

The GUHAH Way

A lifestyle philosophy teaching children about the benefits of eating organic foods

Our Mission & Philosophy



GROWING



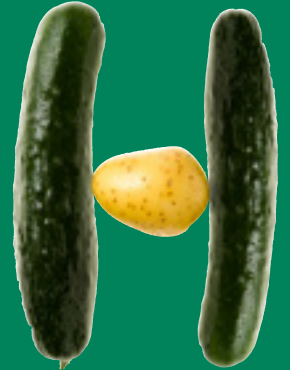
UP



HEALTHY



AND



HAPPY



The **GUHAH** Way is a lifestyle philosophy whose focus is ensuring that children grow up healthy and happy by teaching them about the benefits of eating organic foods.

GUHAH stands for:

- G** - Growing
- U** - Up
- H** - Healthy
- A** - And
- H** - Happy



Why I Started The GUHAH Way

A message from founder Frank Stronach

I've been blessed with good health, good fortune and a good mind. Over the course of my life, I've endured poverty and hardship and I've also reached the highest heights. I was able to turn my one-man tool shop into one of the world's largest and most successful automotive parts suppliers, Magna International Inc., a company with more than 150,000 employees worldwide and over \$40 billion in annual sales.

In my early 70s – what I regard as the height of my career – I began to count my blessings and think about the priorities in life. When we are young and starting out in life, we work hard to make enough money so that we can provide for our families and live in dignity when we eventually retire. And in the process of trying to make a living, we sometimes lose focus of the real priorities in life.

Health – the number one priority in life

I'm a great believer that the number one priority in life – the one that stands above all others – is to stay healthy.

When we become sick and weakened by illness, most of us would give everything we own for the chance to be healthy again.

If you are healthy, you think more clearly. You're able to work better and be more productive. You have more energy. And you are able to get the most out of life, whether its building a successful career, playing sports or pursuing leisure activities. The fact is, it's much easier to be happy when you're healthy.



Chemicals Are Making Us Sick

The shift to all-natural, organic foods

Food allergies on the rise

Over the years, dining out at various restaurants, I noticed that a growing number of children were developing food allergies. Anxious parents would usually ask the servers if there were any food allergens present in the various restaurant menu items.

When I was a kid, hardly any young children had food allergies – it was extremely rare. The food we ate came from local farms and was all-natural. It caused me to wonder what might be behind the sudden rise in food allergies, some of which can be life-threatening.

I came to the conclusion that many of the chemicals, pesticides and additives in our foods nowadays are weakening our immune system and making us sick. I also believe the chemicals in our foods are mainly to blame for the rise in food allergies. In many cases, it's impossible to accurately determine all of the chemicals used in making the processed and packaged foods we eat – everything from preservatives and stabilizers to artificial colours and simulated flavours. **On top of that, we import thousands of packaged foods from all over the world where the regulations governing the use of chemicals are much less stringent than Canada or the US.**

But the most significant factor is the fact that most of the large industrial farms throughout Canada and the US use enormous amounts of chemicals, including fertilizers, insecticides and fungicides. These chemicals are sprayed on the grains, fruits and vegetables to increase crop yields and to prevent crops from being destroyed by insects and disease.

At these industrial farms, or what I call “chemical jungles”, you no longer see eagles flying above the fields for the simple reason that there are no rabbits or pheasants or mice on the ground below. The bee population, which pollinates our plants and crops and plays a critical role in the ecology of our planet, is also being diminished by the widespread use of chemicals.





No Hormones, No Antibiotics, No GMOs

I made the life-altering decision to grow foods without chemicals

We're poisoning everything

The deeper I delved into the chemical jungle, the more I realized there is something dangerous and threatening going on – something that poses a great risk to human health and the sustainability of our planet. And what it all boils down to is the widespread use of chemicals in our water, in our soil, and in our food.

Chemicals are making people sick, and in order to heal them, we end up giving people chemical-based drugs and medicines manufactured by pharmaceutical companies. And in this process, we are squandering billions of dollars per year in Canada and hundreds of billions of dollars per year in the US. This is not happening by design or out of some malicious intent – it is being done because of human greed and stupidity. And as the great astrophysicist Stephen Hawking wisely noted, greed and stupidity – if not reined in – will destroy planet Earth.

So I decided to do something about it

During my business career, I made a lasting contribution to the car industry – one that led to my induction into the Automotive Hall of Fame in the USA. But as I got older, I began to think about how I could be of greater service to society. Could my business know-how and experience be applied to other areas? Could I do something that would improve the lives of others? **In 2010, I made the life-altering decision to invest in agriculture and to grow foods without chemicals. For my family and me, that included raising free-range cattle to produce meat that contained no hormones, no antibiotics, and no GMOs.**

Most importantly, our farms are guided by the philosophy that animals should live as naturally as possible, free from pain or stress. I also began promoting the concept of an Animal Charter of Rights to protect farm animals that are raised for food from suffering abuse, cruelty and neglect. The Charter would ensure that farm animals are given the right to fresh air, clean water and natural daylight, as well as the right to roam freely.





Health: The Most Precious Gift

When foods are organic, they supply us with all of the nutrients we need

Health is the most precious gift that nature gives us, and nature provides us with all of the foods that we need to maintain optimal health.

Nature has blessed us with abundant varieties of fruits, grains, vegetables, seeds, and nuts, as well as meat and fish, milk and cheese. When these foods are fresh and organic, they supply us with all of the nutrients and vitamins we need to be healthy and strong.

Healthy = Happy

For parents, their number one concern is: what do we have to do so that our children grow up healthy? If children are healthy, there's a much greater chance that they will also be happy and successful in what they do.

That's the main reason why I established The GUHAH Way, a newly created not-for-profit organization dedicated to promoting healthy eating and organic foods for children. The organization will also provide educational information to parents of school-age children.

Our mission is simple: we want to inform individuals everywhere that by eating organic food, the chances are much better that we will be healthy, and if we are healthy, chances are we will also be happy.

One of the organization's main initiatives will be to lobby governments and school boards to establish food guidelines that only permit organic foods in school cafeterias. Other initiatives and activities include creating school programs that enable children to learn how to grow organic foods.



The GUHAH Way – Join Today!

Spread the message of a healthy diet of organic foods

We hope that millions of people everywhere will embrace the philosophy represented by The GUHAH Way – one that actively supports and encourages healthy organic foods for our children.

We all want our children to be healthy and happy, and I believe that eating organic foods is one of the best ways to achieve that goal.

Spread the word

We're inviting people who share that philosophy to join our organization by becoming a member and participating in our efforts to spread the message of a healthy lifestyle built around a diet of organic, all-natural foods.

If you feel the way we do, get involved and together we'll find ways where we can bring about positive change. Visit our website or give us a call.

There are so many things we can do to help our children grow up healthy and happy!

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Growing Up Healthy And Happy

The GUHAH Way is a not-for-profit organization dedicated to promoting healthy eating and organic foods for children.

For further information contact:

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Frank Stronach

Founder, The GUHAH Way

Founder, Frank's Organic Garden
Restaurant & Marketplace

**“Let food be your medicine
and medicine be your food.”**

Hippocrates

Founder of the Hippocratic Oath
taken by physicians