

NATIONAL FOOD MUSEUM

Viewing the World Through Food



A Vision for the Future



Welcome to the National Food Museum

The National Food Museum's interactive exhibits and innovative programming explore everything about food—from the history of the human diet to roles in movies and TV shows to human health to farming's effects on climate—all in a fun environment.

The nonprofit Museum spurs visitors to see food in a new light, inspires them to make better-informed dietary decisions, and involves them in helping solve some of the world's most pressing problems.

To accelerate progress toward the ultimate physical facility, the Museum will first appear in the form of a virtual (online) museum or traveling exhibition.

A Tale of Two Challenges

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



Taste, joy, nourishment, sociability—there's so much to celebrate about food. But we also need to recognize that American diets have contributed to the tripling of obesity rates since 1980 and to the 500,000 annual diet-related deaths due to heart disease and other chronic diseases.

Also, the global food system, especially the raising of cattle, generates as much as one-third of the greenhouse gases that are heating up our planet.

However, the Museum does not just decry serious problems. It is also a *solutions* hub, suggesting personal actions and policy measures that would promote health and protect the environment.

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 enrich our lives, nourish our bodies, and protect our planet.

Values

The core principles that guide our actions and direct how we achieve our Mission and Vision.



Core Values

Empowerment

We encourage our visitors to improve their health, community, and planet.

Innovation

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

Sustainability

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

Diversity, Equity, Inclusion

We collaborate with people of all skills and backgrounds to create experiences that are accessible to all.

Scientific Integrity

The museum's exhibits, programs, and choices are based on science.

Fun!

We create a joyful environment that mirrors the joy of eating delicious meals with family and friends.

Dialogue

We foster a community of diverse stakeholders who share a passion for food, culture, health, and the environment.



Exhibits

Visitors will be captivated by immersive and interactive displays that decode the complexities of food systems.

Primary Exhibit Audiences

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

Themes and Topics

Themes

Deliciousness

Highlighting the fun of food and the exotic delights at restaurants

Health

Investigating the links between diet, health, and disease

Justice

Shedding light on the struggles faced by low-income consumers, food-chain workers, and farm animals

Climate Crisis

Gaining insight into the impact of our food choices on climate change and other environmental concerns

History & Anthropology

Revealing the interplay of agricultural and cultural traditions

Industry

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

Culture

Examining the influence of family,, heritages, and media on diets

Policy

Explaining how government actions influence what shows up on our plates

Topics

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

- The Role of Food in Religion
- Food and Art
- Booze: The Pleasures and the Sorrows
- Foodways of Nearby Ethnic Communities
- Kitchens, Cooking Gear, & Cookbooks Over the Centuries
- Diet, Health, and Chronic Disease

- Food Comedy in Movies and on TV
- Global and Domestic Hunger
- Agricultural Research and Food Technology
- Obesity Crisis
- The Science of Cooking
- The Enormous Costs of Wasting Food

Floor Plan

The National Food Museum will make its home in a 60,000-square-foot facility.

CORE AND TEMPORARY EXHIBIT GALLERIES

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

LOBBY AND EVENT SPACE

A space for welcoming visitors, small displays, and special events

EDUCATION SUITE

Dedicated classrooms and a demonstration kitchen

CAFÉ AND RETAIL

The café will offer scrumptious meals and snacks. The store will feature cookbooks, kitchen gadgets, clothing, novels, and non-fiction books.

GARDEN

Rooftop and indoor gardens encourage home gardens and a love of nature.

Floor 3

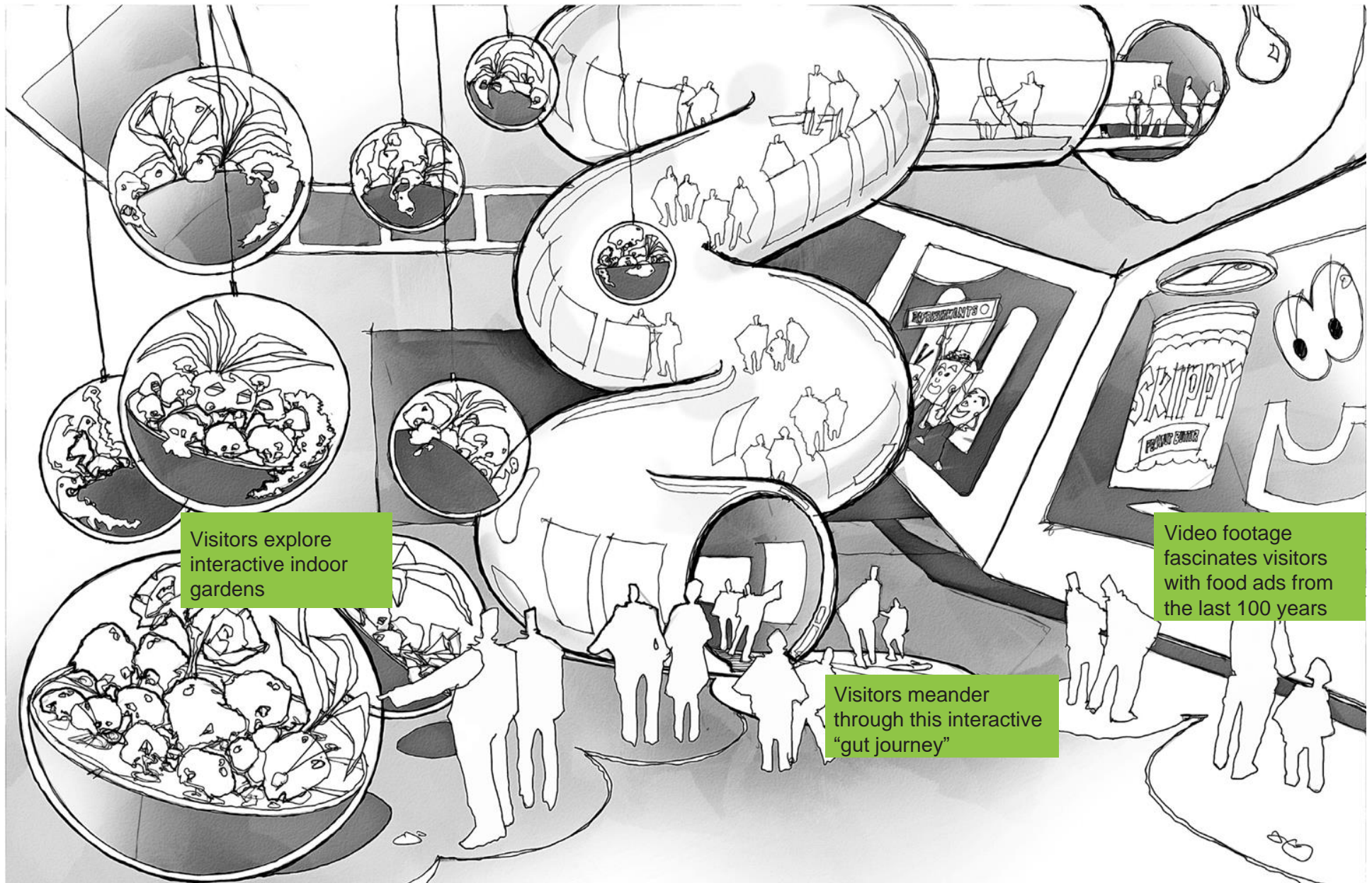


Floor 2



Floor 1





Visitors explore
interactive indoor
gardens

Video footage
fascinates visitors
with food ads from
the last 100 years

Visitors meander
through this interactive
"gut journey"



Programming

The Museum's public engagement events and online resources encourage critical thinking and a deeper understanding of food issues.

Program Audiences

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

Programs

Audiences

Learning Programs

Educational programs cater to various school grades and demographics.

- Youth and Teens
- Teachers
- Schools

Family & Public Engagement

Speaker series, panel discussions, and cooking and gardening classes provide education and fulfillment.

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

Special Events

Food festivals and cooking contests create visibility for the Museum and stronger ties to the local community.

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

Outreach Programs

Educational activities reach deep into local communities and sometimes across the country.

- Youth and Teens
- Teachers
- Schools

Virtual Resources

The website offers accessible educational content about culture, nutrition, and sustainability.

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

Center for Research & Advocacy

The Museum's advocacy component helps shape policies and empower communities.

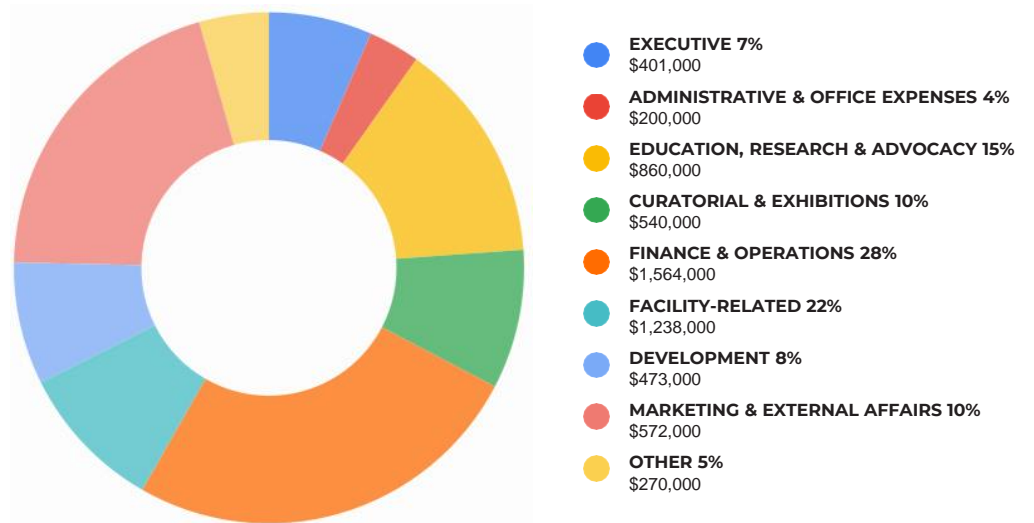
- Public Leaders
- Teachers
- Schools



Operations & Business Model

Annual Budget

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



* Creating a virtual (online) version of the museum will cost \$300,000 over 2024-2025.



Strategic Roadmap

The Path Forward

Our strategic goals are a roadmap for bringing the organization, the facility, and our programming to life. Our challenges are to:

- Expand the Board of Directors
- Engage the Advisory Council
- Reach Our Phase II Fundraising Goal
- Develop a Virtual Museum or Traveling Exhibition
- Hire a Staff Leadership Team
- Search For and Secure a Site
- Initiate a Capital Campaign
- Develop Content and a 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

SARAH A. KLEIN, JD, MA

Consumer/Food Safety 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

AMELIA CHO

Student, McLean (VA) High School

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

JOHNELLA HOLMES

Executive Director, Kansas Black
Farmers Association

JENNIFER JACQUET

Professor of Environmental Science
& Policy University of Miami

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

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

DAVID ORTEGA

Professor of Food Economics & Policy,
Michigan State University

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

Fmr. Director and Sr. Scientist, Food & Envir.
Program, Union of Concerned Scientists

ERIC SCHLOSSER

Author, *Fast Food Nation*

SEAN SHERMAN

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

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

BILL YOSSES

Former White House pastry chef



Join Us!

Together we can create a great Museum!

Your generous tax-deductible contribution will help turn the *idea* of the National Food Museum into a *reality*. Mail your donation to the address below or donate via our website. Thank you!

National Food Museum

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“

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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