

Ecovative Announces Sale of Dutch Subsidiary to Klerken Family, Founders of Scelta Mushrooms, Launching New Venture *OurCelia*

Venlo, Netherlands — September 15th, 2025 — Ecovative, a pioneer in mycelium-based technologies for sustainable food and materials, today announced the sale of its Netherlands-based subsidiary, Ecovative Spawn & Substrate BV, to the Klerken family, founders of Scelta Mushrooms. Under the Klerken family's ownership, the business will be renamed **OurCelia**, marking a new chapter in its support of the mushroom industry and introducing new solutions to mushroom farmers globally.

This transition reflects a *marriage of strengths*: Ecovative's leadership in mycelium innovation, stretching two decades, and the Klerken family's deep roots in the global mushroom industry, dating back to 1963. Together, the two organizations will maintain a close, long-term relationship to advance the supply of world-class spawn products to both mushroom and mycelium producers.

Ecovative previously acquired Lambert Spawn Netherlands in 2022 from its U.S. parent company, Lambert Spawn, founded in 1919 and recognized as the world's oldest spawn producer. With this foundation, the Dutch spawn activities are now continuing under the Klerken family as Ourcelia.

"Ecovative is proud to have grown the global supply chain for Agaricus and AirMycelium spawn from the Netherlands, and we are confident that under the Klerken family's stewardship, Ourcelia will thrive as a dedicated supplier to mushroom growers and mycelium producers worldwide," said **Eben Bayer Co-founder and CEO, Ecovative**. *"This step allows Ecovative to sharpen its focus on scaling AirMycelium production across our food and materials businesses in the United States, while ensuring the Dutch spawn business continues to serve the industry with excellence."*

"The mushroom industry has been at the heart of our family for generations," said **Jan Klerken Sr., founder of Scelta Mushrooms**. *"With OurCelia, we are building on that heritage by expanding our business to include spawn and substrate production. This is a natural continuation of our commitment to advancing mushroom cultivation and supporting growers for decades to come."*

*In addition, **les Hooglugt will continue in his role as managing director**, ensuring continuity and trusted leadership for employees, customers, and partners of the company.*

Ecovative Momentum

At the core of Ecovative's growth is its AirMycelium™ platform, which converts existing mushroom farming infrastructure to produce long beds of pure mycelium that can be harvested in two weeks or less. This breakthrough enables mushroom farmers to diversify their operations, producing high-value mycelium crops that can be transformed into vegan meats and fungal proteins, sustainable textiles, and high-performance foams. By building on the infrastructure farmers already have in place, AirMycelium opens new revenue opportunities while strengthening the entire mushroom industry.

In 2020, Ecovative spun out MyForest Foods, whose flagship MyBacon® product is the United States' most popular animal-free breakfast meat, leading its category for more than 75 consecutive weeks on the market.

With a growing retail presence, MyForest Foods is setting a new standard for delicious, whole-cut plant-based meats grown entirely from mycelium.

Ecovative's Forager® division is scaling production of mycelium textiles for fashion and our Mycelium Foundry continues to create breakthroughs at the intersection of Mycelium, Food, and Materials. These breakthroughs include novel computing with mycelium for DARPA, space-faring applications, and point-of-need food and materials production for U.S. troops.

These businesses, powered by AirMycelium, capture Ecovative's mission to replace legacy supply chains with mycelium-based solutions at industrial scale: creating economic wins while maintaining life on Spaceship Earth.

Looking Ahead with Ourcelia

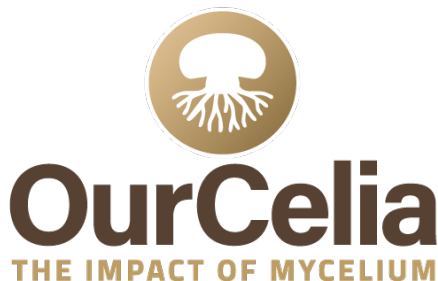
For the Klerken family, OurCelia is more than a new company — it is a bold step to shape the future of the mushroom industry. With deep roots that stretch back generations, the family has always believed in the power of mushrooms to nourish people and transform industries. *OurCelia* will build on that legacy by reimagining spawn and substrate production for a new era, delivering cutting-edge solutions that help mushroom farmers grow stronger businesses, diversify their crops, and expand into new markets. By combining tradition with forward-looking innovation, the Klerken family aims to make *OurCelia* a global leader in advancing fungi as a cornerstone of sustainable food, agriculture, and materials for decades to come.

About Ecovative

Ecovative grows materials from mycelium—the root structure of mushrooms—to replace plastics, leather, and meat with sustainable alternatives. Founded in 2007, the company has built a global platform for turning fungi into compostable packaging, high-performance textiles, and nutritious foods. By working with nature instead of against it, Ecovative delivers products that meet everyday needs while reducing waste, pollution, and reliance on fossil fuels.

About OurCelia

OurCelia is a Dutch producer of high-quality mushroom spawn and substrates, rooted in decades of expertise within the global mushroom industry. Founded in 2025 following the acquisition of Ecovative Spawn & Substrate BV by the Klerken family, also founders of Scelta Mushrooms, the company builds on a long heritage of innovation and entrepreneurship in mushroom cultivation. By combining tradition with cutting-edge technologies, OurCelia supports growers worldwide with reliable, sustainable solutions that strengthen their businesses and open new opportunities for the future.



MEMBER OF THE SCelta MUSHROOMS FAMILY