

# NATIONAL FOOD MUSEUM



## 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 interactive and immersive 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 food ads on a wall-size screen. The Museum will help visitors take greater 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.

## Food Impacts People & Our Planet

**American farms are extraordinarily productive,** feeding the nation and the world. But our food system accounts for at least one-fourth of greenhouse gas emissions and contributes to global warming, air and water pollution, and soil erosion.

**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.

## The Need

- 1 FOOD AND CULTURE**  
Literally everyone on the planet enjoys eating, but few truly appreciate how deeply food shapes their culture, health, and daily lives.
- 2 THE FOOD/HEALTH/  
ENVIRONMENT CHALLENGE**  
It is vital to educate youths about the enormous impact, for better and worse, that food has on their health...and how what we eat and how that food is grown affect global warming and the broader environment.
- 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 ways to get involved 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 from the Stone Age to 2100, the role of food in religion, the contributions of people of color, global cuisines, and the challenge of ending hunger in the United States and globally.

Reflecting the wide-ranging enthusiasm that the Museum has elicited, the **Museum’s Advisory Council** includes two former U.S. Secretaries of Agriculture, prominent nutrition researchers, environmentalists, creative chefs, a former Smithsonian curator, and other academics, farmers, and activists.

As the Museum develops it will expand its activities with outreach to its neighboring communities, webinars and interviews with prominent experts, cooking classes for children and adults, debates on the farm bill and other legislation, and cooperation with local food activists.

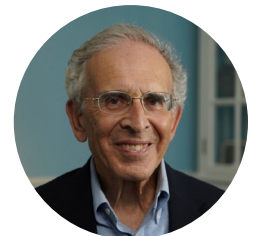
As steppingstones to the brick-and-mortar facility, the Museum will create a **virtual “online” museum** and then a traveling exhibit.

**The Museum is currently seeking gifts** from individuals and foundations for those activities and then larger gifts to hire core staff members, choose a location, and build the actual museum.

## 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.

For his achievements in promoting health, Jacobson has been honored with 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.

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