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**Two Grand Rapids area companies join international pledge
aimed at improving fish product supply chain**

*Big O' Smokehouse and Great Lakes Tinned Fish join 100% Great Lakes Fish Pledge
that aims to prevent waste and promote sustainable use of Great Lakes fish*

(GRAND RAPIDS, MI) – Michigan startup [Great Lakes Tinned Fish](#), which is believed to be the first tinned fish company in the Midwest to source exclusively from the Great Lakes region, and [Big O' Smokehouse](#), a Grand Rapids area fish retailer, are the 31st and 32nd companies to sign the “100% Great Lakes Fish Pledge,” publicly committing to use 100% of each fish it uses by 2025.

Great Lakes Tinned Fish, founded by entrepreneur Marissa Fellows, recently won \$20,000 from a statewide entrepreneur competition for her venture. The company intends to launch its products in stores and online this fall. Big O' Smokehouse is a family business and has operated in Caledonia, Michigan since 1997.

As part of the pledge, both companies will 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-two 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.

"Working with local fish businesses across the Great Lakes region has been one of the most exciting aspects of this initiative," said **David Naftzger, Executive Director of GSGP**. "Great Lakes Tinned Fish's mission is to support sustainable fishing practices in Michigan, so we couldn't ask for a more allied partner to join the 100% Great Lakes Fish Pledge. The 100% Great Lakes Fish Pledge helps us unlock new opportunities for innovation, sustainability, and economic growth, and we're thrilled to have Big O' Smokehouse join the effort to create new value from the region's fishery."

The Great Lakes are home to sizable commercial fisheries, 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.

"Supporting sustainable fishing practices that allow us all to enjoy the bounty of our Great Lakes for generations to come is at the heart of what Great Lakes Tinned Fish is all about," said **Marissa Fellows, Founder of Great Lakes Tinned Fish**. "Our business was built through innovation - challenging what has never been done and believing in what's possible - and we know that great progress happens in environments where collaboration is actively cultivated. The 100% Fish Pledge is laying this foundation, and we're honored to be part of it."

"My grandfather founded Big O' Smokehouse nearly three decades ago with a focus on quality and tradition, but we've always looked for ways to innovate," said **Bruce Osterhaven, President, Big O' Smokehouse**. "The 100% Great Lakes Fish Pledge aligns perfectly with our commitment to sustainability and craftsmanship, and we're excited to explore new opportunities to share the unmatched quality of our region's fish with a wider audience."

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

About GSGP

www.gsgp.org

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.

The 32 companies participating in the 100% Great Lakes Fish Pledge include:

A&A Marine Foods – Tilbury, Ontario	Great Lakes Tinned Fish – Grand Rapids, Michigan
Acme Smoked Fish – Brooklyn, New York	Halvorson Fisheries – Cornucopia, Wisconsin
All Temp Foods – Leamington, Ontario 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
Dan’s Fish, Inc. – Sturgeon Bay, Wisconsin	Purvis Fisheries – Silver Water, Ontario
Dramm Corporation – Manitowoc, Wisconsin	Red Cliff Fish Co. – Bayfield, Wisconsin
Euclid Fish Company – Mentor, Ohio	Rushing Waters Fisheries – Palmyra, Wisconsin
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
Great Lakes Food Co. – Chatham, Ontario	

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