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**Sea Grant**  
UNIVERSITY OF WISCONSIN

 WISCONSIN COASTAL  
MANAGEMENT PROGRAM

UNIVERSITY of WISCONSIN  
**UWMILWAUKEE**

**School of  
Freshwater Sciences**

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## **State officials and fisheries leaders meet at UW-Milwaukee School of Freshwater Sciences to learn more about international initiative to use 100% of commercially caught Great Lakes fish**

(MILWAUKEE, WI) – As a way to celebrate October being National Seafood Month, state and local officials, along with fishery company owners, attended a Head to Tail Fish Showcase today at UW-Milwaukee's School of Freshwater Sciences aquaculture facilities to sample non-filet dishes from Great Lakes fish and learn about the innovative ways that non-consumable portions of the fish can be used commercially. The event, sponsored by the UW-Milwaukee School of Freshwater Sciences, Wisconsin Sea Grant, and the Conference of Great Lakes St. Lawrence Governors & Premiers (GSGP) featured a “Head to Tail” Great Lakes fish-tasting showcase, news conference, and tour of the School of Freshwater Sciences aquaculture facilities.

Presenters included:

- David Naftzger, Executive Director, GSGP
- Andrew Daire, Provost and Vice Chancellor for Academic Affairs, UW-Milwaukee
- Christy Remucal, Interim Director, Wisconsin Sea Grant
- Sam Rikker, Deputy Secretary and Chief Operations Officer, Wisconsin Economic Development Corporation
- Todd Kalish, Deputy Fisheries Bureau Director, Wisconsin Department of Natural Resources
- Mike Friis, Resource Policy Director, Wisconsin Coastal Management Program
- Cameron Whyte, Chef, Third Coast Provisions

“The Head-to-Tail Fish Showcase aimed to demonstrate various ways to use all parts of fish from the Great Lakes region, elevate awareness about Wisconsin's sustainable fisheries and encourage Wisconsinites to support the wise use of all parts of harvested fish,” said Sharon Moen, Food-Fish Outreach Coordinator at Wisconsin Sea Grant, and event organizer.

Guests also learned about the international [100% Great Lakes Fish Initiative](#), organized by GSGP.

“The 100% Fish Pledge is the first of its kind in the world,” said David Naftzger, Executive Director of GSGP, which founded the initiative to help commercial fisheries and related businesses utilize 100% of fish from the Great Lakes region. “Iceland pioneered the “100% fish” strategy more than two decades ago. Since then, it has increased the utilization rate of the Icelandic cod from 40% to more than 90%. The value of products made from each fish has gone from about \$12 to over \$4,000 today. Wasting less fish is great for sustainability, job creation and our economy. As this meaningful initiative grows, it needs businesses, government, and people working together to strengthen this industry.”

State officials in attendance also applauded the innovative strategy.

“Wisconsin has a robust water ecosystem and is uniquely suited to ushering water technologies through every stage of development, from research through scaling and commercialization. This ecosystem includes those businesses interested in stewardship of resources,” said Sam Ridders, Deputy Secretary and COO of the Wisconsin Economic Development Corporation. “The 100% Great Lakes Fish Initiative solidly fits into this kind of innovative thinking about our water and food resources. There are so many parts of the fish that can be used, not only for food, but also for medical products, nutritional supplements, liquid fertilizers, fish leather, and cosmetics that it presents a great opportunity to expand Wisconsin’s presence in all these sectors.”

“At the Department of Administration and the Wisconsin Coastal Management Program, we were excited to sponsor today’s event and bring the Governor and Premier’s 100% Great Lakes Fish effort together with the UW Sea Grant Institute’s strong advocacy of Wisconsin’s fisheries,” said Mike Friis, Resource Policy Director, Wisconsin Coastal Management Program. “Fish and fishing are closely tied to the culture, history and economy of the state. Tribal governments and coastal communities value fish as an element of their quality of life and economic benefit through, subsistence, commercial and recreational fishing. 100% Great Lakes Fish is an opportunity to improve sustainability and economic development by converting what is often viewed as “waste” into a value-creating resource for the communities.”

#### **ABOUT WISCONSIN SEA GRANT:**

Wisconsin Sea Grant is one of 34 Sea Grant programs supported by the National Oceanic and Atmospheric Administration in coastal and Great Lakes states. These programs encourage the wise stewardship of marine resources through research, education, outreach and technology transfer.

#### **ABOUT GSGP:**

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.

#### **ABOUT THE FISH PLEDGE:**

GSGP’s 100% fish strategy holds tremendous promise for the Great Lakes St. Lawrence region to waste less of the fish, create jobs and practice better sustainability. Iceland pioneered the “100% fish” strategy and has increased the utilization rate of the Icelandic cod from 40% to more than 90%, raising the value of

products made from each fish from about \$12 decades ago to \$4,000 today. For more information, visit:  
<https://gsgp.org/projects/100-great-lakes-fish/>

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