

 Sherrie L Tullsen-Chin
Vegan-Activist
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- News Feed
- Ads Manager
- Messages
- Events 20+
- Games 20+
- Music
- Photos
- Links
- Notes
- Pokes 12
- Questions
- DxE Bay Area Team 20+
- New Harvest Com... 20+
- Saved

GROUPS

- Vegan Humor 20+
- Vegans United 20+
- New Groups 20+
- Create Group

APPS

- On This Day
- SongPop
- Donate Your Account
- Games Feed 20+

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- Close Friends

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- Cultured Meat

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- TELEPHONE BLIT...
- Animal Activist Me...
- Subscribed Events
- Create Event

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- Pages Feed 20+
- Like Pages
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New Harvest Community

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 **Isha Datar**
March 27 · Brooklyn, NY


Ok so NH is really trying to establish the academic discipline and industry focused on "animal products without animals".... any ideas of what a sexier name for that discipline could be?


Like Comment Share


Isha Datar, Anke Hagen, Erin Kim and 3 others like this. Seen by 174


 **Ben Wurgaft** I have so many questions about this! I think we discussed this briefly at the meeting in Menlo Park. How are we defining "discipline," here? What's the broader goal, and is it based on a perception of the way existing scientific disciplines do or don't funnel personnel and funds into this research? I'll leave it there for now, but mark me down as "very interested."
March 27 at 8:40am · Like


 **Isha Datar** I think it's about buzzwords. For example, "synthetic biology" doesn't really mean anything new but since it has a new, hot name, everyone wants to jump on that bandwagon.
March 27 at 8:41am · Like · 1


 **Ben Wurgaft** I think I'm still a step behind you - what's the strategic goal of such a branding effort? Thanks!
March 27 at 8:43am · Like

 **Isha Datar** Well say we decide to start a centre for excellence of this at a university, which we are in the process of doing. What would the centre be called?
March 27 at 8:46am · Unlike · 4

 **Ben Wurgaft** Gotcha. I suppose my first response was "this is an interdisciplinary thing, rather than a discipline," so I wanted to ask you how you wanted to define the endeavor itself.
March 27 at 8:48am · Like

 **Isha Datar** But don't many disciplines begin as interdisciplinary?
March 27 at 8:49am · Like · 2

 **Ben Wurgaft** Well, that's a tricky question. It's also very different in the lab sciences and engineering than in other fields. Because I'm a social-scientific stickler, I hesitate to call the effort to produce animal products without animals a "discipline" - it se... See More
March 27 at 8:57am · Like · 1

 **Tom Ben Arye** Cultured nutrition
This name "cultured" is already in use, it's catchy, it fits most of the products and it has good connotations.



March 27 at 1:04pm · Edited · Like · 5

MEMBERS 225 members (6 new)

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DESCRIPTION

New Harvest is a strategic grant making organization advancing the emerging field of animal products made without animals. Cell cultured meat, milk, eggs and more!

TAGS:

Biotechnology · Tissue engineering · Sustainability

CREATE NEW GROUPS

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
















SUGGESTED GROUPS



-  **Barnaby Dawson** Synthetic animal tissues
March 27 at 9:42am · Like
-  **Mallory E. McLaren** Culture Bioproducts?
March 27 at 9:53am · Like · 1
-  **Mallory E. McLaren** Cultured Biofabrication
March 27 at 9:53am · Like · 1
-  **Mallory E. McLaren** Consumer Product Biofab Dept.
March 27 at 9:54am · Like · 1
-  **Natalie Rubio** Animal-Free Food Innovation
March 27 at 10:26am · Like · 1
-  **Natalie Rubio** Engineered Nutrition
March 27 at 10:26am · Like · 2
-  **Bruce Chou** animal template foods department.
March 27 at 10:29am · Like
-  **Ricky Winterborn** This is hard because usually you don't want to hear synthetic , engineered or tissue in the same sentence as food...
March 27 at 12:03pm · Like · 3
-  **Isha Datar** Not all animal products are food, too
March 27 at 12:59pm · Like
-  **Tom Ben Arye** Cultured consumables/goods?
March 27 at 1:03pm · Like · 2
-  **Sherrie L Tullsen-Chin** Vegan-Activist Post-animal consumables.

New Harvest Community

-  March 27 at 1:13pm · Like · 1
-  **Isha Datar** Kevin Schneider economics?
March 27 at 1:15pm · Like
-  **Isha Datar** I like cultured consumables Tom Ben Arye has a nice ring to it
March 27 at 1:16pm · Like · 2
-  **Isha Datar** Cultured Consumer Products (where either the product or the consumer is the cultured one haha)
March 27 at 1:21pm · Unlike · 8
-  **Sherrie L Tullsen-Chin** Vegan-Activist I like cultured consumables too but it doesn't indicate any distinction from cultured products that are not replacements for animal products.
March 27 at 1:22pm · Like · 1
-  **Rachel Graham** I really liked cultured nutrition
March 27 at 1:34pm · Like · 5
-  **Isha Datar** Cellular Agriculture
March 27 at 1:49pm · Like · 7
-  **Kevin Chen** just thinking aloud.... Isn't there already a name for this? like Sustainable Food Production (except more specific, I guess?) Is the focus on food replacements, or alternatives or novel foods? Alternative dietary sciences? Food design? Dietary design... See More
March 27 at 1:55pm · Like · 2
-  **Isha Datar** Agriculture means "field growing" or "field cultivation", horiculture means "garden growing" I wonder if we can find some kinda latin thing
March 27 at 2:15pm · Unlike · 3
-  **Travis Callue** AgriCULTURED.
March 27 at 2:23pm · Unlike · 7
-  **Barnaby Dawson** Cultured animal tissues. That covers in vitro meat, artificial leather and more or less any product with animal cells in it that didn't immediately come from an animal.
March 27 at 2:52pm · Like
-  **Maya Kaul** Biosustinance? Bionutrition? (that leaves out leather, though). Biodesign?
March 27 at 2:56pm · Like · 2
-  **Barnaby Dawson** Can we have a more precise definition of what we're describing exactly? In particular what things should be included: My impression is that we're trying to describe products made from animal tissues grown in culture. Is that right or are we including other products too? If so what?
March 27 at 3:05pm · Like
-  **Isha Datar** I was thinking animal products grown in culture. Or maybe wide enough to include non-animal products grown in culture ie cotton grown by bacteria even
March 28 at 7:19am · Like
-  **Kevin Mayo** +1 Cellular Agriculture because it can (and would) be referred to as 'cell-ag', which lends a layer of credibility and confusion to conversations between those 'in the know' and others.

Science, Technology & the Future

Join

Ching Nan Shih and 14 other friends joined



Friendly and pragmatic vegans and vegetarians
Joy Johnson and 85 other friends joined

Join



Transhumanism

2

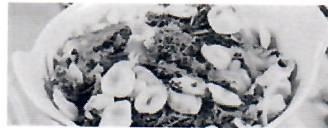
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
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March 28 at 7:47am · Like · 4


 **Natalie Rubio** +1 cellular agriculture !
March 28 at 11:11am · Like · 5


 **Ryan Pandya** Agreed, that's the best one I've seen so far
March 28 at 11:47am · Like · 3


 **Isha Datar** Cell also means "small room" in latin and maybe that's also a roundabout way of indicating that you can cultivate food in a small room rather than in a field
March 28 at 3:52pm · Like · 1


 **Barnaby Dawson** It seems to me that cellular agriculture could refer to beer, cheese, silage etc. Do we want the term to cover those things or only the newer technologies?
March 28 at 4:07pm · Like


 **Trent Erikson** 'Cellular agriculture' has that magic stickiness that immediately puts it on the tip of your tongue. (Also, don't forget about 'techno-veganism'! :))
March 28 at 4:51pm · Like · 2


 **Isha Datar** Maybe that's not a bad thing?
March 28 at 4:58pm · Like


 **Maya Kaul** If you still want Latin or Greek, my favorite are propheculture: cultured beyond "herd animals", kadiculture cultured in a container, or kardainiculture: cultured for the product (i.e. instead of using animals to get meat or milk or anything like that... See More
March 28 at 5:13pm · Like · 2


 **Trent Erikson** If you think science/technology buzzwords like 'data mining' or 'personal genomics', there is often an ordinary, commonly used word accompanied by a scientific/technological word. 'Cellular agriculture' follows that pattern.
March 28 at 6:01pm · Unlike · 1


 **Isha Datar** What about microbial agriculture
March 28 at 6:03pm · Like · 1


 **Isha Datar** Actually cultured meat isn't that...
March 28 at 6:03pm · Like · 2

 **Nick Bencivenga** +1 cellular agriculture.
March 28 at 6:15pm · Like · 2


 **Meera Z Haus** my roommate suggests bioculture
March 28 at 6:47pm · Like


 **Isha Datar** There isn't any culture that isn't bio though
March 28 at 6:49pm · Like


 **Karina Barbara** I scrolled down not because I had an idea but wondering what others would say. And I am all with cellular agriculture. Cellular sounds sexy (ok maybe I am being funny...but seriously I like the sound of it).
March 28 at 10:41pm · Like · 2


 **Erin Kim** I like cellular agriculture, and perhaps, going off of Kevin Schneider's idea, "post-animal sciences"?
March 29 at 1:46am · Like


 **Trent Erikson** 'Post-animal produce' for an alliteration
March 29 at 4:01pm · Like

 **Ryan Pandya** We shouldn't hold ourselves back with a reference to animals. These are foods that don't need to have anything to do with animals, and in a hundred years it should seem disgusting and antiquated to ever associate our food system with animals
March 29 at 5:29pm · Unlike · 3


 **Ryan Pandya** Imagine if cars were called "autohorses" it would be so stupid
March 29 at 5:30pm · Like · 5

 **Kevin Schneider** But we still use the term "horsepower" to describe an aspect of the car: old ideas linger in our speech (and thus our ideas), and "familiarity" can be huge in marketing consumer products
March 29 at 5:41pm · Unlike · 3

 **Isha Datar** Yes, and the foods would be beef, pork, chicken, milk, eggs... which are exactly the same. I agree, I don't want to be held to the antiquated idea of animal ag by referencing it
March 30 at 8:25am · Like


 **Mirko Betti** Isha, we might be able even to skip the "cell factory" concept for producing food. The longest and more open horizon I see is: molecular agriculture.
March 30 at 11:29am · Like · 1

 **Ben Wurgaft** Ryan, I think "autohorse" is amazing and I plan to start using it.
March 30 at 12:01pm · Like · 4

 **Isha Datar** Mirko Betti Molecular Agriculture does already sound similar to Molecular Gastronomy
March 30 at 12:18pm · Like

 **Ara Ghanbarian** and Gina Rerica Stevianus are now friends.

 **Amy Lynn** shared Truth or Drought's photo.


 **Jennifer Kimberly** "The snake which cannot cast its skin has to die. As well the..."

 **Anke Hagen** Alec Pedersen

Transformation from suffering to peace and...

 **Janis Karel Stob** likes Sonia Miller's photo.

 **Melissa Gates** likes Andi Parkinson's post.


 **Max Perrey** and Maureen Parton are now friends.

 **Asya Grey Adana** was tagged in Save SBC Shelter Pups's photo.


 **Mirescu Alina** likes Noot Nikky Hi's photo.

 **Chany Rivas** shared Oh My What a Beautiful Day's photo.


 **Sheila Fitzgerald** replied to their own comment.

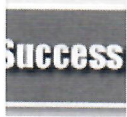
 **Ana M. Wolf** likes Matt Ruscigno's photo.

 **Avital van Leeuwen** likes Ayman M Annan's video.

 **Karina Barbara** My autohorse needs a wash, and I gotta change his snow hooves back to all season hooves.
 March 30 at 12:41pm · Like · 1


 **Patrick Mogianesi** Biotechnology Production?
 March 30 at 9:14pm · Like


 **Isha Datar** Mirko Betti there appears to be a Center for Molecular Agriculture but I feel like the name is not appropriate for what it was designed to do:
<https://ag.purdue.edu/plantsciences/pages/molecularag.aspx>





Purdue Agriculture
 Purdue University's College of Agriculture, or Purdue Agriculture, is one of the world's leading colleges of...
 AG.PURDUE.EDU | BY PURDUE AGRICULTURAL.COM

April 1 at 10:28am · Like


 **Trent Erikson** Does cultured meat count as molecular biology?
 April 1 at 12:58pm · Like

 **Tom Ben Arye** Cultured meat is a large multidisciplinary project, some of it is considered to be molecular biology.
 April 1 at 1:06pm · Edited · Like · 2


 **Anke Hagen** Yes, other parts of it are similar (as far as the techniques are concerned) to regenerative stem cell biology or simply stem cell research.
 April 1 at 1:38pm · Like


 **Marty Brandon** My feeling is that the procedural difference deserves the emphasis. It shouldn't be defined by meat. In vitro food production is to traditional agriculture what 3D printing is to subtractive manufacturing. We'll also be making in vitro plant-based p... See More
 April 1 at 2:47pm · Unlike · 1

 **Barnaby Dawson** Biofabricated consumables
 April 1 at 3:14pm · Like


 **Barnaby Dawson** Biofabrication is an existing term defined: "Biofabrication can be defined as the production of complex living and non-living biological products from raw materials such as living cells, molecules, extracellular matrices, and biomaterials"


By adding consumables we focus on food and consumer products rather than medical or purely research uses of biofabrication.
 April 1 at 3:17pm · Unlike · 3


 **Andy Vrbicek** "Clean Meat"? Came to me the other day; has a nice and...clean feel to it. Not very descriptive, but does underscore that cultured meat is a lot less yucky (in so many ways!) than conventional animal agriculture...
 April 1 at 4:31pm · Like

 **Isha Datar** Isn't neoculture just a latin term for New Harvest hahaha
 April 1 at 4:37pm · Unlike · 2


 **Maya Kaul** ^Basically!
 April 1 at 4:53pm · Like · 2


 **Andy Vrbicek** Marty, that of course is a sensible position...but, I disagree. As it stands, cultured meat has a huge PR problem on it's hands. What was the figure in the Pew Survey?--I think 80% said they would not be willing to try the stuff. At least in the beg... See More
 April 2 at 1:01am · Edited · Like

 **Isha Datar** Andy Vrbicek we were thinking more about the whole discipline of cultured animal products not just meat.
 April 2 at 6:02am · Like

 **Marty Brandon** I don't think PR concerns should be the primary consideration for labeling a new field of research.

And my guess is that focusing on the process, rather than the end-product, will also futher your marketing objectives. The most straightforward way to communicate that in vitro meat is like regular meat is to avoid presenting it as something categorically different.
 April 2 at 2:28pm · Like

 **Andy Vrbicek** Marty Brandon Yes, whoops, you are right. I didn't read the question so well; wasn't think of the field of research, but the name of a product line...
 April 6 at 10:53pm · Like

 **Erin Kim** Ben Wurgaff!
 June 30 at 10:09am · Like

 **Isha Datar** Gi d'Origny and I have been using cellular agriculture and it's been going well! Many act as if they've heard of it before.
 June 30 at 11:53am · Edited · Like · 3

 Write a comment...

-  Keira Devine Mobile
-  Jia Hui Lee Web
-  Marcel Woolfe Mobile
-  Isha Datar Web
-  Katie Litchfield Mobile
-  Ifpa Pro William ... Mobile
-  Morris Darbo Mobile
-  Ernesto Melchor Mobile
-  Anke Hagen Web
-  Roy Finegan Mobile

GROUP CONVERSATIONS

 Our sister needs our ...