Culture • Health • Environment/Climate Change • Social Justice • Animal Welfare



Contact



Drop Us A Line

Questions, comments, suggestions? Send us a note!

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Making a Donation!**

 info@NationalFoodMuseum.org
 www.food.museum



Thank You

