



For Immediate Release

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Ontario trout producer joins international effort that seeks to use 100% of each fish

Cole-Munro Foods is 33rd company to join the 100% Great Lakes Fish Pledge that aims to prevent waste and promote the sustainable use of Great Lakes fish

(St. Thomas, ON) – [Cole-Munro Foods](#), providing 80% of Canada’s trout, has signed the “100% Great Lakes Fish Pledge,” publicly committing to use 100% of each fish it raises by 2025. The family-run business has facilities in Manitoulin Island, Georgian Bay, and St. Thomas, and is the only aquaculture company in Ontario focused solely on trout.

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 compost, fertilizer, protein, marine collagen, leather, or other new, high-value products.

Thirty-three companies across North America have signed the pledge. It 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.

“Cole-Munro Foods’ commitment to the 100% Fish Pledge highlights the forward-thinking leadership that is driving a transformative shift in our region’s fisheries,” said **David Naftzger, Executive Director of GSGP**. “By embracing sustainable practices that use the whole fish, Cole-Munro is setting an example of how responsible aquaculture can fuel both economic growth and environmental stewardship.”

The Great Lakes region is home to sizable commercial fisheries and aquaculture operations, but only the fillets of these fish are usually eaten. In contrast, the remaining 60% of the fish is often relegated to inexpensive uses or discarded. The 100% Great Lakes Fish initiative seeks new and innovative ways to use whole fish 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.

“At Cole-Munro Foods, we see our role as producing high-quality steelhead and rainbow trout in a way that respects and benefits our environment,” said **Geoff Cole, Co-Founder, Cole-Munro Foods** “The 100% Fish Pledge aligns with our mission to utilize every part of each fish we raise, create value-added products that serve communities, protect our waters, and honor the fish we farm.”

More information on 100% Great Lakes Fish, including a copy of the Pledge, is available at <https://gsgp.org/projects/100-great-lakes-fish/>. The 33 companies participating in the 100% Great Lakes Fish Pledge include:

A&A Marine Foods – Tilbury, Ontario	Great Lakes Food Co. – Chatham, Ontario
Acme Smoked Fish – Brooklyn, New York	Great Lakes Tinned Fish – Grand Rapids, Michigan
All Temp Foods – Leamington, Ontario	Halvorson Fisheries – Cornucopia, Wisconsin
Big O’ Smokehouse – Caledonia, Michigan	Henriksen Fisheries -- Ellison Bay, Wisconsin
Big Stone Bay Fishery – Mackinaw City, Michigan	J&M Fisheries -- Ellison Bay, Wisconsin
Bodin Fisheries – Bayfield, Wisconsin	John O’s Foods – Wheatley, Ontario
Baileys Harbor Fish Co. – Baileys Harbor, Wisconsin	Lindal Fisheries – Sturgeon Bay, Wisconsin
Cambrian Co-Products – Minneapolis, Minnesota	Motor City Seafood – Highland Park, Michigan
Carlson’s Fishery - Leland, Michigan	Presteve Foods – Wheatley, Ontario
Cole-Munro Foods – St. Thomas, Ontario	Purvis Fisheries – Silver Water, Ontario
Dan’s Fish, Inc. – Sturgeon Bay, Wisconsin	Red Cliff Fish Co. – Bayfield, Wisconsin
Dramm Corporation – Manitowoc, Wisconsin	Rushing Waters Fisheries – Palmyra, Wisconsin
Euclid Fish Company – Mentor, Ohio	Superior Fresh, Northfield, Wisconsin
First Catch LLC - Baraga, Michigan	Taylor Fish Co. – Wheatley, Ontario
Fiskur Leather – Mora, Minnesota	Treaty Fish Co. – Suttons Bay, Michigan
Freshwater Fish Marketing Corporation – Winnipeg, Manitoba	VanLandschoot & Sons Fish Market – Munising, Michigan
Fortune Fish & Gourmet – Bensenville, Illinois	

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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 surface freshwater system.