

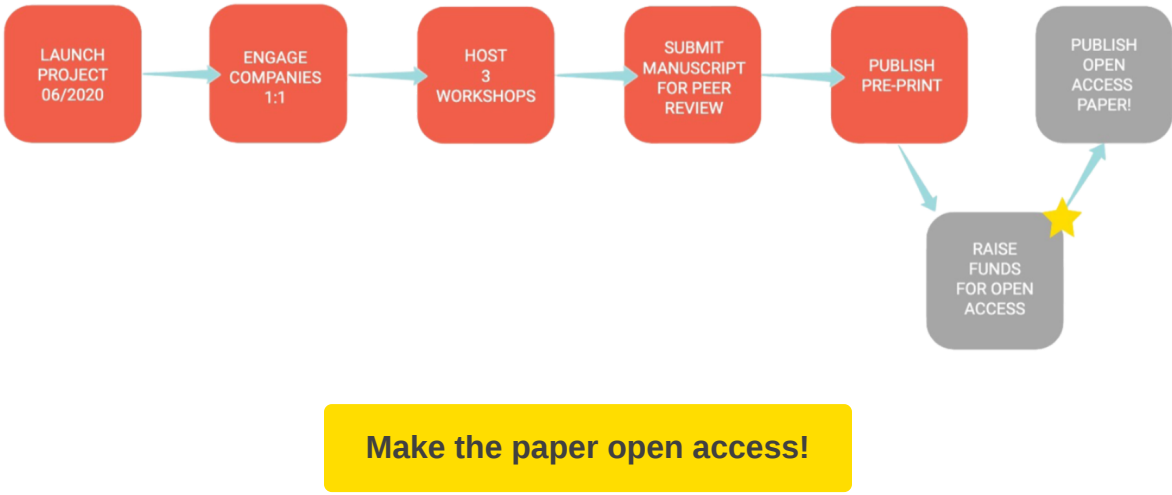


Hi friends,

As we [announced last week](#), New Harvest recently submitted a landmark manuscript that outlines what data is needed to determine if a cultured meat product is safe.

We now want to ensure this paper reaches as many people as possible! But there's a problem. We need \$4,000 to cover the open access fee and ensure the final article isn't paywalled when published.

That's where you come in. **With your support, we can maximize the impact of this project by making it accessible to *everyone*.**



**But wait, I have a few questions first. For starters: why is this paper a big deal again?**

So much more than a paper, it is an [unprecedented collaboration](#) between 87 individuals from 50 cultured meat companies from around the world.

The paper – as the first of its kind – identifies what data is required to demonstrate the safety of cultured meat. And data helps the whole ecosystem.

- **Investors** are empowered to do due diligence on companies. They know what questions to ask and what to look out for with regards to safety.
- **Companies** have a level playing field. Even new companies, without the funds to hire safety experts in-house, can use the data to make informed and strategic decisions about their manufacturing process.
- **Consumers** are given a window into the process from the very beginning, unlike what happened with GMOs. Transparency creates trust, especially proactive transparency, and public data is more trustworthy than privately-generated data.
- **Regulators** have the information they need about the manufacturing process to actually do their job!

By making this paper open access, we ensure that *all* stakeholders can easily access this foundational research. This is crucial for creating a culture of transparency and a pathway to market acceptance for cultured meat.

**So, then why not just publish it in an open access journal?**

Good question! In fact, the [peer-reviewed journal](#) we submitted to *is* open access! Technically. This means that people will have *free* access to read the article once published. But we want to take it one step further by making it fully *open access*, so folks can download, re-use and share this essential information.

By publishing in this particular peer-reviewed journal, we hope to reach the widest audience of regulators and policymakers. We're looking to leverage the existing systems of scientific authority to help boost the profile and credibility of this research.

**How does \$4,000 maximize the impact of this paper?**

That's how much we have to pay the publisher to make the article fully open access. Your support will allow the community (including consumers!) to freely download and re-distribute this essential research, multiplying the impact.

By paying this fee, we're taking an active stand against the knowledge gatekeeping and price-gouging subscription fees of traditional academic publishing. We need your help to break down silos of information and telegraph to the world that the future of cellular agriculture is open access!

**OK, I'm convinced. How can I help?!**

[Give today](#) to help cover the cost of making this research open access. Your support helps maximize the positive impact of this foundational paper when it gets published.

**Our goal is to raise \$4,000 by March 17.** No contribution is too small. Every dollar directly supports open access research to help foster collaboration, propel innovation and encourage consumer acceptance in our field.

With gratitude,

Stephanie Bailey  
Development Manager, New Harvest



**Donate today**

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