

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 its relationship to human health to farming's effects on climate—all in a fun environment.

The 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. The museum will start as an online version and later occupy a building.

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 enormous **impacts 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.

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.

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 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

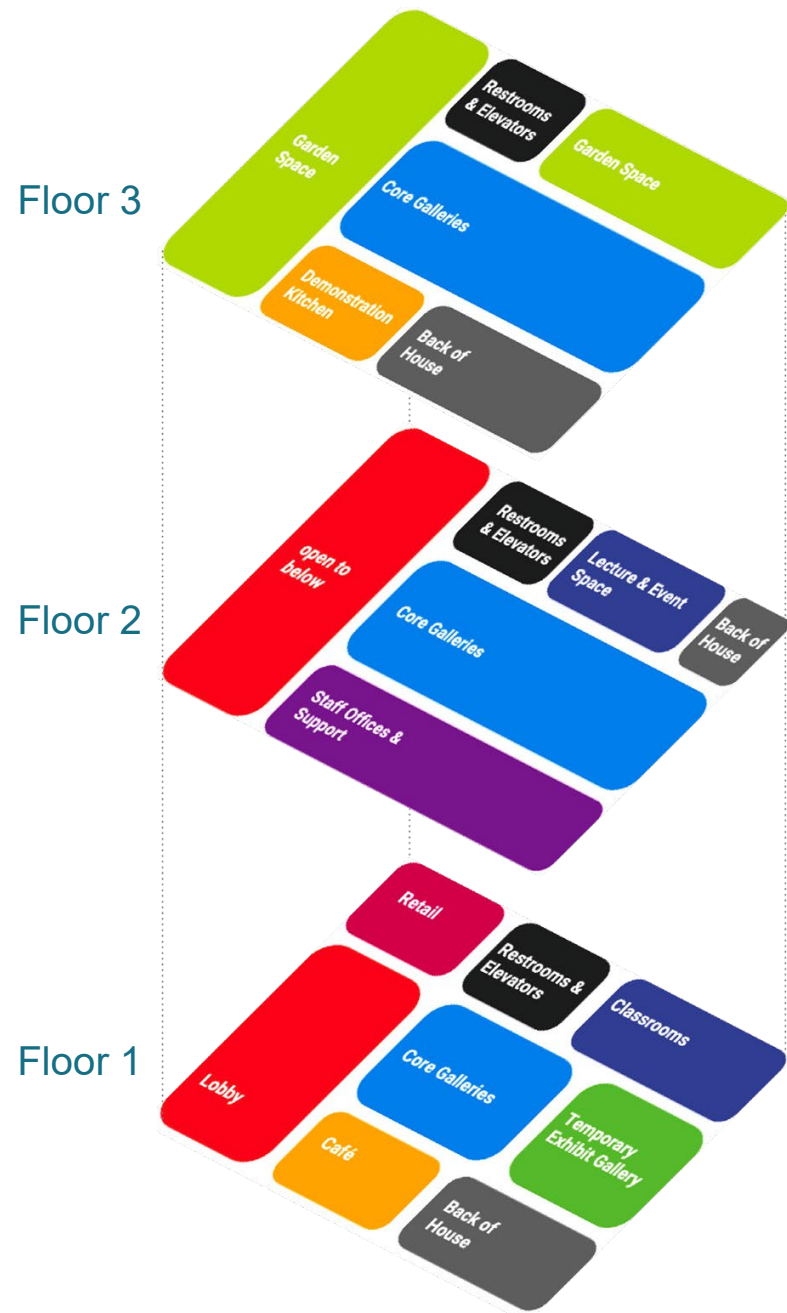
Dedicated classrooms and a demonstration kitchen

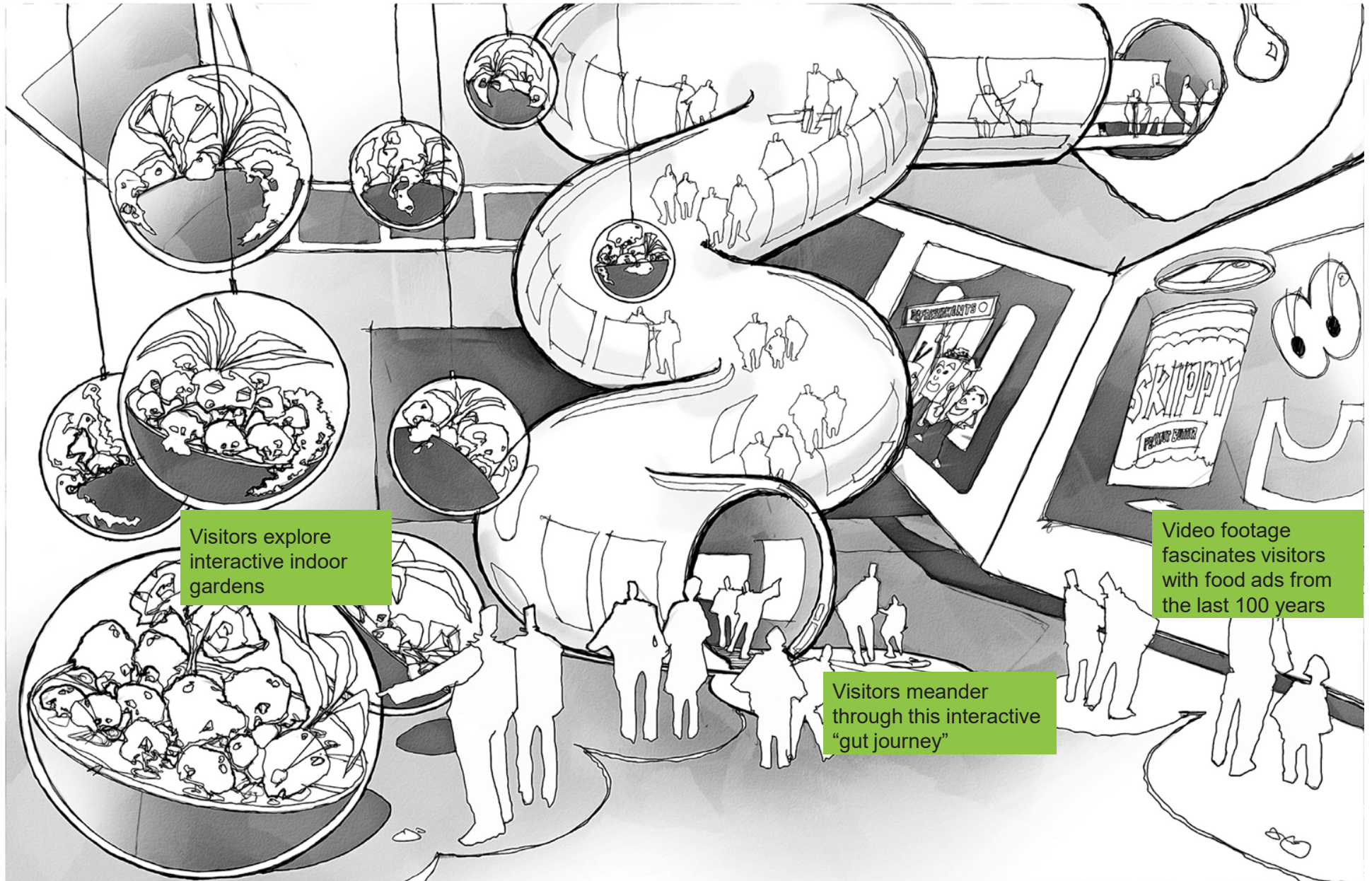
CAFÉ AND RETAIL

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.





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.

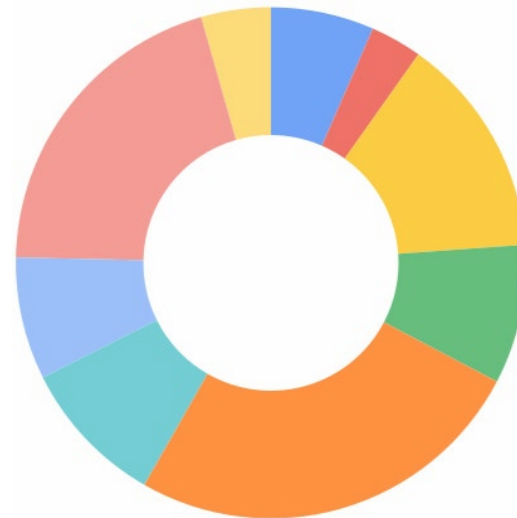
- Public Leaders
- Teachers
- Schools



Operations & Business Model

Annual Budget

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



- EXECUTIVE 7%
\$401,000
- ADMINISTRATIVE & OFFICE EXPENSES 4%
\$200,000
- EDUCATION, RESEARCH & ADVOCACY 15%
\$860,000
- CURATORIAL & EXHIBITIONS 10%
\$540,000
- FINANCE & OPERATIONS 28%
\$1,564,000
- FACILITY-RELATED 22%
\$1,238,000
- DEVELOPMENT 8%
\$473,000
- MARKETING & EXTERNAL AFFAIRS 10%
\$572,000
- OTHER 5%
\$270,000

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 for the Phase III Goal
- 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

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

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
Former Director and Senior Scientist, Food &
Environment 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

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

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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