



Making A Difference

January 2017

There's something we all have in common: everyone in the world consumes it and without it we cannot survive. It's food!

Over the next few months we'll explore some of the most significant issues that are "Making a Difference" in our food supply and how we as "consumers" can impact these challenges.

Today's topic, "Animal Welfare" part #1

Years ago most of our ancestors had a direct connection with the food we ate. Our parents or grandparents likely came from an agrarian background or knew someone close to them that did. As migration to larger urban settings took place, our connection to the food we ate disappeared. When many of us were asked "where does your dairy, poultry or pork come from?" we'd answer "Safeway or Costco".

But...there's a change happening. People are becoming more and more interested in where their food comes from and how these animals are treated. More and more "Food" companies are recognizing this ground swell of consumer concern and are becoming proactive in their response. Companies like Olymel (One of Canada's largest pork and poultry processors) has moved to entrench "Animal Welfare" as a cornerstone in their approach to providing safe, sustainable, and ethical food to its customers. <http://www.olymel.ca/en/commitments/animal-welfare/>

In a recent study conducted by the American Society for the Prevention of Cruelty to Animals, They noted that 77% of consumers said they are concerned about the welfare of animals raised for food. We'll dig more into some of the major issues surrounding Animal Welfare in part #2 of "Making a Difference".

Animal welfare was one of the driving forces behind the development of AcuShot Inc.'s innovative second generation **Needle-Free** technology.

- Advantages of AcuShot's Needle-Free technology will be explored in future articles
- **News flash!** Keep checking www.acushot.ca in the weeks and months to come. AcuShot has some exciting news that could impact the way global food is produced!

For more information email cfunk@acushot.ca or magar@acushot.ca

or visit www.acushot.ca