



ANNOUNCEMENTS

The latest news from New Harvest:

- [How do we get billions of people to eat less meat?](#) Isha Datar, Ben Wurgaft, and NPR's Eliza Barclay will be exploring possible answers to this question on a panel at SXSW 2016 on March 12 in Austin, TX.
- Isha Datar will be speaking at Bitten: A Food Conversation in New York City on February 12th. For further information and to purchase tickets, please visit the [conference website](#).
- Indie Bio San Francisco's "Demo Day" for its current cohort will be taking place on February 4th. For those in the Bay Area, this will be a [fantastic opportunity to see cellular agriculture startups](#) including Gelzen Inc. and Memphis Meats present their hard work over the last four months. Tickets are free but limited. If you aren't able to make the event in person, it will also be livestreamed at 3pm PST: follow #IndieBio for details.
- [Gelzen](#) are making animal-free gelatin. Follow their progress on [Twitter](#), [Facebook](#), and [Instagram](#)!
- [Memphis Meats](#) is a New Harvest spin-off making pork and beef without pigs or cows. Follow their progress on [Twitter](#), [Facebook](#), and [Instagram](#)!

NEW HARVEST FEATURES

This week's original stories by our staffers and volunteers:

- No new content this time around.

FROM AROUND THE WEB

Our favourite content this week about the world of cellular agriculture:

- Gilonne d'Origny was interviewed for the Québec edition of *Reader's Digest* magazine, *Sélection* (December issue). The article, "La nourriture du futur" ("The Food of the Future") is [now available online](#) and features Muufri, New Harvest, and a number of other prominent players in the future of food movement.
- Imogen Rose-Smith of *Institutional Investor* highlights the efforts of Jeremy Collier (of Collier Capital and the Jeremy Collier Foundation) to realize his [goal of ending factory animal farming](#) within 40 years. The Jeremy Collier Foundation has generously supported New Harvest's \$100K gift match fundraising drives on numerous occasions, and gave rise to the [FAIRR initiative](#), which is aimed at alerting investors to the significant material impacts that farm animal welfare issues could have on their portfolio.
- Kevin Schultz illuminates the work of New Wave Foods, Solazyme, and Impossible Foods for his article "[The Future of Food: From Lab to Table](#)" for the *San Francisco Chronicle*.
- Lauren Scudato has written an [article on cultured meat](#) for *LaboratoryEquipment.com*, with some insights on Mosa Meat's approach to creating their product.
- Pembient writes why they are confident in biofabricated rhino horn on the [SOS Ventures blog](#).

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