



Hello New Harvest friends,

We're about \$150k away from raising \$2M by Dec 31...our stretch goal for the year.

If you are reading this email today, I am guessing that

- You know that humanity must end its dependence on animal agriculture
- You understand that technological advancements are the primary driver of societal change
- You recognize that scientific research is deeply underfunded

And for those reasons, today I'm asking you to consider a contribution to New Harvest.

[Support catalytic research with a one-time gift](#)

[With a gift to New Harvest, you can enable scientists to innovate in a high-potential yet under-supported field: cellular agriculture.](#)

**Supporting science is the best way to move the needle in biotechnology.**

We have celebrated many milestones this year: surpassing \$1B in VC investment\*, the first regulatory approval, the first sale of cultured meat. These firsts are the rewards for visionaries like you, who are witnessing the absolute leading edge of food technology.

But the true change we need to see—fewer animals reared and slaughtered, reduced environmental impact, reduced pandemic outbreaks, greater food security—will only come from the establishment of a field of science and the normalization of its products.

Robert Downey Jr. of Footprint Coalition describes scientists as "focused, yet radical"... a perfect description of our organization's approach to igniting global change. Join us. [Please help drive innovation in cellular agriculture today.](#)

Thank you,

Isha Datar  
Executive Director, New Harvest

\*This stat is from the [Cell Agri 2020 Investment Report](#) (paywalled)

**P.S.** In case you missed it, the IRS created a [new provision](#) this year that allows you to easily deduct up to \$300 in donations to charities like ours! This will lower both your adjusted gross income and taxable income on any gifts made by December 31.

[Support cellular agriculture research. Donate Today!](#)

New Harvest is a 501(c)(3) nonprofit organization.

Our work supporting groundbreaking cellular agriculture research is made possible through donations from people like you.

December 30, 2020

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