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Halvorson Fisheries Joins 100% Great Lakes Fish Pledge

Commits to prevent waste and promote the sustainable use of Great Lakes fish

(Cornucopia, Wisconsin) – Halvorson Fisheries today signed on to the “100% Great Lakes Fish Pledge,” publicly committing to aspire to use 100% of each commercially caught Great Lakes fish productively by 2025. As part of the pledge, the company will also help communicate to other companies in the fish supply chain about opportunities for innovative applications for fish byproducts including fertilizer, protein, marine collagen, leather, or other new, high-value products.

Halvorson Fisheries joins Wisconsin-based Lindal Fisheries, Dramm Corporation, Dan’s Fish, Inc., Henriksen Fisheries, Baileys Harbor Fish Company and J&M Fisheries which previously signed the pledge, bringing participation from Wisconsin to seven companies. 22 companies overall have now signed the pledge.

This pledge is part of the 100% Great Lakes Fish initiative created by the Conference of Great Lakes St. Lawrence Governors & Premiers (GSGP), an organization representing the Governors of the Great Lakes States and the Canadian Premiers of Ontario and Québec.

“Through the concerted efforts of companies like Halvorson Fisheries and our expanding network of signatories, the 100% Great Lakes Fish initiative is paving the way for a more sustainable and prosperous future for our region,” **David Naftzger, GSGP Executive Director said.** “By embracing innovation and committing to maximizing the value of each commercially caught fish, we are reducing waste and unlocking new economic opportunities for the Great Lakes.”

The Great Lakes are home to sizeable commercial fisheries, but only the fillets of these fish are usually eaten while the remaining 60% of the fish is often relegated to inexpensive uses or discarded. The 100% Great Lakes Fish initiative seeks to find new and innovative ways to use the whole fish in order to reduce waste, create more value and jobs, and support rural economic development. Iceland pioneered this approach and has seen the value of products made from each cod skyrocket from \$12 for just the filet to a remarkable \$5,000 for products including cosmetics, medical bandages, nutritional supplements and a range of other products.

“As stewards of the Great Lakes, we at Halvorson are proud to join the 100% Great Lakes Fish Pledge, reaffirming our commitment to sustainable practices and responsible resource management,” **said Jessica Resac, Commercial Fisherwoman at Halvorson Fisheries.** Our

philosophy is to use as much of the fish as possible, and in doing so reduce waste and create a more environmentally conscious and economically vibrant future for our communities and industry.”

Companies participating in the 100% Great Lakes Fish Pledge include:

- A&A Marine Foods
- All Temp Foods
- Bodin Fisheries
- Baileys Harbor Fish Co.
- Carlson’s Fishery
- Dan’s Fish, Inc.
- Damm Corporation
- Euclid Fish Company
- First Catch LLC
- Fiskur Leather
- Fortune Fish & Gourmet
- Great Lakes Food Co.
- Halvorson Fisheries
- Henriksen Fisheries
- J&M Fisheries
- John O’s Foods
- Lindal Fisheries
- Motor City Seafood
- Presteve Foods
- Red Cliff Fish Co.
- Taylor Fish Co.
- VanLandschoot & Sons Fish Market

More information on 100% Great Lakes Fish including a copy of the Pledge is available at <https://gsgp.org/projects/100-great-lakes-fish/>

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The Great Lakes St. Lawrence Governors & Premiers unites the chief executives from Illinois, Indiana, Michigan, Minnesota, New York, Ohio, Ontario, Pennsylvania, Québec and Wisconsin. The Governors and Premiers work as equal partners to grow the region’s \$6 trillion economy and protect the world’s largest system of surface fresh water.