



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 contributes 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 farm animals' contribution to climate change; and enjoy hilarious snippets from old ads on a wall-size screen. The museum will help visitors recognize that they have control over their food choices, and enable visitors 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



Eating Healthy

Literally everyone on the planet enjoys eating, but few people really understand where food comes from and how it supports life.

The Food, Health, Environment Challenge

And few of us know little about the origin of foods, the history of diets, and the impact of food and agriculture on our health and the planet.

Filling the Information Gap

The Food Museum will educate and inspire kids and adults in a fun, immersive, interactive, science-based way.

Food Impacts People & Planet



- Food provides nutrients essential for life, but 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: half a million preventable deaths and hundreds of billions of dollars.
- American farms are extraordinarily productive, feeding the nation and the world. But food systems account for at least one-fourth of greenhouse gas emissions and 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 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.

The Food Museum Will...



Inform

Imaginative, hands-on exhibits will explore the history of the human diet, the origins of heart disease in children, and food-related health and environmental crises ... *And* how problems can be solved.



Enchant

Walk visitors through a giant digestive tract, show hilarious bits from old ads and TV shows, compare diets of different cultures, and talk with a cow infused with artificial intelligence.



Expose

Expose and explain the forces that allow junk-food marketing to kids or permit inhumane growing conditions for many farm animals or accept hunger and famine in America and elsewhere.

Possible Exhibits



- The evolution of the human diet from the Stone Age 15,000 years ago to the American diet today and out to 2100
- Special Features of African, American, Asian, and Latin American diets
- Understand how whole, unprocessed foods enhance health
- See how animal agriculture promotes climate change...and how the problem could be reduced.
- Obesity/chronic disease epidemics...causes and cures
- Six people who changed how we eat—for better worse

More Possible Exhibits...



- Unwelcome dinner guests: harmful bacteria, food additives, heavy metals, endocrine disruptors
- Global cuisines are now American cuisines
- Deceptive marketing—and how not to get tricked
- Scandalous: Marketing unhealthy foods to children
- The problem of food waste and how to reduce it
- Tasting strange vegetables
- Help build a Junk Food Hall of Shame & Great Food Hall of Fame
- Famine and hunger—why they persist and how to solve the problem

The Museum's Impact



Inform

This permanent institution will provide children, adults, and public leaders with objective information (on sometimes controversial topics) about one of the most important things in their lives

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, people, partly by example, to help solve local and global food-related problems

The Food Museum's Broader Role...



In-Person Talks

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



Build Connections

Connect visitors with organizations working to solve food-related problems



Share Information

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



Embody Movement

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

...And Will Highlight Progress



Farmers

Protecting soil, using less harmful pesticides and fertilizer, conserving water



Governments

Promoting humane animal husbandry, 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 for farm animals

The Museum's Founder



Michael F. Jacobson, PhD (MIT, microbiology), co-founded and directed 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, 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, 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

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

Danielle Nierenberg – Founder, Food Tank



Advisory Council (cont.)

Dean Ornish – Founder & President,
Preventive Medicine Research Institute

Fabio Parasecoli - Professor of Food Studies,
New York University

Nora Pouillon – Chef, owner of nation'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, North American Indigenous Food
Systems; co-owner of the restaurant Owamni

Peter Singer – Prof. of Bioethics, Princeton
University, author of *Animal Liberation Now*

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

Alice Waters – Founder, Chez Panisse
Restaurant and Edible Schoolyard Project

Stephen Whisnant – Philanthropic Advisor

Walter Willett – Prof. of Epidemiology &
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.

Tambra Raye Stevenson – Founder of WANDA, Women Advancing Nutrition Dietetics and Agriculture; member of USDA's National Agricultural Research, Extension, Education, and Economics Advisory Board.



Funding Sources



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





Contact



Drop Us A Line

Questions, comments, suggestions? Send us a note!

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Donation!*

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Thank you

