



## 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, their culture, 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.

## Food Impacts People & Our 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 contribute to climate change, air and water pollution, soil erosion, and antibiotic resistance.

## The Need

- 1 FOOD AND CULTURE**  
Literally everyone on the planet enjoys eating, but few people really understand how food shapes their culture and their daily lives.
- 2 THE FOOD/HEALTH/ENVIRONMENT CHALLENGE**  
And few of us know much about the origin of foods, the history of diets, and the impact of food and agriculture on our health and our planet.
- 3 FILLING THE INFORMATION AND ACTION GAPS**  
The Museum will inspire in kids and adults both a deeper understanding of the importance of food in their lives and involvement in improving America's food system.

## Our Mission

**To celebrate and explore the transformative power of food to nourish people and our planet.**



## About Us

The National Food Museum will serve as a permanent flagship for the diverse “food movement.” Its building, located in Washington or other major city, will have exhibits and other activities (at the museum, online, in the community) on interesting and vitally important food issues, especially the impact of food and farming on health and the environment. Other topics may include the history of the human diet, global cuisines, the challenge of ending hunger in the United States and globally, and more.

Reflecting the wide-ranging enthusiasm that the Museum has elicited, the Museum’s Advisory Council includes two former U.S. Secretaries of Agriculture (Dan Glickman, Ann Veneman), prominent nutrition researchers Dean Ornish and Walter Willett, environmentalists, chefs Nora Pouillon and Alice Waters, a former Smithsonian curator, and many other academics, farmers, and activists.

The Museum, still very much in formation, has begun substantive activities with a website and a webinar (which included the leading anti-hunger legislator, Rep. Jim McGovern). As the Museum develops it will expand its activities outside its building with outreach to the neighboring communities, webinars and interviews with prominent experts, cooking classes for children and adults, and an affiliation with a nearby organic/sustainable farm.

The Museum is currently seeking lead gifts from major donors and foundations. The museum’s current funding goal is \$1,500,000 to hire an initial staff and commence activities.

## Leadership

### Michael F. Jacobson, Ph.D.

Museum Founder  
and Food Activist



Michael F. Jacobson, who holds a PhD in microbiology from the Massachusetts Institute of Technology, co-founded and then led the Washington-based health-advocacy organization, Center for Science in the Public Interest, for four decades.

Jacobson has received the Food and Drug Administration’s Commissioner’s Special Citation and Harvey W. Wiley Medal, Food Marketing Institute’s Consumer Service Award, American Diabetes Association’s Medal for Health Promotion and Awareness, CDC Foundation’s Hero award, and American Public Health Association’s Award for Advocacy in Public Health.

Jacobson has loved museums since his childhood in Chicago, so after he left CSPI he has continued his work related to food by founding the National Food Museum. He and his wife, along with their wonderful pooch Oliver, live in Washington, DC.

**NATIONAL FOOD MUSEUM**

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