

## The Backstory: How The Heck Do They Come Up With This Stuff??

Do you ever wonder what thoughts lurk in you boss's head? Sometimes it's better not to ask, but my circumstances are a bit unique. I have one boss who reminds me ever so slightly in the best ways imaginable of a young Doc Emmet Brown from Back to the Future. My other boss reminds me, again in the best ways imaginable, of Quentin Tarantino. So now, let us conduct a little Einsteinian Thought Experiment: What could possibly be distilled if you combine a slightly eccentric scientific mastermind, and a company president full of cinematic Kung Fu blockbuster potential? Turns out you can get tankers and tankers full of USP Grade Ethanol in a an almost impossibly short amount of time.



If this were basic chemistry, what would happen if you then mixed these two elements with a novel virus pandemic, an all-encompassing industry call to action from Provincial, National, and Global authorities, states of emergency across the world, and shortages of things we all have grown to take for granted like hand sanitizers? You get a perfect storm. And if you're in the right place at the right time you might even hear your boss say, "Why are people mixing vodka and aloe vera together? That's crazy! Vodka is not even remotely strong enough and aloe vera dilutes it even more. And for that matter, see those cows over there? Right behind them in our own back yard is a biofuel ethanol plant. Why don't we just tool it up? And for this next part, we don't even have to go outside. Right downstairs is a company licensed and certified to make Natural Health Products, and they have mixing and bottling lines." See, it all makes perfect sense if you think about.

Okay, so I might be paraphrasing a little, speeding up the reel and dramatizing in case Hollywood takes a notion to tell this story, but that's the basic gist of it. It's what happens when you work in place powered by swashbuckling corporate musketeers. It's a good fight. Its all for one, and one for all in this crazy time. It's happening on a scale unprecedented since World War II, and it is something most of us have never experienced in our lifetimes.

And by the way, I couldn't make this stuff up. These are the real guys.



I know one thing is for certain: I'm very fortunate to work in an extraordinary environment, where there exists a certain brand of brilliance. This has been a huge team effort from the crew at Prairie Tide, Dr. Martin's Reaney's Lab at the University of Saskatchewan, everyone at Bioriginal, and of course, Pound-Maker Agventures Ltd. Cheers To You All and Stay Well!