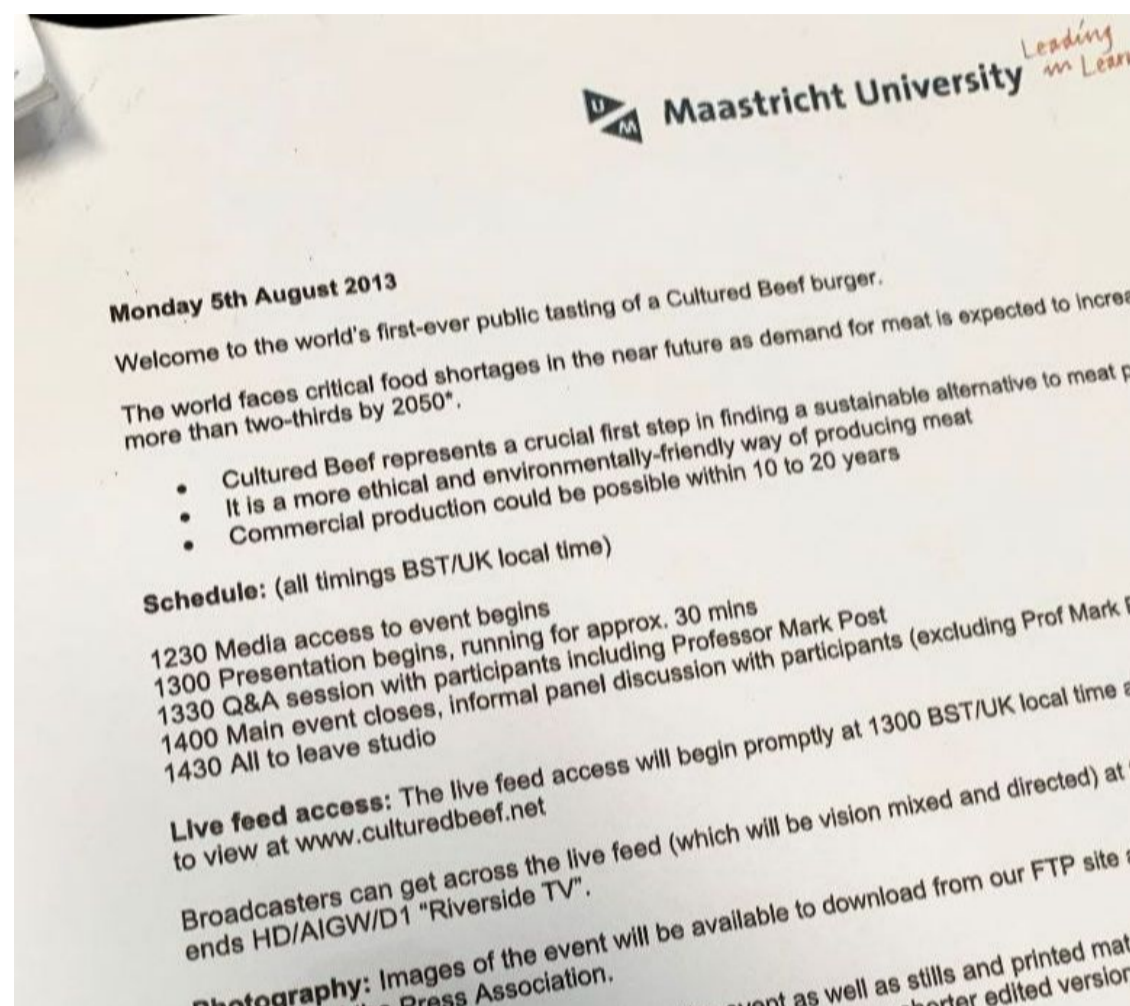


Dear friends of New Harvest,

Seven years ago today I sat in a studio audience in London and watched the [first broadcast tasting of cultured meat](#): a cell-cultured beef burger composed of 20,000 muscle strands grilled and eaten on live tv.



Snippet of the program guide from the tasting!

That burger was a milestone for cellular agriculture. Even though it was wildly expensive, labor intensive, and far from animal-free, *it showed the world that it is scientifically possible to grow meat from cells.*

It was also the culmination of years of scientific research—supported by just a few million dollars from New Harvest, the Dutch government, and Sergey Brin.

[On the anniversary of the world's first cultured meat tasting, I am asking you to make a monthly commitment to help us continue driving this field forward.](#)

Since 2013, cell ag has grown from a handful of folks dedicated to cultured meat to over 500 people worldwide focused full-time on growing meat, milk, eggs, and more without animals. The landscape's explosion is proof that **when you support research, you jumpstart the growth of an entire industry from the ground up.**

Support catalytic research with a monthly gift

As of today, cultured meat companies have collectively raised ~\$1B. *I'm here to tell you that \$1B and 500 people is just the tip of the iceberg.* For perspective, it costs \$1B to bring *one* new drug to market. Transformational biotech innovation starts in the lab.

[With a small monthly gift, you can enable scientists to make the quantum leaps that will propel cultured meat forward.](#)

Cultured meat will not come to market and change the world simply because cells *can* be multiplied in the lab; it will come to market because an ecosystem of scientists, nonprofits, government agencies, investors, philanthropists, entrepreneurs, (and more) dedicate their livelihoods to making it happen. [Please help New Harvest build that ecosystem and accelerate the timeline of cultured meat today.](#)

Thank you,

Isha
Executive Director, New Harvest

P.S. Do you have a Donor Advised Fund? If you make a grant to New Harvest and commit to putting half your DAF to work by September 30, we will be eligible to receive up to \$25K in matching funds. Every donation from a different donor increases our chances of receiving a matching grant. Details at halfmydaf.com.

August 5, 2020

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