



Hi Friend!

Hope December is treating you well.

For me, the end of the year is a time of reflection. Not only do I look back at [all the wonderful things New Harvest did in 2016](#), I also think back to February of 2009, when I first heard about cultured meat, mere months before I decided that it was going to be where I focused my career.

What struck me about growing meat in cell culture almost 8 years ago was the fact that it was an idea at such an interesting intersection of moral, scientific, environmental, business, and culinary interests...

...so of course I always like to hear what inspires our 471 (and counting) donors to give!

Here's what a few of our donors have to say.

"I think it's really exciting that New Harvest is funding a lot of the basic research that needs to happen, otherwise this won't go anywhere... I have a pervading thesis that it's easier to change technology than it is to change people. There's lots of people who talk about wanting to reduce meat consumption, and that kind of thing. But I think that we'll be able to get cellular agriculture to the place where we can create lab grown meat cheaper and more efficiently and better than any kind of animal grown meat, faster than we can shift people off eating meat."

-Joshua M.

"I want a world where animals aren't raised and killed for food. I donate to New Harvest because they're playing an essential role in making my desire a reality. New Harvest continually finds big ways to advance cellular agriculture, a field I considered science fiction until recently."

-Jason K.

"New Harvest is working to build a better world; one in which we can provide protein for our ever-growing population in a more efficient, sustainable, and humane way. I'm grateful for its efforts!"

-Paul S.

"I believe New Harvest is doing work that is absolutely vital to the future of our booming world population. New Harvest's efforts to completely rethink how animal agriculture works is an inspiration, as it is only through innovations like cellular agriculture that we'll be able to solve our current environmental, health, and ethical challenges."

-David L.

"New Harvest has been foundational in forging the field of cellular agriculture and driving it forward. It's amazing the milestones in this field that they have achieved and facilitated, all the while operating with minimal funding. As someone who is concerned with animal welfare and who believes in the power of technology to transform our world for the better, supporting New Harvest has been, continues to be and will be by far and away the most effective and meaningful charitable giving I have ever done."

-Tracey L.

"I love supporting this idea. It takes a completely different approach to lowering animal suffering, one that could have a much stronger impact in the future compared to, for example, standard vegan

activism. Being a vegan myself, I understand that this might be a controversial topic, but regardless of opinions of individuals - once your mission fulfills itself and we will grow tissue in a lab, there will be no suffering involved, therefore the mission will be accomplished from a vegan perspective too."

-Lukas C.

"I make regular donations to New Harvest because they are fighting what I consider to be the most important fight in the name of both animal welfare and animal rights... putting an end to factory farming, the worlds greatest cause of animal suffering, with practical, realistic and applicable solutions. This work is phenomenal and comes with the ability to positively impact the environment and antibiotic resistance on a global scale that I cannot even imagine!"

-Rachel G.

I'd love to hear what has drawn you to New Harvest too!!

And of course, until the end of the year, [all contributions are being matched by the Jeremy Collier Foundation](#). We've already raised \$48,076.98, and the donations are coming in steady. We'd love for you to help us achieve our goal!

Thank you, donors, for making New Harvest's work possible!

All the best,

Isha Datar

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We're 100% powered by philanthropy! [You can help.](#)