

# NATIONAL FOOD MUSEUM

*Viewing the World Through Food*



**A Vision for the Future**



Welcome to the

# National Food Museum

The National Food Museum invites visitors to explore the many dimensions of food—its history, cultural significance, health impacts, and environmental consequences—through interactive exhibits and innovative programming.

Designed to be both engaging and enlightening, the Museum encourages people to see food in a new light, make informed dietary choices, and participate in solving global challenges related to nutrition and sustainability.

To build momentum toward a permanent facility, the Museum will first launch as a thought-provoking virtual experience and through temporary pop-up installations.

# A Tale of Two Challenges

As a beacon for change, the Museum highlights the profound effects of diets and farming practices on **both health and the environment.**



While celebrating the joy, taste, and social connections that food brings, the Museum also confronts the stark realities: American diets have contributed to a tripling of obesity rates since 1980 and to 500,000 annual deaths from diet-related chronic diseases.

Moreover, the global food system—particularly cattle farming—is responsible for up to one-third of the greenhouse gas emissions driving climate change.

**But the Museum is not just a place to spotlight problems. It serves as a solutions hub, offering practical actions and policy ideas to 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.

## Sustainability

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

## Scientific Integrity

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

## Dialogue

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

## Innovation

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

## Diversity, Equity, Inclusion

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

## Fun!

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





# Exhibits

Visitors will be captivated by immersive and interactive displays that decode the complexities of food systems. Some of that will begin in the form of a traveling exhibition.

---

## Primary Exhibit Audiences

- Youths 11-25
- Families
- Informed Public
- Policy Makers

# Themes and Topics

## Themes (some included in initial temporary exhibits)

---

### 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: 1789–2026
- Pathogens, Food Additives, Contaminants
- The Role of Food in Religion
- Food and Art
- Booze: The Pleasures and 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 initially as a 4,000-square-foot traveling exhibit and then ultimately in a 60,000-square-foot facility.

## TRAVELING EXHIBITION

This exhibition will travel to museums and science centers and embody the thrust of the physical 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

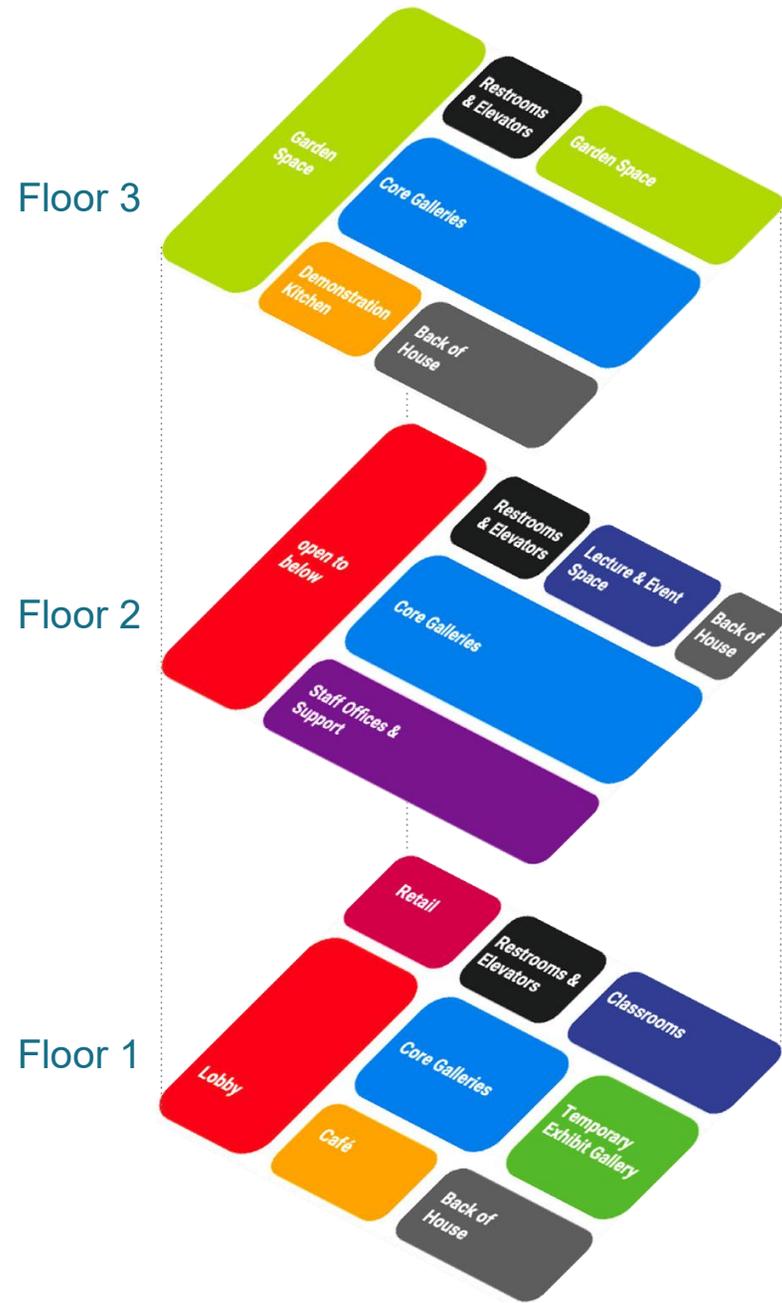
Dedicated classrooms and a demonstration kitchen

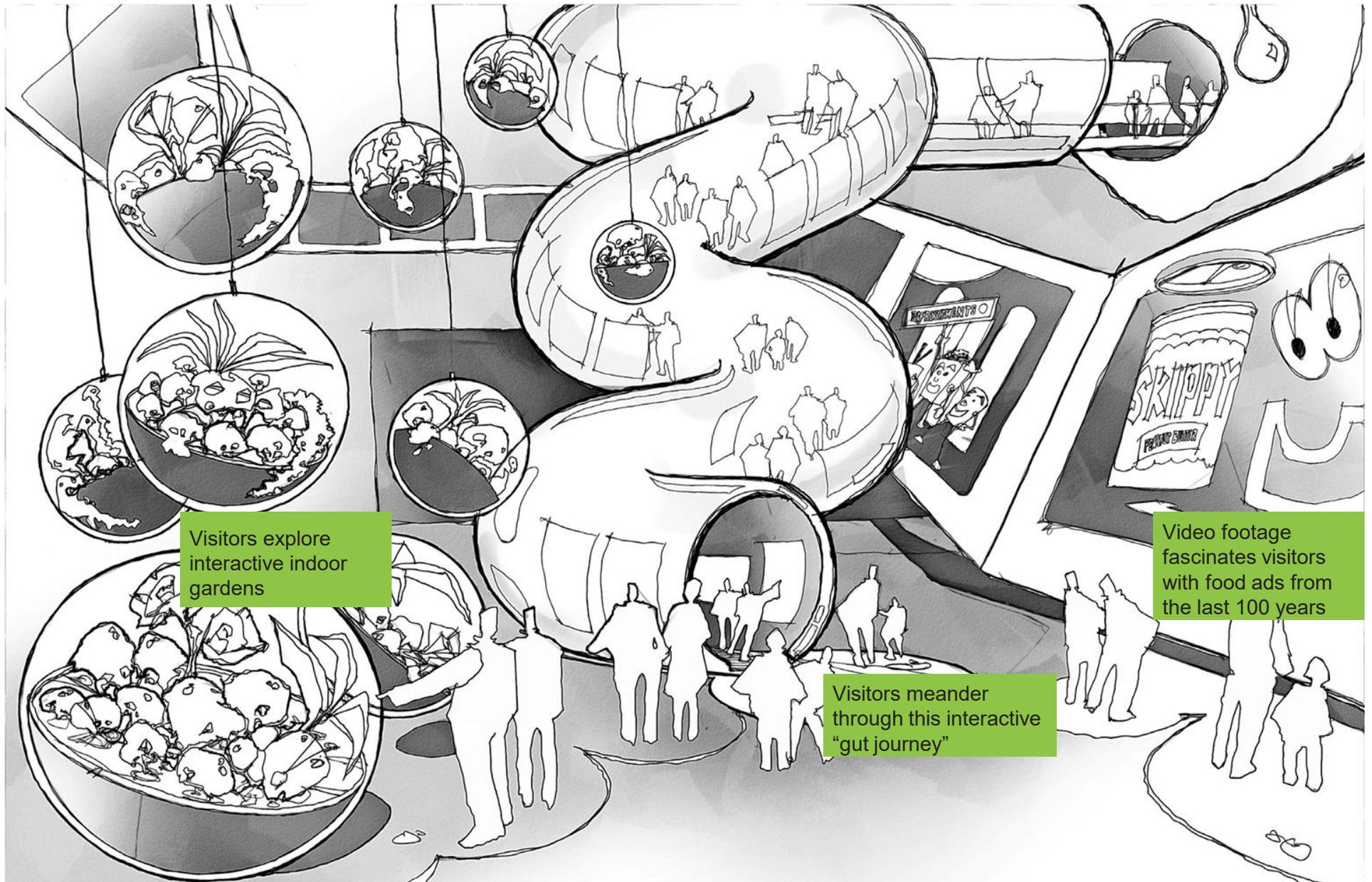
## CAFÉ AND RETAIL

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.





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** (excluding capital costs)



Early initiatives—such as a virtual museum or pop-up exhibit—will be much less expensive.

# 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
- Build Our Social Media Presence and listserv
- Develop a Virtual Museum and Pop-up Exhibit
- Hire a Staff Leadership Team
- Initiate a Capital Campaign for the Phase III Goal
- Search For and Secure a Site for the Museum
- 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

**TOM GEGAX**  
Nonprofit Leader, Former Businessman

**SUZANNE HESS**  
Health Advocate

**PETER KAYE, MBA**  
Food Industry Executive

**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

**DAN BUETTNER**  
Author, *Blue Zones* books

**BRENDA COWAN**  
Prof. of Exhibition & Exper. Design,  
Fashion Institute of Technology

**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**  
Exec .Dir., Kansas Black Farmers  
Asso.

**JENNIFER JACQUET**  
Professor of Environmental Science & Policy,  
Univ. 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 Ctr.

**JENNIFER MOLIDOR**  
Center for Biological Diversity

**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 America's first certified-organic  
restaurant

**PAMELA RONALD**  
Distinguished Professor of Plant Pathology  
and Genome Center, Univ. of California, Davis

**RICARDO SALVADOR**  
Former Director and Sen. Scientist, Food & Envir.  
Program, Union of Concerned Scientists

**ERIC SCHLOSSER**  
Journalist; author of *Fast Food Nation*

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

**ANNA SLAFER**  
Former VP for Exhibitions and Programs,  
International Spy Museum

**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, Nimman 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**

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

**[www.food.museum](http://www.food.museum)**  
**[info@food.museum](mailto: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

**NATIONAL  
FOOD  
MUSEUM**

