

Friend,

We have great news about [Muufri](#), the company that [we co-founded in April 2014](#) to make real milk without cows.

**They have just been awarded €200,000 in the largest annual international sustainability innovation competition that seeks to promote a low carbon economy and a greener future by investing in emerging green entrepreneurs: the Dutch Postcode Lottery Green Challenge.**

The full press release can be found [here](#).

Muufri will be putting the €200,000 in non-dilutive funding towards making milk in a better way. They will be moving to a larger lab space in South San Francisco later this month to accommodate their growing business.

New Harvest introduced the challenge to Muufri and encouraged them to apply several months ago. It's a true testament of New Harvest's effectiveness at incubating and accelerating the growing industry of animal products harvested through cellular agriculture rather than factory farming.

Once again, New Harvest multiplied the impact of its donor dollars towards building a better food future.

**Congratulations Muufri! And thank you, donors, for helping us accelerate breakthroughs in cellular agriculture.**

Have a wonderful weekend,

 Signature