



**For Immediate Release**

November 13, 2024

Contacts:

Fish Pledge: David Naftzger, (847) 863-1679, [dnaftzger@gsgp.org](mailto:dnaftzger@gsgp.org)

Springhills Fish: RJ Taylor, (519) 364-7803, [rj@cedarcrestfish.ca](mailto:rj@cedarcrestfish.ca)

## **Ontario aquaculture producer joins international effort that seeks to use 100% of each fish**

*Springhills Fish is 34th company to join the 100% Great Lakes Fish Pledge that aims to prevent waste and promote the sustainable use of fish*

(Hanover, ON) – [Springhills Fish](#), which delivers local fish to more than 1,500 homes every month, has signed the “100% Great Lakes Fish Pledge,” publicly committing to use 100% of each fish it raises by 2025. The growing, family-run business has facilities in Hanover, Ontario, and also partners with Sheshegwaning First Nation for a fish farm on Manitoulin Island.

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-four 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.

“Springhills Fish is a leader in sustainability and a unique part of the fish economy in our region,” said **David Naftzger, Executive Director of GSGP**. “Their participation strengthens our 100% fish collaboration.”

The Great Lakes region is home to sizable commercial fisheries and growing 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 all of each 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.

Springhills Fish became the first land-based farms in central Canada to get certified by the Best Aquaculture Practices program, and is now also recommended by Ocean Wise. The company delivers

local fish to homes across Ontario. It also sells into grocery retailers big and small, and has expanded with smoked fish and other fishy products.

“At Springhills Fish, we believe that sustainability means more than just reducing waste—it’s about unlocking the full potential of every fish we raise,” said RJ Taylor, co-owner of Springhills Fish. “We’re thrilled that the 100% Great Lakes Fish Pledge recognizes the vital role of aquaculture in this initiative. This pledge reflects our core values, and we’re excited to lead by example in fostering a sustainable, circular fish economy in Ontario and beyond.”

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 34 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	Springhills Fish -- Hanover, Ontario
First Catch LLC -- Baraga, Michigan	Superior Fresh, Northfield, Wisconsin
Fiskur Leather – Mora, Minnesota	Taylor Fish Co. – Wheatley, Ontario
Freshwater Fish Marketing Corporation – Winnipeg, Manitoba	Treaty Fish Co. – Suttons Bay, Michigan
Fortune Fish & Gourmet – Bensenville, Illinois	VanLandschoot & Sons Fish Market – Munising, Michigan

###

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.