



For Immediate Release
January 18, 2024

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Carlson's Fishery Joins 100% Great Lakes Fish Pledge

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

(Leland, Michigan) – Carlson's Fishery 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.

Carlson's Fishery joins Michigan-based First Catch LLC, Motor City Seafood and VanLandschoot & Sons Fish Market that previously signed the pledge, bringing participation from Michigan to four companies. 21 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.

"I applaud Carlson's Fishery for joining the 100% Great Lakes Fish Pledge and reaffirming its commitment to sustainability," **David Naftzger, GSGP Executive Director** said. "With over 100 years in business, Carlson's clearly has a deep connection to the Lakes and we look forward to working together to ensure the fishery's future."

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.

"Carlson's is excited to join the 100% Great Lakes Fish Pledge. We always strive to reduce waste and utilize as much of each fish as possible," **Mike Burda, Co-Owner of Carlson's Fishery**, said. "At Carlson's, we recognize the upcoming value of new opportunities through leveraging larger networks and increasing participants which were previously outside the scope of implementation for one small business."

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.
- Dramm Corporation
- Euclid Fish Company
- First Catch LLC
- Fiskur Leather
- Fortune Fish & Gourmet
- Great Lakes Food Co.
- 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.