

NATIONAL FOOD MUSEUM



A Vision for the Future



Welcome to the

National Food Museum

What were people eating 10,000 years ago?
What does it mean for food to be organic or climate friendly?
And, how exactly does what we eat help or hurt health?

There's a lot to wonder about the choices we make and the consequences of eight billion people eating every day.

The National Food Museum deepens our understanding of what we put in our mouths. Immersive exhibits and interactive programming explore the dynamic relationship between food and culture and dive into how food and farming practices impact our health and climate change.

Visitors leave the Museum empowered to make better-informed decisions about what to eat and to be part of a growing community of advocates working to solve our most pressing food-related problems.

A Tale of Two Crises

The Museum serves as a beacon, spotlighting the profound **repercussions of diets and farming on both health and the environment.**

American diets, simultaneously life-sustaining and life-threatening, are often laden with saturated fat, salt, sugars, and excess calories. Since 1980, obesity rates have tripled, triggering a cascade of heart disease, diabetes, and cancers, claiming around 500,000 lives annually while incurring substantial costs.

Growing crops and livestock generates as much as one-third of the greenhouse gas emissions (GHG) that are heating up our planet. The raising of beef and dairy cattle accounts for roughly half the harm. To be blunt, what we (and people in other countries) eat contributes to an existential crisis that will be a major concern for our children and grandchildren throughout their lives.

However, the Museum does not just bemoan of serious problems. It's a solution hub. By fostering awareness of personal choices, advocating for policy shifts, and encouraging transformative industry practices, the Museum offers visitors tangible pathways forward. These pathways, interwoven with practicality and innovation, promise to safeguard both human well-being and the planet's future.

Vision

A world where food and how it is grown contribute to healthy people, a sustainable planet, and a more vibrant culture.

Mission

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

Values

Our Values are the core principles that we embrace. They guide our actions and choices and direct how we achieve our Mission and Vision.



Core Values

Empowerment

We encourage our visitors to join the efforts to improve our health, our communities, and our planet.

Innovation

We think creatively about our relationship with food and encourage innovative problem-solving to address food-related challenges.

Sustainability

We are committed to sustainable practices in all aspects, from stocking our café with healthful foods to minimizing waste and energy consumption.

Diversity, Equity, Inclusion

We forge connections by collaborating with those with unique considerations, working hand-in-hand to create experiences that are inclusive and accessible to all.

Scientific Integrity

We nurture a scientific approach to solving problems and ensure that the museum's exhibits, programs, and decisions are based in science.

Fun!

Joy and delight permeate the museum experience. Fun is a fundamental component of enhancing the appreciation of choosing a healthier diet and understanding how the complex food system works.

Dialogue

We seek to foster a community of diverse stakeholders that share a passion for food and to facilitate dialogue that drives positive change.



Exhibits

As they walk through the Museum, visitors will be captivated by immersive and interactive displays and encounter fascinating stories that decode the complexities of food systems. Each component of the Museum is curated to encourage thoughtful discussions with friends and motivate visitors to take action in their own lives and communities.

Primary Exhibit Audiences

- Children Ages 8-14
- Families
- Informed Public
- Policy Makers

Exhibit Themes and Topics

Themes

Climate Change

Gaining insight into the impact of our food choices on climate change

Health

Investigating the link between diet and disease

Justice

Shedding light on the struggles faced by food-chain workers and farm animals

Industry

Exploring the consequences of industrial food systems on climate, diets, and health

History & Anthropology

Revealing the interplay of agricultural and cultural traditions

Equity

Addressing issues of food justice and security to ensure fair access for all

Culture

Examining the influence of media and entertainment on our food choices

Policy

Analyzing the impact of government and corporate influences

STEM Innovation

Highlighting the significances of agricultural research and technology

Topics

- Food, Farming, Global Warming
- Food Packaging: From Plastic to Bioplastic
- How Food Laws Are Made
- History of the Human Diet: 15,000 B.C.E. – 2100
- People of Color: Authors, Chefs, Scientists
- Eating at the White House: 1789-2024
- Food Additives, Contaminants

- The Role of Food in Religion
- Food and Art
- Beer, Wine, Liquor: Pleasure and Sorrow
- Foodways of Nearby Ethnic Communities
- Kitchens, Cooking Gear, & Cookbooks Over the Centuries
- Diet and Chronic Disease

- Global and Domestic Hunger: Addressing Food Insecurity
- Agricultural Research and Food Technology
- Obesity Crisis

Floor Plan

The National Food Museum will make its home in a 60,000-square-foot facility. The facility layout is optimized to interweave core themes and play a crucial role in shaping the visitor experience.

CORE AND TEMPORARY EXHIBIT GALLERIES

Over 25,000 square feet of exhibition space engage, delight, challenge, and inform visitors.

LOBBY AND EVENT SPACE

A dedicated event space and a flexible-use lobby position the Museum as a hub for community engagement and learning.

EDUCATION SUITE

Two dedicated classrooms are our home for hands-on learning, and a demonstration kitchen is our showcase for connecting food with culture and delicious meals.

CAFÉ AND RETAIL

The café will weave locally grown ingredients into scrumptious meals and snacks. The store will feature cookbooks, unusual ingredients, and kitchen gadgets to help visitors create great-tasting dishes, as well as novels and non-fiction books on everything from the history to the politics of food.

GARDEN

The Museum's exterior areas extend the visitor experience beyond the walls of the building. Rooftop and indoor gardens encourage active participation and foster deeper connections with nature and the people who grow the food we eat every day.

Floor 3

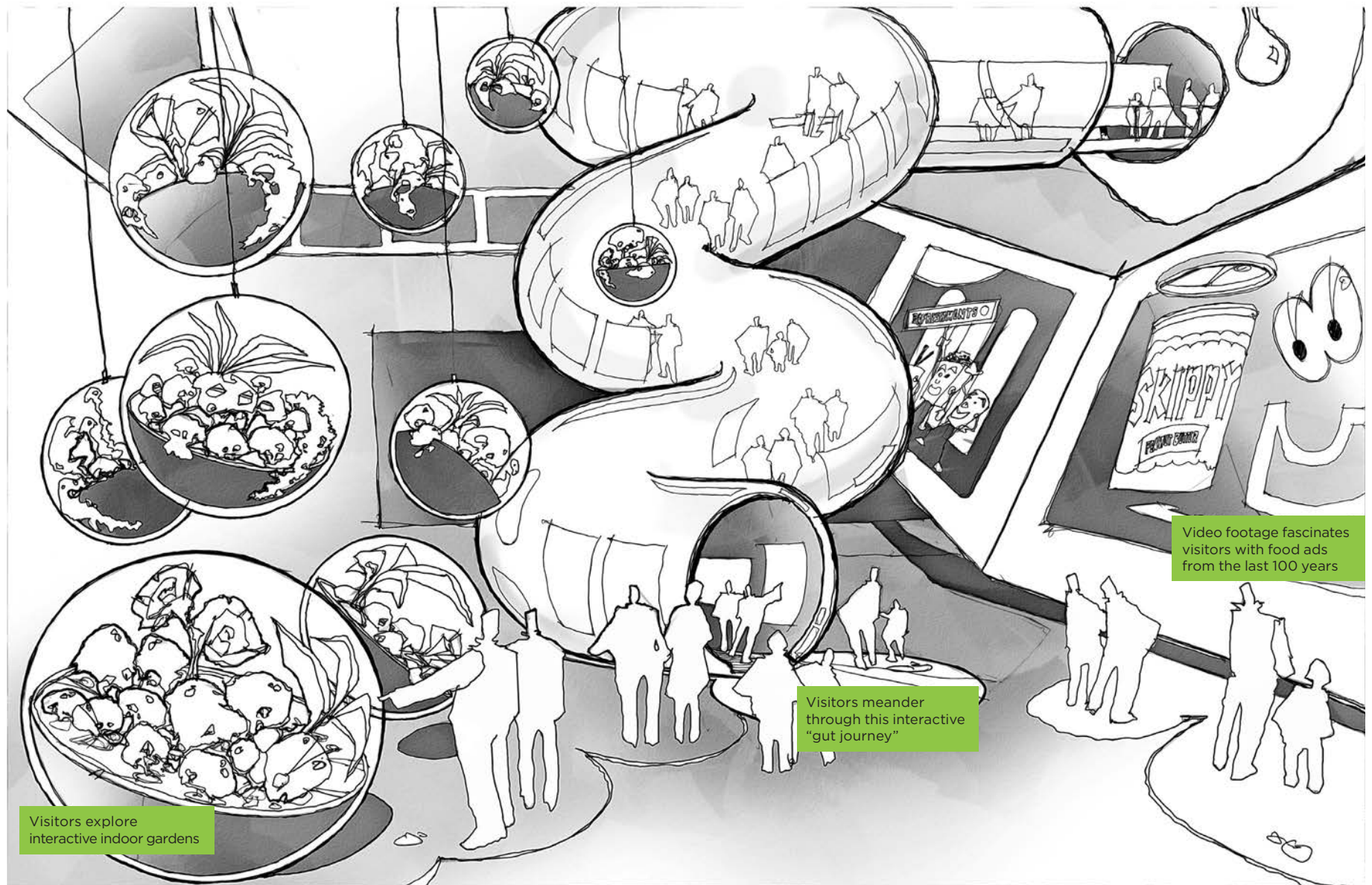


Floor 2



Floor 1







Programming

The Museum's learning programs, public engagement events, outreach initiatives, and virtual resources inform participants to make positive changes. Participants leave equipped with knowledge, critical thinking skills, and a deeper understanding of food-related issues, inspiring a new generation of informed and engaged leaders.

Program Audiences

- Educators & School Groups
- Underserved & Underrepresented Communities
- Seniors
- Ethnic Communities
- High School & College-age Students
- Foodies

Programs

Audiences

Learning Programs

The Museum's educational programs cater to various school grades and demographics—from high school student-led programs like the Youth Advisory Committee to professional development opportunities for teachers through the Teacher Advisory Group.

- Youth and Teens
- Teachers
- Schools

Family & Public Engagement

Speaker series and panel discussions let the general public engage in an open dialogue with experts. Interactive cooking lessons, gardening classes, and family days allow participants to experience hands-on learning.

- Families
- Public Leaders
- Ethnic Communities
- Food Enthusiasts
- BIPOC
- Seniors

Special Events

Food festivals and farmer's markets create a buzz of excitement and visibility for the Museum. These events celebrate diversity, promote access to healthy options, and highlight sustainable practices. They also strengthen partnerships with local communities and organizations.

- Families
- Ethnic Communities
- BIPOC
- Seniors
- Food Enthusiasts

Outreach Programs

Taking the Museum beyond its physical space, the outreach programs leave a footprint across the country. A potential Mobile Museum embarks on a nationwide tour, captivating people from various communities with interactive exhibits and cooking demonstrations.

- Youth and Teens
- Teachers
- Schools

Virtual Resources

The website is a hub for accessible educational content, providing online visitors with valuable information about food, nutrition, and sustainability. Social media platforms enable the Museum to further engage with its global audience, encouraging discussions and building a community around its Mission.

- Families
- Public Leaders
- Youth/Teens
- Food Enthusiasts
- Teachers

Center for Research & Advocacy

The Museum's Center for Research and Advocacy will use its influence and credibility to shape policies, empower communities, and nurture future leaders dedicated to fostering a healthier and more sustainable food landscape.

- Public Leaders
- Teachers
- Schools



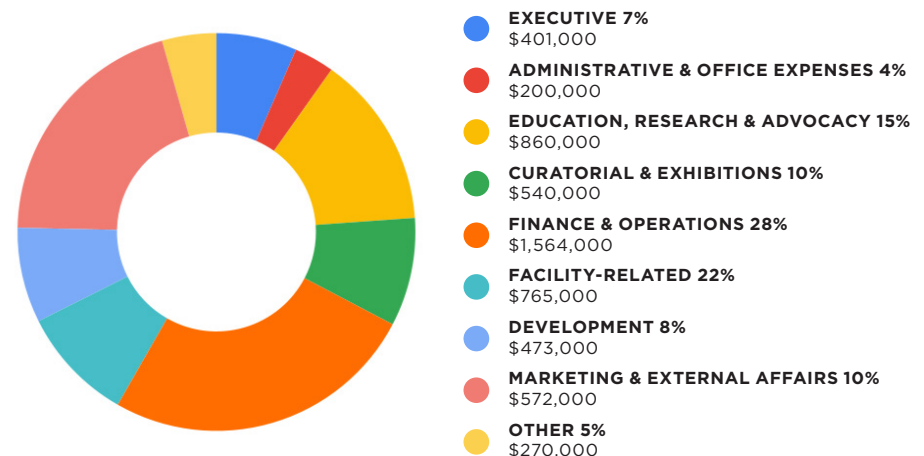
Operations & Business Model

Annual Budget

The Museum will operate with a \$5.6 million annual budget.

The National Food Museum is both a celebration of our shared humanity and a response to the pressing food-related problems of today and tomorrow.

Just as the challenges we face require collective action to surmount, the Museum requires collective action from our staff to fulfill our mission and deliver our programming. They are the essential aspect of an operations and business model that empowers the Museum's many components—exhibits, education programs, research, and advocacy—to work harmoniously in service of our goals.



Strategic Roadmap

The Path Forward

The National Food Museum's Board, Advisory Council, and stakeholders acknowledge that the exciting vision we've outlined in these pages is just the starting point. Our journey toward bringing this vision to life requires strategic action.

Our initial strategic goals are a roadmap for bringing the organization, the facility, and our programming to reality—initializing, activating, and strengthening the Museum's leadership, capacities, and culture.

- Expand the Board of Directors
- Engage the Advisory Council
- Reach Phase II Fundraising Goal
- Hire a Staff Leadership Team
- Search For and Secure a Site
- Initiate a Capital Campaign
- Develop Content and a Content Roll-Out Strategy

Board of Directors

MICHAEL F. JACOBSON, PHD

Museum Founder and Nutrition Activist

ROBERTA BASKIN

Nonprofit Director &
Former Investigative Reporter

DAN BUETTNER

Award-winning *Blue Zones* author

TOM GEGAX

Nonprofit Leader, Former Businessman

SUZANNE HESS

Health Advocate

TAMBRA RAYE STEVENSON, MPH, MA

Founder/CEO, WANDA: Women Advancing
Nutrition, Dietetics, and Agriculture

Museum Advisory Council

Honorary Co-chairs: **DAN GLICKMAN & ANN VENEMAN**, Former U.S. Secretaries of Agriculture

SHERYLL DURRANT

Just Food, Board President

RON ESTRADA

CEO, Farmworker Justice

JESSICA FANZO

Professor of Climate; Director of
the Food for Humanity Initiative,
Columbia Climate School

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

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*
and former *New York Times* writer

MARK MULLER

Executive Director, Regenerative
Agriculture Foundation

MARION NESTLE

Professor of Nutrition, Food Studies,
and Public Health, Emerita, New
York University

DANIELLE NIERENBERG

President, Food Tank

DEAN ORNISH

Founder & President, Preventive
Medicine Research Institute

FABIO PARASECOLI

Professor of Food Studies, New York
University

NORA POUILLON

Chef, owner of the America's first
certified-organic restaurant

PAMELA RONALD

Distinguished Professor of Plant
Pathology and Genome Center,
University of California, Davis

RICARDO SALVADOR

Director and Senior Scientist, Food
& Environment Program, Union of
Concerned Scientists

SEAN SHERMAN

Founder, Sioux Chef; co-founder, NAIFS
(North American Indigenous Food
Systems) and the restaurant Owamni

PETER SINGER

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

NAOMI STARKMAN

Founder and editor-in-chief, Civil Eats

ALICE WATERS

Founder, Chez Panisse Restaurant and
The Edible Schoolyard Project

STEPHEN WHISNANT

Philanthropic advisor

WALTER WILLETT

Professor of Epidemiology and Nutrition,
Harvard School of Public Health

PAUL WILLIS

Co-Founder, Niman Ranch



Join Us!

Together we can create a great Museum!

Your generous tax-deductible contribution will help bring the National Food Museum to life. Send your donation to the address below or donate via our website. Thank you!

National Food Museum

4401A Connecticut Avenue NW, #300
Washington, DC 20008

www.food.museum
info@food.museum



“

Food is culture, it is health, it is the environment, and it is community. The new Food Museum will celebrate the power of food to uplift, nourish, and inspire—and encourage us to come together to promote good health and protect our planet.”

CHEF JOSÉ ANDRÉS

Founder, World Central Kitchen
and Food Systems Advocate

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