



ANNOUNCEMENTS

The latest news from New Harvest:



Isha Datar

March 27, 2015 · Brooklyn, New York

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?

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Ron Shigeta, Anke Hagen, Isha Datar and 3 others like this.



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, 2015 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, 2015 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, 2015 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, 2015 at 8:46am · [Like](#) · 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, 2015 at 8:48am · [Like](#)



Isha Datar But don't many disciplines begin as interdisciplinary?

March 27, 2015 at 8:49am · [Like](#) · 2

-  **Natalie Rubio** Engineered Nutrition
March 27, 2015 at 10:26am · Like · 🔄 2
-  **Bruce Chou** animal template foods department.
March 27, 2015 at 10:29am · Like
-  **Isha Datar** Not all animal products are food, too
March 27, 2015 at 12:59pm · Like
-  **Tom Ben Arye** Cultured consumables/goods?
March 27, 2015 at 1:03pm · Like · 🔄 2
-  **Sherrie Tullsen-Chin** Post-animal consumables.
March 27, 2015 at 1:05pm · Like · 🔄 2
-  **Kevin Schneider** "Post-animal"....I really like that. Post-animal economics?
March 27, 2015 at 1:13pm · Like · 🔄 1
-  **Isha Datar** Kevin Schneider economics?
March 27, 2015 at 1:15pm · Like
-  **Isha Datar** I like cultured consumables Tom Ben Arye has a nice ring to it 😊
March 27, 2015 at 1:16pm · Like · 🔄 2
-  **Isha Datar** Cultured Consumer Products (where either the product or the consumer is the cultured one haha)
March 27, 2015 at 1:21pm · Like · 🔄 8
-  **Sherrie Tullsen-Chin** I like cultured consumables too but it doesn't indicate any distinction from cultured products that are not replacements for animal products.
March 27, 2015 at 1:22pm · Like · 🔄 1
-  **Rachel Graham** I really liked cultured nutrition
March 27, 2015 at 1:34pm · Like · 🔄 5
-  **Isha Datar** Cellular Agriculture
March 27, 2015 at 1:49pm · Like · 🔄 8
-  **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, 2015 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, 2015 at 2:15pm · Like · 🔄 3



#TBT to March 27, 2015, when NH Executive Director Isha Datar came up with the words “cellular agriculture” to describe the nascent scientific discipline of growing food and materials from cell cultures. In addition to cultured meat, an international conversation about ideas like milk proteins and leather produced without cows, and egg proteins without chickens was beginning to take place - and we needed a way to describe and tie together all of these ideas and processes. We used to run a Facebook community group back in those days, so we threw around and discussed various ideas there. And that’s how “cellular agriculture” was born!

These are just excerpts of the full discussion - the full post was saved and published in our 2016 Annual Report, available [here](#) 📄

- The first round of [New Harvest 2018](#) speakers have been announced, and tickets are now on sale! This year, we are offering a special **early bird discount rate** (\$100 off!), effective until May 1st. As always, deeply discounted student rate tickets are available as well. Please [contact us](#) using your student e-mail for the student discount rate.

UPCOMING EVENTS

- The [3rd annual New Harvest conference](#) will be taking place **July 20 & 21 at the MIT Media Lab** near Boston, MA.

FROM AROUND THE WEB

Curated highlights from the world of cellular agriculture:

- Yesterday, a new cellular agriculture startup, **Wild Type**, emerged with news of a [\\$3.5M fundraiser](#). The company is [reported to be working on a cultured salmon product](#).
- New Harvest provided quotes for Mallory Locklear's recent [piece about the public perception of cultured meat](#). **Our bioreactor seed grant project (led by Fellow Jess Krieger) gets a special shoutout** too.
- We thought Matt Reynolds' *WIRED* article which highlights **the ongoing foetal bovine serum (FBS) as cell culture medium dilemma** was [worth sharing](#).
- Open Access journal [Frontiers](#) has put out a **call for abstract submissions, for a special collection on Cellular Agriculture: Biotechnology for Sustainable Food**. Original research, reviews, policy briefs, and policy & practice reviews are welcomed. More information can be found [here](#).
- **Audio from cultured meat scholar Ben Wurgaff's talk, "Cultured Meat and the Three Futures for Flesh"** given at the University of Pennsylvania last month is [now available](#) on Soundcloud.
- Cultured meat scientist (and former New Harvest intern) **Daan Luining gave an interview for the *Cultured* podcast**, available [here](#).
- Meat industry commentator **Dan Murphy addresses certain reactions to cellular agriculture** for Farm Journal's *PORK*, making [some really](#)

[interesting points](#).

- Chris Baraniuk **quotes New Harvest in his [speculative piece](#)** for the *BBC*.

EMPLOYMENT OPPORTUNITIES IN CELLULAR AGRICULTURE

- **Modern Meadow is actively looking to fill a number of positions**, including a Materials Research Scientist; Bioprocess DSP Engineer; and Summer Associate: Finance to join its NJ Headquarters. Check out their current list of openings [here](#).
- **Memphis Meats currently has several openings**. For more information, click [here](#).
- **Is your cellular agriculture company looking to grow?** [Get in touch](#) to have your job posting shared on the New Harvest newsletter.

Happy long weekend!



Erin Kim,
Communications Director

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